



Media Release

24 January 2020

MOST IMPORTANT MEAL OF THE DAY SERVED UP TO TENTERFIELD'S BUSINESS COMMUNITY AT BREAKFAST MEETING

On the morning of Wednesday, 22 January, 42 people filled the conference room of the Tenterfield Golf Club for Tenterfield's first Business Breakfast Meeting of 2020.

Key speakers included Kelly Foran, Community Innovation Coordinator for Hunter New England Local Health District (HNEW LHD), and Jodie Magner, Recovery Support Officer with the Northern NSW Department of Primary Industries (DPI), who each provided an overview of their roles, as well as the services available to assist our local community and businesses.

Jodie has been recently appointed by the DPI to assist with funding for fire affected residents. With an increase in grant funding and loan availability, Jodie is covering the Shire to inform residents of what is available. Jodie can be contacted via phone on 0429 995 189 or email at jodie.magner@dpi.nsw.gov.au.

Kelly Foran was recently appointed by the HNE LHD and her role involves improving communication between the various services offered in Tenterfield, as well as improving communication to the community on what services they have access to.

Kelly is also focussed on promoting and increasing applications for the 'Empowering our Communities Grant' for local not for profit organisations to encourage community activities that involve social cohesion, whilst reducing the stigma associated with using health services. Kelly can be contacted via phone on 02 6739 0200 or email at kelly.foran@health.nsw.gov.au.

Council staff from Community Engagement, Tourism, Economic Development, and Water & Waste also provided informative updates about work carried out over the past couple of months, as well as an update on future goals and objectives.

Harry Bolton, Council's Economic Development and Community Engagement Manager, introduced the 4 members of his team; Rebekah Kelly (Community Development Officer), Caitlin Reid (Tourism & Marketing Manager), Emma Johnson (Tourism & Marketing Officer), and Charlie Mains (Tourism & Cultural Services Officer), who each presented a summary of their roles and responsibilities, as well as updates regarding current projects and focus areas.

Meeting attendees were shown a sneak-preview of the soon-to-be-launched *Visit Tenterfield* and *Tenterfield Shire Council* websites. Both new websites will allow an improved user-friendly experience and offer much more to users in terms of presentation, navigation and integrated features, such as improved business listing profiles, event calendars, video presentation, and image galleries.

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Local businesses are encouraged to submit their business information, including business name, business summary, contact details (including website and social media links), opening hours and hi-resolution images to Caitlin Reid at council@tenterfield.nsw.gov.au if they haven't already done so, to ensure inclusion on the new *Visit Tenterfield* website, which will also display business listings for non-tourism related operators.

Council's Economic Development & Tourism team members are also currently developing a monthly e-newsletter to be released by the end of January. This will be distributed to local business operators with the view of sharing regular updates about current projects and campaigns, as well as how to get involved, industry-specific news, events, and helpful resources.

An overview was provided of the summer marketing campaign implemented by Council's Tourism & Marketing team prior to Christmas, which included a detailed summary of each component of the campaign, as well as associated results.

The campaign was rolled out across multiple host platforms, including social and digital media (website, Facebook, Instagram and Spotify), radio, and television. Focus was placed on promoting Tenterfield's dining experiences (including local cafes, restaurants and hearty country pubs), country hospitality, small town soul, boutique shopping, history, and nature, encouraging visitors to reconnect, explore and enjoy life's simple pleasures.

The 15 second TV ads have appeared across NBN 9 Network channels into Lismore/Northern Rivers and the Gold Coast. 2,219 ads (including 1,169 bonus ads) have been shown to 1,849,300 users who were tuned into the TV when these ads played. This campaign continues to run to the end of January.

A 30 second radio commercial was aired 84 times on Rebel FM into the Gold Coast. The same commercial was aired on Spotify, which included an image linked to the Visit Tenterfield Website. This ad reached 12,647 users, saw 79% of people listen to the ad and over 50 clicked through to the website.

During November and December, 33 posts were published on Facebook, many focusing on the boutique shopping, food and wine and arts and culture available in Tenterfield. A shopping video which was boosted (paid advertising) reached 19,990 people and saw 1,367 clicks to the Visit Tenterfield website. The TV commercial was posted on Facebook and also boosted, and reached 19,241 people.

The Tenterfield region was also promoted within feature articles of the December issues of Wanderer Magazine (Australia's largest RV Club magazine) and Caravan World magazine, which was attributed to Council's tourism marketing partnership with the New England High Country tourism brand - a joint marketing initiative of 6 NSW Councils, including Tenterfield, Glen Innes, Inverell, Guyra, Uralla, Walcha and Armidale. The group's collaborative approach to funding contributions increases media opportunities to market the region as a whole.

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Having just returned from a meeting with Auckland's Vodafone Warriors CEO and Tenterfield Shire Council Mayor Peter Petty, Caitlin Reid provided an informative update regarding this newly-established partnership.

After identifying our region as a community they'd like to support through drought and bushfire related challenges, the New Zealand based national rugby league (NRL) team will "adopt" Tenterfield for their 2020 season.

A range of exciting activities and joint initiatives for the year ahead have been discussed and planning for these is already underway. Activities will include an ambassador program, a skill-exchange between Vodafone Warriors club employees and Tenterfield-based community members, and a fundraising dinner in Tenterfield welcoming a motivational speaker from the Vodafone Warriors to establish a youth skills-development fund.

Council's Technical Projects Engineer, Melissa Blum provided a very extensive explanation on the events that led to the recent boil water alert, which has now become a case study for other Shires looking at managing the effects of bushfire related water supply and contamination issues.

The boil water alert, which was in place for 2 months was caused by an increase in turbidity levels, which the water treatment plant was initially unable to manage. These levels exceeded the NSW Health Guidelines for approximately 3 days however the alert was not lifted for 2 months. The other issues of unpleasant taste, odour and discolouration was a result of sediment, ash, and decaying vegetation entering the Dam following the heavy rainfall over the burnt out catchment.

While the ash and decaying vegetation was causing the taste and odour related issues, these were not exceeding limits set out in the NSW Health Guidelines, but were unfortunately, rather unpleasant. NSW Health and DPI Water Departments assisted Council to test for, and rectify these issues and a solution of pre-treating with chlorine before filtering to remove manganese that was causing the discolouration was actioned.

Council has worked hard and applied considerable assets and time in managing this matter to meet health, safety and compliance requirements, as well as carry out future planning in relation to the town's water resources and supply. The dam is currently at 52%, after an additional 20% being received in recent rain events.

Council's Acting Chief Executive, Kylie Smith, also provided an update, advising that 37 grant applications have recently been submitted by Council. Details of any successful grant applications will be released to the community in due time.

The well-attended meeting was positively received by attendees and set the scene for what is sure to be a productive year ahead. Local business and industry representatives are invited to attend future meetings, which will be held quarterly throughout the year with each event featuring guest speakers from various industries and organisations.

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***Attendees at the Business Meeting
Tenterfield Golf Club
(Photo supplied by Peter Reid)***

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