

MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

Meeting Date: Monday, 30 October 2017
Location: Osprey Training Room, Level 1, City Administrative Centre, Nowra
Time: 5.03pm

The following members were present:

Ms Lynn Locke - Chairperson
Clr Joanna Gash
Clr Mark Kitchener – left 6.37pm
Ms Annie Cochrane
Ms Catherine Shields
Mr Neil Rodgers
Ms Louise Hallum
Mr Robert Crow

Others Present:

Coralie Bell – Tourism Manager
Kristy Mayhew – Tourism Marketing Specialist
Shannan Perry-Hall – Tourism Investment and Events Specialist

Apologies / Leave of Absence

An apology was received from Clr Alldrick, David Goodman, Matthew Forbes, Clr White and David Duffy.

Confirmation of the Minutes

Recommendation (Robert Crow / Clr Gash)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 28 August 2017 and the Special Shoalhaven Tourism Advisory Group held on Monday 25 September 2017 and the Special Shoalhaven Tourism Advisory Group held on Monday 09 October 2017 be confirmed.

REPORTS

TA17.55 International Marketing Analysis

HPERM Ref:
D17/345093

The Committee held a discussion on the International Marketing Analysis.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group

1. Commit to 6 months of international marketing with current partner and;
2. Form a working group to further investigate international marketing opportunities and report back to STAG by the end of 2017 on an appropriate international marketing strategy for 2018 and beyond.

RESOLVED (Clr Gash / Annie Cochrane)

That the Shoalhaven Tourism Advisory Group:

1. Commit to 12 months (up to end of June 2018) as per the existing contract with international marketing business partner Discover Jervis Bay;
2. As part of the contract:
 - a. Transparency on the spend be detailed and reported on quarterly basis to STAG;
 - b. A member of the tourism team work closely with Discover Jervis Bay to understand the international market and trade shows.

CARRIED

TA17.48 Chair's Report

**HPERM Ref:
D17/344650**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Clr Gash / Robert Crow)

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

CARRIED

**TA17.49 Membership Resignation - Jo Thomas - Shoalhaven
Tourism Advisory Group**

**HPERM Ref:
D17/319504**

Note: Clr Kitchener left the meeting at 6.37pm

Recommendation (Item to be determined under delegated authority)

That:

1. The Shoalhaven Tourism Advisory Group accept the resignation from Jo Thomas; and
2. The Tourism Section send a letter of appreciation to Ms Thomas thanking her for her contribution to the Committee.

RESOLVED (Clr Gash / Catherine Shields)

That

1. The Shoalhaven Tourism Advisory Group accept the resignation from Jo Thomas; and
2. The Tourism Section send a letter of appreciation to Ms Thomas thanking her for her contribution to the Committee.

CARRIED

TA17.50 Visitors Services Update

**HPERM Ref:
D17/336792**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Louise Hallum / Neil Rodgers)

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

CARRIED

TA17.51 Events and Investment

**HPERM Ref:
D17/337341**

The Committee acknowledged and thanked Lynn and Catherine for their work involved in the Riverfest. It was a huge success and was an exceptional event.

The Committee also thanked Shannan and George for their work contributing to the Riverfest event.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Clr Gash / Robert Crow)

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

CARRIED

TA17.52 Tourism Manager's Report

**HPERM Ref:
D17/338032**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Robert Crow / Clr Gash)

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

CARRIED

TA17.53 Future Meeting Dates for 2018

**HPERM Ref:
D17/338355**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Neil Rodgers / Louise Hallum)

That the Shoalhaven Tourism Advisory Group determine the following meeting dates for 2018:

1. Monday 26 February 2018 – Nowra
2. Monday 30 April 2018 – Ulladulla
3. Monday 25 June 2018 – Nowra
4. Monday 27 August 2018 – Ulladulla
5. Monday 22 October 2018 - Nowra

CARRIED

TA17.54 Destination Marketing

**HPERM Ref:
D17/340575**

Note: The new website is up and running, it's been a lot of work for the staff involved.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Annie Cochrane / Catherine Shields)

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

CARRIED

TA17.55 INTERNATIONAL MARKETING ANALYSIS

**HPERM REF:
D17/345093**

Item dealt with earlier in the meeting.

GENERAL BUSINESS

TA17.56 Working Groups Update

**HPERM Ref:
D17/344159**

Note: this item was not dealt with and deferred to a later meeting.

TA17.57 Sports Board Update

**HPERM Ref:
D17/344778**

Note: this item was not dealt with and deferred to a later meeting.

TA17.58 Shoalhaven Tourism - Staffing Update

Coralie Bell – Tourism Manager advised that there are some staffing changes within the Tourism section. Katherine Hewson has resigned and is moving to the Waste and we will be recruiting for a new Visitors Services Supervisor. Georgia Herring has resigned and will be moving to USA. Digital Marketing position currently being recruited.

TA17.59 Destination Network

Coralie Bell – Tourism Manager advised that the Minister has put together a Taskforce for a Destination Plan for across the State of NSW.

Coralie as the Tourism Manager has been elected to the Australian Regional Tourism Board. Destination NSW are holding workshops for those interested in attending;

- Regional Destination Management Plan with Destination Sydney Surrounds South
- Food and Wine Tourism Strategy Workshops

TA17.60 Community Announcement

Lynn Locke advised that Ann Sudmalis Member for Gilmore made a Community Announcement at the River Festival that the Bridge will not be taken down when the new river crossing is built.

TA17.61 Short Term Holiday Lettings - Submission

Louise Hallum asked the Members present if STAG and/or Council made a submission to the State Government in relation to short term holiday lettings.

Clr Gash advised that Council had made a submission to endorse the current framework.

There being no further business, the meeting concluded, the time being 6.52pm.

Ms Lynn Locke
CHAIRPERSON