



**MISSION: Make Tenterfield the No 1 tourist destination in northern NSW - southern Qld region.**

## **REPORT 2**

Under the Funding Agreement between TCTIB and TSC, the TTG is required to report to quarterly on activities within 30 days of the end of the quarter. This report covers the period 1 January-31 March 2024.

### **TENTERFIELD TOURISM GROUP (TTG)**

A Tenterfield Tourism Group (TTG) has been formed as a subcommittee of the Tenterfield Chamber of Tourism Industry and Business (TCTIB) delegated by the Board. TTG operates with a constitution that includes roles of members and responsibilities of the subcommittee to the Board. To build and execute an annual plan for tourism in the region, TSC provided TCTIB \$100,000 funding. This funding was only received in late November 2023.

**President:** Kerri Hampton – My Property Buyers Agents/Bad Manners

**Vice President:** Sapphire Daley – Tales and Tones

**Secretary:** Professor Rowena Barrett – RoCycled/QUT

**Treasurer:** Roxanne Bancroft-Stuart/ Tenterfield Cobblers/Tenterfield High School

#### **Members:**

Sera Wright – Sera Wright Photography

Tim Cunningham – Cunningham Valuers/TCTIB Board

Two members of the TTG have resigned over this reporting period. Such turnover is not uncommon while a group is in the early stages of finding its identity and previous members continue to work with the TTG as their time allows. Under the Constitution the TTG meetings remain quorate with 5 in attendance. New TTG members will be sought in the new financial year.

#### **TTG Meetings held during this period:**

1. Saturday 13 January 2024, Bad Manners, 7-10am
2. Thursday 15 February 2024, Online 4-5pm
3. Thursday 14 March 2024, Online and in person, 4-5pm
4. Monday 18 March 2024, In person with TCTIB Executive, 4.30-6pm

#### **Next Quarter meeting dates:**

- √ Monday 22 April 2024, Online and in person with Councillor Kim Rodes TSC present, 5-6pm
- Thursday 16 May 5-6pm
- Thursday 20 June 5-6pm

#### **Activities achieved to date:**

(1) The TTG has focussed on the Phase 1: Tell the story (July 2023-June 2024) of the Annual Plan. A key success measure outlined in the Annual Plan is social media impact.

(2) Sera Wright has been managing social media, posting content created on Facebook and Instagram using the @VisitTenterfield and @Our\_Tenterfield handles to great effect. Since Sera has been managing the socials, traffic on the @VisitTenterfield pages has increased massively. This includes:

- 2300 new Facebook followers (656% increase),
- 564 new Instagram followers (8000% increase),
- 1.2 million reach on Facebook (2100% increase),
- 15,000 reach on Instagram (169% increase).

All this has been achieved through organic posting – there has been **no paid posts and no advertising**. The report at **Attachment 1** shows the demographics of followers and the content which is well received. The growth in followers, likes and reach is extraordinary for such a short period.

(3) Partnerships built to support further tourist travel to Tenterfield – eg, Hay Bale Trail, Autumn Festival. President spoke at TCTIB Members breakfast on Fri 15 March, Tenterfield TAFE, and is speaking at NENW Regional Leadership Summit in Tamworth on March 30 & April 1 2024.

(4) Website [visittenterfield.com.au](http://visittenterfield.com.au) has been reviewed with a number of recommendations for changes. While the existing website is operational and short updates posted as needed, the most efficient way to update the website is to create new one in a format that can be managed more organically. All data on existing site has been copied and saved. New wireframe developed. New photos and video content has been commissioned. However, the Tenterfield True branding is tired and no longer reflective of the region, so a rebrand is required. Much content needs to be updated and checked which is a significant task beyond the capabilities of a voluntary team and so administrative support is required.

(5) The Tenterfield True visitor booklet was first created in 2020 and commissioned by the TSC ([https://www.visittenterfield.com.au/content/uploads/2020/07/TENTERFIELD-GUIDE-2020-21 WEB.pdf](https://www.visittenterfield.com.au/content/uploads/2020/07/TENTERFIELD-GUIDE-2020-21_WEB.pdf)). Updating and releasing a new edition is a significant job beyond the personnel and financial capabilities of the TTG at this stage and cannot be done until a rebrand is completed. Until this occurs there is limited amounts of correct physical material available to tourists.

(6) A position description for an Administrator has been developed. A key requirement is to liaise with local business to ensure content and details are kept up to date for website, local compendiums/booklets, and that tourism materials are available around town and at VICs in key tourism markets etc.

#### **Current Budget Position (Attachment 2)**

**Expenses to 31 March 2024:** \$15,347.23

**Funds Remaining at 31 March 2024:** \$72,525.45

**Additional Funding:** \$15,000, ANZ Seeds of Renewal Grant received on 21 December 2023.

**Total: \$87,525.45**

It is unlikely the entire \$100,000 will be spent by 30 June 2024, given the funding only became available in December 2024. Carryover of unspent funds is requested. Having unspent funds is no reflection on the amount needed per annum. The funds available are too small to meaningfully make change. What is required is a significant injection to fully put the foundations in place.

- A Destination Management Plan (DMP) could cost approximately \$50,000 – such a plan, along with risk management and strategic alignment plans are needed for any application for government funds.
- A marketing rebrand will cost \$20,000-50,000.
- Creation of physical materials/collateral, like a new Tenterfield True type publication/maps/guides could cost \$20-40,000 with additional annual costs (\$5-10,000) to

ensure it is available in VICs around the region and other tourism outlets.. important to note that design fees need to be included into this.

- Membership of relevant tourism organisations (Granite Belt Wine Country, New England High Country) for cross promotion, advertising etc could be an annual cost of \$2-5,000.
- Seed funding to establish a new annual signature event \$20-\$25,000. It is evident that events bring large volumes of new people to Tenterfield which underpins the many businesses in town including hospitality and accommodation and services associated with these events like event hire, staff, decorators etc.
- Ad hoc, opportunistic PR and tourism campaigns – especially seasonal ones \$10-20,000/year
- Administrative support to apply for and deliver grant funding, to manage information, to liaise with local business, to communicate with suppliers etc could be \$1,103.90-\$1,515.10/week if the [NSW Local Government \(State\) Award 2023](#) is applied to this role.
- The above shows how significant costs are in the marketing and administration side to operate a tourism entity.

### **Matters**

TCTIB Executive and TTG met in March to discuss shared purpose, integrated planning and engage in two-way communication around complementary matters such as administrative support and TCTIB strategy.

TTG looks forward to a positive and strong working relationship with the new TSC GM. It is highly unusual for a local government to outsource the management of local tourism given tourism is critical to local economic and regional development, particularly in a place like Tenterfield where there is no significant industry beyond the seasonally affected agricultural industry. Working hand in hand with TSC is needed for the achievement of the Tourism Mission and to ensure all understand Tenterfield region tourism equals economic development, and through this social impact can be created. TTG cannot execute on its mission with limited funding of \$50,000 per year in 2024-5 and 2025-6. That funding will be barely sufficient to maintain social media postings and the most basic services. TTG requests additional financial support of and security of a budget over a longer period for more meaningful long term economic and social impact to be created. Additional funds are required to employ an administrator to deliver ongoing and consistent efforts that action the elements of the Tourism plan.

The TTG looks forward to meeting and developing ongoing constructive two-way communication with the new TSC GM to ensure a collaborative way forward for Tenterfield's economic development.

**Professor Rowena Barrett**  
**Secretary, TTG**  
**30 April 2024**

**Attachment 1: Social Media Report**  
**Attachment 2: Bank Balance at 31 March 2024**

# Social Media Report



# Audience Metrics

## Audience

Current audience

Potential audience

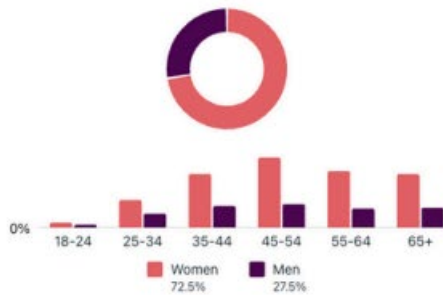
### Facebook followers ⓘ

9,672

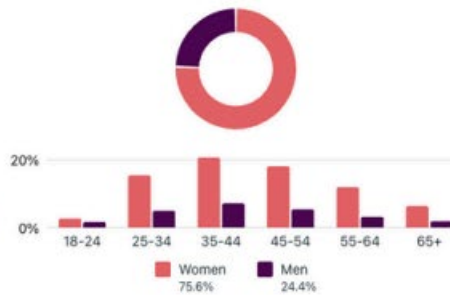
### Instagram followers ⓘ

3,399

### Age & gender ⓘ



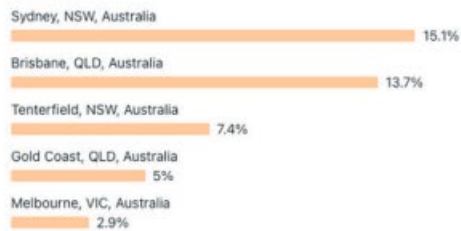
### Age & gender ⓘ



### Top towns/cities



### Top towns/cities



### Top countries



### Top countries



# Insight comparison

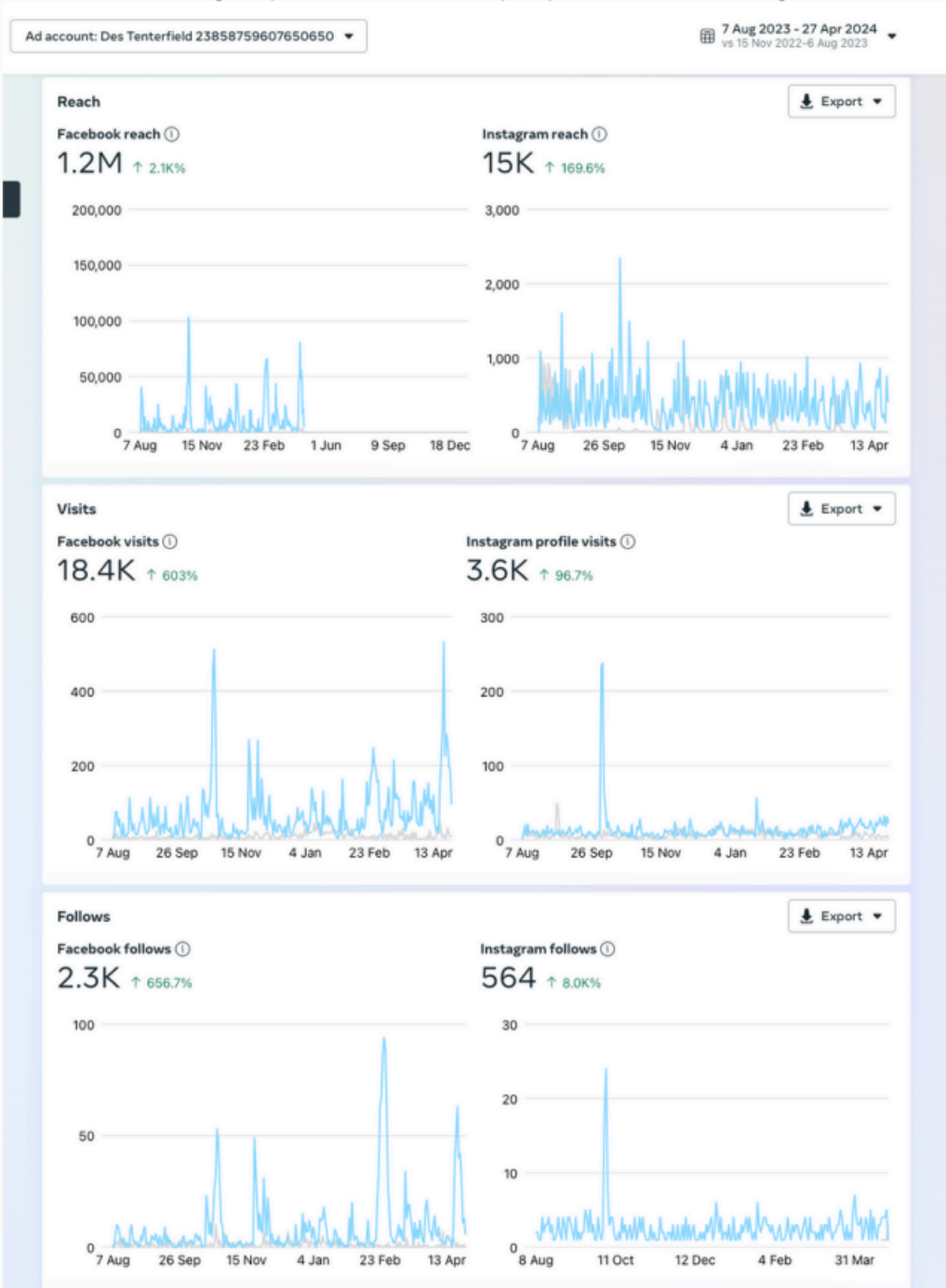
7 AUGUST 2023 - 27 APRIL 2024  
VS  
15 NOVEMBER 2022 - 6 AUGUST 2023

Sera Wright took over the Visit Tenterfield socials on the 7th of August 2023. The comparison chart below is from since Sera has been looking after socials compared to the previous 8 month period.


























The current 8 months is in Blue.

- Since Sera has been controlling the socials:
- 2.3k new Facebook followers (656% increase)
- 564 new Instagram followers (8k% increase)
- 1.2Million reach on facebook (2.1k% increase)
- 15k reach on Instagram (169% increase)

All organic posts (this is all with no paid posts and no advertising).



# Content Insights

Title	Date published <sup>T1</sup>	Reach <sup>1</sup> <sup>↓</sup>	Likes and reactions <sup>1</sup> <sup>T1</sup>	Comments <sup>1</sup> <sup>T1</sup>	Shares <sup>1</sup> <sup>T1</sup>
 Rover Park is a family run 4WD and motor bike park in Tenterfield Visit Tenterfield	Boost 22 Oct 2023	323.6K Reach	840 Reactions	749 Comments	132 Shares
 Weekend adventures are always a good choice when waterfalls Visit Tenterfield	Boost 21 February 18:00	222.3K Reach	1.5K Reactions	132 Comments	129 Shares
 Tenterfield Station Homestead is without doubt, one of the most beautiful buildings in Tenterfield Visit Tenterfield	Boost 26 February 19:31	196.7K Reach	1.7K Reactions	118 Comments	134 Shares
 We can't stop talking about Autumn in Tenterfield because of the beautiful colours Visit Tenterfield	Boost 18 April 18:27	186.3K Reach	1.6K Reactions	103 Comments	200 Shares
 Ugly Corner Falls is located in Torrington State Conservation Area Visit Tenterfield	Boost 7 January 19:48	153.8K Reach	643 Reactions	126 Comments	80 Shares
 5 must see waterfalls in Tenterfield Shire Visit Tenterfield	Boost 21 Nov 2023	135.9K Reach	709 Reactions	156 Comments	144 Shares
 It has been an absolutely beautiful Winter so far here in Tenterfield Visit Tenterfield	Boost 9 Aug 2023	124.4K Reach	2.1K Reactions	96 Comments	146 Shares
 All beautiful Autumn roads lead to Tenterfield Visit Tenterfield	Boost 21 April 07:48	111.8K Reach	1.5K Reactions	65 Comments	93 Shares
 UPDATE ON THE CURRENT AUTUMN COLOURS Visit Tenterfield	Boost 21 April 18:03	94K Reach	1.1K Reactions	70 Comments	72 Shares
Title	Date published <sup>T1</sup>	Reach <sup>1</sup> <sup>↓</sup>	Likes and reactions <sup>1</sup> <sup>T1</sup>	Comments <sup>1</sup> <sup>T1</sup>	Shares <sup>1</sup> <sup>T1</sup>
 Have you walked Thunderbolts Lookout in Torrington State Conservation Area Visit Tenterfield	Boost 13 March 18:00	82.7K Reach	593 Reactions	105 Comments	65 Shares
 Looking for something to do this Easter Long Weekend? Visit Tenterfield	Boost 28 March 18:00	79.1K Reach	572 Reactions	48 Comments	37 Shares
 Start planning your trip to Tenterfield for this coming Autumn Visit Tenterfield	Boost 29 Dec 2023	74K Reach	762 Reactions	49 Comments	43 Shares
 Did you know that Tenterfield Shire has its own Lavender farm? Visit Tenterfield	Boost 28 Nov 2023	67.7K Reach	694 Reactions	79 Comments	103 Shares
 Sunrise at Bald Rock - on top of the world! How incredible is this view? Visit Tenterfield	Boost 19 Oct 2023	56.9K Reach	725 Reactions	52 Comments	61 Shares
 Tenterfield Shire's quiet country roads and remote, high-country scenery Visit Tenterfield	Boost 16 Oct 2023	53.8K Reach	302 Reactions	42 Comments	36 Shares
 Urbenville, located in Tenterfield Shire in New South Wales just north of Tenterfield Visit Tenterfield	Boost 5 Sep 2023	51.8K Reach	743 Reactions	86 Comments	75 Shares
 Add Tenterfield Railway Station Museum to your list for your next visit to Tenterfield Visit Tenterfield	Boost 1 Dec 2023	40.7K Reach	509 Reactions	37 Comments	38 Shares
Title	Date published <sup>T1</sup>	Reach <sup>1</sup> <sup>↓</sup>	Likes and reactions <sup>1</sup> <sup>T1</sup>	Comments <sup>1</sup> <sup>T1</sup>	Shares <sup>1</sup> <sup>T1</sup>
 Koreelah National Park, located in the northern corner of Tenterfield Shire Visit Tenterfield	Boost 28 Sep 2023	39.2K Reach	237 Reactions	42 Comments	43 Shares
 Tenterfield Shire's quiet country roads and remote, high-country scenery Visit Tenterfield	Boost 2 February 19:00	36.4K Reach	276 Reactions	20 Comments	19 Shares
 Autumn in Urbenville Visit Tenterfield	Boost 8 March 16:00	36.2K Reach	423 Reactions	25 Comments	27 Shares
 All roads lead to Tenterfield Did you know that Tenterfield Shire has its own Lavender farm? Visit Tenterfield	Boost 14 Dec 2023	34.6K Reach	235 Reactions	14 Comments	25 Shares
 Golden mornings on Timbarra Road - we have some absolutely beautiful views Visit Tenterfield	Boost 9 Oct 2023	34.3K Reach	564 Reactions	22 Comments	39 Shares
 Tenterfield's most famous building would have to be the Tenterfield Railway Station Visit Tenterfield	Boost 31 January 18:00	33.8K Reach	626 Reactions	26 Comments	52 Shares
 6 National Parks to visit in Tenterfield Shire Visit Tenterfield	Boost 27 Dec 2023	33.2K Reach	209 Reactions	20 Comments	44 Shares
 The Peter Allen Hay Bale and Easter Bunny has surfaced in Tenterfield Visit Tenterfield	Boost 10 March 08:00	31.2K Reach	270 Reactions	9 Comments	28 Shares

# Content Insights

Title	Date published ↑	Reach ↕	Likes and reactions	Comments ↑	Shares ↑
Ever imagined what the stars would look like from the top of... Visit Tenterfield	Boost 30 Aug 2023	27.3K Reach	479 Reactions	47 Comments	66 Shares
Basket Swamp Falls and National Park is located just 14km fro... Visit Tenterfield	Boost 20 Aug 2023	24.5K Reach	284 Reactions	62 Comments	41 Shares
Tenterfield Shire is a motorbike riders dream, with long windin... Visit Tenterfield	Boost 8 Sep 2023	23.9K Reach	267 Reactions	2 Comments	44 Shares
Autumn has arrived here in Tenterfield 🍂 The colours o... Visit Tenterfield	Boost 16 March 10:01	22.9K Reach	489 Reactions	32 Comments	35 Shares
We have some of the clearest night skies out here in Tent... Visit Tenterfield	Boost 21 January 17:17	21.7K Reach	264 Reactions	16 Comments	26 Shares
We hope everyone had a wonderful Easter Weekend 🐣... Visit Tenterfield	Boost 3 April 18:22	19K Reach	458 Reactions	12 Comments	14 Shares
Beautiful Bald Rock 🏞️ Have you walked to the top of Ba... Visit Tenterfield	Boost 17 March 19:15	16.9K Reach	360 Reactions	38 Comments	46 Shares
Spring is coming 🌸 Some of the trees in town have already sta... Visit Tenterfield	Boost 15 Aug 2023	16.8K Reach	293 Reactions	16 Comments	14 Shares
The beauty of Autumn in Tenterfield 🍂 One of our favou... Visit Tenterfield	Boost 24 March 18:31	16.8K Reach	441 Reactions	22 Comments	32 Shares
Tenterfield Shire's National Park campgrounds offer ideal ... Visit Tenterfield	Boost 21 March 20:00	16K Reach	175 Reactions	14 Comments	19 Shares
Merry Christmas from the top of the largest granite monolith in... Visit Tenterfield	Boost 24 Dec 2023	16K Reach	174 Reactions	10 Comments	12 Shares
Autumn has graced Tenterfield with its presence, painting... Visit Tenterfield	Boost 11 April 18:38	15.8K Reach	425 Reactions	22 Comments	24 Shares
Sitting at almost 1300m above sea level, the summit of Bald Ro... Visit Tenterfield	Boost 14 February 17:30	15.1K Reach	268 Reactions	24 Comments	32 Shares
Sprawled across the rugged Mole Tableland you will find t... Visit Tenterfield	Boost 23 Oct 2023	15.1K Reach	215 Reactions	10 Comments	22 Shares
We've been lucky enough to have some pretty spectacular sun... Visit Tenterfield	Boost 20 January 18:44	15K Reach	227 Reactions	7 Comments	12 Shares
A beautiful morning in Tenterfield 🌅 We are so lucky to exp... Visit Tenterfield	Boost 22 Dec 2023	13.4K Reach	255 Reactions	5 Comments	11 Shares
Have you visited the Cobb & Co museum in Liston? Liston, whi... Visit Tenterfield	Boost 26 Oct 2023	13.4K Reach	184 Reactions	18 Comments	24 Shares
The Spring blooms are blossoming all over town and the s... Visit Tenterfield	Boost 14 Sep 2023	13.3K Reach	364 Reactions	15 Comments	15 Shares
Have you been to Legume in the Northeast corner of Tenterfiel... Visit Tenterfield	Boost 28 Aug 2023	10.9K Reach	152 Reactions	13 Comments	20 Shares
Mount Mackenzie Scenic Lookout sits at almost 1,300 met... Visit Tenterfield	Boost 11 Sep 2023	10.4K Reach	224 Reactions	24 Comments	18 Shares
Tenterfield Transport Museum inc Annual Show and Shine... Visit Tenterfield	Boost 6 March 18:30	10K Reach	68 Reactions	6 Comments	41 Shares
6 'must do' experiences in Tenterfield Shire this school holi... Visit Tenterfield	Boost 4 January 18:11	10K Reach	101 Reactions	3 Comments	12 Shares
With school holidays just around the corner and Autumn i... Visit Tenterfield	Boost 6 April 09:24	9.4K Reach	283 Reactions	17 Comments	27 Shares
The first day of Autumn 🍂 It is the first day of Autumn h... Visit Tenterfield	Boost 1 March 17:00	8.7K Reach	473 Reactions	79 Comments	48 Shares



**Attachment 2: Bank balance at 31 March 2024**

## Profit and Loss

**TCTIB**

**For the 9 months ended 31 March 2024**

	TOURISM SUB-COMMITTEE	TOTAL
<b>Trading Income</b>		
Grant Funding	15,000.00	15,000.00
Sponsorship Income	100,000.00	100,000.00
<b>Total Trading Income</b>	<b>115,000.00</b>	<b>115,000.00</b>
<b>Gross Profit</b>	<b>115,000.00</b>	<b>115,000.00</b>
<b>Operating Expenses</b>		
Administration costs	248.05	248.05
Advertising	21,808.50	21,808.50
Consulting	4,125.00	4,125.00
Promotional Material	1,293.00	1,293.00
<b>Total Operating Expenses</b>	<b>27,474.55</b>	<b>27,474.55</b>
<b>Net Profit</b>	<b>87,525.45</b>	<b>87,525.45</b>

***Since this date, expenses for content creation and social media have also been paid with a closing balance on 29 April 2024 of \$71,438.10***