

MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

Meeting Date: Monday, 26 June 2017
Location: Ulladulla Civic Centre, Princes Highway Ulladulla
Time: 5.00 pm

The following members were present:

Ms Lynn Locke - Chairperson
Clr Joanna Gash
Clr Patricia White
Mr David Goodman
Ms Annie Cochrane- arrived at the meeting at 5.33 pm
Mr Matthew Forbes
Ms Catherine Shields
Ms Jo Thomas
Ms Louise Hallum
Mr Rob Crow
Mr David Duffy – National Parks & Wildlife Service Representative

Others present:

Craig Milburn – Director, Finance Corporate and Community Services
Coralie Bell – Tourism Manager
Shannan Perry-Hall – Tourism Events and Investment Specialist
Joe Puglisi – Visitor Services Manager
Kristy Mayhew – Marketing Specialist
Julie Sydenham – ARTfest
Andrew Harvey – Sculptures in Jervis Bay

Apologies / Leave of Absence

An apology was received from Clr Wells, Clr Kitchener, Clr Pakes, Clr Levett, Neil Rodgers and Paul McLeod.

Confirmation of the Minutes

RESOLVED (David Goodman / Clr Gash)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 01 May 2017 be confirmed.

CARRIED

Declarations of Interest

Nil

PRESENTATIONS**TA17.19 Presentation by Andrew Harvey - Sculptures in Jervis Bay****HPERM Ref:
D17/177772**

Andrew Harvey addressed the Committee regarding his concept for Sculptures in Jervis Bay.

- The vision is to create a series of underwater sculptures, in and around Jervis Bay, for the benefit of residents and visitors, for example to snorkel to. It is envisaged to also have one or two sculptures placed in inter-tidal positions at locations such as the mouth of the Moona Moona Creek, although locations are not yet confirmed
- Preferred locations are where water visibility is clear for long periods during summer
- Mediums used would be concrete, sandstone and environmentally friendly wood
- Some themes considered may be marine images, global warming, Aboriginal stories etc.
- Applied for permit at end of May 2017 with Fisheries
- Possible funding may come from Regional Arts Grants, NSW Tourism, Shoalhaven City Council Tourism, corporate sponsorship etc.
- Artists will be invited to submit applications for involvement in the project
- A workshop is being considered, involving a diverse group of people to consider themes
- Artists will quote on works and choose their medium, the work must be able to be transported. A panel will choose the sculptures
- May also have a mentor program to assist developing artists and foster community ownership
- Initiatives designed to bring out community participation and ownership
- May consider making a documentary while art works are being made to lift the profile of art in the area
- In negotiations with Crown Lands and RMS with regard to navigation issues

Mr Harvey spoke about the need for assistance with completing grant applications and is requesting help from STAG with grant writing when appropriate.

The draft document on the Jervis Bay Underwater Sculpture project to be distributed to the Group for comments and feedback.

Annie Cochrane arrived at the meeting at 5.33 pm

TA17.20 Update from ARTfest - Julie Sydenham**HPERM Ref:
D17/188340**

Julie Sydenham addressed the Committee to provide information on the upcoming ARTfest.

- ARTfest will be held from 23 September to 7 October 2017, more info can be found on the website <https://www.escapeartfest.com.au/>
- The festival promotes arts and cultural tourism in the area and people can experience a wide range of different arts
- The Big Ullaballoo, the launch of ARTfest, will be held at Ulladulla Harbour and will feature a floating lantern parade, food, music, a mass drum jam etc.
- This year's theme is Spark and will also incorporate music and school performances
- The Aboriginal Land Council has been invited to perform a welcome to country ceremony
- The Milton Gallery Walk will be held as part of the festival and will introduce more music and food venues
- The program will include components of literature, such as author luncheons, Poetry in the Pub, Real Escape film festival, a photography completion, workshops hosted by Milton

Library and Kidsfest

- \$10,000 prize money this year
- Fireworks for the conclusion of the festival may be considered if there is sufficient funding
- The community is very supportive of fund raising initiatives such as the 100 Club

Shannan Perry-Hall, Council's Tourism Events and Investment Specialist, noted that she will contact Ms Sydenham to advise when grants come across her desk that may be suitable.

REPORTS

TA17.21 Election of Office Bearers

**HPERM Ref:
D17/172877**

Lynne Locke stepped down as Chairperson and Craig Milburn, acted as Chairperson while the Committee undertook the election of office bearers.

Nominations were called for the Chair and Deputy Chair of the Shoalhaven Tourism Advisory Group and the following nominations were received:

- Chairperson - Lynn Locke
- Deputy Chairperson - Catherine Shields and Louise Hallum

Lynne Locke was declared as Chairperson and members agreed that both Catherine Shields and Louise Hallum would hold Co-Deputy Chair positions.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group conduct elections for Office Bearers.

1. Chair of the Shoalhaven Tourism Advisory Group.
2. Deputy Chair of the Shoalhaven Tourism Advisory Group.

RESOLVED (By consent)

That the Shoalhaven Tourism Advisory Group elect the following Office Bearers:

1. Chairperson of the Shoalhaven Tourism Advisory Group - Lynn Locke.
2. Co-Deputy Chairpersons of the Shoalhaven Tourism Advisory Group – Catherine Shields and Louise Hallam.

CARRIED

TA17.14 Tourism Manager's Report

**HPERM Ref:
D17/129692**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Rob Crow / Catherine Shields)

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

CARRIED

TA17.22 Tourism Manager's Report - April / May

**HPERM Ref:
D17/180271**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Rob Crow / Catherine Shields)

That The Shoalhaven Tourism Advisory Group receive the Tourism Manager's – April / May report for information.

CARRIED

TA17.15 Destination Marketing Update

**HPERM Ref:
D17/127053**

It was noted that the website is going well and Council will be looking for people to test it soon. Members expressed an interest in undertaking testing of the website and more information will be sent out via email communications.

Marketing will provide the video content to members via email as the projector wasn't working.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Louise Hallum / Clr Gash)

1. That the Shoalhaven Tourism Advisory Group receive the destination Marketing Report for information.
2. Marketing to provide the video content to the Committee via email.

CARRIED

TA17.23 Destination Marketing - April/May

**HPERM Ref:
D17/179962**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Louise Hallum / Clr Gash)

That the Shoalhaven Tourism Advisory Group receive the destination Marketing Report April /May for information.

CARRIED

TA17.16 Events and Investment

**HPERM Ref:
D17/123124**

Clr Gash asked if additional event results from sponsored events, for example, Nitro Circus, could also be included in the report.

It was noted that the Nitro Circus event held in Nowra was very successful, although there were some issues with transport and some attendees missed the start of the event due to traffic problems.

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 / Annie Cochrane)

That:

1. The Shoalhaven Tourism Advisory Group receive the Events and Investment Report for information.
2. Sponsored event results and statistics to be included in future Events and Investment Reports

CARRIED

TA17.24 Events and Investment - April/May

**HPERM Ref:
D17/181396**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (By consent)

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

CARRIED

TA17.17 Visitors Services Report

**HPERM Ref:
D17/129870**

Lynn Locke noted that the volunteers in the Visitors Information Centre (VIC) are excellent and very proactive in assisting visitors.

Clr Gash commented that the volunteers at the recent Wine Festival also did an excellent job, however, there needed to be volunteers to direct people alighting from buses. Clr Gash requested that a copy of the Wine Festival report. David Goodman requested that a list of the Tourism staff and their roles be emailed to members with the next email communication.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (By consent)

That:

1. The Shoalhaven Tourism Advisory Group receive the Visitors Services Report for information.
2. A copy of the Visitors Services Report and a list of Tourism staff names and their roles be emailed to Shoalhaven Tourism Advisory Group members with the next email communication.

CARRIED

TA17.25 VIS Report April/May 2017

**HPERM Ref:
D17/179743**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (By consent)

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

CARRIED

TA17.18 Chair's Report

**HPERM Ref:
D17/129355**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Lynn Locke / David Goodman)

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

CARRIED

**TA17.26 Replace Representative on the Business and
Employment Development Committee**

**HPERM Ref:
D17/173308**

The Committee discussed the STAG representation on the Business and Employment Development Committee and nominated Rob Crow to be the new representative.

Recommendation (Item to be determined under delegated authority)

That (insert name) be appointed as the new Shoalhaven Tourism Advisory Group Representative on the Business and Employment Development Committee.

RESOLVED (By consent)

That Rob Crow be appointed as the new Shoalhaven Tourism Advisory Group Representative on the Business and Employment Development Committee.

CARRIED

TA17.27 Workshop Discussion - Summary and Actions

**HPERM Ref:
D17/190202**

The Committee discussed the summary and actions from the Committee workshop discussions held on 22 May 2017.

Craig spoke about how the working groups would function as agreed in the workshops and highlighted the need for the working groups to establish their priorities.

Accommodation Working Group – Catherine Shields, Annie Cochrane and Shannan Perry-Hall

- Accommodation is a general issue and the group will need to consider specific projects.
- There is a lack of accommodation for national markets, for example, currently a high percentage of requests from Asian tour operators have to be turned away
- Consideration could be given to assisting accommodation providers, for example, applying

for grants for upgrading.

- Some hotel/motel and caravan park beds are being lost at the moment to emergency welfare accommodation and it was noted that this issue may need to be taken to a higher level.
- This group will meet soon to plan and prioritise. David Goodman and Rob Crow want to the working group.
- The group aims to progress an accommodation audit. The Committee discussed this issue and agreed that an audit of motel accommodation, as a first step, would be provided at the next STAG meeting.

Customer Service/Industry Development Working Group – Kristy Mayhew, NPWS Representative

- It was discussed that a STAG representative should speak regularly at each of the eight Shoalhaven business chambers to provide a tourism update and the Committee discussed the issue
- Lynne Locke advised that she will approach the Shoalhaven Business Chamber if required.
- It was suggested that Cllr Aldrick be asked to join the Customer Service/Industry Development Working Group
- It was decided that the Customer Service/Industry Working group meet and decide on a clear strategy to move forward with and bring recommendations to the next meeting.

Sustainability Strategy – Louise Hallum, Catherine Shields, Neil Rodgers, Coralie Bell

- The Sustainability Strategy is about long term strategies around how tourism can be sustainable long term, for example, how to change the language around tourism, engage the community, integrating tourism and the environment. Structured consideration needed for how to move forward
- It was noted that an expression of interest was advertised for consultants to submit a to develop a sustainable tourism model. About 9 submissions have been received and reviewed. One of the submitters 'hit the mark', was very forward thinking and has very good credentials. An inception meeting will be held with the consultant to scope the project and consider how to measure/monitor the project and put into place an adaptive management tool.
- Cllr White updated the Committee with regard to Council's newly formed Sustainable Management Committee noting the recommendation to Council on 27 June 2017. Cllr White advised she will regularly update STAG on the progress of the Sustainable Management Committee.

Product development

- This working group is on hold at this time until Sustainable Tourism Model is in place
- Cllr Gash asked David Duffy, NPWS representative, about accommodation in national parks, for example, eco lodges. David advised that each park has its own Plan Of Management, which is a planning document that is renewed every 10 years. Members discussed what is already happening in this area, for example, Glamping at Coolendel by Flash Camp.
- Craig asked David Duffy to advise STAG when the NPWS Plan of Management is due to be renewed.

Recommendation (Item to be determined under delegated authority)

That STAG

1. Discuss the outcomes of the workshop
2. Prioritise the Working Groups program

RESOLVED (By consent)

That:

1. The Accommodation Working Group to provide an audit of motel accommodation to the next STAG meeting
2. Clr Alldrick be invited to join the Customer Service/Industry Development Working Group
3. David Duffy, National Parks and Wildlife Services Representative be requested to advise Council when the NPWS Plan of Management is due for renewal.
4. David Goodman and Rob Crow to be added to the Accommodation Working Group.
5. The Customer Service/Industry Development Working group meet and decide on a clear strategy to move forward with and bring recommendations to the next meeting

CARRIED

TA17.28 Professional Conference Organiser Position

**HPERM Ref:
D17/179969**

It was noted that a proposal for a new contract position for 24 months in Tourism to focus on conferences requires further development.

The Committee discussed conference tourism opportunities in the Shoalhaven and some concerns were raised about having enough accommodation to support large numbers of conference visitors.

Clr White noted that one issue for conference attendees is transport, for example, transport to and from airports. Other issues to be considered for conference organisers are location of accommodation in relation to restaurants and tours for attendees and partners. Underwriting the cost of conferences is also a major issue and major sponsors are important.

Craig noted that there are good financial opportunities when hosting conferences, especially when creating a new conference with good sponsors. There is always some risk involved.

Recommendation (Item to be determined under delegated authority)

That STAG discusses the report and select members to review in collaboration with staff and develop the final proposal.

RESOLVED (By consent)

That:

1. The Shoalhaven Tourism Advisory Group supports in principle the creation of the Professional Conference Organiser position
2. The following members to review the Professional Conference Organiser position, in collaboration with staff, to develop a final proposal:
 - a. Clr Gash
 - b. Clr White
 - c. Lynn Locke
3. The final proposal for the Professional Conference Organiser position be provided to the Shoalhaven Tourism Advisory Group as a recommendation.

CARRIED

TA17.29 Working Group Updates

**HPERM Ref:
D17/181911**

Reviewed under TA17.27

Recommendation (Item to be determined under delegated authority)

That each of the active working groups provide an update to STAG and report progress on their activities and the update be received for information.

RESOLVED (By consent)

That the Shoalhaven Tourism Advisory Group working groups update and progress report be received for information.

CARRIED

TA17.30 Update from Sports Board Representative

**HPERM Ref:
D17/181915**

David Goodman, Sports Board Representative, noted that all sporting groups are supported by the Sports Board.

An update relating to matters that may relate to the tourism industry was not provided at this time.

Recommendation (Item to be determined under delegated authority)

That the Sports Board Representative provide an update to STAG on any matters that may relate to the tourism industry and the update be received for information.

RESOLVED (By consent)

That the Sports Board Representative not provide an update on matters relating to the tourism industry to the Shoalhaven Tourism Advisory Group at this time.

CARRIED

TA17.31 Councillor updates

**HPERM Ref:
D17/181928**

Clr Gash advised the Committee that Dolphin Watch is not being sold.

Clr Gash also thanked Joe Puglisi, Visitor Services Manager on how well Council's Ambassador Program was managed.

Clr White spoke about a conference presentation by Sydney University regarding Airbnb. The presenter advised that registrations will be starting for operators wanting to use the Airbnb and related websites.

Clr White also noted that Telstra are now selling research based on user data. Data, such as mode of transport to events, age and sex can be provided to businesses. Names are not provided. The only way to stop being monitored is to turn off mobile phones. There will be increase and opportunities to purchase data in the future.

Recommendation (Item to be determined under delegated authority)

That any Councillor/s provide information to STAG that they think is relevant to the tourism industry and the update be received for information.

RESOLVED (By consent)

The Shoalhaven Tourism Advisory Group receive the Councillor/s updates relevant to the tourism

industry for information.

CARRIED

TA17.32 Industry Feedback

**HPERM Ref:
D17/181948**

Catherine Shields advised the Group that key staff appointments are underway and about to be announced for Destination Network. It was also noted that the regional jobs network package is being progressed but there are some issues.

Recommendation (Item to be determined under delegated authority)

That the Industry Members provide any comments on trends, issues, matters they wish the STAG to be aware of or discuss and that this be received for information.

RESOLVED (By consent)

That the Shoalhaven Tourism Advisory Group receive the comments by Industry Members for information.

CARRIED

Other Business

TA17.33 Additional item: Email contacts for members - EOFY Business Plans and KPI's

David Goodman asked if member email contact details could be distributed to all members. It was noted that this needs to be in agreed to in writing by all members.

Coralie Bell noted that end of financial year business plans are being written and KPIs determined and members help would be welcomed. Craig Milburn noted that Council increased its tourism budget by over \$500,000 over the last 4 years.

RESOLVED (By consent)

That an email be sent to each of the Shoalhaven Tourism Advisory Group members to request permission for their email address to be distributed to other STAG members.

CARRIED

There being no further business, the meeting concluded, the time being 7.26 pm.

Ms Lynne Locke
CHAIRPERSON