



Hay Shire
COUNCIL

Supplementary Mayoral Minute Ordinary Council Meeting 28th July 2015

The Mayor is entitled to put to a meeting without notice any matter or topic that is within the jurisdiction of the Council or of which the Council has official knowledge.

Such a minute takes precedence over all other business on the agenda for the meeting.

The Mayor may move the adoption of the minute without the motion being seconded.

(Clause 16 of Local Government [Meetings] Regulation 1999)

Supplementary Agenda

1. Mayor's Report
2. Tourism Report

28th July 2015

Supplementary 1 – Mayoral Report

REPORTING OFFICER	Cr Bill Sheaffe - Mayor
ATTACHMENTS	

Meeting with Hon Paul Toole MP Minister for Local Government

The General Manager and I have been invited to meet with the Minister for Local Government this afternoon in Griffith at 5.30pm. The Minister is meeting with seventeen Councils at different time slots throughout the day as part of a good will visit.

Meeting with Local Government NSW

LG NSW President, Cr Keith Rhoades AFSM and Chief Executive Donna Rygate were scheduled to meet Council on Wednesday 29th July from 12noon to 1.20pm. Advice has now been received that Cr Rhoades will not be able to attend, however, Ms Rygate will still attend.

Holroyd Annual Visit

Councillors are asked to participate in the events organised for the twenty visiting Councillors and staff from Holroyd during the week commencing 10th August 2015. A memo has been circulated to provide details.

RECOMMENDATION

For information.

28th June 2015

Supplementary 2 – Tourism Report

REPORTING OFFICER	Jack Terblanche – Director Community Development
ATTACHMENTS	Nil
RELEVANCE TO STRATEGIC COMMUNITY PLAN	<p>6.3 Economic prosperity and sustainability</p> <p>6.3.1 Our community values its history and tourism and welcomes new and innovative industry to support our future</p> <p>6.3.1.1 Create a better business environment</p> <p>6.3.1.2 Boost demand for products and services from Hay</p> <p>6.3.1.3 Create growth industries</p> <p>6.3.1.4 Actively promote and enhance tourism</p> <p>6.3.2 Our Community is innovative and adaptive</p> <p>6.3.2.1 Be innovative in the promotion of the region as a great place to live</p> <p>6.3.2.2 Seek to identify gaps and opportunities in established industries</p> <p>6.3.2.3 Continue to lobby for assistance to deal with change.</p> <p>6.3.2.4 Investigate environment sustainable initiatives for businesses, agriculture and industry.</p>
FINANCIAL IMPLICATION	NA
LEGISLATIVE IMPLICATION	NA
POLICY IMPLICATION	NA

COMMENTARY

Hay Visitor Information Centre Visitor Statistics:

Statistics for visitors who physically visited the centre in June were 1614 which is an increase of 196 visitors. We had 6 buses call into the Visitor Centre for a lunch stop. Most visitors were travelling north to warmer weather.

Activities:

Hay June Long Weekend

We have received very positive feedback from our visitors and organisers of the Long Weekend events.

President Declan Dwyer expressed his appreciation to Hay Shire Council and the Hay community for their support over the Long Weekend.

Neil Fox from the Club Standard and Triumph group also thanked Council for their continued support.

Work Placement

Connie Andrews from Year 12 at the Hay War Memorial High School completed her work placement at the Hay Visitor Information Centre in June. Connie did her placement at the Visitor Centre to gain further knowledge and insight into tourism and event management.

Paint Hay REaD

We are collecting more pre loved children's books at the Visitor Centre to go into the red boxes placed around Hay. This enables us to top up the boxes and we have had requests for extra boxes around Hay.

Paddy the Possum Literacy Event

Met with Robyn at the Library and planning is under way for a follow up event for the Paint Hay Read Program on Wednesday 12 August 2015, to be held at 11am at the Hay War Memorial Hall.

NAIDOC 2015

Paddy the Possum will be a part of the NAIDOC Celebrations at the Hay Park on Saturday 11 July 2015. He will be presenting the winners of the colouring-in competitions, handing out a book donated by Holroyd City Council and a bookmark.

Social Media Summary:

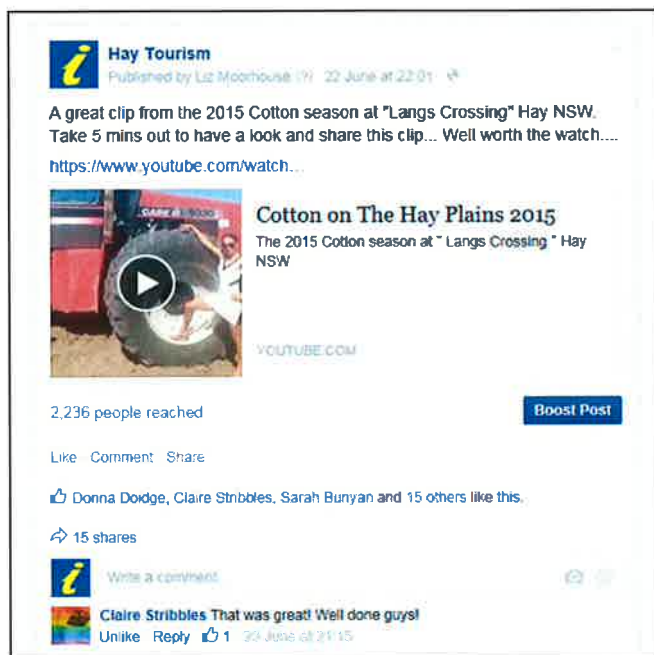
Many visitors to the centre are very interested in the cotton industry after seeing the youtube clips and the news stories on the Cotton Gin in the media, along with the trucks and cotton on the sides of the road. We have put together an information sheet on Cotton production for these visitors.

There has been a marked increase in the activity on our social media especially from recent posting of the cotton production at Hay clips.

We posted a video called Cotton on the Hay Plains 2015 this post reached 2229 people and had 15 shares. This clip was also shared by the NSW Rural Women's Network Rural Email list.

Total page post reach for June 7019.

700 people are following the Hay Tourism page being an increase of 78 since May 2015.



Hay Tourism
Published by Liz Moorhouse (9) 22 June at 22:01

A great clip from the 2015 Cotton season at "Langs Crossing" Hay NSW. Take 5 mins out to have a look and share this clip... Well worth the watch...
<https://www.youtube.com/watch...>

Cotton on The Hay Plains 2015
The 2015 Cotton season at "Langs Crossing" Hay NSW

2,236 people reached **Boost Post**

Like Comment Share

Donna Dodge, Claire Stribbles, Sarah Bunyan and 15 others like this.

15 shares

Write a comment

Claire Stribbles That was great! Well done guys!
Unlike Reply 1 22 June at 21:15

Photo to left.

This is the youtube clip that was shared on the Hay Tourism Facebook page on 22nd June 2015. This post alone reached 2236 people and gained us about 40 new likes to our page....

Inland NSW Destination 2020 – Broken Hill 22nd to 25th July 2015

Day 1 – Visited Lake Paika (situated 17km North of Balranald) and met with Dianne (owner operator) who gave us a guided tour of the accommodation, lake and garden area. Lake Paika is part of Outback Beds who we are working with to develop an etrail from Griffith to Mildura, with the intent of including many of the attractions enroute.

Visited Lake Mungo where we met with Bec and Glen at Mungo Lodge, and had a guided tour of the Lodge and the accommodation available. We discussed how we can work together to ensure tourists are aware of the facilities that are available at the Lodge. We will be working together to promote Hay within the Outback, sending Hay brochures to display *in* both Lake Paika and Mungo Lodge.

Day 2 – Visited Wilcannia and met with Bill and Chris Elliott who are part of the Wilcannia Tourism Association. Bill advised us they are trying to overcome the stigma of being a ‘problem town to showing its rich history.

We met with Scott Smith owner of Warrawong on the Darling and toured his facilities. Scott has a strong interest in the area and hopes visitors will use Warrawong as a base for day trips of the Outback. Scott has recently purchased the Ivanhoe Hotel where he has 3 new rooms available for accommodation and he is very happy to work with us to promote Hay.

Visited Menindee Lakes where water storage is drying up causing a crisis for Broken Hill’s drinking supply. Broken Hill – We did a town tour of Broken Hill, visited the Living Desert and Sculptures and learnt a lot about the mining, galleries and history of Broken Hill.

Day 3 – Visited the Broken Hill Visitor Information Centre and organised for Hay brochures to go back on the shelf.

Attended the launch of the Travelin website which is a user friendly tool for anyone planning a trip into NSW to discover attractions of the area.

Attended the Inland Tourism NSW Destination 2020 Workshop at the Broken Hill Civic Centre.

Presentations were given by

- Marketing planning for mobile future - Bronwyn White
- Leverage the Visiting friends and relatives (VFR) Market - Bronwyn White
- Small Town Tourism, What Works - Jack Terblanche
- International Ready - Andrea Plawutsky

The presentations were very interesting and inspiring and will be of great benefit to Hay.

The workshop provided us with opportunities to network with other Outback Tourism members and operators, so we can promote existing tourism products to bring more visitors to our areas.



Upcoming Events

- | | |
|-------------------------|------------------------------------|
| 1 st August | 2HayFM Trash and Treasure |
| 8 th August | Blast from the Past Fashion Parade |
| 15 th August | VP Day March |
| 29 th August | Hay Scout’s and Community Markets |

RECOMMENDATION

For Council Information

Barrier Daily Truth

No. 31,361

SATURDAY, JULY 25, 2015

www.bdtruth.com.au

PRICE \$1.30*

BROKEN HILL TODAY: 16°



SUN:
15°



MON:
13°



TUE:
14°



FULL REPORT:
PAGE 14



Emotions ran high last night as Jodi Daley and Badger Bates took out the 2015 Outback Open Art Prize with their creation "Steamers Point, Wilcannia". Ms Daley was moved to tears by the honour, while Badger said he was also overwhelmed. A number of other works also received recognition from judge John Cheeseman in what was a very high quality exhibition. Full story in Monday's BDT. **PICTURE: Darrin Manuel**

Future of tourism in our own hands

By Andrew Robertson

A new membership-based entity charged with driving visitation to Broken Hill and the region will live or die from the support it receives from the industry, the head of the region's peak tourism body has warned.

Inland NSW CEO Graham Perry said yesterday the launch of Destination Far West NSW was an opportunity for Broken Hill to "take responsibility" for its own future after months of "frustration" and uncertainty about the direction of tourism.

A report commissioned by Regional Development Australia on behalf of the Tourism Task Force last year found visitation to the far west was in decline and the industry "disengaged and fractured".

It suggested a number of new governance models including the establishment of a peak tourism body that would be funded by

industry and responsible for setting strategic direction.

But subsequent efforts to enlist industry support for a preferred model failed to achieve an outcome and earlier this year Inland NSW stepped in, promising to launch a new model in July.

"We're very pleased that the process has now resulted in a clear path forward, with the assistance of the steering group which represents the region's visitor economy and tourism," said Mr Perry, who is in the city for the launch as well as the Inland Tourism Awards.

Balranald, Central Darling, Wentworth, Hay and the Unincorporated Area will also be covered by the new tourism entity which Mr Perry warned needed industry support to be successful.

Tiered membership ranging from \$50 to \$500 will be offered to operators who in turn will get access to a new digital platform and "preferred rates" to be part of the Visitor Information Guide.

"Over time, once we have secured the support from industry



Inland NSW CEO Graham Perry

through membership and through support advertising in the Visitor Information Guide, we aim to employ a person in the region to actually drive the business forward," Mr Perry said.

Before then the terms of reference will have to be developed and expressions of interest sought from people around the region to be part of the steering committee.

Mr Perry said aligning the new entity with Inland NSW had a number of benefits.

"It means we can leverage what Inland NSW is already doing because we are sponsoring it and it saves having to set up an entirely different entity and all the costs and issues associated with that.

"Inland has at its disposal approaching a million dollars quarantine funding each year and we're going to make a pot of that funding available to Destination Far West."

The new model was launched to a gathering of operators and industry stakeholders at the Musicians' Club on Thursday evening where it received overwhelming support, according to business owner Chris Anderson.

"Everyone accepted it," he said. Mr Anderson, who was also on the committee charged with implementing the preferred model, said the most positive aspect of the new model was the fact it would be industry-driven.

"In the past, for as long as I've

been in business, the council has run the tourism side of things and they've carried everything themselves.

"Well, for the first time there's going to be a manager that's not going to be council based, (they) will be industry based and it will be driven by industry."

Mr Anderson, who said operators were already "handing over cheques" to become members, credited Mr Perry with the successful outcome.

"He's been the driving force behind it. He's put in a lot of work and pulled it all together and he's got a lot of expertise in that field. We wouldn't have been able to do it without him."

Despite the change in direction Mr Perry said Council would continue to play an important role in the region's tourism industry.

"They still have commitments to the Sculptures and lots of other tourism assets and they're going to continue running the Visitor Information Centre, which is as important today as it's ever been," he said.

Barrier Daily Truth

No. 31,362

MONDAY, JULY 27, 2015

www.bdtruth.com.au

PRICE \$1.30*

BROKEN HILL TODAY: 13°



TUE:
14°



WED:
15°



THU:
17°



FULL REPORT:
PAGE 12



The Tri State Safaris team was in high spirits at the Civic Centre on Saturday night after winning two first prizes and being inducted into Inland Tourism's Hall of Fame. PICTURE: Loose Canon Images

Kick up your heels

Broken Hill wins big on tourism's 'night of nights'

Broken Hill has shown that what it has to offer tourists is top class after coming away from the 2015 Travel Inland Tourism Awards with five prizes.

The biggest winner at the ceremony held at the Civic Centre on Saturday night was Tri State Safaris which won two first prizes and was inducted into Inland Tourism's "Hall of Fame."

Tri State Safaris won the Ecotourism award, the Adventure Tourism award and was inducted

into the Hall of Fame twice - in the category of Tour and/or Transport Operators and the category of Indigenous Tourism which it shared with Mutawintji Eco Tours.

Co-owner and operator of Tri State, Michael McCulkin, said it was wonderful to win the awards in his home town.

"It makes them more special," he said.

"It is good to pick up an award outside of Broken Hill and to see Broken Hill get a mention, but

to pick up an award at our home base, we were able to take our staff to celebrate and celebrate alongside friends and business associates."

Mr McCulkin said it was also great to be inducted into the Hall of Fame.

"It is a mammoth task and challenge to try and win each year," he said.

"We are really proud to be added to the Hall of Fame.

"It is a chance to look back into the business and see what

we do well and where we can improve.

"It is a health check and measuring tool for the business."

He said the whole night was fantastic.

"It had a real party feel," Mr McCulkin said. "It was great to see so many faces. People came far and wide - it was great to have a chance to speak with them.

"Some even said they were staying on for an extra few days."

The awards were a chance to show the city to other tourism operators from all over NSW and beyond, Mr McCulkin said.

"We were able to showcase the new tourism group, Destination Far West, and highlight the benefit of tourism in the region."

He said he would encourage other tourism operators to enter the awards.

"It's hard process but there is a lot of help."

Continued Page 2



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Back then

In 1982, the YMCA hosted Midnight to Dawn skating. One disco in May had professional disco-lighting valued at \$1,000 donated for the event.

Kick up your heels

From Page 1

Other local award winners were Eldee Station which won the Unique Accommodation category, and the Royal Flying Doctor Service which won a silver award for its Bruce Langford Visitor Centre.

And a newcomer to Broken Hill's tourist industry, Outback Astronomy, was awarded bronze in 'Specialised Tourism Services'.

Its owner, Linda Nadge, said it was a great thrill and a real confidence-builder.

"We are between our first and second year of operation and it was good just to get into finals in that category," Ms Nadge said.

"It is another step along the way to creating something that is meaningful, educational and fun for peo-



Michael and Jo McCulkin from Tri State Safaris.

ple to do in this part of New South Wales.

"Just being in the same league (as the other finalists) gives us so much inspiration, incentive and motivation to move on and up."

The annual award ceremony is the

'night of nights' for the Inland Regional Tourism Industry and Broken Hill's was presented with a "Priscilla Queen of the Desert" theme.

The winners now go into the finals of the NSW Tourism Awards in Sydney in November.

"The 12th annual Travel In Inland Tourism Awards showcased some of the best tourism attractions, products and operators in NSW and Victoria," said Chairman of the Awards, Jane Barnes.

"This year all entrants were of a high calibre. In some categories the marks between finalists were so close that a silver and bronze award was given. The winners demonstrated a high standard of professionalism and innovation in their field."



Above: MP for Barwon Kevin Humphries gets some special attention from one of the Desert Queens.



Right: The Desert Queens and dancers presented a fabulous 'Priscilla' show for the guests

PICTURES: Loose Canon Images



Orphelia Balls on stage at the Civic Centre.



The ceremony's host Mike Whitney with Acting Mayor Dave Gallagher.

BROKEN HILL IGA FRESH SUPERMARKET
 NORTH, 652 Williams Street, Phone 8087 6088

MONDAY MADNESS

Royal Gala Apples \$2⁰⁰ kg	Washed White Potatoes \$2⁹⁹ 2.5kg bag	Buona Cucina Peeled Tomatoes 69c 400g each	Short Cut Bacon \$9⁵⁰ kg
Kiwi Fruit 20c each	Fresh Broccoli \$2⁸⁹ kg	Champagne Ham \$9⁵⁰ kg	Arnotts Cream Biscuits \$1⁹⁹ 250g

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