

## MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

**Meeting Date:** Monday, 24 October 2016  
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra  
**Time:** 5.00pm

The following members were present:

Ms Lynne Locke - Chairperson  
Clr Joanna Gash  
Clr John Wells  
Clr Mark Kitchener  
Mr David Goodman  
Ms Catherine Shields  
Ms Michelle Bishop – arrived 5.15pm  
Ms Melissa McManus  
Mr Stephen Bartlett  
Mr Matt Cross  
Ms Annie Cochrane – arrived  
Mr Matthew Forbes  
Ms Jo Thomas

Others Present:

Clr White  
Clr Proudfoot  
Clr Pakes  
Coralie Bell – Tourism Manager  
Shannan Perry-Hall – Tourism Events and Investment Specialist  
Joe Puglisi – Visitor Services Manager  
Kristy Mayhew – Marketing Specialist  
Georgia Herring – Digital Marketing Assistant

### Apologies / Leave of Absence

Apologies were received from Clr Watson, Clr Findley

### Confirmation of the Minutes

**RESOLVED** (David Goodman / Clr Gash)

That the Minutes of the Shoalhaven Tourism Board held on Monday 25 July 2016 be confirmed.

CARRIED

## Declarations of Interest

Nil

## REPORTS

### TA16.1 Tourism Manager's Report

HPERM Ref:  
D16/316064

#### Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group receive the Tourism Manager's Report for information.

#### RESOLVED (Matt Cross / Stephen Bartlett)

That the Shoalhaven Tourism Advisory Group receive the Tourism Manager's Report for information.

CARRIED

### TA16.2 Destination Marketing

HPERM Ref:  
D16/316136

#### Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group receive the Destination Marketing Report for information.

#### RESOLVED (Clr Wells / Melissa McManus)

That the Shoalhaven Tourism Advisory Group receive the Destination Marketing Report for information.

CARRIED

Note:

Surfing has been a really popular campaign along with the Spring Unspoilt. The new visitors guide will be going out in December.

The focus is on the new website [www.shoalhaven.com.au](http://www.shoalhaven.com.au) and the summer campaign 100 Beach Challenge.

Note: Michelle Bishop arrived at the meeting.

### TA16.3 Events and Investment

HPERM Ref:  
D16/316082

#### Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group receive the Events and Investment Report for information.

#### RESOLVED (David Goodman / Michelle Bishop)

That the Shoalhaven Tourism Advisory Group receive the Events and Investment Report for information.

CARRIED

Note:

The Golf Courses used in the Shoalhaven Week of Golf event will be: Nowra, Shoalhaven Heads, Worrigea and St Georges Basin.

Staff will report back to the Committee in relation to the funds for the Indigenous Football Championships.

**TA16.4 Visitors Services**

**HPERM Ref:  
D16/316148**

**Recommendation (Item to be determined under delegated authority)**

That the Shoalhaven Tourism Advisory Group receive the Visitors Services Report for information.

**RESOLVED** (Stephen Bartlett / Matt Cross)

That the Shoalhaven Tourism Advisory Group receive the Visitors Services Report for information.

CARRIED

Note:

New staff are arriving in the next few weeks, which will provide more services for the public as the ticketing is taking time, with new staff will have more time for tourism.

Receiving mostly positive comments from the public in relation to the new VIC.

If businesses bring in brochures we don't put them all out due to space. However we do have digital display if businesses send an electronic brochure.

**TA16.5 New Member Inductions**

**HPERM Ref:  
D16/320203**

**Recommendation (Item to be determined under delegated authority)**

That the Shoalhaven Tourism Advisory Group receive the report for information.

**RESOLVED** (Clr Wells / Melissa McManus)

That the Shoalhaven Tourism Advisory Group receive the report for information.

CARRIED

**TA16.6 Future Meeting Dates**

**HPERM Ref:  
D16/320141**

**Recommendation (Item to be determined under delegated authority)**

That Shoalhaven Tourism Advisory Group decide on how often meetings are to be held and agree to future dates.

**RESOLVED** (David Goodman / Michelle Bishop)

That the future meetings for the Shoalhaven Tourism Advisory Group be held bimonthly.

CARRIED

Note:

The meetings begin in February 2017 and not coincide with any conflicting appointments. The first meeting be held in Ulladulla.

Note: Annie Cochrane arrived 5.30pm

**TA16.7 Chair's Report**

**HPERM Ref:  
D16/320401**

**Recommendation (Item to be determined under delegated authority)**

That the Committee receive the Chair's Report for information.

**RESOLVED** (Michelle Bishop / Melissa McManus)

That the Committee receive the Chair's Report for information.

CARRIED

Note:

New members are encouraged to attend any events in the Shoalhaven as a STAG representative.

The Events Calendar on the Web is updated.

Tourism Induction workshops are available for new members and any others interested, to contact the Tourism Manager.

The Riverfest was very good, ran smoothly this year and the parade was well received. Locals want to see local entertainment and the Fireworks were fantastic. The market stalls and the food were great with lots of variety. The pontoon was well used and we have different ideas for use next year. The colour run attracted lots of participants and thanks go out to the team and volunteers.

The Navy wish to be further involved in the event next year.

**TA16.8 STAG Working Group Updates**

**HPERM Ref:  
D16/316147**

Note: Clr Gash left the meeting at 5.40pm

Note: Clr Wells left the meeting at 5.40pm

**Recommendation (Item to be determined under delegated authority)**

That the Committee receive the Working Group report for information.

**RESOLVED** (Michelle Bishop / Annie Cochrane)

That the Committee receive the Working Group report for information.

CARRIED

We need the Wedding Industry to be working together cohesively. We have a good wedding website and need to bring it back to one major wedding expo event for the region. A meeting will be held after Christmas to look at how this will work seek industry feedback.

The walking group are working to create a brochure including the iconic walks of the Shoalhaven

and we are seeking feedback from the National Parks. Also working on a joint partnership for joint funding a southern walks project.

**TA16.9 Industry Presentation: International Tourism in the Shoalhaven.**

**HPERM Ref:  
D16/319582**

Note: Clr Alldrick left the meeting at 6.06pm

Note: David Goodman left the meeting at 6.06pm

Note: Clr Pakes left the meeting at 6.06pm

Note: Clr Proudfoot left the meeting at 6.06pm

Note: Clr Kitchener left the meeting at 6.06pm

**RESOLVED** (Lynne Locke / Catherine Shields)

That the presentation from Matt Cross be received for information.

Note:

Matt Cross provided a presentation on Discover Jervis Bay and regional and international destination marketing.

**GENERAL BUSINESS**

**TA16.10 Representative for the Business and Employment Development Committee**

A representative from the STAG is to be nominated to be a member of the Business and Employment Development Committee.

**RESOLVED** (Michelle Bishop / Melissa McManus)

That Steve Bartlett be the nominated representative from STAG on the Business and Employment Development Committee.

CARRIED

**TA16.11 Long Table Feast - Earth Wind Fire Water**

Annie Cochrane advised the Meeting of a recent event that took place in Milton. Long table feast and the event raised approximately \$28,000 for Jindilara respite care.

We are wanting to put the Shoalhaven on the map as a food destination.

## **TA16.12 South Coast Tourism Awards**

Catherine Shields advised that the South Coast Tourism Awards are being held on Wednesday 26 October 2016 and we have a few finalists from the Shoalhaven. The event is being held at the HARS Aviation Museum – Illawarra Airport. Southern food operators operating as the “Food Alliance” are also State finalists for the Unspoilt Campaign.

Note: Michelle Bishop left the meeting at 6.37pm

There being no further business, the meeting concluded, the time being 6.43pm.

Ms Lynne Locke  
CHAIRPERSON