

Department:	Office of the Director Corporate Services
Submitted by:	Elizabeth Alley, Director Corporate Services
Reference:	ITEM COM37/25
Subject:	ACKNOWLEDGEMENT OF TENTERFIELD TOURISM GROUP QUARTERLY REPORT FROM JULY TO SEPTEMBER 2025

LINKAGE TO INTEGRATED PLANNING AND REPORTING FRAMEWORK	
CSP Goal:	ECONOMY - We actively promote all the tourism assets throughout our shire
CSP Strategy:	Continue to financially support the Tenterfield Chamber Tourism Group (TCTG) to deliver tourism services

SUMMARY

The purpose is to present to Council the Tenterfield Chamber of Tourism, Industry and Business (TCTIB) Report 8 under the funding agreement between TCTIB and Council. The Tenterfield Tourism Group (TTG) is required to report quarterly on activities within 30 days of the end of the quarter. The attached report covers the period from 1 July 2025 to 30 September 2025.

OFFICER'S RECOMMENDATION:

That Council:

- 1. Acknowledges receipt and notes the contents of Report 8 from the Tenterfield Chamber of Tourism, Industry and Business (TCTIB) for the period from 1 July 2025 to 30 September 2025.**

BACKGROUND

Council entered into a funding agreement with the TCTIB on 3 October 2023 to provide and execute an annual plan for tourism in the Tenterfield region.

The services requirement within the funding agreement (October 2023), states that the:

recipient will provide services for the Purpose including but not limited to:

- Visitor information, memberships and related member services and support;*
- Product development; and*
- Marketing, advertising and promotion, including face-to-face, print, social media, online targeted and general advertising, SEO and promotional campaigns.*

The reporting requirements of the agreement are to report on a quarterly basis and:

- Identify the amount of Funds expended in connection with the Permitted Purpose in the preceding Quarter (Funds Expended) against the Funds provided by Council (Funds received) with evidence of such expenses incurred; and*
- Contain such other information required to complete the Report.*

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REPORT:

The Tenterfield Tourism Group is required to report quarterly on activities within 30 days of the end of the quarter. The attached report covers the period from 1 July 2025 to 30 September 2025. This report was received by Council on 2 November 2025.

Key highlights from 1 July 2025 to 30 September 2025 include:

- Fit out, training, promotion and opening of the New Tenterfield Information Centre.
- Maintained flow of new content on social media.
- Continued relationship with the New England High Country Group (NEHC) – 4,552 NEHC map/guides collected and distributed.

Financial highlights include:

- Tenterfield Tourism Group bank balance was \$32,208.33 (as of 30 September 2025).
- Tenterfield Shire Council Contribution of \$25,000 was received.
- During the quarter \$19,003.72 was spent in total, with expenditure on;
 - a. quick guides
 - b. microsoft subscriptions
 - c. insurance
 - d. Sera Wright social media
 - e. merchandise
 - f. uniforms
 - g. extra photography
 - h. catering.

COUNCIL IMPLICATIONS:**1. Community Engagement / Communication (per engagement strategy)****2. Policy and Regulation**

Nil.

3. Financial (Annual Budget & LTFP)

As per Councils 2025/2026 budget, where adequate provision has been made to cover the \$50,000 payable to **Asset Management (AMS)**

Nil.

5. Workforce (WMS)

Nil.

6. Legal and Risk Management

Nil.

7. Performance Measures

As per the executed agreement between Council and the Tenterfield Chamber of Tourism, Industry and Business – as is quoted under the “Background” section of this report.

8. Project Management

Nil.

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Hein Basson
General Manager

Prepared by staff member: Elizabeth Alley, Director Corporate Services
Approved/Reviewed by Manager: Hein Basson, General Manager
Department: Office of the Director Corporate Services
Attachments: **1** Tenterfield Chamber of Tourism Industry
and Business - Tourism Group Report 8