

MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

Meeting Date: Monday, 10 April 2017
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 Mark Kitchener
Mr David Goodman
Ms Annie Cochrane
Mr Matthew Forbes
Ms Catherine Shields
Ms Jo Thomas
Mayor Amanda Findley
Ms Louise Hallum
Mr Paul McLeod
Mr Rob Crow
Ms Imelda Dover – NPWS Representative

Others Present:

Clr White
Clr Cheyne
Helen Waterhouse – Community Development Officer
Coralie Bell – Section Manager, Tourism
Kristy Mayhew – Tourism Marketing Specialist
Shannan Perry-Hall – Tourism Investments and Events Specialist
Colin Waller – Destination Network Chair

The Chairperson welcomed the new members and thanked past members. The new members introduced themselves.

Apologies / Leave of Absence

An apology was received from Neil Rogers, Clr Alldrick, Clr Wells and Clr Watson

Confirmation of the Minutes

RESOLVED (Clr Gash / David Goodman)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 27 February 2017 be confirmed.

CARRIED

Note: Clr Gash left the meeting at 5:32pm

Note: Amanda Findley left the meeting at 5:32pm

Declarations of Interest

Nil

PRESENTATIONS

TA17.9 Livv's Place Mollymook Presentation, Helen Waterhouse

**HPERM Ref:
D17/100024**

Helen Waterhouse provided a presentation and spoke about the benefits to be gained from Livv's Place to tourism in the Shoalhaven. The playspace is expected to open by the Christmas holiday season and it is hoped there will be a 2 week festival at Christmas similar to Sculptures by the Sea.

For more information and to follow the progress of Livv's Place visit Council's website <http://getinvolved.shoalhaven.nsw.gov.au/Mollymook-beach-reserve-inclusive-playspace>

Presentation on Livv's Place Park project in Mollymook.

REPORTS

TA17.10 New Members of the Shoalhaven Tourism Advisory Group

**HPERM Ref:
D17/92533**

Recommendation (Item to be determined under delegated authority)

1. Receive the report for information and formally acknowledge and thank retiring members for their valued contribution to the Shoalhaven Tourism Advisory Group, Steve Bartlett, Melissa McManus, Michelle Bishop, Matt Cross and Stuart King.
2. Change the Terms of Reference to reflect additional National Parks and Wildlife Service position.

RESOLVED (Clr Kitchener / Catherine Shields)

1. Receive the report for information and formally acknowledge and thank retiring members for their valued contribution to the Shoalhaven Tourism Advisory Group, Steve Bartlett, Melissa McManus, Michelle Bishop, Matt Cross and Stuart King.
2. Change the Terms of Reference to reflect additional National Parks and Wildlife Service position.

CARRIED

TA17.1 Tourism Managers Report

**HPERM Ref:
D17/29356**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Annie Cochrane / Catherine Shields)

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

CARRIED

TA17.2 Destination Marketing Update

**HPERM Ref:
D17/23962**

Kristy Mayhew advised the Committee that the new Shoalhaven Tourism website is in development and is expected to be launched in June 2017.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Catherine Shields / Louise Hallum)

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

CARRIED

TA17.3 Events and Investment Update

**HPERM Ref:
D17/30526**

The Committee was advised that Flash Camp will be at Coolendel over Easter and members interested in visiting should contact Shannan Perry-Hall. Also, Nitro Circus Live will be at Shoalhaven Rugby Park on 22 April 2017.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Matthew Forbes / Annie Cochrane)

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

CARRIED

TA17.4 Visitor Services Update

**HPERM Ref:
D17/37114**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Paul McLeod / David Goodman)

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

CARRIED

TA17.5 Chair's Report

**HPERM Ref:
D17/36558**

The Chair thanked Catherine Shields and Coralie Bell and the Tourism team for their continued hard work.

Lynn spoke about her meeting with National Parks and Wildlife Service regarding the Great Southern Coastal Walk and advised that the application for funding through the "Regional Growth Environment and Tourism Fund" is being supported. The Walk is from Bawley Point to Maloneys Beach at Batemans Bay.

The 100 beach challenge continues to be very successful and will run for approximately one year.

The Chair recognised the error of the inclusion of Steve Bartlett's name on page 35 of the report.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (David Goodman / Paul McLeod)

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

CARRIED

OTHER BUSINESS

TA17.11 Additional Item - Environmental & Tourism Grants, Tourism Master Plan, 2017 LGNSW Conference, LGNSW Inclusive Tourism Conference, Walking Promotions, Unspoilt Campaign

Coralie Bell advised the Committee:

- Council resolved at its meeting on 21 March 2017 to make applications for the following projects to the NSW State Government Restart NSW – Environment and Tourism Grants program:
 - Project - Round the Bay walk incl. Moona Moona Creek, Way Finding, Callala Bay - \$1M
 - Project – Woollamia – Maintaining the Tourism Fleet - \$2.242M
 - Project – South Nowra Rotary Park - \$600,000
 - Project – Nowra Showground Enhancements \$1.05M
 - Project – Beach Erosion Ulladulla Harbour - \$750,000
 - Project – Additional Boating Facilities Greenwell Point - \$3M
 - Project – Shoalhaven Heads River Road Precinct - \$750,000.

- The Tourism Master Plan is due to be reviewed and will be replaced with a sustainable

tourism plan, EOI to go out this month. Feedback will be sought from the Committee in the near future.

- The 2017 NSW Local Government Conference was held in Taree on 12-14 March and focussed on inclusive tourism.
- LGNSW Inclusive Tourism Conference will be held at the Shoalhaven Entertainment Centre on 10 May 2017 and will be a business and marketing opportunity.
- Walking Promotions is at the final consultation stage.
- Formal FOI for the Unspoilt Campaign has been approved and the campaign is in development.

The Chair encouraged members to participate on working groups.

TA17.12 Additional Item - Meetings, Member Induction, Workshop

The Committee agreed that a member induction should be scheduled at 3pm prior to the next Committee meeting and a workshop be scheduled in early May 2017 to discuss strategic directions planning of the STAG.

The Committee also agreed that Committee meetings be held in Ulladulla every third meeting.

Recommended

1. STAG member induction
 - a. An induction meeting be scheduled at 3pm on 1 May 2017 (prior to the next Committee meeting)
 - b. Visuals of the new Shoalhaven Tourism website and information regarding the walking track to be provided in addition to the induction.
2. A workshop be scheduled in early May 2017 to discuss strategic directions planning of the STAG.
3. A copy of the draft Shoalhaven Arts Board Strategic Plan be emailed to members for their information.
4. STAG meetings be held in Ulladulla every third meeting.

TA17.13 Additional Item - Shoalhaven Motorsport Complex, Visiting Journalists, Council Budget, Gonyah Event, South Coast Food Alliance Event

Shoalhaven Motorsport Complex

The Chair raised the issue of the Shoalhaven Motorsport Complex and Clr White provided an update.

Visiting Journalists

Annie Cochrane noted that there have been several large groups of Asian journalists visiting places such as Bannisters and Coolangatta over the last few months. It was also noted that, via Destination NSW, the Sydney Weekender and Getaway also visited Bannisters.

Council Budget

David Goodman asked if it was possible for the full annual marketing budget to be made available to members. It was noted that a summary has been provided as requested in the past. Clr White noted that Council's budget will be on public exhibition from 28 April to 26 May 2017 and members will be able to submit comments during that time. The budget will be finalised at the June 2017 Council meeting.

Gunyah Event

Paul McLeod advised the Committee that the “Gunyah” event held on Saturday 8 April 2017 at the Jervis Bay Maritime Museum at Huskisson, was very well received.

South Coast Food Alliance event

Jo Thomas spoke about the South Coast Food Alliance event that was held to celebrate the South Coast’s local growers and producers in October 2016. The event was very successful with 150 attending.

There being no further business, the meeting concluded, the time being 6.46pm.

Ms Lynne Locke
CHAIRPERSON