

## MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

**Meeting Date:** Monday, 25 June 2018  
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra  
**Time:** 5.00pm

The following members were present:

Ms Lynn Locke - Chairperson  
Clr Amanda Findley  
Clr Joanna Gash – left 5.53pm  
Clr Patricia White  
Clr Alldrick – arrived 5.07pm  
Ms Juliet Barr  
Ms Brenda Sambrook  
Mr Neil Rodgers  
Dr James Lin  
Ms Louise Hallum  
Mr Robert Crow  
Ms Kylie Pickett  
Mr David Goodman

Others Present:

Clr Nina Cheyne  
Stephen Dunshea – Director Finance, Corporate and Community Services  
Coralie Bell – Tourism Manager  
Jessica Rippon – Executive Manager - Communications  
Shannan Perry-Hall – Tourism Investments and Events Specialist  
Kristy Mayhew – Tourism Marketing Specialist

### Apologies / Leave of Absence

Nil

### Confirmation of the Minutes

**RESOLVED** (Dr James Lin / Robert Crow)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 30 April 2018 be confirmed.

CARRIED

**TA18.23 Election of Office Bearers**

**HPERM Ref:  
D18/186268**

Coralie Bell – Tourism Manager called for nominations for Chairperson.

Clr Gash nominated Lynn Locke. Lynn Locke accepted the nomination.

No other nominations for Chairperson were received.

Lynn Locke was declared Chairperson

Coralie Bell – Tourism Manager called for nominations for Deputy Chairperson.

Clr Gash and Lyn Locke nominated Rob Crow and Louise Hallum. Rob Crow and Louise Hallum accepted the nomination.

No other nominations for Deputy Chairperson were received. The Committee agreed that Rob Crow and Louise Hallum would be appointed as Co-deputy Chairpersons.

The Committee congratulated the Office Bearers.

**RESOLVED** (Clr Gash / Robert Crow)

That the Shoalhaven Tourism Advisory Group appoint the following Office Bearers for the period until June 2019:

1. Chair of the Shoalhaven Tourism Advisory Group – Lynn Locke
2. Co-Deputy Chairpersons – Rob Crow and Louise Hallum

CARRIED

**Declarations of Interest**

Nil

**REPORTS**

**TA18.31 Tourism Impacts During Peak Periods - Hyams Beach**

**HPERM Ref:  
D18/178427**

Clr White addressed the meeting and raised concerns that in relation to parts 1 to 4 of the Report Recommendation that it is a Shoalhaven wide issue and not just Hyams Beach.

Note: Clr Alldrick arrived 5.07pm

Clr Gash noted that close communication is required between Council, STAG and the Tourism Manager.

## Recommendation

That Shoalhaven Tourism Advisory Group:

1. In reference to A.1 - Acknowledges the shortfall in the planning and delivery of tourism infrastructure and strongly recommend Council adopt a wholistic and strategic approach to ongoing maintenance of aging infrastructure going forward as a matter of priority;
2. In reference to A.3.D - Acknowledge uncontrolled growth in tourist visitation is likely to put other local communities at risk of loss of amenity as well as suffering environmental damage without better planning and management and continue to encourage tourism and community needs are a consideration in long term strategic planning of future infrastructure. In addition, STAG urges Council to support the development of the 360 Model and the implementation of subsequent Tourism Destination Management Plan, both designed to consider the long-term business sustainability of the industry and its impacts.
3. In reference to A.3.E and F - Agree and support the position that more resources must be strategically invested in tourism and community infrastructure, as well as the management of the influx of visitors particularly during the peak season and;
  - a) STAG agree that long term, an ongoing failure to manage these issues will have a detrimental impact on the holiday experience of people choosing to visit the Shoalhaven, and in turn our local community.
4. In reference to A.3.H - Encourage Shoalhaven Council to investigate opportunities for revenue raising including business levies or paid parking.
  - a) NOTE: Shoalhaven Tourism does not support the introduction of a bed tax in any form.
5. In reference to B.5.A - Do NOT support POP up Tourism information on Jervis Bay Road, as STAG believe that POP up VIS stands needs to be where the visitors are in order to be effective. In addition, the proposed location is a safety concern from a risk management perspective.
  - a) It is the recommendation of STAG that Mobile Visitors Services remain in the town of Huskisson over peak periods as required.
6. In reference to B.5.C - Do not support the idea of park and ride into Hyams Beach as customer experience will be compromised, urging Council to better evaluate timed parking options.

## RECOMMENDATION (Clr Alldrick / Louise Hallum)

That the Shoalhaven Tourism Advisory Group request Council acknowledge the following Shoalhaven Citywide responses to MIN18.38 Ordinary Meeting 30 January 2018:

1. In reference to Part A.1 – STAG acknowledges the shortfall in the planning and delivery of tourism infrastructure and strongly recommend Council adopt a wholistic and strategic approach to ongoing maintenance of aging infrastructure going forward as a matter of priority;
2. In reference to Part A.3.d – STAG acknowledge uncontrolled growth in tourist visitation is likely to put other local communities at risk of loss of amenity as well as suffering environmental damage without better planning and management and continue to encourage tourism and community needs are a consideration in long term strategic planning of future infrastructure. In addition, STAG urges Council to support the development of the 360 Model and the implementation of subsequent Tourism Destination Management Plan, both designed to consider the long-term business sustainability of the industry and its impacts.
3. In reference to Part A.3.e and f – STAG agree and support the position that more resources must be strategically invested in tourism and community infrastructure, as well as the management of the influx of visitors particularly during the peak season and;

- a. STAG agree that long term, an ongoing failure to manage these issues will have a detrimental impact on the holiday experience of people choosing to visit the Shoalhaven, and in turn our local community.
4. In reference to Part A.3.h - STAG encourage Shoalhaven Council to investigate opportunities for revenue raising.
  - a. NOTE: Shoalhaven Tourism does not support the introduction of a bed tax in any form.
5. In reference to Part B.5.a – STAG do NOT support POP up Tourism information on Jervis Bay Road, as STAG believe that POP up VIS stands needs to be where the visitors are in order to be effective. In addition, the proposed location is a safety concern from a risk management perspective.
  - a. It is the recommendation of STAG that Mobile Visitors Services remain in the town of Huskisson over peak periods as required.
6. In reference to Part B.5.c – STAG do not support the idea of park and ride into Hyams Beach as customer experience will be compromised.

CARRIED

**TA18.24 Chair's Report**

**HPERM Ref:  
D18/192962**

The Committee provided their personal feedback on the “Winter Wine Festival” weekend and advised that there was an increased presence of Police patrolling the area.

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

That the Group receive the Chair’s Report for information.

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

That the Shoalhaven Tourism Advisory Group receive the Chair’s Report for information.

CARRIED

**TA18.25 Tourism Manager's Report**

**HPERM Ref:  
D18/186122**

The following comments were made in relation to the Tourism Managers Report:

Coralie Bell – Tourism Manager – In relation to Holiday Homes, Council hasn’t received a lot of detail at the moment from State Government and what they plan to propose. Council will have to make a decision on whether Council wants to make a cap at 365 or 180 days or somewhere in between.

Clr Gash – Stated that in relation to the cap of days, that she would be happy for Council to take each case on its merits.

Clr White – advised that a Study has been conducted by Sydney Uni which Council made a financial contribution to be included as part of the study of Coastal Towns/Villages. Findings were due to be released in May 2018, however the findings have been held back due to the decision yet to be made by the State Government. The findings should be out by end of June/early July.

James Lin – advised that when translating Jervis Bay into Chinese and/or other Asian languages there is no meaning for the words Jervis Bay. When marketing to the Chinese and other Asian markets, the people of China do not use Twitter and Facebook, they use Wii Chat. Suggested that

when target marketing in China, market the name White Sand Coast. – Clr Gash suggested that James meet with Matt Cross.

**Action:** Tourism Manager to provide a report on International Marketing more broadly at the next meeting and introduce James Lin to Matt Cross.

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

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

**RESOLVED** (Louise Hallum / David Goodman)

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

CARRIED

**TA18.26 Destination Marketing**

**HPERM Ref:  
D18/188222**

Kristy Mayhew addressed the meeting and advised that for any members wishing to assist with the roll out of the 7 Wonders Campaign to contact her directly.

For this competition prizes will be sought.

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

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

**RESOLVED** (David Goodman / Robert Crow)

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

CARRIED

**TA18.27 Events and Investment**

**HPERM Ref:  
D18/178453**

Note: Clr Gash left the meeting at 5.53pm

**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 / Juliet Barr)

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

CARRIED

**TA18.28 Event Support Review**

**HPERM Ref:**

**D18/191062**

Shannan Perry-Hall outlined the Review, addressed the findings from the Working Group, and advised that applications are only open twice per year.

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

That the Shoalhaven Advisory Group

1. Accept the report for information.
2. Endorse and support the Working Groups recommended changes to the Event Support Guidelines.

**RESOLVED** (David Goodman / Kylie Pickett)

That the Shoalhaven Advisory Group

1. Accept the report for information.
2. Endorse and support the Working Groups recommended changes to the Event Support Guidelines (provided as an attachment to the report).

CARRIED

**TA18.29 Visitor Services Report**

**HPERM Ref:  
D18/179269**

Coralie Bell – Tourism Manager addressed the meeting and spoke to the report.

The Bomaderry Train Station was mentioned as a potential site for Tourist Information.

Possible options could be either a window or a glass cabinet/Notice Board. It was suggested that Tourism consult with Pride of Bomaderry and RailCorp.

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

That the Shoalhaven Tourism Advisory Group receive the report for information and accept recommendations of the STAG VIS Working Group.

**RESOLVED** (Louise Hallum / Kylie Pickett)

That the Shoalhaven Tourism Advisory Group receive the report for information and accept recommendations of the STAG VIS Working Group.

CARRIED

**TA18.30 Atlas of Life in the Coastal Wilderness**

**HPERM Ref:  
D18/177742**

Coralie Bell – Tourism Manager addressed the meeting and advised that the App doesn't directly drive out of season visitation and add to our regions ability to support year-round employment.

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

That the Shoalhaven Tourism Advisory Group:

1. Receive the report for information and decline the need for a presentation - recommending that Shoalhaven Tourism does not support co-funding the implementation and ongoing costs.
2. Acknowledging that the program seems like a great idea for environmental engagement, however, the application does not directly drive out of season visitation and add to our regions ability to support year-round employment, as is the main goal of Shoalhaven Tourism promotion.

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

That the Shoalhaven Tourism Advisory Group:

1. Receive the report for information and decline the need for a presentation - recommending that Shoalhaven Tourism does not support co-funding the implementation and ongoing costs.
2. Acknowledging that the program seems like a great idea for environmental engagement, however, the application does not directly drive out of season visitation and add to our regions ability to support year-round employment, as is the main goal of Shoalhaven Tourism promotion.

CARRIED

**TA18.31 TOURISM IMPACTS DURING PEAK PERIODS - HYAMS BEACH**

**HPERM REF:  
D18/178427**

Item dealt with earlier in the meeting.

**TA18.32 Shoalhaven River Festival**

**HPERM Ref:  
D18/180554**

This report followed from a resolution of Council requesting the governance structure of the River Festival to be properly established.

Shannan Perry-Hall spoke to the requirements of the committee and that staff had been working with committee members to establish a Terms of Reference and provide training on Code of Conduct, conflicts of interest and better governance requirements.

The Committee had no objections to the Terms of Reference.

**Recommendation**

That the Shoalhaven Tourism Advisory Group

- a. Receive the report for information
- b. Recommend members, as detailed below, to be officially appointed to the River Festival Committee.

**RESOLVED** (Clr Alldrick / Clr White)

That the Shoalhaven Tourism Advisory Group

- a. Receive the report for information
- b. Officially appoint the following members to the River Festival Committee:

**Executive Team**

1. Elise Austin, Chair
2. Lynn Locke, assistant to the Chair
3. Michelle Maconachie, Treasurer

**General committee members**

4. Blake Weyman, Sound
5. David Fleeting, Marina
6. Greg Stephenson, Sponsorship
7. Ian Reid, Multimedia
8. Johny Vynes, Marina
9. Kade O'Rourke, Entertainment
10. Mark Emerton, Traffic Management
11. Marla Guppy, Art Zone
12. Sue Hammond-Warne, Entertainment
13. Terry Chittleborough, Marina
14. Vanessa Cladingbowl, Markets Assistant
15. Greg McLeod, Sound

CARRIED

**TA18.33 360 Model - Strategy Working Group Update**

**HPERM Ref:  
D18/186480**

Coralie Bell thanked the Working Group who have been involved in the process

Louise Hallum thanked The Tourism Manager for being proactive and for all her contributions as a holistic approach.

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

That the Shoalhaven Advisory Group

- a. Accept the report for information and continue to support the work of the Strategy Working Group
- b. Agree to the next steps as outlined below.

**RESOLVED** (Brenda Sambrook / David Goodman)

That the Shoalhaven Advisory Group:

1. Accept the report for information and continue to support the work of the Strategy Working Group
2. Agree to the next steps as outlined in the report and below:
  - a. To complete this stage of the 360 Model
    - i. Complete online Model tool so all stakeholders can review as part of ongoing management
    - ii. Create the surveys for locals and visitors and administer so that data can be fed into the model
    - iii. Finalise adaptive management in partnership with the Strategy Working Group
  - b. Ongoing Management
    - i. Set up meeting with Environmental stakeholders

There have been significant challenges. NPWS have suggested a meeting with key environmental stakeholders for discussion on opportunities to work more collaboratively in the future.



- ii. Bring key reports to STAG as part of ongoing adaptive Management
- iii. Create a Destination Management Plan (DMP) considering key outcomes and learnings from the 360 Model
- c. Into the future
  - i. Continue to work with UOW to look at opportunities for collaboration
  - ii. Implement DMP actions and relevant adaptive management on yearly basis and report to STAG Review opportunities to develop identified stage 2 monitoring.

CARRIED

## GENERAL BUSINESS

### TA18.19 Sports Board Update

**HPERM Ref:  
D18/109674**

David Goodman provided a verbal update and stated that it has taken 8 months to create/establish the Value and Mission Statement which will be presented to Council.

Hoping to go to all the local Chambers to advise who the Sports Board is and how the Committee can help.

Nowra Golf Club recently held a Pro-Am Golf Day, consisting of 19 teams of 4. Another Pro-Am is scheduled in October at St Georges Basin.

Nowra Vets is running an event in October which could include up to 120 players.

The Committee agreed how important its is for businesses to be on the Australian Tourism Data Warehouse (ATDW) site.

### TA18.34 Councillor updates

**HPERM Ref:  
D18/190773**

*A space in the agenda for Councillors to have the opportunity to update STAG members on any tourism related information they've seen in the region (as requested by STAG).*

No discussion on the matter.

### TA18.35 Industry Feedback

**HPERM Ref:  
D18/190815**

The SEC is holding an event for the Shoalhaven Business Chamber after hours event – to meet the new Group Directors and the Senior Management Team on Wednesday 27 June 2018 at 5.30pm.

If you are a member of the Shoalhaven Business Chamber the event is free, if not tickets are \$20.

There being no further business, the meeting concluded, the time being 6.37pm.

Ms Lynn Locke  
CHAIRPERSON