

MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

Meeting Date: Monday, 30 April 2018
Location: Ulladulla Civic Centre
Time: 5.09pm

The following members were present:

Ms Lynn Locke – Chairperson
Clr Joanna Gash
Clr Mark Kitchener
Clr Patricia White
Ms Kylie Pickett
Dr James Lin
Ms Juliet Barr
Ms Brenda Sambrook
Mr Robert Crow
Mr David Duffy

Others Present:

Stephen Dunshea – Director Finance, Corporate and Community Services
Coralie Bell – Tourism Manager
Shannan Perry-Hall – Tourism Investment and Events Specialist
Kristy Mayhew – Tourism Marketing Specialist
Joe Puglisi – Manager – Nowra Visitors Centre
Sarah Chenhall – Digital Marketing Assistant
Catherine Shields
David Fleeting

The Chairperson addressed the meeting, the members and staff present introduced themselves.

Apologies / Leave of Absence

An apology was received from Clr Alldrick, Louise Hallum, David Goodman and Neil Rodgers.

Confirmation of the Minutes

RESOLVED (Clr White / Robert Crow)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 26 February 2018 be confirmed.

CARRIED

Declarations of Interest

Nil

REPORTS

TA18.13 New Members of the Shoalhaven Tourism Advisory Group

**HPERM Ref:
D18/110867**

Recommendation (Item to be determined under delegated authority)

1. Receive the report for information
2. Formally acknowledge and thank retiring members for their valued contribution to the Shoalhaven Tourism Advisory Group; Catherine Shields, Matthew Forbes and Annie Cochrane

RESOLVED (Clr White / Robert Crow)

That:

1. Receive the report for information
2. Formally acknowledge and thank retiring members for their valued contribution to the Shoalhaven Tourism Advisory Group; Catherine Shields, Matthew Forbes and Annie Cochrane.

CARRIED

TA18.14 Tourism Manager's Report

**HPERM Ref:
D18/109470**

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 White)

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

CARRIED

TA18.15 Destination Marketing

**HPERM Ref:
D18/117481**

Kristy Mayhew – Tourism Marketing Specialist introduced herself and provided a background of her role and what she has been working on over the past months.

Highlights of the last 6 months are the Unspoilt campaign and the 100 Beach Challenge.

Clr White noted that she had meetings with Heritage Groups. It was raised that there are Heritage Brochures in individual towns etc, and the Groups are asking whether Council can produce a trial Shoalhaven wide brochure relation to Arts, Culture and Heritage.

Coralie Bell – Tourism Manager advised that the Tourism section have this Heritage Brochure as a Goal.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Kylie Pickett / Juliet Barr)

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

CARRIED

TA18.16 Events and Investment

**HPERM Ref:
D18/109632**

Clr White advised that of behalf of David Goodman (Chair of the Shoalhaven Sports Board) it was raised that Council investigate potential future sporting events that can be brought to the Shoalhaven given the facilities such as the new stadium in Bomaderry which will be complete mid 2019 and the Dun Lewis facility in June 2019.

Shannan Perry-Hall – Tourism Investments and Events Specialist advised that she is targeting events and working with Sports Marketing Australia and starting to look at events for 2020.

Clr White raised discussion on activation of Dunn Lewis Centre and new Bomaderry precinct.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Brenda Sambrook / Kylie Pickett)

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

CARRIED

TA18.17 Visitor Services Update

**HPERM Ref:
D18/121252**

Joe Puglisi – Manager – Nowra Visitors Centre advised that the last 6 months has been one of the best seasons they have had in years.

The team is looking at Volunteers/Ambassadors and supplementary Centres and how Council can improve a more integrated approach.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Clr Gash / Brenda Sambrook)

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

CARRIED

TA18.18 Strategy Working Group Update - 360 Model

**HPERM Ref:
D18/117957**

Coralie Bell advised that from a planning point of view, going forward, the Tourism section will be looking at impact on the customer experience and long term sustainable growth.

It was also advised that the University of Wollongong has asked how they can value add.

The Committee held a discussion in relation to the tourism impacts on the environment.

Clr Gash requested that staff brief Councillors on the road blocks and the scope of the project.

David Duffy - advised that the National Parks and Wildlife Service is undergoing changes in structure and that there is a willingness to work together.

Kylie Pickett and Brenda Sambrook volunteered to be a part of a Working Group to discuss the above comments.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Kylie Pickett / Brenda Sambrook)

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

CARRIED

TA18.21 Chair's Report

Lynn Locke welcomed the new members Kylie Pickett, James Lin, Juliet Barr and Brenda Sambrook and made the following comments:

- Thanked Catherine Shields for her contribution to Tourism in the Shoalhaven and the Shoalhaven Tourism Advisory Group (STAG).
- The Shoalhaven River Festival:
 - Council will contribute the same as previous years. STAG members are welcome to join the Shoalhaven River Festival Committee. The Festival has a great team of volunteers from the committee. Lynn advised that she has stepped down from Chair of the Shoalhaven River Festival Committee.
 - The Committee discussed the possibility of holding the event as a 1 day not a 2 day, which could reduce the costs of the event.
 - Suggestions around an upmarket Boating event.
 - Suggestions of holding an event on the Friday night to encourage overnight stay, with the main event being held on the Saturday.
 - Suggestions around combining events such as Rock Climbing and Skiing/Wakeboarding Championships.
- Unspoilt campaign – The Chair gave congratulations to the team for the wonderful results

Clr Gash endorsed the comments from the Chair and invited Catherine to provide a report from Destination/Tourism NSW on occasions.

Coralie Bell tabled the current quarterly figures at the meeting.

Catherine Shields addressed the meeting in response

RESOLVED (Robert Crow / Brenda Sambrook)

That the verbal report of the Chairperson be received for information.

CARRIED

GENERAL BUSINESS

TA18.19 Sports Board Update

HPERM Ref:
D18/109674

Note: David Goodman was an apology, this matter will be deferred to the next meeting.

TA18.20 Working Groups Update

HPERM Ref:
D18/109692

Robert Crow advised that on 17 April 2018 a working group for tourism discussed events support

It was established that some of the paperwork could have been improved and the group have come up with some changes. This will be a working progress and will be more about forms and applications.

Tourism staff will now work internally to formalise recommended changes.

TA18.22 Tourism Impacts During Peak Periods

Coralie Bell tabled a report and Council Resolution at the meeting in relation to Tourism Impacts in the Shoalhaven During Peak periods.

It was advised that a report was submitted to the Ordinary meeting in January 2018 and one of the outcomes was for the report/resolution be submitted to the STAG for comment. Coralie advised that she would prepare a report to the next meeting on this issue.

The Committee held a discussion in relation to the progress and recent holiday periods at Hyams Beach and other peak areas around the Shoalhaven.

The committee held a discussion in relation to the cancellation of the Winter Wine Festival and the opportunity for Council to play a more active role in events and their sustainability.

RESOLVED (Clr Gash / Clr White)

That a report be submitted to the Committee in relation to the recent Council report and resolution (MIN18.38).

CARRIED

There being no further business, the meeting concluded, the time being 6.59pm.

Ms Lynn Locke
CHAIRPERSON