



QUALITY NATURE - QUALITY HERITAGE - QUALITY LIFESTYLE

ADDENDUM ITEMS FOR ORDINARY COUNCIL MEETING WEDNESDAY, 28 OCTOBER 2020

Notice is hereby given pursuant to Clause 7(1) of Council's Code of Meeting Practice that an **Ordinary Council Meeting** will be held in the RSL Pavilion, rear Memorial Hall, Molesworth Street, Tenterfield, on **Wednesday 28 October 2020** commencing at **9.30 am**.

Terry Dodds
Chief Executive

AGENDA

10. URGENT, LATE & SUPPLEMENTARY ITEMS OF BUSINESS

(ITEM RC27/20)	REPORTS OF COMMITTEES & DELEGATES - TOURISM ADVISORY COMMITTEE - MEETING OF 30 SEPTEMBER 2020.....	2
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(ITEM RC27/20) REPORTS OF COMMITTEES & DELEGATES - TOURISM ADVISORY COMMITTEE - MEETING OF 30 SEPTEMBER 2020

REPORT BY: Bob Rogan (Chairperson)

A meeting of the Tourism Advisory Committee was held on Wednesday, 30 September 2020. Minutes of the Meeting are attached.

RECOMMENDATION

That the report of the Tourism Advisory Committee meeting of 30 September 2020 be received and noted.

ATTACHMENTS

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| 1 | Minutes of Meeting | 2 Pages |
| 2 | Report of Tourism Advisory Committee - September 2020 | 1 Page |

TENTERFIELD TOURISM ADVISORY COMMITTEE

MINUTES OF MEETING HELD ON WEDNESDAY 30 SEPTEMBER 2020

LEGUME COMMUNITY HALL

Present: Steve Ross (Clarence River Wilderness Lodge), John Scattergood (Roseberry House), Stuart and Wendy Bell (Cullendore High Country), Gary Verri (Councillor), Pete Robinson (Tenterfield VIC, minutes), Bob Rogan (Councillor, chairman), Harry Bolton (Council), Peter Petty (Mayor), Lindsay Passfield (Kyogle Councillor), Terry Dodds (Council CE),

Kevin Santin (guest).

Opening & welcome: Chairman Bob opened the meeting at 5.18 pm and acknowledged the traditional custodians of the land on which the meeting was being held and paid respect to the local elders past and present, and to any Aboriginal people present, and also welcomed guest Kevin Santin.

Apologies Leslie Kemp-Stewart, Tanya Jobling, Karen Scattergood, Terry Bonner and Tim. Moved by Lindsay and seconded by Gary that the apologies be accepted.

Minutes of meeting of 19th February John pointed out that with regard to proposed walking tracks the border fence diverges from the rabbit fence in some locations which means descriptions of the walks need to specify which of two or more possible routes could be followed. John then proposed the minutes be accepted, seconded by Wendy, carried.

Shire and village signs Harry presented copies of the proposed new signs for entries to the Tenterfield shire and to seven villages within the shire which have now been ordered and are in production. The proposed signs for entries to the Border Mountains area were then discussed, with four possible designs of presenting the same 'Untamed adventure' logo. The majority agreed that the individual oval sign mounted on steel poles was most suitable, and that exact locations would depend on consultation between the shire council, the Border Mountains promotion group, and the TfNSW where appropriate. Steve is to GPS four proposed sign sites at Cullendore, Amosfield, Bald Rock and Hooten's Road. Lindsay stated that funding has been allotted for signage by the Kyogle shire council and mentioned the two sites proposed. Stuart presented a document 'Tenterfield Adventure Road' which is designed to market the Mount Lindesay Road as the gateway to adventure throughout the shire..

Updates on tourism promotions Harry mentioned 'Headwater Projects' which will involve promotion of other areas in the region based on the various river systems; further information can be followed up with Harry. Photography and videography shoots have been taking place to support publicity of local tourist attractions on TV and elsewhere, and scenic drive brochures are in preparation. An outline of a 'Tourism Marketing Mentoring Programme' from the Tourism eschool was circulated, detailing six

on-line modules to be held on Tuesdays at 10 am to 11.30 am from 27th October to 1st December.

General business Kevin Santin spoke of the need for improved infrastructure to support the local tourist industry, and in particular the need to upgrade the unsealed roads to cater for large coaches, in particular the Kildare Road to Mount Mackenzie circuit.

John spoke of the plans to expand the attractions at the tank traps on Paddy's Flat Road to include the nearby cemetery and Paddy's Hill lookout, and circulated a document on the Paddy's Flat Road Heritage Trail.

Stuart spoke of three foci for tourist trails - nature, adventure and heritage - and suggested investigating related items of interest in the area and developing trails for vehicles, bicycles or walking, which include a range of attractions.

Lindsay introduced and recommended a book on ecological control titled 'Firestick Ecology' by Vic Jurskis.

Next meeting Thursday 26th November. Venue to be announced



Bob Rogan

Chair, Tourism Advisory Committee

Tourism Advisory Committee Report as of 30th September 2020

Prepared by Councillor Bob Rogan.

BACKGROUND

The Tourism Advisory Committee has been working with Tenterfield's Economic Advisor and the Northern region's Tourism Association as well as representatives from Kyogle Shire for some time now and has through this collaboration has been able to agree on signage that will define their particular region. It is basically a logo that depicts the Border Mountains region of Tenterfield Shire and therefore gives it a particular identity that local operators along with the local tourism association will use to promote their particular region, its attractions and its highlights.

Funding for this signage had been identified in the budget previously.

REPORT

The final design of the signs has been agreed on and planning is well under way. (Photos attached)

The Northern meetings have over time attracted interest from Tourism operators who are situated in Kyogle Shire however they are close to the Tenterfield Shire border. These operators include Clarence River Wilderness lodge and B&B operators in Woodenbong. Due to this interest, Kyogle Shire have agreed to fund two signs depicting the Border Mountains and erect them at strategic locations in their Shire. This leaves Tenterfield with Four to erect in Tenterfield shire. Suggested sites have been identified and Council will investigate and negotiate with the appropriate authorities so this task can be completed.

Grants funding that has been allocated this year has ensured the Northern region received a fair share of projects I.E. the current upgrades being provide at Urbenville, The Paddy's Flat tank track precinct, promotional imaging and video production that is underway now. All these things with the exception of Urbenville were included in the funding allocation as a result of discussions carried out through the Tourism Advisory Committee initially.

The Northern region now has an operational local tourism association and are well placed to carry out promotion of businesses within their region that will complement the efforts of Tenterfield Tourism.

WHERE TO FROM HERE

The Tourism Advisory Committee can now turn its attention to Tenterfield Town region with a view to increasing numbers at its meetings and generating ideas from the town and its surrounds that can be put to council for future investigation.

Attachments:

1. Minutes of meeting 30th September 2020
2. Submission regarding Tank Trap precinct at Paddy's Flat.
3. Border Mountains signage

RECOMMENDATION:

THAT COUNCIL RECEIVE AND NOTE THE MINUTES OF TENTERFIELD TOURISM ADVISORY COMMITTEE: Dated 30th September 2020