

Shoalhaven Tourism Advisory Group

Meeting Date: Monday, 27 August, 2018
Location: Ulladulla Civic Centre
Time: 5.00pm

Please note: Council's Code of Meeting Practice permits the electronic recording and broadcast of the proceedings of meetings of the Council which are open to the public. Your attendance at this meeting is taken as consent to the possibility that your image and/or voice may be recorded and broadcast to the public.

Agenda

1. Apologies

2. Confirmation of Minutes

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3. Reports

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4. General Business

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|---------|---|--|
| TA18.45 | Industry Feedback <i>A place in the Agenda for Industry Members to provide any comments on trends, issues, matters they wish the STAG to be aware of or discuss.</i> | |
| TA18.46 | Sports Board Update <i>A verbal update to be presented by David Goodman, Chair Sports Board.</i> | |
| TA18.47 | Councillor Updates <i>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).</i> | |

Membership

Ms Lynn Locke - Chairperson

All Councillors (Clr Alldrick & Clr Gash – voting delegates – Clr White & Clr Kitchener – alternate voting delegates)

Mr David Goodman

Ms Louise Hallum

Mr Neil Rodgers

Mr Rob Crow

Mr Paul McLeod

Ms Brenda Sambrook

Dr James Lin

Ms Kylie Pickett

Ms Juliet Barr

Mr David Duffy – NSW National Parks & Wildlife Service representative

Quorum – 7

Role and Purpose

- Inform the development, implementation and review of council priorities from the Shoalhaven Tourism Master Plan and councils corporate plan
- Represent the tourism industry and advise and make recommendations to Council on matters relating to tourism, the development of tourism and the future of tourism in the Shoalhaven.
- Promote the direct and in-direct value and benefits of tourism within the Shoalhaven and on a regional, state and national basis.

Delegated Authority

- Make recommendation on the expenditure of the annual Shoalhaven marketing budget as provided by Council.
- Appoint suitable representatives to fill casual vacancies
- Inform and recommend policy for tourism related funding programs, and where required by Council, vote on related matters.

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 (Cllr 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 WeChat. Suggested that

when target marketing in China, market the name White Sand Coast. – Cllr 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: Cllr 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. Johnny 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

TA18.36 Chair's Report

HPERM Ref: D18/280793

Group: Finance Corporate & Community Services Group
Section: Tourism

Purpose / Summary

To update members of the Shoalhaven Tourism Advisory Group.

Recommendation (Item to be determined under delegated authority)

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

A note from the Chair:

Due to the success of the Tourism after hours networking events which many members attended, another series of events is being organised for November. Hopefully most of STAG will be able to attend.

The ladies from the Business Sessions continue to offer some really good social media courses. Coming up are Email marketing, Ready Pinterest and Plan your Social Christmas.

Details of dates in Nowra and Ulladulla are now available.

There have been some events held in the Shoalhaven. The Chilli and Chocolate Festival held in July exceeded expectations with over 5000 in attendance. This Festival continues to grow each year and is becoming very popular with locals and visitors to the area.

The Wedding Expo was also held over the first weekend in August but to date I have no updates on attendance figures.

The release by Council of the Shoalhaven Wonders campaign has been received with lots of enthusiasm from members of the local community. It is a great campaign which is encouraging locals to name their own "wonder" and there are many categories from which to choose. Please encourage anyone you know to enter.

Destination NSW is due to open the next round of Incubator Funding for events in their first or second year. If you know of any groups that could benefit from this funding encourage them to apply.

Last week the Working Party – Sustainable Futures Committee met to discuss a number of issues including holding a Festival similar to the Melbourne Sustainable Living Festival. Unfortunately, due to a fall I was unable to attend. I am hoping some members of STAG did attend and will be able to update the meeting.

Lynn Locke
Shoalhaven Tourism Advisory Group Chair

TA18.37 Tourism Manager's Report

HPERM Ref: D18/239880

Group: Finance Corporate & Community Services Group
Section: Tourism

Purpose / Summary

To give a brief outline of the Tourism Manager's activity over June / July 2018

Recommendation (Item to be determined under delegated authority)

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

Options

1. Receive the report for information.
2. Request more information from the Tourism Manager.

Things I have been across:

Throughout Council I have attended or presented at:

- Inclusion and Access Committee – Strategic Planning Workshop
- Discussions National Indigenous Football Championships (1-3 November 2018)
- 7 Wonders Campaign
- ART Convention Meeting
- Short Term Holiday Letting, State review and Councillor briefing
- Native Title implications - new Crown Land Management Act 2016 commences 1st July 2018
- Channel 9 interview
- Destination 360 model
- Workshop - 'Discovery of Core Values – One Team'
- Budawang Cost NatureMapr project
- Huskisson Triathlon
- Tourism Strategy Planning 2018/19 Annual Plans
-

Out in region:

- Sussex Inlet District Chamber of Commerce Meeting
- Tourism Team Region Famil
- Shoalhaven Wine Discussion
- Tourism radio interview
- The TODAY Show live cross in Kangaroo Valley
- Tourism Talk After Hours – Milton & Huskisson
- DSSS / LGA catch up
- Kangaroo Valley (Alison)
- Drawing Room Rocks – ongoing issues

TA18.37

Key priorities over the next few months:

- Destination 360 model
- Destination Management Plan
- Workforce planning for the next 12 months

TA18.38 Events and Investment

HPERM Ref: D18/243225

Group: Finance Corporate & Community Services Group
Section: Tourism

Attachments: 1. Event Digital Marketing Toolkit (under separate cover) [□](#)

Purpose / Summary

Shoalhaven region.

Recommendation (Item to be determined under delegated authority)

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

Options

1. Receive the report for information.
2. Request more information.

Past Supported Events (since 1 July 2017)

- AFL Junior Championships
- 2017 Motocross Nationals
- Family Fishing Carnival
- State Team Time Trials
- Melbourne Cup Tour
- Chilli and Chocolate Festival
- Huskisson Running Festival
- Escape Artfest
- PGA Golf
- Kangaroo Valley Folk Festival
- Long Course Weekend Jervis Bay
- Shoalhaven River Festival
- National Indigenous Football
- Garden Clubs of Australia National Convention
- National Indigenous Football League
- Australian Junior Surfing Titles
- Water Polo Junior Championships
- Callala Ultimate Triathlon
- Fairgrounds Festival
- Outrigger State Championships
- Huskisson Triathlon Festival
- Shoalhaven Week of Golf
- Athletics NSW - Waratah Series Challenge and Greater Bank Fun Run
- AFL Junior Championships

In Progress

- DNSW Conference Funding - Regional visit by Business Events and Conference team due soon – Will arrange meeting with DSSS and DNSW team. Working with several business event organisers on possible applications for funding.
- Event EOI for Funding currently being assessed
 - Dragon Boat Regatta – Nowra – 15th – 16th September
 - Bondi to Berry Ride to Remember – Berry – 8th September
 - PGA Senior Championships – St Georges Basin and Mollymook – 16th – 29th October
- Industry website development and supporting information creating a one stop shop for event development and approval information.
- Website updates with relevant event information including helpful templates.
- Event Support Program Funding implementation – updating forms, website information and communicating changes to industry.
- DNSW Event Funding – DNSW Incubator Funding will be announced soon. Currently working with 4 event organisers to submit applications.
- 2018 / 2019 financial year planning, including meetings with Shoalhaven Water and Holiday Haven as part of the Event Support Program funding.
- Working with several accommodation providers to secure funding for infrastructure projects.
- Huskisson Triathlon Festival Update – Group Directors met on the 19th July and agreed that we should continue to support the event, on the proviso that there are improvements to the traffic management, courses, notifications, signage, maps and communications from the 2018 event. Council recognises the importance of the event, they also acknowledge that the 2018 event had significant issues and expect these issues will be addressed.

Next Steps –

- Correspondence to Councillors and Community / Business stakeholder groups informing them of process / next steps.
- A complete set of traffic management plans to be drafted by Elite Energy.
- Event Advisory Group meeting (with draft plans) with Police, RMS, Council, Emergency Services and Elite Energy to table-top the plans, identify concerns and problem solve.
- Elite Energy revise plans from feedback and decisions from the Stakeholder meeting.
- Elite Energy submit final traffic plans and event application which will go through referrals process. We will also require an indication of the level of notifications, signage etc. that will be implemented.
- Strategic Planning are currently undertaking a review of Tourist and Visitor Accommodation on rural and environmental zoned land – providing strategic tourism direction to include in the review.
- Liaising with event organisers who are proposing to use public land for events. As well as assessing and permitting events on public land and filming permits.
 - Event Applications currently being assessed
 - Bondi 2 Berry – Ride to Remember (Berry Bowling Club) 8 September
 - Dragon Boat Regatta (Greys Beach) 15 - 16 September
 - Shoalhaven Rowing Club Regatta 22 September
 - Gone Fishing Day (White Sands/Voyager Park, Huskisson) 14 October

- Long Course Weekend (White Sands Park, Huskisson) 19 - 21 October
- Noahs Challenge (Mavromattes Reserve, Paringa Park, Moorehouse Park, Nowra) 21 October
- Shoalhaven River Festival (Mavromattes Reserve, Paringa Park, Moorehouse Park, Nowra, Greys Beach North Nowra) 27 October
- Sand and Sea Festival (Huskisson Beach) 26 - 28 October
- Other Event Enquiries and/or Meetings
 - Freedom of Entry (Nowra CBD)
 - Kangaroo Valley Folk Festival (Osborne Park, Kangaroo Valley) 19 -21 October
 - Drone Event (concept enquiry)
 - NSW NPWS Event (concept enquiry)
 - Under the Southern Stars (event advice)

Upcoming Supported Events


- Chilli Chocolate Festival – Shoalhaven Turf Club – 29th July
- South Coast Wedding Fair – Various Locations – 4th and 5th August
- Husky Half Running Festival – Huskisson – 19th August
- Kangaroo Valley Folk Festival – Kangaroo Valley – 21st – 22nd October
- Long Course Weekend – Huskisson and Nowra – 19th – 21st October
- Shoalhaven River Festival – Nowra – 27th October
- Sand and Sea Festival – Bay and Basin – 26th – 28th October

- For a full list of Shoalhaven events visit <https://www.shoalhaven.com/events>

Results

- Destination Network and Shoalhaven Tourism met with Willinga Park's Events Team and Terry Snow to discuss long term plans and how to engage with Destination NSW more.
- Secured Under the Southern Stars without financial support due to the time of year.
- Stephen Hunter (Events Liaison Officer) trained, beginning to implement processes to educate and upskill local event organisers as well as streamline approval processes and develop templates.
- The new Event Marketing Toolkit (see attached) has been completed as part of the Event Marketing Workshops. This will be available on <http://shoalhaven.nsw.gov.au/My-Community/Events>.
- Meeting held with Shoalhaven Police to discuss event approvals and police notification process. Following the meeting implementation of new contact details and notification form has been completed.
- New internal referral system for events has been implemented – like DA referrals. RFS will now be informed of all on-road events through a similar process as Shoalhaven Police.
- The link to the Crowded Places Self-Assessment tool is now included in the Event Application Form for event organisers to use during their event planning and approvals process.
- Huskisson Christmas Carnival – Following issues at the 2017/18 event a Safety Audit has been developed by the organisers to address concerns raised by Council and Shoalhaven Police. Feedback has now been given to the event organisers and will be implemented for the 2018/19 event.
- Event EOI for Funding assessed and supported

- South Coast Wedding Fair – various locations. Application approved
- Kangaroo Valley Folk Festival. Application approved
- Golf NSW 2019 NSW Mid-Amateur Championships – Shoalhaven Heads. Application approved
- Country Music Event – Berry. Application approved
- Event permits issued – May 2018 – July 2018
 - SeeChange Festival (White Sands Park, Huskisson) 8 - 11 June
 - NAIDOC Family Fun Day (Nowra Showground) 11 July
 - Berry Duathlon (Berry Showground) 14 July
 - State Team Time Trials (Wugan St) 22 - 22 July
 - Husky Running Festival (White Sands Park) 19 August
 - Lions Country Fair (Lions Park, Sussex Inlet) 29 September
 - Spring into Sanctuary Point (Francis Ryan Reserve) 27 October
- Events referred/cancelled/no approval required
 - Memory Walk - Moona Moona Reserve 22 July – Referred to Facilities
 - Bush and Beach Running Festival - Shoalhaven Heads 29 July – Cancelled due to logistical issues
 - Unity Walk - Moorehouse Park 26 August – Referred to Facilities
 - Escape Arts Festival - Ulladulla Civic Centre 4 - 7 October – Referred to Civic Centre (after initial proposal and enquiry for multiple sites)
 - Relay for Life - Ulladulla Civic Centre 17 November - Referred to Civic Centre (after initial enquiry exploring other sites)
 - Holy Spirit Annual Fair - Catholic Church, Vincentia 29 September (information only – private site)
 - Wild Things Festival - Berry Showground – Assessed and denied
 - Sussex Inlet Family Fishing Carnival 13 - 18 July – No approval required (hosted at RSL)
- 13 filming applications assessed, and permits issued – May – July 2018
- Athletics NSW - Waratah Series Challenge and Greater Bank Fun Run - 23rd June – Nowra
 - *Participation*
 - Over 600 competitors and officials participated in the Athletics NSW event, the weather was wonderful and helped provide a great atmosphere for participants. Direct communication to the 40,000 members in the Run NSW Database with information about Shoalhaven, things to do and places to stay.
 - *Future Plans / Involvement*
 - Shoalhaven Tourism has supported Athletics NSW events for the past 3 years. Full assessment will be made on future events as per the Event Support Program.



Athletics
New South Wales

Athletics NSW
@AthleticsNSW

Home

About

Photos

Events

Videos

Posts


Notes

Community

Email Signup

Info and Ads

Create a Page



Like Follow Share ...


Sign Up Send Message

Write a post...

Write a post...

Photo/Video Tag Friends Check in ...

Photos



Sports League

Community [See All](#)

[Invite your friends to like this Page](#)

14,337 people like this

14,456 people follow this

Tracy Mandavy likes this

About [See All](#)

02 9746 1122


Typically replies within an hour
[Send Message](#)

www.nswathletics.org.au

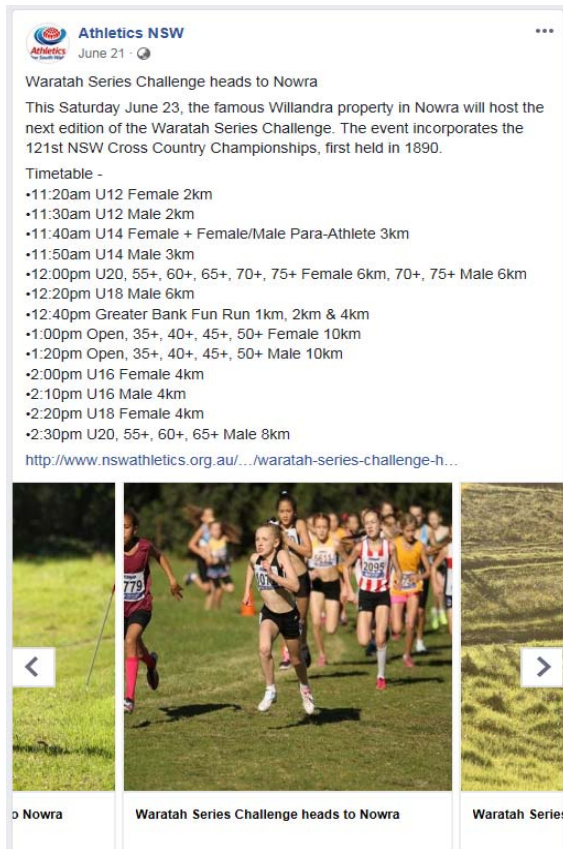
Sports League

Suggest Edits

Related Pages

 Little Athletics NSW
Sports [Like](#)

TA18.38



- AFL Junior Championships – Nowra – 5th – 7th July
 - *Participation*
 - Full post event report to be supplied.
 - *Future Plans / Involvement*
 - Planning to grow Junior numbers significantly over the next few years, which will also grow accompanying family numbers. Shoalhaven has a strong history of support with this event. This year funding support dropped slightly to reach an acceptable ROI. Future events will be assessed as per the Event Support Program.

Up Next

- Implement new Strategic Action Plans
- Work with the Shoalhaven 360 model and implement
- Work with Management Committees to formalise event approval processes and notification to Council.
- Continue to grow the Investor Database for both events and accommodation development.

There are no exceptions to be reported.

TA18.38

TA18.39 Destination Marketing

HPERM Ref: D18/250620

Group: Finance Corporate & Community Services Group
Section: Tourism

Attachments:

1. 2019 Visitor Guide Media Kit [link](#)
2. Tourism Arts and Culture Strategy (Confidential - under separate cover)
3. (early) DRAFT Arts and Culture Brochure (Confidential - under separate cover)

Purpose / Summary

To provide a summary of Destination Marketing activity for Q2: April 1 – June 31 2018

Recommendation (Item to be determined under delegated authority)

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

Options

1. Receive the report for information
2. Request more information

Update:

Industry

NSW Tourism Award – 100 Beach Challenge

Marketing has worked hard on a submission for the 100 Beach Challenge in the Destination Marketing Category of the 2018 NSW Tourism Awards. Draft Submission feedback was positive and the final application is to be submitted on 7 August.

Tourism Talk Website

Work building the Tourism Talk website has been continuing. This website will be the home of all our resources to support operators and to inform them about news and opportunities, an extension of our successful Tourism Talk monthly E-Newsletter.

Destination NSW Drives Campaign

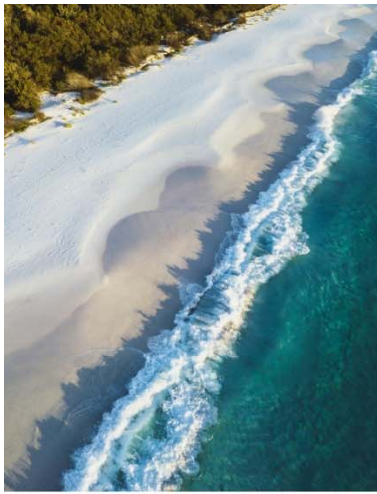
Marketing will be working on building content across existing Tourist Drives throughout the region to capitalise on the campaign promoting the drive market across NSW.

Planning and Strategy

Marketing has been working hard on the five year DMP including Actions and KPIs set for the next period. An Annual Marketing Plan for 2018/19 will be next.

Publicity

Significant Social Media / Influencer engagement



@jasonvanmiert

95k followers | 5 posts | 28.2k likes
Booderee & Hyams



TOP 3 INSTAGRAM POSTS



@australia

3.1m followers | 93k likes
Honeymoon Bay
Repost by @travis.hartley



@australia

3.1m followers | 70k likes
Bendalong
Repost by @charlesbrincat

TA18.39

| Channel | Followers | Post | Engagement |
|-----------------------------------|-----------|---|------------|
| Instagram @Dedicated_lifestyle | 116K | 11 posts at Bannisters, Dolphin Sands, Paperbark Camp and Hyams. Luxury, fashion, wellness. | 21.6k |
| Instagram @jesshart (model) | 244K | 3 posts at Bannisters. Luxury, fashion, wellness | 7k |
| Instagram.com @celesterochele | 9.1K | 20 posts around Booderee, dating back 10 months. Coastal aquatic, swimwear fashion | 65.7k |
| Instagram @elisecook | 268k | 1 post at Green Patch, Booderee Coastal aquatic, vanlife, fashion. | 16.7k |
| Instagram @josh_burkinshaw | 17k | 12 posts at Termeil, Depot Beach, Greenfield, Mollymook. Coastal Aquatic, drone. | 25K |

Significant Publicity / Media Articles

Marketing has worked directly with journalists from large publications and TV shows to secure high exposure features during this period, some still to be published. This includes two real estate relocation shows, as well as two Sydney Weekender episodes filmed. The team worked hard on another full TODAY Show weather cross with Destination NSW, and have organised famils with multiple print publications such as Australian Geographic, the Daily Telegraph and Canberra Times.

| Publication | Reach | Links / Update |
|------------------------|-------|---|
| Country Style Magazine | 349K | Multiple page feature on Mollymook in print, showcasing several businesses. https://www.pressreader.com/australia/country-style/20180701/282943860941733 |
| TODAY Show | 253K | Full morning of Channel Nine weather crosses featuring five experiences from Kangaroo Valley. https://www.southcoastregister.com.au/story/5477382/delights-of-kangaroo-valley-featured-on-today-show/ |
| Sydney Weekender | 180K | Mike visits Hampden Deli Dining, Cedars, and goes kayaking on the river. https://www.sydneyweekender.com.au/hop-to-it/ |
| Canberra Times | 55K | Full double page feature with local photographers on Bioluminescence and glowing mushrooms https://www.canberratimes.com.au/national/act/tim-the-yowie-man-nature-s-neon-signs-20180612-p4zkyz.html |
| Babyology Blog | 1.2M | A family winter weekend in Jervis Bay with a full itinerary including whale watching and Aboriginal Cultural Experience: https://babyology.com.au/lifestyle/travel/family-adventure-time-why-the-nsw-south-coast-is-a-brilliant-winter-wonderland.html |
| Canberra Times | 55K | Winter School Holiday feature including famil on BigFoot and promotion of Murramarang National Park. https://www.canberratimes.com.au/politics/act/tim-the-yowie-man-s-top-tips-to-get-the-kids-outdoors-this-winter-20180703-p4zpav.html |
| news.com.au | 5.7M | Block judge Neil Whittaker buys house in Berry https://www.news.com.au/finance/real-estate/block-judge-buys-berry-nice-home/news-story/bc6728666a5582e5ff78cfe7592d415 |
| Domain.com.au | 2.6M | Positive article on the impact of the Berry Bypass https://www.domain.com.au/news/why-the-new-bypass-has-made-berry-an-even-lovelier-place-to-live-20180424-h0z658/ |
| Gourmet Traveller | 248K | Sponsored feature on a weekend away in Kangaroo Valley https://www.gourmettraveller.com.au/travel/destinations/a-weekend-away-in-kangaroo-valley-16015 |

TA18.39

Visitor Survey Results YTD March 2018

Year ending March 2018 shows strong growth in Domestic Overnight Visitors as well as nights, with an average 3 day stay. Total Expenditure has stayed steady toward our 2020 goal, but Day Visitors didn't spend as much as they have in other periods. International Visitor numbers have strong growth off a low base, as is the current trend but Shoalhaven grew less than the rest of the South Coast. International Visitors stayed an average of 3.8 days, which is relatively small compared to Sydney, where International Visitors stay an average of 20 nights. Insight: Work needs to be done to get the Day Visitor spend up, as well as increase the nights and spend for International.

- Total Expenditure: \$852m – tracking above same period last year, and well toward 2020 goal of \$1billion
- Domestic Overnight Visitors: 1.58m visitors - a new record for a year end March period - 8.5% higher than the same period in 2017 (significant)
- Domestic Visitor Nights: 4.82m nights - a new record for year end March - 9.3% higher than the same period last year
- Domestic Day Visitors: 1.76m One of the highest recorded for a 12-month period - 15.9% increase (significant)
- International Visitors: 63,100 - a new record

- International Visitor Nights: 309,000 - 68.8% increase 29.9% increase on same period in 2017

2019 Visitor Guide

The 2019 Visitor Guide is currently under development. An editorial and visual direction has been set, and advertising is rolling in. The deadline for advertising is 31 August, and we are hoping that, like last year, we can around 50% fund the publication with advertising dollars. Once again 100,000 guides will be printed in time for distribution in December. Please see Media Kit under attachments and share this opportunity to advertise with any industry networks.

Unspoilt Update

At almost halfway through the Unspoilt Campaign, the media results are looking strong with an around 40% conversion rate on leads to industry from our South Coast and Shoalhaven landing pages. We have been given additional bonus media across the Spotify network and Pump TV in service stations throughout NSW. The content shoot is complete with new video being rolled out across online and Regional TV, featuring four hero experiences in the Shoalhaven: White Sand Beaches with a picnic hamper; Rock-climbing in Nowra; Touring through Kangaroo Valley; and Bushwalking in Morton National Park. The TripAdvisor campaign finished on 31 July and we are waiting on results – this was a new booking partner, so products were directly bookable and should be a good indicator of direct economic benefit.

Shoalhaven Seven Wonders Campaign

The Shoalhaven Wonders is a local only competition that sees council departments collaborating to promote community pride in the region. It launched in early July, encouraging locals to nominate a 'wonder' in one of seven categories. Originality and creative storytelling are key to the judging, whilst showcasing some of our great assets.

Locals are ambassadors for our region, and the main influence over the Visiting Friends and Relatives (VFR) market. The VFR market makes up around one third of the motivation to travel to the Shoalhaven and research shows that locals who love where they live are a huge driving force for development of this market. For seven weeks in August and September media across Win TV, Power FM and Fairfax Media drives exposure, along with a publicity, social media and grass roots efforts to drive engagement.

The ultimate goal is to drive entries through the website, on social media using the #shoalhavenwonders hashtag and via several entry boxes across seven locations in the region. As of 27 July, the entries stand at: 105 on Instagram; 62 on Facebook; and 28 via the Website. The winners will be decided by a judging panel including the mayor and STAG members on September 10, followed by a launch event the following week, then a roving exhibition throughout the region. One stand-out benefit from this initiative is the collaboration between council departments it has fostered, and the positive sentiment toward council in the media and from locals.



What's
your local
wonder?



ADVENTURE

Fishing, bushwalking, mountain biking, SCUBA diving, surfing, 4-Wheel Driving, or something else. If it gets your heart racing, this is the category for you!



FOOD & DRINK

Coffees, wines, beers, pastries, fish & chips, and more. So many places to eat or cafés to hang out in. But what's your one local culinary wonder that just can't be beaten?



NATURE

From our beaches and forests to our native flora and fauna, the Shoalhaven is bursting with iconic natural wonders. What's your favourite?



PLACE

We're spoiled for choice when it comes to places of interest. But where do you just love to go in the Shoalhaven more than anywhere else? A lighthouse, a museum or a memorial.



EXPERIENCE

From regular events and annual festivals to growers' markets and more, what local experience do you always enjoy being part of?



BUSINESS

Some of Australia's great businesses can be found right here in the Shoalhaven. Which one do you admire the most, and why?



PERSON

Do you know someone who's a local wonder in their own right? A fantastic character? A kind heart? A tireless advocate for the region? Nominate them so they can get the recognition they deserve.



HOW TO ENTER

TA18.39

Arts and Culture Strategy

Tourism has been actively consulting with the Arts and Culture working group to determine

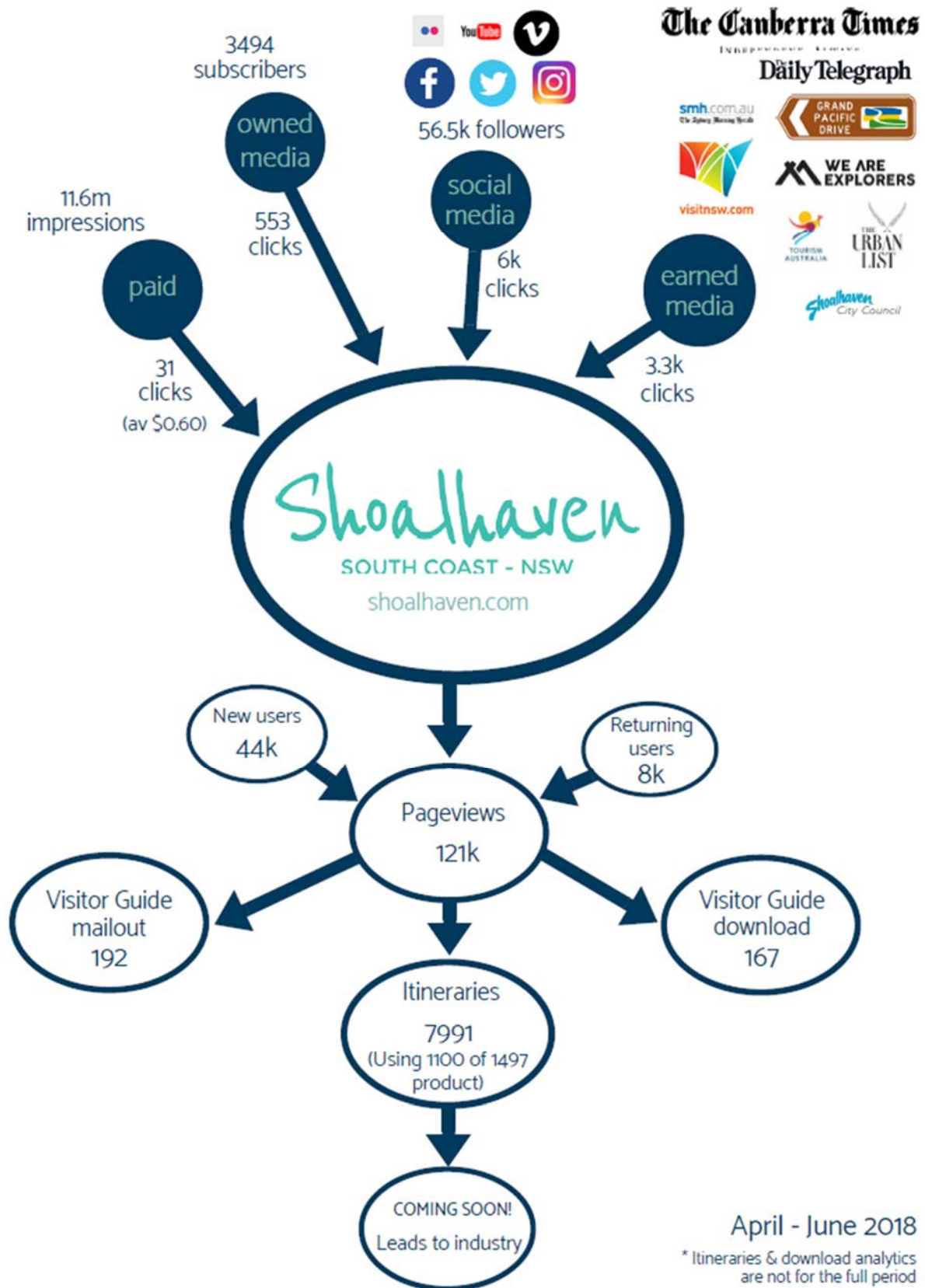
the direction of a brochure and associated campaign. The strategic direction is to focus on 'trails' throughout the region, ranging from the larger galleries and museums, to artisans and crafts experience, public art and living culture. A draft of the brochure has been created, and the working group has been asked for feedback and for assistance to identify product gaps. Next steps are to fill these product gaps and work with artisans, cultural product to get them onto ATDW and therefore our website. We will then use this product in the brochure, on a landing page on shoalhaven.com and throughout various content, social media and publicity activations. See Attachment 2 for the overarching strategy for the campaign and a draft of the brochure has been attached for your information.

Digital Marketing Report

Highlights:

- New Analytics improvements that will give us greater insights include Visitor Guide downloads (May), Itinerary analytics (July), Flickr analytics (July), and coming soon – Leads to Industry.
- Instagram YOY growth is above 100% in 3 key areas of engagement, lifetime followers and new followers.
- Advertising is running at an average of 60c per lead back to Shoalhaven.com or 100beachchallenge.com, well below our \$10 cost per lick benchmark.
- Coastal aquatic remains very popular content, seasonal blogs and events also ranked highly.

The diagram below is a representation of the flow of customers through our online channels.



TA18.39

Paid Digital Advertising:

Paid advertising has generated 31k clicks to our websites at an average cost of \$0.60 per click. Inspiration and brand awareness have been successful with Shoalhaven brand seen 11.6 million times on Google search, You Tube, Facebook and Instagram during this quarter.

Google advertising has been particularly effective, generating 2 out of 3 clicks to the websites, and 32k You Tube views at a cost of just 10c per view. We cannot ignore social media, for a 20% less spend it generated 76% of all impressions. Remarketing is extremely assets before we can retarget them effective at \$0.32 per click generating 48% of clicks (but we must get them to our owned).

Website update:

Top line stats | shoalhaven.com

| | Apr-Jun 2017 old website | Apr-Jun 2018 shoalhaven.com | Difference |
|------------------|-----------------------------|--------------------------------|------------|
| Unique users | 29,320 | 46,793 | 59% up |
| Pageviews | 138,584 | 120,865 | -12% down |
| Unique pageviews | 57,320 | 98,830 | 72% up |
| Sessions | 35,870 | 57,928 | 61% up |
| Time on site | 1:39 | 1:45 | 6% up |

There is a significant increase in unique users to our site on last year, however, the new format of shoalhaven.com, should be generating more pageviews due to the itinerary based nature of the site. We are building strategies to work on this:

- Promote the experience builder and itinerary builder. This is currently an organic approach, but we will investigate paid promotion once we complete minor improvements to the technology.
- Encourage and promote landing pages to our hero experiences. These are content rich, very useful pages with links and tools to encourage the user to explore the website and plan a visit.

Top 10 visited pages | shoalhaven.com

Visitor Guide Landing Page
Homepage
Honeymoon Bay
Events
Walks
What's on This Weekend
BookEasy
Visitor information

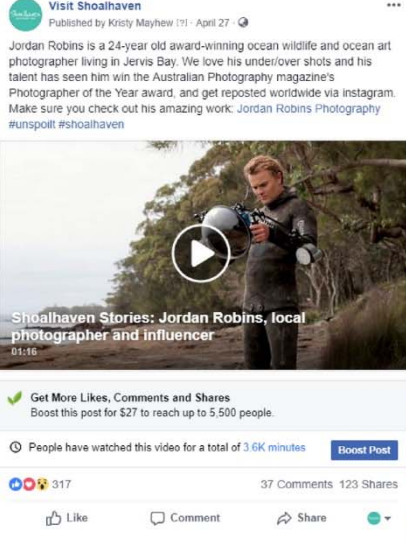
Top 10 products used in Shoalhaven.com itinerary builder

Honeymoon Bay
Marlin Hotel
Narrawallee Beach
Cupitt's
Berry Sourdough Café
Bottlerocket Bar & Café
Dog & Monocle
Zac's Place
The Berry Tea Shop
Ritual Habitual Coffee

Facebook Update:

The new Facebook algorithm favours friends and groups over brands which has resulted in a significant decrease in reach. Considering this, we are pleased that our engagement metric has grown so significantly as this is a much richer metric.

| April - June | 2017 | 2018 | change |
|---------------|-------|-------|--------|
| Followers | 42246 | 44906 | 6% up |
| New followers | 1055 | 1098 | 4% up |
| Engagement | 44014 | 62113 | 41% up |



Visit Shoalhaven
Published by Kristy Mayhew (7) · April 27 ·

Jordan Robins is a 24-year old award-winning ocean wildlife and ocean art photographer living in Jervis Bay. We love his under/over shots and his talent has seen him win the Australian Photography magazine's Photographer of the Year award - and get reposted worldwide via Instagram. Make sure you check out his amazing work: [Jordan Robins Photography](#) #unspoilt #shoalhaven


Shoalhaven Stories: Jordan Robins, local photographer and influencer

Get More Likes, Comments and Shares
Boost this post for \$27 to reach up to 5,500 people.

People have watched this video for a total of 3.6K minutes

317 37 Comments 123 Shares

Like Comment Share




Visit Shoalhaven
Published by Kristy Mayhew (7) · May 21 ·

This weekend can't come quick enough. SeeFood and SeeChange Jervis Bay Arts Festival are coming! Huskisson will be abuzz with food & music with most restaurants, cafes and Club Jervis Bay offering sensational new menus, pop-up venues and street food to suit every taste bud. All this paired with SeeChange Arts Festival where locals participate en masse in the spectacular opening ceremony at dusk, See of Light on Saturday followed by 3 weekends of exhibitions, cultural experiences, readings, performances & cabaret in a take over Jervis Bay.

Get More Likes, Comments and Shares
Boost this post for \$27 to reach up to 5,500 people.

22,017 people reached

73 Comments 110 Shares



Visit Shoalhaven is at Murrays Beach.
Published by Sarah Chantall (7) · May 31 · Jervis Bay, ACT ·

This special place in Booderee is the home camp of the white bellied sea eagle, 'Munyunga Waraga Dhugan' in the Aboriginal Dhurga language. Walk softly here, there's a 5.4 kilometre trail you can follow from Murray's Beach carpark and you'll probably meet these other locals too!

More info - [bit.ly/dhurgawalk](#)

Get More Likes, Comments and Shares
Boost this post for \$27 to reach up to 5,500 people.

16,401 people reached

Lorraine Stuart, Sandy Martin and 331 others 39 Comments 115 Shares

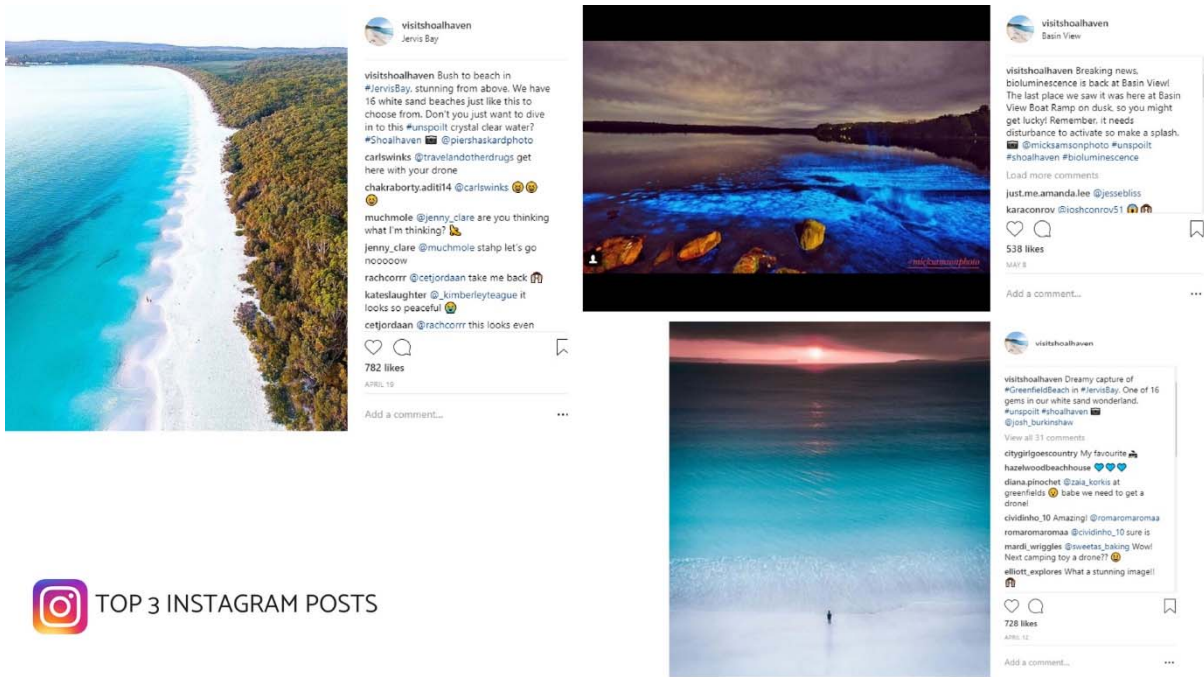
TOP 3 FACEBOOK POSTS

TA18.39

Instagram Update:

Instagram has been a great platform for us to connect with the younger (under 40) audiences. The best performing posts are beautiful drone, sunset and landscape pics and sourced from users. We are pleased to see significant year on year growth.

| April - June | 2017 | 2018 | change |
|---------------|-------|-------|---------|
| Followers | 5100 | 11000 | 115% up |
| New followers | 863 | 1900 | 120% up |
| Engagement | 15000 | 30000 | 100% up |



TOP 3 INSTAGRAM POSTS

Visitor Email Newsletter:

The monthly Visitor EDM's have an above average open rate of 29.7% (April was 36.5%), with the most popular content from the quarter being a yoga holiday blog, Burradise Festival & whale watching. Other popular content has been our seasonal blogs (food & wine, retreats), Shoalhaven videos, South Coast Soul Festival and SeeChange.

Up Next

2018/19 Marketing Plan
Shoalhaven Wonders judging and event planning
Visitor Guide and Arts and Culture content development
360 Model and Tourism Talk Websites go live
Spring content and advertising activations
Ask Me I'm Local Ambassador call out
2019 Unspoilt planning and grant submission

Exceptions to this report:

Marketing requests two STAG volunteers for the Shoalhaven Wonders Judging Committee – Monday September 10, 10-12pm.

2019 Visitor Guide Advertising



Shoalhaven Visitor guide is an annual magazine produced by Shoalhaven Tourism, and distributed for free from December of the prior year.

Our readers are visitors in region looking for things to do, as well as out of region readers with intention to travel.

Our editorial approach and broad distribution provides inspirational material and detailed information, to support trip planning and extending length of stay.

The visitor profile has grown along with development of product and quality operators, and we are seeing more couples and wealthy families, willing to spend more per stay.

book now
DEADLINE
31 AUGUST 2018

distribution

- A total of 100,000 copies printed for distribution.
- Visitor Centres NSW (99 centres), Canberra & Victoria. Key target: couples over 40 from the domestic, international and day visitors.
- Digital landing page with download and mail out service. Key target: young couples and families in Sydney and Canberra via Facebook and Google campaigns. Generates an average of 7,000 click throughs & 200,000 impressions/month.
- 10,000 "tip on" to travel/lifestyle magazine distributed in Sydney and Canberra newstands (publication TBC). Key target: over 40s travel and adventure market.
- 12,500 distributed to Sydney and Canberra arts venues and cafés. Key target: high income city dwellers.
- Extensive distribution to operators for inspiration and upsell of product to customers whilst in your hospitality.

Shoalhaven
SOUTH COAST - NSW

 02 4421 0778
SHOALHAVEN.COM

2019 Visitor Guide Advertising

template ad

We incorporate the supplied image and text into a standard design template. No design is required from advertiser.

| | Images | Text | Key features | Contact Details | Rate (inc gst) |
|--------------|--------|-----------------|----------------|----------------------------|----------------|
| Inside Cover | 1-4 | about 100 words | - | address, phone, web, email | \$3,968 |
| Full Page | 1-4 | about 100 words | - | address, phone, web, email | \$2,917 |
| Half Page | 1-3 | 70-100 words | up to 30 words | address, phone, web, email | \$1,570 |
| Quarter Page | 1-2 | about 50 words | - | address, phone, web, email | \$838 |
| Eighth Page | 1-2 | - | - | address, phone, web, email | \$607 |

Text should be supplied to character limitations specified, but please note that editing may be still be required.

Half page ad 184 x 134mm

Description 70-100 words

Up to 3 images.
(Image area 92 x 134mm portrait format)



NOWRA VISITOR INFORMATION CENTRE

Our Visitor Services team are experts in all things tourism in the Shoalhaven. Let us book your accommodation for you, recommend the best activities suited to your taste and share some insider knowledge on our favourite places to eat, drink and play.

If you drop in to our centre, you will not only get great service, but be treated to a huge selection of delicious treats (made locally of course) and merchandise to take home with you as a reminder of your time in the unspoilt Shoalhaven. Jump out of the car, stretch your legs, grab a coffee and get inspired on your Shoalhaven holiday!

42 Bridge Rd, Nowra
02 4421 0778
tourism@shoalhaven.nsw.gov.au
shoalhaven.com

- Open 7 days Mon-Sat 9-5 Sun 10-2
- Accommodation bookings
- Maps and brochures
- Locally made gifts and produce
- Friendly, helpful service



Shoalhaven
SOUTH COAST - NSW

Business Name

Description of your business or service to visitors.

Contact details.

Key features in point form, with a maximum of 30 words.

Icons as appropriate -



Pet friendly, accessibility features, wifi, facebook, instagram.

Quarter page ad 185 x 65mm

Description about 50 words

Up to 2 images.
(Image area 92 x 64mm landscape format)



NOWRA VISITOR INFORMATION CENTRE

If you drop in to our centre, you will not only get great service, but be treated to a huge selection of delicious treats (made locally of course) and merchandise to take home with you as a reminder of your time in the unspoilt Shoalhaven. Jump out of the car, stretch your legs, grab a coffee and get inspired on your Shoalhaven holiday!

42 Bridge Rd, Nowra
02 4421 0778
tourism@shoalhaven.nsw.gov.au
shoalhaven.com



Shoalhaven
SOUTH COAST - NSW

Optional logo - supply as vector or high resolution jpg with no spot colours.

Eighth page ad 185 x 31mm

Up to 2 images.
(Area 92 x 29mm landscape format)



NOWRA VISITOR INFORMATION CENTRE

02 4421 0778
tourism@shoalhaven.nsw.gov.au
shoalhaven.com



Shoalhaven
SOUTH COAST - NSW

Images should be supplied as high resolution jpg files with min 300 dpi.

Shoalhaven
SOUTH COAST - NSW

02 4421 0778
SHOALHAVEN.COM

2019 Visitor Guide Advertising

by request

Advertisers who book inside cover, full page, or half page position may wish to supply print ready artwork.

| Ad Size | Trim Size | Bleed/trim |
|--------------|-------------------|----------------------------|
| Inside Cover | 210 x 297mm (wxh) | + 5mm bleed and trim marks |
| Full Page | 184 x 272mm (wxh) | no bleed or trims |
| Half Page | 184 x 134mm (wxh) | no bleed or trims |

Please supply print ready PDF files with all colours in CMYK. Images must be at least 300dpi, and any fonts in outlines. For further information call Lisa Friebe on 02 4429 3344. We are happy to help design your ad.

deadlines

Ad booking deadline Friday 24 August 2018

Material submission deadline Friday 31 August 2018

Artwork approval for template advertisements is required within 48 hours of proofs being submitted to the advertiser. One round of changes is included.

contacts

Ad bookings

Shoalhaven Visitor Centre
tourism@shoalhaven.nsw.gov.au
02 4421 0778

Joe Puglisi
02 4429 3650

Ad Submission

lisa.friebe@shoalhaven.nsw.gov.au
02 4429 3344

add on digital touchscreen advertising

Two digital information kiosks located in the Nowra Visitor Information Centre are on display to around 9,000 people per month. Book a slide to be one of five scrolling ads on the home screen.



Touchscreen Slide
1080 x 1680px
\$200/month

special deal

TOUCHSCREEN
+
HOMEPAGE
\$500/month

website advertising

Monthly impressions on shoalhaven.com are 60,000 per ad.

Book now for mobile banner and web banner ads on our website.

Homepage Tower
300 x 600px
+
Homepage Mobile
728 x 90px
\$400/month

Event Tower
300 x 600px
+
Event Mobile
728 x 90px
\$250/month

Event MREC
300 x 250px
(no mobile)
\$150/month



Shoalhaven
SOUTH COAST - NSW

02 4421 0778
SHOALHAVEN.COM

2019 Visitor Guide Advertising

booking form

Print booking deadline 24 August 2018

business details

| | | | |
|------------------|----------------------|-------|----------------------|
| Business Name | <input type="text"/> | | |
| Business Address | <input type="text"/> | | |
| | <input type="text"/> | | |
| Postal Address | <input type="text"/> | | |
| | <input type="text"/> | | |
| Phone Number | <input type="text"/> | Fax | <input type="text"/> |
| Mobile | <input type="text"/> | Email | <input type="text"/> |
| Website | <input type="text"/> | ABN | <input type="text"/> |
| Contact Person | <input type="text"/> | | |

visitor guide print ad

| Ad size | Price |
|---|----------------------|
| <input type="checkbox"/> Inside Cover 210 x 297mm | <input type="text"/> |
| <input type="checkbox"/> Full Page 184 x 272mm | <input type="text"/> |
| <input type="checkbox"/> Half Page 184 x 134mm | <input type="text"/> |
| <input type="checkbox"/> Quarter Page 184 x 64mm | <input type="text"/> |
| <input type="checkbox"/> Eighth Page 184 x 29mm | <input type="text"/> |

Print material deadline 31 August 2018

Total

digital ad

| Media | Size | Date Range (months) | Price |
|---|---------------------------|----------------------|----------------------|
| <input type="checkbox"/> Touchscreen Slide | 1080 x 1680px | <input type="text"/> | <input type="text"/> |
| <input type="checkbox"/> Homepage Tower + Homepage Mobile | 300 x 600px 728 x 90px | <input type="text"/> | <input type="text"/> |
| <input type="checkbox"/> Event Tower + Event Mobile | 300 x 600px 728 x 90px | <input type="text"/> | <input type="text"/> |
| <input type="checkbox"/> Event MREC | 300 x 250px | <input type="text"/> | <input type="text"/> |

Digital material deadline 7 days prior to booking date

payment

You will receive a payment advice with payment options once we process your application. Invoicing will occur at time of booking and payment will be required before publication goes to print.

Please accept this booking form as my order for advertising as indicated.
I acknowledge that I have read and agree to the Advertising Acceptance Policy and Warranty.

Signed
Date

Please return booking form to:

Shoalhaven Visitor Centre
PO BOX 42
NOWRA NSW 2541
Fax: 02 4429 5747
Email: tourism@shoalhaven.nsw.gov.au

Shoalhaven
SOUTH COAST - NSW

   02 4421 0778
SHOALHAVEN.COM

TA18.39 - Attachment 1

2019 Visitor Guide Advertising

Advertising Acceptance Policy & Warranty

payment

The following conditions govern the acceptance of advertisements in the Shoalhaven Visitor Guide 2019:

- Advertising orders cancelled after acceptance deadlines (as indicated in this prospectus) may be subject to a cancellation fee of 100% of the booked advertisement;
- Payment in full is due upon receipt of the Tax Invoice which will be issued upon booking;
- While all care will be taken to ensure the insertion of an advertisement in accordance with instructions and requests, no liability will be accepted for any loss occasioned by omission, alteration or misplacement;
- Shoalhaven Tourism, as Publisher, reserves the right to reject any booking order of advertisement which it considers unsuitable;
- Acceptance of advertising orders does not guarantee positioning in the publication, nor editorial support;
- Shoalhaven Tourism will not be liable for any loss or damage arising in relation to or in connection with any materials supplied for an advertisement.

warranty

The advertiser and/or agent upon and by lodging material with Shoalhaven Tourism for publication and in authorising or approving the same for publication:

- Warrants that the material contains no defamatory matter or slander of title; does not infringe any trademark; does not constitute an invasion of privacy, breach of copyright, unfair competition or a breach of any law in Australia;
- Warrants that its publication will not give rise to any rights against, or liabilities in Shoalhaven Tourism, its servants and/or agents, and that Shoalhaven Tourism may rely on the above warranty that the material has been duly examined;
- Indemnifies Shoalhaven Tourism, its servants and/or agents, against all liabilities, actions, proceedings, claims, demands whatsoever that may be brought by any person or persons arising directly or indirectly from publication or circulation of material;
- Warrants that the business complies with all relevant Federal, State and Local Government regulations, fire, health and safety codes, has appropriate Business Registration, where applicable and has adequate Public Liability Insurance cover.

TA18.40 River Festival Committee Update

HPERM Ref: D18/252547

Group: Finance Corporate & Community Services Group
Section: Tourism

Attachments:

1. Minutes - Shoalhaven River Festival - 15 May 2018 [□](#)
2. Minutes - Shoalhaven River Festival Meeting - 5 June 2018 [□](#)
3. Minutes - Shoalhaven River Festival - 3 July 2018 [□](#)
4. Minutes - Shoalhaven River Festival Meeting - 24 July 2018 [□](#)

Purpose / Summary

a Chair's Report, with meeting minutes included.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group receive the River Festival Committee Update Report for information.

Options

1. Receive the report for information.
2. Request more information.

Chair's Report

This years Shoalhaven River Festival will be held on 27th October 9am – 9.30pm. Previously it has been a two-day event with a CBD street parade kicking off the event. After last years unfortunate budget issues, the committee decided to move the event to one day and cancel the street parade. A one-day event allows us to save on paying for two days of traffic management and three days of security; both being big expenses for the festival.

The committee have reached out to different suppliers for traffic, security, first aid, staging etc. to manage our finances correctly and get the best price possible. We have also opened up the opportunity for some of these companies to be sponsors of the festival, making sure our expenditure doesn't go over for 2018.

With the loss of our Platinum sponsor Beechwood Homes, we have secured Shoalhaven Ex-Servicemens Clubs under a 3 year contract. With most sponsors continuing their partnership with the festival, we are confident we will keep on budget this year. The current budget for a one-day event is \$92,000.

The Collective Beat are organising the market stall holders for 2018. This allows the markets to be run by a professional team and saves the committee from using our resources. The markets will still bring an income to the committee which will then go back into running the festival.

The committee have sourced local musician Paul Greene to be the Entertainment Coordinator. With much experience in the industry, he will source local artist at a reasonable

price. Our focus for 2018 is using local talent, instead of sourcing expensive musicians from out of state.

We are getting a positive response from the community on social media. Our aim is to have 25,000 attend the festival, residents of the Shoalhaven, also Illawarra, Wingecaribee and Eurobodalla.

After a late start in planning of the festival, we are confident in our new committee who have great contacts and the skills we need to make the festival a wonderful event for the Shoalhaven.

Elise Austin, Chair, River Festival Committee

Shoalhaven River Festival Meeting Minutes

15th May 2018

| Attendance | Apologies |
|---|--|
| Garry, Shirley, Greg, Marla, Michelle, John, Lynn, Elise New Members – Sue, Tash, Narrell, Mark, Greg, Blake | Terry, Denny, Ian, John Tate, Shannan, Catherine, Johnny |

| To be addressed at next meeting | | |
|---|------------------|--------------------------|
| Action | Responsible | Required Completion Date |
| <ul style="list-style-type: none"> Facebook secret group, have sent friend requests to those I could find on Facebook, please accept then I can add you to the group. | Elise | ASAP |
| <ul style="list-style-type: none"> Sand and sea festival – do we think this will clash too much with SRF (Artists, Stallholders and Crowd)? Do we need to move the date? | All Committee | ASAP |
| <ul style="list-style-type: none"> New Sponsor packages | Catherine, Elise | ASAP |
| <ul style="list-style-type: none"> Sponsorship – Try get 2K – 3K before the EOFY | Greg | June 2018 |
| <ul style="list-style-type: none"> Macey want naming rights? | Greg | ASAP |
| <ul style="list-style-type: none"> Handmade web to be cancelled, new website with Webics – can be updated by committee | Elise | June 2018 |
| <ul style="list-style-type: none"> Markets Application – get out early to get money coming in now | Elise, Tash | June 2018 |
| <ul style="list-style-type: none"> Markets / Social Media position – to agree on % of profit | All Committee | End of May 2018 |

Shoalhaven River Festival Meeting Minutes

| | | |
|---|-----------------|-----------------------------|
| • How many market stalls do we have approval for? | Shannan | May 2018 |
| • GST to be claimed back from Council | Michelle, Elise | June 2018 |
| • NSW Skiing on Saturday? Other water activities for the day? | Johnny, Shannan | June 2018 |
| • Traffic Management to be negotiated as a part sponsorship | Mark, Elise | June 2018 |
| • Truck stage or mobile stage – look at a few different companies to get best price | Narrell, Mark | May 2018 |
| • Write to Gareth asking for Sponsorship | Elise, Lynn | June 2018 |
| • Still need to find Secretary | All Committee | ASAP |
| • All Committee members working with kids | All Committee | September 2018 (or earlier) |

NEW BUSINESS

New Members – Welcome!

Narrell – Jaybees entertainment, did festival 1st year, does many other festivals.

Sue – Ex teacher/Principal. Was involved in organizing school dances and choirs. Organised picnic in the park. Interested in helping with Dinner Dance.

Greg - Sunset cinema, has done sound for SRF the last 3 years.

Blake – Involved in sound for festival since 2014.

Mark – Elite energy, runs Huskisson triathlon, also does traffic management.

Tash - The Collective, once a month run markets, manages many social media accounts.

Agreements –

Entertainment position –

- Artists used to be agreed on by all committee members
- Existing committee members (for entertainment/sound) to be as involved as last year
- All artists/acts to be booked by end of August

Shoalhaven River Festival Meeting Minutes**Markets position –**

- Sponsored by The Collective
- Certain percentage to be taken from profit
- Similar layout as 2017
- All information is confidential and remains the intellectual property of SRF (Shoalhaven City Council).

Sponsorship –

- Ex Servos – Belinda may be joining the committee, has experience in marketing. Also need to negotiate what level sponsorship with them.
- IMB- Silver \$2,500.
- Optus – to follow up on.
- \$500 friends of festival – focusing on smaller business this year, 10 or 20 \$500 sponsors makes up a platinum sponsor.
- Shoalhaven Water - \$11,000 previously, will stay at this level.
- Macey's – Naming rights?

Ideas –

- Voted on street parade – all against. May organize boat parade (David Fleeting) otherwise there will be no parade.
- Blow up obstacle course for kid's zone.
- Raffle or gold coin donation.
- Markets to be a journey – emphasis the theme of the river through the stalls. To be interactive and exciting for shoppers.
- Bundanon to organize own activities for artzone. Budget is around 5K – 10K. Pirates picnic to be Saturday afternoon.
- Theme for 2018? We always focus on the river – but could we make it more specific? Theme we are thinking about is "Let's light up the River" – fairy lights in markets, tree string lights, lanterns on the river, vivid lighting in flood boat pavilion, fireworks, lights on boats at night.
- Facebook private group add all committee members – to share ideas etc.

Next meeting will be at the BOMADERRY BOWLING CLUB Magnolia Room for the Tuesday 5th June at 5pm.



Date: Tuesday 5 June 2018
Time: 5pm – 6.30pm
Location: Bomaderry Bowling Club Blue Gum Room – upstairs
Attendance: 8 – Lynn, Elise, Mark, Greg Mcleod, Ian, Greg Stephenson, Marla, Sue.
Council: Mel, Shannan

Agenda

1. Apologies – Johny, Blake, David, Kade, Michelle, Terry, Vanessa
2. Items for Discussion

| Items for Discussion | Responsible | Required By | Response (5 mins) |
|--|--------------|-------------|--|
| Elise – intro and information about having shorter meetings and 5 mins each to update on specific sections of the event. No issues from committee members. | | | |
| Terms of Reference – Welcome Mel from Shoalhaven City Council | Mel, Shannan | ASAP | Explanation of terms of reference and code of conduct – presentation about code of conduct, discussion about media communication, incident reporting for claims, conflicts – two types – need to be recorded in minutes, financial conflict declaration and non-financial interest (family and friends) – need to determine significance of interest. Confidentiality applies to Council records. Authorisation of spending – notes in minutes. Can organise an events management workshop Terms of reference – does the committee want to cap numbers? Decision needs to be by committee – YES – cap at 20 – All committee members agree. |
| Social Media | | | |
| Handmade web to be cancelled, new website being done through Wix. Going live by 08 June | Elise | 8 June 2018 | Still working on website through Wix – Elise doing it herself. Sourcing images, should be transferred by 8 th . Will do a facebook post once updated |
| Facebook secret group seems to be working well. For those not in the group; please friend Elise Austin for invite. | Ongoing | | Going well, extra communication through ideas, Elise can see who has seen the post. |
| Sponsorship | | | |

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| New Sponsor packages are done. More copies to be printed, along with business letters. Need to look at sponsor approval letter? | Elise, Greg | June 2018 | <p>Since last meeting made in roads with sponsorship – IMB and Stockland - \$2,500 each. \$12,000 - Ex Servos – Platinum Sponsor for the next 3 years – presentation to board last week which was successful.</p> <p>150 letters ready to hand out to local business, hoping to pick up \$8K - \$10K through the sponsorship push. Everyone Greg has spoken to is staying on board.</p> <p>Power FM Advertising (Power FM as sponsor) ACTION – Lynn to send info to Greg as well as Southern Cross contact.</p> <p>WIN – would be worth contacting IMB – happy to give awards to school kids (lanterns).</p> <p>Mel from Council to look into Event Insurance.</p> |
| Traffic Management | | | |
| Traffic Management to be negotiated as a part sponsorship | Mark Emerton, Elise | June 2018 | Mark will meet with Council to determine exactly what road closures are needed this year. |
| Artzone | | | |
| Lanterns for Artzone | Marla, Michelle, Sue | August 2018 | <p>Artists coming with ideas. Catapulting balls of paint onto canvas as an idea.</p> <p>Has approached Bundanon and Regional Gallery about involvement Lanterns – great meeting, has completed a budget, want to keep going on the same these as last year, lighting the flood boat structure and lanterns.</p> <p>Lantern parade ideas – run a lantern parade across the bridge, make more big lanterns to lead the parade, lead perhaps by Aboriginal representatives. Could do workshops at the festival in the lead – up in school groups. Vote at the next meeting to see if this can go ahead.</p> <p>Can we get the lanterns on the river? This could be great.</p> <p>Great idea for showing heritage photos – army tent – immersion – Interested in raffling accommodation at the dinner dance. Make sure winner is announced publicly. Need to find multiple accommodations as prizes.</p> |
| Markets | | | |
| Proposal 'The Collective Beat Markets' | All Members | 5 June 2018 | Proposal given to committee. Elise showed website. They would do everything, they are aware each market stall will require public |

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| | | | <p>liability. Social media is included. Looking at getting an extra 50 stalls. Discussion around proposal, prices of sites and the counter offer. Consideration needs to be given to pricing of market stalls - Lynn agrees with Mark.</p> <p>ACTION – Counter offer has been given to The Collective.</p> <p>Does the proposal cover electricity costs, and is there consideration for community groups eg: River Watch</p> <p>VOTE: All committee members were in favor of going back with 20% counter offer.</p> |
| Markets Application – link SRF website to 'The Collective Beat' website | Emily, Elise | June 2018 | |
| How many market stalls do we have approval for? | Tash, Lynn | June 2018 | Shannan explained DA no longer required, permit will be issued through the events team. |
| Water Activities / Marina | | | |
| NSW Skiing on Saturday? Other water activities planned? | Johnny, Mark Emerton, Mark Thirwall | July 2018 | <p>Mark spoken with Jet Ski people – they want us to cover some costs – they know the river and would like to come.</p> <p>ACTION: Mark to get costs for Jet Skis</p> <p>Could use canoe polo to carry the lanterns also.</p> <p>Fireworks Australia may build the thing on the back of the jet skis. Skiing NSW are locked in, need to determine what we want them to do.</p> |
| Fishing comp, kayak polo | Mark Emerton, Mark Thirwall | July 2018 | Johnny talking with fisheries office to discuss how they can help |
| Entertainment | | | |
| Truck stage or mobile stage – Quotes from various companies | Kade | June 2018 | <p>Narelle has decided she can no longer be on the committee.</p> <p>Mark – quote came back cheaper by about \$2,000 (\$11,000).</p> <p>Local lighting company – could use them for lighting.</p> <p>Kade's responsibility is getting the entertainment – he has put a rough program together with times but no acts.</p> <p>ACTION – Elise to talk to Kade about locking in artists and developing a draft program and budget.</p> <p>Shannan mentioned needing names, ages etc. if they do not have public liability for public liability.</p> <p>ACTION – Elise to look at entertainment form.</p> |

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| | | | Characters could be part of the event, those that have been part of the parade can still be part of the event. Awards, something for Ruth Mathes award... |
| Apply for APRA license | Kade | June 2018 | |
| Finance | | | |
| GST to be claimed back from Council | Michelle | End of June 2018 | |
| Write to Gareth asking for Sponsorship | Lynn, Elise | July 2018 | |
| Other | | | |
| All Committee members working with kids | All Members | September 2018 (or earlier) | |

3. General Business

Possibly move main act forward to allow for activities before the fireworks start. Something around lights and inclusive for families as well as others.

Bridge walk with kids – what do RMS approvals look like? Sue, Michelle and Marla will take the lead to find out what is possible.

ACTION: Initial discussion with RMS, could ask them for sponsorship or the new contractor. Determine who the lead on this will be. Mark happy to assist with RMS discussions.

Dinner Dance – Michelle and Sue talked about the Dinner Dance. Is committee happy to go ahead if there are no costs on committee? Except for \$200 for decorations. Could add \$5 to go to charity. Discussion around how the committee feels about a donation. Committee members liked the idea of a raffle or auction on the night.

Sponsors Dinner - \$50 max per person. Several options coming in. May need to consider using Ex Servos Club seen as they are Platinum Sponsor and have catering room - Thursday 18th

Lynn – Festival was very successful last year, was not a failure. Lynn wanted to make sure everyone knew that it was a success.

4. Next Meeting – Tuesday 3 July 2018 5pm – 6.30pm (Ex-Servo Club Nowra – room to be determined).



Date: Tuesday 3 July 2018
Time: 5pm – 6.30pm
Location: Shoalhaven Ex-serviceman's Club Nowra, Board Room
Attendance: David, Johny, Marla, Michelle, Ian, Sue, Greg, Emo, Lynn, Mark, Elise, Blake, Greg Mcleod

Minutes

1. Apologies – Shannan, Vanessa
2. Items for Discussion

| Items for Discussion | Responsible | Required By | Response (5 mins) |
|--|---|----------------------------------|--|
| Introduction | | | |
| Berine from Shoalhaven Ex Servicemans Club introduced himself to committee. They are locked in for 3 years as the Naming Sponsor. The cocktail party is organised for Friday 12 th October at The Galley. | | | |
| Facebook Group / Voting | | | |
| Theme for festival | VOTED 'Light up the river' = 5 YES 'Bring the river alive' = 4 YES 'Let's light up the river' = 4 YES | Done Facebook vote was 24 May | |
| The Collective running the markets- their offer \$6000 sponsorship + \$4000 savings from social media paid in previous years = \$10,000. Last years profit for SRF running the markets was \$16,800 - \$4000 on social media = \$12,800. | VOTED = 8 YES = 5 NO VOTE MADE | Done Facebook vote was 8 June | |
| Facebook votes working for everyone? | All | July 2018 | Shannan had suggested to Elise we vote electronically through email. Committee was asked how they would like to proceed. VOTED Facebook = 8 YES. |
| There are 13 active members, when we take a vote either electronically or at meetings, we need at least 8 votes. Please keep this in mind when there is a Facebook vote, complete within time frame. | | | |
| 14 + 1 members passed by the Tourism Board in June. | | | |
| Sponsorship | | | |

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| Budget for this year | Greg | August 2018 | <p>Budget \$90,000 – need to secure more sponsorship; around \$10,000 - \$15,000.</p> <p>Having issues with getting \$500 sponsors, however going to try out at Navy Base.</p> <p>How are we going to make the event more sustainable for the future, we cannot rely on sponsorship. Lynn mentioned if the pontoons are permanent we will make money by having a boat show.</p> |
| Traffic Management | | | |
| Traffic Management – committee to vote on supplier for this years event | Mark Emerton, Elise | 3 July 2018 | <p>Quotes for traffic</p> <ul style="list-style-type: none"> – Elite Energy \$6,000 (\$2,500 as silver sponsor, SRF would pay \$3,500) – Platinum Traffic \$10,040 <p>Both includes 3 terrorist control trucks.</p> <p>VOTED Elite Energy = 10 YES.</p> |
| Venue | | | |
| Site map to be submitted to council | Elise | 4 July 2018 | <p>Tash and Elise walked through space for markets – 20m spacing between stalls along riverbank so crowd still have a view of the river.</p> <p>Stage move to in front of pool near bike racks? 6x5m stage from Shoalhaven Party Hire.</p> <p>HQ move to back end of pool carpark? Utilise grassed area for seating.</p> <p>ACTIONS: Shannan checking if DA is still valid, Elise thought Event Plan said until 2020. Shannan seeking legal advice on section 96.</p> |
| Artzone | | | |
| Lanterns on the river | Marla, Michelle, Sue | August 2018 | <p>Illaroo Road classes have been asked if they want to make lanterns.</p> <p>Boats on river – Johny and Marla speaking about how to make these.</p> <p>Best way is frame with LED lights, no paper lanterns on the river.</p> <p>We want to make ourselves so we have for the future. Logistics of 200 children plus parents on bridge.</p> <p>May need to split into 3 groups; from fish shop carpark onto bridge, from Wharf Road to pool carpark, from Mandalay Street to pool carpark.</p> <p>ACTIONS: Mark to check with RMS if we have approval for walking on path of bridge.</p> |

| | | | |
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| | | | Budget for lanterns \$3,330. VOTED on budget = 10 YES. |
| Program and Budget | All to approve | July 2018 | Budget for Artzone included Shoalhaven Zoo (4hr show \$630. Will give 4 vouchers again this year), River Craft, Tank Aerosol, The Drop Xone (Circus Monoxide), Lantern Making - \$6,500 VOTED for approval = 10 YES. ACTIONS: Elise to organise times preferred with Marla for zoo. |
| Reducing single use plastic at River Festival | Marla | August 2018 | No balloon policy. Tash and Marla spoke about advising market stall holders to reduce plastic use. |
| Water Activities / Marina | | | |
| NSWPWC keen to do shows on Saturday, need to send times to team and they will allocate spots for themselves. | Johny, Emo | July 2018 | First aid will be provided at event. Accommodation offered by Mark at Pleasant Way. \$1,800 prize money for skiers. ACTIONS: Emo to organise program with NSWPWC. |
| NSW Skiing on Saturday, will send schedule to team once allocated times with NSWPWC. | Johny, Emo | July 2018 | RMS remove 4 knot zone for entire day. ACTION: Shannan to organise program with NSW Skiing. |
| Fishing comp, kayak polo – is this still going ahead? | Emo, Mark | July 2018 | Kayak polo canned. Fishing comp still may be able to happen. Elise mentioned Shimano Travelling Fish Tank might be better. ACTIONS: Elise to get quote for Shimano Tank. |
| Splashdown | Johny | July 2018 | Quote from Deon \$9,850. Feels this is not worth the money spent. ACTIONS: New quote on jetpacks (Fly boards) only for day and night show. |
| Shoalhaven River Cruises | Mark | August 2018 | Happy for us to use cruise boat as MC point on river. ACTIONS: Find out sponsorship level. Quote for evening Champagne/Fireworks dinner. |
| Entertainment | | | |
| No entertainment coordinator on committee. | Elise | July 2018 | Elise spoke with Sue prior to meeting, she is happy to organise primary schools. Also spoke with Haseena, she is happy to organise high schools. Elise spoke with Blake and Ian prior to meeting to organise 3pm-9pm musicians/acts. Greg Mcleod mentioned he would be interested if Ian is not. ACTIONS: Ian to speak with Haseena to see what is involved and get back to Elise. |

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| Expression of interest has been sent to 5 acts so far | Elise | June 2018 | Have not advertised on Facebook as we want to control what artist we get. 2 Shoalhaven Unearthed acts will be performing. ACTIONS: Elise getting list of local acts from Ray at Fatsound. |
| Stage quotes – Fatsound and Shoalhaven Party Hire. Committee to agree which one. | Elise / Michelle | July 2018 | Quotes – Fatsound stage, lighting and sound \$9,200 (\$5,900 excluding stage). Fatsound stage does not have cover over top. – Shoalhaven Party Hire stage only \$2,500. SPH stage has cover over top. ACTIONS: Emo to get another quote from a different stage company. If we move stage will the sound from stage impact sound from riverbank? Will there be enough space for crowd if we move? Could we move main stage to Paringa Park? ACTIONS: Emo and Elise to check out the area. |
| Quote from Greg at Sunset Cinema for riverbank sound | Greg Mcleod, Blake | July 2018 | Quotes – Greg Mcleod west riverbank side \$550 – Blake east riverbank side \$1,000. Both have experience with festival. Cables need to be more secure this year. Council replacing jetty where Chance MC'd last year? VOTED both = 10 YES. ACTIONS: Elise checking with Shannan about Jetty. |
| Neon/ Glow family dance party – does everyone think this is worth pursuing? | Michelle, Elise | July 2018 | Discussed timing of when it will be dark, may clash with lantern parade. Negative response about party in general. May not be a good idea to move away from main act. May still sell glow items to crowd, to make some profit. Michelle has supplier. VOTED party = 10 NO |
| Apply for APRA license | Elise | July 2018 | Elise to apply once we have an idea of acts. |
| Finance | | | |
| GST to be claimed back from Council | Michelle | End of June 2018 | Michelle completed claim \$3,600 to get back from Council. |
| Mobile banking | Michelle | July 2018 | ATMTOGO – Elise booked for event, costs around \$400. |

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| Bank cards through Bendigo – limit amount? | Michelle, Elise | July 2018 | Bank cards for Elise and Michelle (anyone else on committee can use). These will be used for incidentals instead of petty cash. \$500 limit. VOTED = 10 YES |
| Write to Gareth asking for Sponsorship | Lynn, Elise | July 2018 | ACTIONS: Lynn to write letter and supply to Elise. |
| Other | | | |
| All Committee members working with kids | All Members | September 2018 (or earlier) | ACTIONS: Everyone will need this, it is free to get as a volunteer. |

3. General Business –

- Paringa Park ticketed long lunch? Alcohol exclusion zone. Lynn to check with Gary Hayden about special event licence. Options to run event; Shoalhaven Exservo's or local winery. Where would truck road closure go if we moved event down to Paringa Park, still need access to Hospital up Scenic Drive.
- The Collective looking to book in 170 stalls.
- Dinner Dance – increase ticket prices by \$5 to \$80/head. **VOTED = 10 YES**
- Elise has quote from Southern Cross Management for security, \$45/hr. **ACTIONS:** Emo to give new contact, \$35/hr.

Next Meeting – **SHOALHAVEN EXSERVO'S NOWRA (JUNCTION STREET) BOARD ROOM**
24th July 5pm – 7pm



Date: Tuesday 24 July 2018
Time: 5pm – 6.30pm
Location: Shoalhaven Ex-serviceman's Club Nowra, Board Room
Attendance: Elise, Michelle, Greg M, Paul, Ian, David, Stephen, Shannan, Greg S, Marla, Mark, Lynn

Meeting Minutes

1. Apologies – Blake, Johny, Laura, Emo, Sue, Terry, Vanessa
2. Items for Discussion

| Items for Discussion | Responsible | Required By | Response (5 mins) |
|---|-----------------|--------------|--|
| Welcome | | | |
| Jenny from Shoalhaven River Cruises hear to discuss their involvement at this year's festival | | | Jenny and Tim – Owners of Shoalhaven River Cruise – building business back up, want to be more involved in community. Still working out how they would like to be involved. Customer trips every half hour is an option. Fireworks dinner on the boat as a nighttime activity. ACTION – Come back to Elise with options – Elise will send program and detailed maps once received. |
| Stephen – Event Liaison Officer from Shoalhaven City Council | | | Pontoon under construction ACTION – follow up with Assets and Works? When will it be fixed. |
| Venue | | | |
| Site map to be submitted to council – event application to be finalised. | Elise / Stephen | 24 July 2018 | Stage 10m by 6m |
| Security booked Friday & Saturday night - \$40/hr. through Southern Cross Management. | Elise | Done | Southern Cross Management has been booked |

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| St Johns booked for Saturday - \$408.64 for 16 hours. | Elise | Done | Booked |
| Fireworks Australia booked – do we want to move time to 9.15 or 9.30pm? | All | August 2018 | Booked and paperwork being submitted – safework paperwork has been submitted, now with Council's Environmental team for assessment. Discussion about timing of Fireworks – best to say 9.15 or around 9. |
| Sponsorship | | | |
| When is sponsorship money coming in? | Greg | August 2018 | Should have some money in next week. Commitments have been made. |
| Any new sponsors? | Greg | August 2018 | There were a few that have fallen through e.g.: Optus and Specsavers. Do need more sponsors – opportunity in travel company. ACTION – Lynn will discuss at Women in Business meeting or talk to them. Try integrity again now that winter wine festival isn't happening. Discussion about sponsorship opportunities. |
| Artzone | | | |
| Lanterns on the river – how are the schools going? | Marla, Michelle, Sue | August 2018 | Sue doesn't want to do the program with the schools, she only wants to approach the schools. Art zone has a very full program already, but we can still make lanterns during the Saturday. |
| Logistics of lantern parade. | All | August 2018 | Who is going to run it, may be better this year to just have the lanterns made in the artzone and have them along the river, not going over the bridge. ACTION – Emo speaking to RMS about walking over the bridge with lanterns. 50 – 100 people walking along the bridge. |
| General Artzone | Marla | | Circus Monoxide – two workshops and roaming – 4 hours approx. ACTION – Marla meeting with them in Wollongong to see what is possible \$700. |

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| | | | ACTION – Shannan talk to Rob Crow re: rock climbing Con artists locked in. |
| Water Activities / Marina | | | |
| NSWPWC Jet Skis and NSW Skiing booked in. | Johnny, Emo, Mark | Done | ACTION – Johnny, Shannan, Mark and Elise to work out schedule. ACTION – Insurance / waiver – Shannan to check what needs to be signed for public to ride in boat – Ski Racing NSW to Need own aquatic licence. |
| Deon Jetpacks booked in for \$5K – 2 flyers, LED suits day and night show. | Johnny, Emo, Mark | July 2018 | |
| Need to work on programming for water activities; how long gap do we want between demonstrations? | | August 2018 | |
| Fishing comp, kayak polo – is this still going ahead? | Mark Emerton, Mark Thirwall | July 2018 | |
| Each company need their own aquatic licence. Johnny to organise our aquatic licence. | Johnny | August 2018 | |
| Decorated Boats on River | Marla and Johnny | | Marla working with Johnny on who's boats will be used. David talking to Oyster businesses about boats |
| Entertainment | | | |
| Musicians being booked through Paul Greene – budget of \$7000 to get 8-9 acts. | Paul Green | September 2018 | Interested in Event Management – Watching River Festival from a distance – would like to be part of the team turning it into a big success. Mostly local bands were part of the brief and original bands. Own band is available – Richard X. No from 1920 and Cameron Little. Waiting to hear back from Ben Fowler and others. Brief was 1pm – 9pm - Should have something finalised by next week. Ultra Violet could be an option. Depends on who is available in terms of main act. Fat Swamp Jangles confirmed. Spy vs Spy could be an option. ACTION – Shannan to talk to Elise about Media Releases The Collective doing social media. |

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|--|---------------------|----------------|---|
| | | | ACTION – Paul is happy to help with Media Releases / copy etc.... Paul has been looking into what businesses would like – they want something in town – River festival after party – promoting Nowra has nighttime activity. ACTION – Paul will go and talk to businesses about being involved – Will include business in program, they will include River Festival signage at venue. |
| CMGAV Wollongong truck stage quote \$9,900 (\$1,375 sponsorship contribution). 10m x 6.1m, includes sound and lighting. | Emo, Elise | August 2018 | ACTION – Elise to finalise and lock in... Discussion about stage on River – how could that work? Discussion about Paul providing staging equipment. NAVY – Boat? Is it possible? |
| Apply for APRA licence | Paul | August 2018 | |
| Markets | | | |
| 60 applications so far, receiving booking letter this week. Once payments start coming through The Collective Beat will send us our sponsorship money. | The Collective Beat | September 2018 | Elise provided update |
| 300 other stalls in their database, feeling confident they can secure 170 stalls by 6 weeks (end of applications). | The Collective Beat | September 2018 | Elise provided update |
| Looking at booking buskers to be scattered through market stalls, quiet acoustic. | The Collective Beat | September 2018 | Elise provided update |
| Social Media | | | |
| Instagram followers has doubled since May. Have just over 1000 followers, goal to reach 3,000 regional followers by October. | The Collective Beat | October 2018 | Elise provided update |
| Facebook event has been created, sharing this through local Facebook groups; Shoalhaven Events, Berry Mums etc. 400 people interested in going, only be live for 5 days. Please invite your friends to attend and share. | The Collective Beat | September 2018 | Elise provided update |

| | | | |
|---|---------------------|-----------------------------|---|
| Photography competition to help boost followers and generate interest; Favourite spot of the Shoalhaven. 3 categories to enter – iPhone, Kids and Professional. Organising marquee to have best photos displayed at festival. Maybe in Artzone? Prizes to be offered – 1 st , 2 nd , 3 rd – could we get donated prizes? Thoughts? | The Collective Beat | September 2018 | Elise provided update Need to keep theme Shoalhaven River centric ACTION – Shannan to send Flickr account link to Elise, Lynn IMB and Bendigo might be interested. Photographer – could be an option. ACTION – Elise to confirm with Collective. |
| Finance | | | |
| Write to Gareth asking for Sponsorship | Lynn, Elise | July 2018 | Lynn hasn't completed yet, will be after Chilli Choc Festival. |
| Other | | | |
| Cocktail party booked at Ex Servos Friday 12 th October. Roughly 60-80 people will attend; need to give a budget to Club. | Elise, Sue | August 2018 | Councilors are invited – invite Shelly and Gareth. \$35 per head confirmed for food and drink. ACTION – Elise to talk to club about budget. |
| Dinner dance tracking? | Michelle, Sue | September 2018 | One table booked, working on more. Budget for advertising. Lynn happy to print at work. ACTION – Elise to arrange sharing of Dinner Dance post so it can be printed. ACTION – Lynn will send info about postcards (Sydney company, distributes cards to local cafes). |
| All Committee members working with kids | All Members | September 2018 (or earlier) | Elise reminded |

3. General Business
Shade sails - \$4,000 dollar, Michelle has quote on 5m x 8m for marquee - \$1521.00
Need more work on where the stage is going to be...
ACTION – Shannan to ask about storage with Council
ACTION – Shannan quote for stage on the River
South Nowra Bill Board – Sep / Oct...
Shoalhaven Water – all sorted

4. Next Meeting – Tuesday 7th August 2018 5pm – 6.30pm

TA18.41 International Marketing and Product Development

HPERM Ref: D18/258138

Group: Finance Corporate & Community Services Group
Section: Tourism

Purpose / Summary

on the best way forward.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group receive the report for information and agree to have the Strategy Working Group assist with international strategy - acknowledging the group have delegated authority to make recommendations on behalf of the larger group to progress the project.

Options

1. That the Shoalhaven Tourism Advisory Group agree to have the Strategy Working Group assist with international strategy acknowledging the group have delegated authority to make recommendations on behalf of the larger group to progress the project.

Implications: Shoalhaven Tourism will work with the Working Group on EOI and Tender documents to deliver international promotion and product development for the region.

2. Request more information

Implications: Shoalhaven Tourism will continue with EOI process and provide more information.

Background

For many years Shoalhaven Tourism has had a partnership with Discover Jervis Bay (DJB) in international promotion.

Under this agreement DJB promotes the Shoalhaven primarily to an Asian international group and FIT markets, branding the destination broadly as "Jervis Bay".

Key points of interest:

- Markets serviced by our partner are China, Korea, Singapore, Malaysia, Indonesia, Vietnam, Taiwan, Hong Kong, Indonesia and more recently India.
- The investment of SCC primarily takes to market up to 45 Shoalhaven businesses with market specific products (mainly Jervis Bay and North) to wholesalers and agencies in international offices and at trade shows. Discover Jervis Bay works as an International Tour Operator (ITO) and takes a commission from each business partner in addition to our funding.
- The typical traveller has pre-booked a package and is coming to the Shoalhaven ex Sydney for 1-2 days maximum. They experience a few products and then return.

- Visitors are traditionally high volume – low yield. Large groups visiting often in quiet times with custom designed low-cost packages. Packages are booked through international agents who also take commissions.
- An international bi-lingual website is maintained by DJB (inspirational, no booking platform)

In August 2017, STAG reviewed our international marketing strategy and recommended Shoalhaven Tourism continue with the DJB agreement for 6 months, but also requested the Tourism Manager spend some time learning about international marketing and product development opportunities to report back.

Summary of key learnings undertaken by Tourism Manager this year

| Opportunity | Action taken | Key Learning / Observation |
|---|--|---|
| <p>Australian Tourism Exchange</p> <p>http://www.tourism.australia.com/en/news-and-industry-tools/events/australian-tourism-industry-events-calendar.html</p> | <p>Tourism Manager and Deputy Chair attended in 2017 at Sydney, as a guest of DJB.</p> | <p>This was my first real insight into international tourism marketing. ATE is run by Tourism Australia and is the largest event of its type in AU. It was like a large expo, much the same as others, but with stands from regions, states and businesses all with stalls promoting what they do and where they are from.</p> <p>DJB had a stall as part of a row of NSW businesses. Paperbark Camp were also there from our region and Destination Wollongong had a team there promoting Grand Pacific Drive.</p> <p>From my observations, most tangible results seemed to be gained from pre-organised one-on-one meetings with the international tourism organisations, that appear to come from existing relationships. Businesses sat and spoke about their business or region and gave inspiration and information to buyers who were building itinerates. These buyers work essentially like holiday wholesalers, to sell holiday itinerates to the public in various markets and countries throughout the world.</p> <p>DJB were very busy with one-on-one meetings and kindly allowed me to sit and listen in to several. They spoke through a folder of available products that could be booked through their business and showed a video created for the region.</p> <p>DJB are clearly well respected by their trade partners and have strong relationships.</p> <p>It was very clear that Shoalhaven did not have the right type of accommodation for</p> |

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| | | |
|--|--|---|
| | | <p>the large group market. It was also my observation that DJB did a great job promoting their business partners, and as a bi-product “Jervis Bay” broadly speaking, but the region was not represented. It was also noted that DJB also represent many businesses outside of the Shoalhaven LGA.</p> <p>Louise Hallum, Deputy Chair, also attended the event.</p> |
| ATE Trade Famils | <p>Off the back of ATE in Sydney, DNSW organise large and influential trade wholesale buyers to visit regional NSW. Shoalhaven Tourism worked with the DNSW trade team more closely and attended some lunches with wholesalers in region to learn about the practice and experience.</p> <p>DJB also hosted many wholesale trade famils.</p> | <p>Trade famils seem to be an important part of the ATE experience although I found it hard to quantify the actual value. It is unclear how many actual bookings we received in region as a result. It was also reiterated that we are not well set up for large international marketings. Indian wholesalers asked questions about how many Indian places there where to eat for example, and Asian wholesalers asked about availability of hotel accommodation and Asian food options. Whilst several I spoke to commented that they had a great time and found the region beautiful, I also got a general feeling whilst inspirational, it may not meet the needs of the large wholesaler.</p> |
| Mentoring from Anthony Osborne, Sapphire Coast Tourism. | <p>One-on-one conversations and learning from neighbouring LGA who has worked for many years developing the international market</p> | <p>Sapphire Coast have taken a very different approach to international. They have focused primarily on product development and have worked with key operators to upskill and develop products that suit the international market. They then work with various state tourism organisations, DNSW and Visit Canberra and Sydney Melbourne Touring, to connect those businesses to existing marketing opportunities.</p> <p>Anthony was at ATE also, but as a guest of Sydney Melbourne Touring. He had an oyster operator doing product development demonstrations on the stage in the middle of ATE, shucking and handing out oysters.</p> <p>It has been my observation that an opportunity exists for Shoalhaven Tourism to work more with business to develop international readiness.</p> |
| Investigations and meetings with Trade team at Destination | <p>Destination NSW have an international trade team promoting the</p> | <p>DNSW trade staff explained the large range of resources available to businesses. Shoalhaven only has 2</p> |

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| | | |
|--------------------------|--|--|
| NSW | state | businesses that are officially recognised as international ready. DNSW were very clear on advising that we are, in their opinion, missing out on a lot of opportunities for our local businesses by not focusing on their programs more and working with businesses to meet market demands. |
| Sydney Melbourne Touring | Shoalhaven Tourism became a member of SMT and shared a board position with south coast partners Eurobodalla and Sapphire Coast | SMT is a membership organisation, and Shoalhaven only currently have one business who is an active member. The organisation focuses on international promotion and visits trade partners internationally and exhibits at trade shows like ATE. They work closely with Visit Canberra. Opportunities exist to further develop this partnership, however businesses would need to become a financial member of SMT. If funds were available, ST could offer a program to pay membership if there was interest from operators. |
| Grand Pacific Drive | Managed by Destination Wollongong. Several Tourism Manager meetings and updates to learn about this project. | <p>This project has been identified by the Destination Network as a key opportunity for better collaboration from local government areas in the DNSSS DMP. An opportunity exists to link international ready product across the south coast in marketing collaboration, taking one product to market as an umbrella.</p> <p>A small research project has been taken into the potential for the regions to work together in international marketing, funded by the LGAs and 2 Destination Networks. Results are yet to be received. If we continue to fund DJB at the same level, we do not have any funds available to commit to a collaboration project currently.</p> <p>There seems to be a significant amount of politics and history with some LGAs and GPD, effectively working together will not be easy in the short term but has potential long term if challenges can be overcome.</p> |

TA18.41

Current Challenges

- Shoalhaven lacks the accommodation infrastructure to meet the demand of Discover Jervis Bay clientele. This means that the overnight dollar spend in region is lost to other areas. Whilst STAG have long acknowledged the need for a hotel, this is unlikely in the short term.
- Local infrastructure is struggling to meet demand despite off season growth from the international sector. With a growing number of independent travellers, the

Shoalhaven has no multi lingual signage, minimal bus access areas, very few public amenities and dangerous beaches for visitors with no understanding of the coast or how to swim.

- c. Several businesses are trading well off the domestic market and diversifying into international just seems too hard or not needed. There has been little interest from businesses to attend training opportunities with DNSW or to attend workshops provided by DJB.
- d. There are a few active businesses who are working solo in the international space, Culburra Motel is a good example of this, promoting fishing direct to China. There is opportunity.
- e. Consideration needs to be given to what types of markets the Shoalhaven should be focusing on. Whilst China market promises high year on year growth, is the Shoalhaven prepared for this growth?
- f. International product development and marketing is a long-term game. 12-month agreements are not providing the adequate time needed.

Next Steps

- a. As per Council Procurement Policy, create an EOI for a 3-year international marketing and product development partner, needed to follow Council policy and test the market capability
- b. Go to formal tender for a three-year partnership agreement
- c. Review and appoint a partner
- d. Working Group to continue to report back to STAG

Financial Implications

Budget for this project is allocated from Tourism Marketing.

Risk Implications

International visitation is earmarked to be the biggest growth sector over the next 10-20 years. Unless Shoalhaven Tourism remain active in promoting the region we risk competitors claiming existing market share.

It is also critical for small business to have access to expert help in creating product to service the international traveller. Meeting the needs of the visitor and the positive in region experience remains critical to long term success and currently most local businesses are not equipped to, nor interested in, catering to the needs of the growing international segments.

There is significant risk of continued conflict with the residents and visitors if infrastructure needs of the region are not planned for and met in the future. Understanding the needs of the international visitor are critical.

TA18.42 STAG Strategic Plan 2017/18 Update

HPERM Ref: D18/258952

Group: Finance Corporate & Community Services Group
Section: Tourism

Attachments: 1. DRAFT 2018-2020 STAG Strategic Plan (under separate cover) [□](#)
2. STAG Strategic Plan Workshop Report - 2017 [□](#)

Purpose / Summary

template and agree on priorities for 2018-2020.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group adopt the Draft Strategic Plan and appoint Workshop members accordingly

Options

The Shoalhaven Tourism Advisory Group:

1. Adopt the Draft Strategic Plan and appoint Workshop members accordingly.

Implications: Strategic Plan will be reported to Council. Working Groups to meet and create clear outline of plans to report back to STAG as per the strategy.

2. Adopt the Strategic Plan with changes as advised.

Implications: Changes will be made to the Strategic Plan as advised.

3. STAG to participate in another workshop to ascertain new priorities later

Implications: Tourism Manager to coordinate and facilitate a Strategic Planning Workshop for STAG review plans going forward.

Background

In 2017, STAG members participated in a workshop to discuss what the priorities of the Group would be going forward. This was agreed to be separate to the function of the Tourism Team (although staff would assist where needed) but a focus for the industry group to work on and achieve. See Attachment 2 for a copy of the STAG report after the workshops for some additional background.

Time to review

With new members joining the Group, the Tourism Manager in consultation with the Chair and Co-Deputy Chairs of STAG, has created a DRAFT Strategic Plan for the Group to review and make comment. Based on a format created by the Arts Board, the document includes information agreed and discussed at the last workshop for the new Group to consider.

Implications

The Document is intended to assist STAG members in developing a shared vision on what STAG is going to deliver, as an industry group, over the next two years.

When finalised, the document can be reported to Council to be adopted formally and STAG are able to report to Council on key outcomes and objectives as things progress and otherwise as needed.

TA17.27 Workshop Discussion - Summary and Actions

HPERM Ref: D17/190202

Group: Finance Corporate & Community Services Group
Section: Tourism

Attachments: 1. Workshop Presentation - Craig Milburn (under separate cover)
2. List of Tourism Associations
3. List of Council Committees

Purpose / Summary

Discussion document and notes from the Shoalhaven Tourism Advisory Group Workshop on 22 May 2017.

Recommendation (Item to be determined under delegated authority)

That STAG

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

Members who attended workshop

Clr Aldrick
Clr Wells
Dept Mayor Kitchner
David Goodman
Louise Hallum
Rob Crow
Neil Rogerse
Mark Lees (NPSW)
Annie Cochrane (late arrival)
Catherine Shields (late arrival)

Apology

Matthew Forbes
Lynn Locke
Clr Watson
Paul McLeod

Staff in attendance

Shannan Perry-Hall
Kristy Mayhew
Coralie Bell
Craig Milburn

Presentation by Craig Milburn

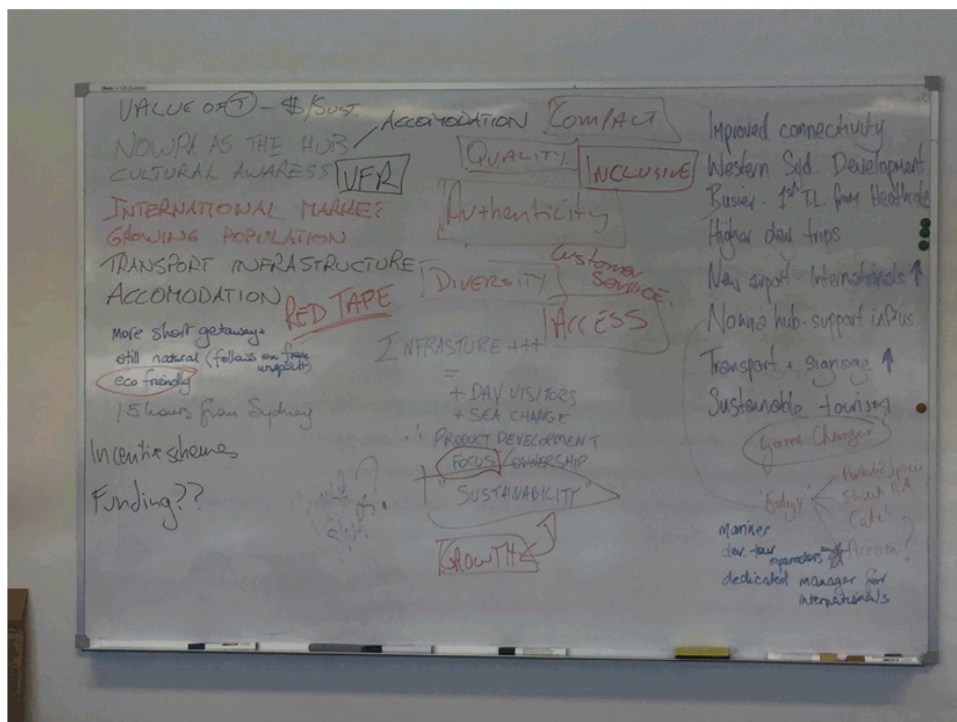
See Attachment 1.

General Discussion

1. Current motion to Council regarding possible return of budget to STAG
 - Councillors present at planning session were not aware of the motion regarding request for promotions budget to be returned to the STAG – Craig explained how the matter had been raised at Strategy and Assets.
2. What are we? Who is Shoalhaven? Why will we matter to tourism in 20 years' time?
 - Compact
 - Quality
 - Authenticity
 - Diversity
 - Access
 - Eco Friendly
 - Need to PR to Locals - VFR
 - Getting hold of funding – shovel ready projects are important
 - Product development will be critical in the future
 - General discussion around making the most of funding opportunities

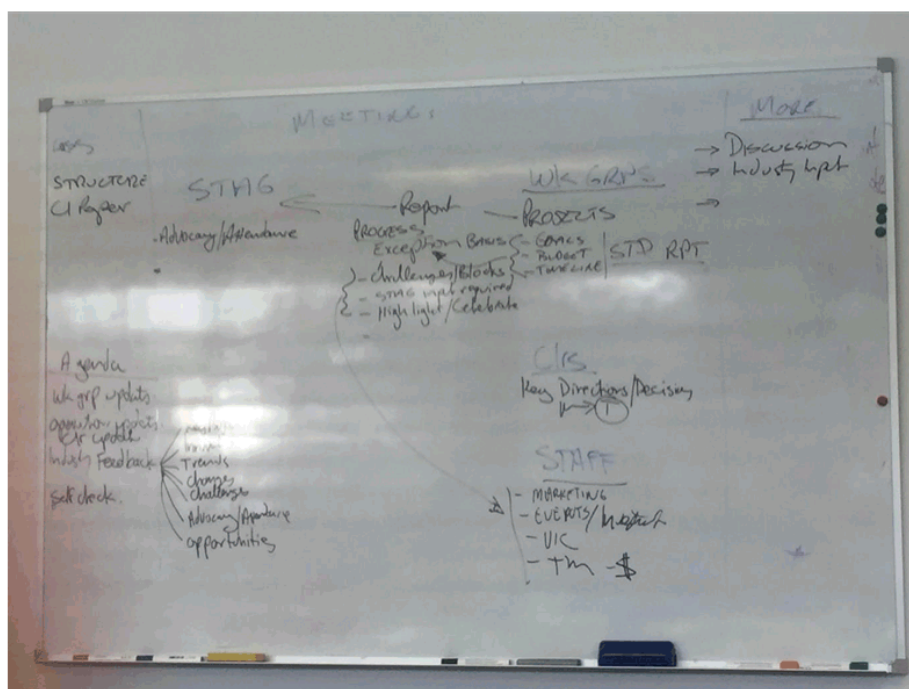
Meeting Format and Reporting Discussion

- Meetings are too long and not interactive enough
- Reports
 - Give enough information
 - Preferred to stay the same
 - Need to be moved passed quickly in the meeting assuming they have been read by members.
 - Staff only talk on report if there is a critical issue or item that needs further discussion
 - Challenges or road blocks
 - Key things to highlight or celebrate
 - Issues where STAG input may be required
 - No additional reports required
 - Can staff report key strategy actions using a "red/orange/green type report so that members can see at a glance any key areas needing attention
- In general, meetings are too much "council" format and the feeling of "red tape" in meetings
- What is needed?



- Less; structure; papers
 - More; discussion; industry development
- Role of STAG
 - Advocacy; attendance
- Working groups need to play more of an active role
 - Report on progress on key outcomes
 - Key discussion points
 - Industry development
- Councillors
 - Industry requested that Councillors bring to the meeting key items that they may be aware of that will impact tourism for discussion
- Agenda
 - Recommended that the agenda be changed
 - Reports
 - Tourism Manager
 - Marketing
 - Events
 - VIC
 - Budget
 - Other as required

- **Working Group Updates**
 - Verbal and written as needed, based around discussion.
- **Update from Sports Board Rep**
 - Verbal or written as required
- **Clr updates**
 - Verbal update to be about relevant projects impacted by tourism in the region and by Council generally.
- **Industry Feedback**, this could include; key projects; innovation; trends; challenges; changes; advocacy; opportunities.



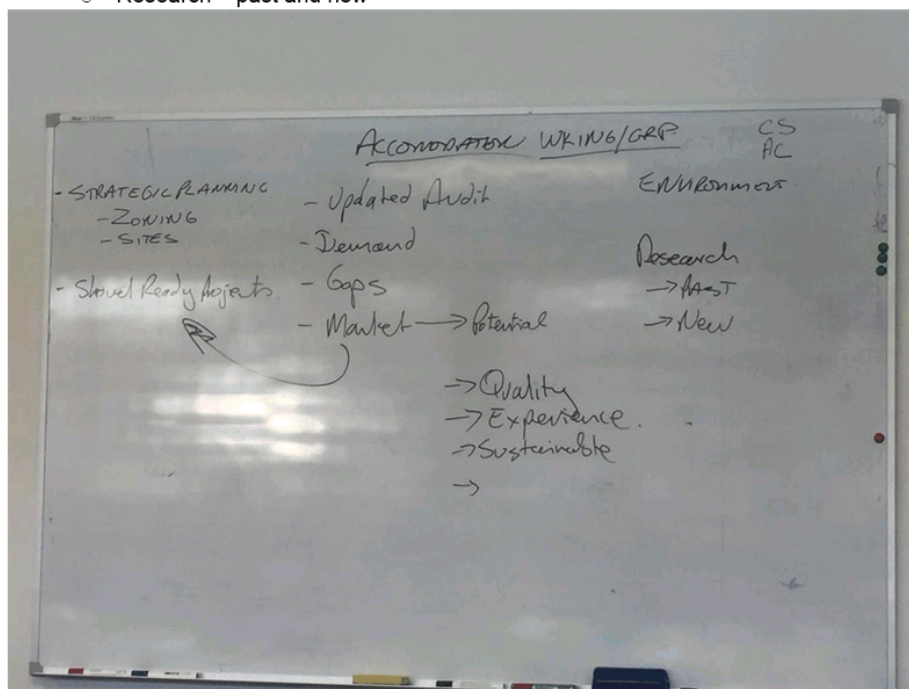
ACTIONS

1. Staff to look at reporting with red/orange/green
 - FOLLOW UP / these have been added to Marketing and Events reports for June 2017 STAG meeting, VIC plan reporting to come.
2. Agenda to be changed to reflect the above
 - FOLLOW UP / June agenda to reflect requested agenda

Key Working Group Priority Discussions

1. **Accommodation Working Group – Catherine, Annie, Shannan**
 - Strategic Plan – zoning, sites

- Shovel ready project
- Peter Valerio research
- Updated Audit
- Demand
- Gaps
- Market – Potential
- Research – past and new



ACTIONS

3. Bullet points to be brought to STAG by members on the working group
 - What do we want to achieve?
 - What are the key measures of success?
 - To be discussed at next STAG

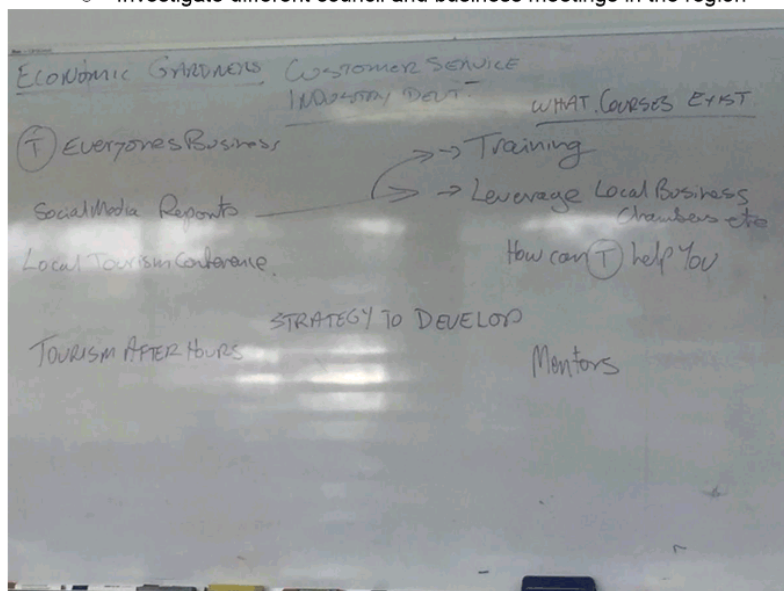
2. Customer Service/Industry Development Working Group

Kristy, Mark Lees NPWS

General brainstorming conversation:

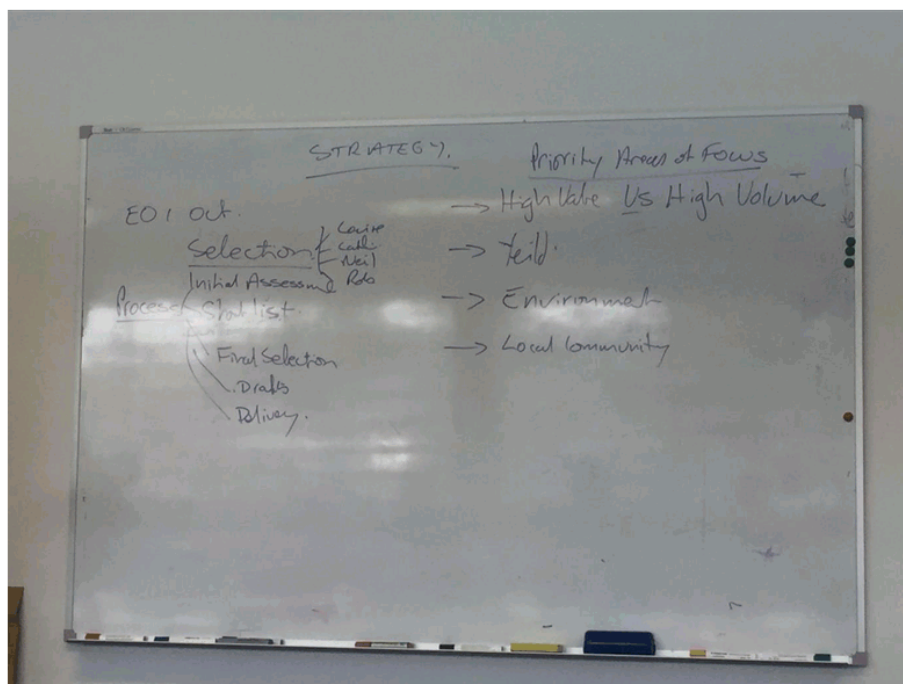
- Tourism is Everyone's business
- Training
- Leverage local business chambers etc.
- STAG members could go to businesses? Mentor or human library?
- How can tourism help you – ask the Chambers
- Group needs to work out the process
- Local tourism / business conference – would they come?
- Tourism after hours networking
- Customer Service Mentors
- Economic Gardening

- Aussie Host, other training
- Incentives e.g. reduced price advert in Visitor Guide for achieving competence?
- Strategy to move forward
- Investigate different council and business meetings in the region



ACTIONS

4. Bullet points to be brought to STAG discussion by members on the working group
 - What do we want to achieve?
 - What are the key measures of success?
 - To be discussed at next STAG
 5. Coralie Bell to supply to STAG for discussion
 - List of Business and Tourism Groups
 - FOLLOW UP – Please see Attachment 2
 - List of Council meetings
 - FOLLOW UP – Please see Attachment 3
- 3. Sustainability Strategy**
Louise, Catherine, Neil, Rob, Coralie
- EOI for formal request to quote is out now
 - Process: selection process – drafts - delivery
 - Quotes to be reviewed and working group to report back to STAG as strategy progresses
 - Sustainable tourism will need to look at various factors;
 - High value vs High volume
 - Yield
 - Environment
 - Local community
 - What does success look like in the long term? Something for broader discussion in future proofing tourism.

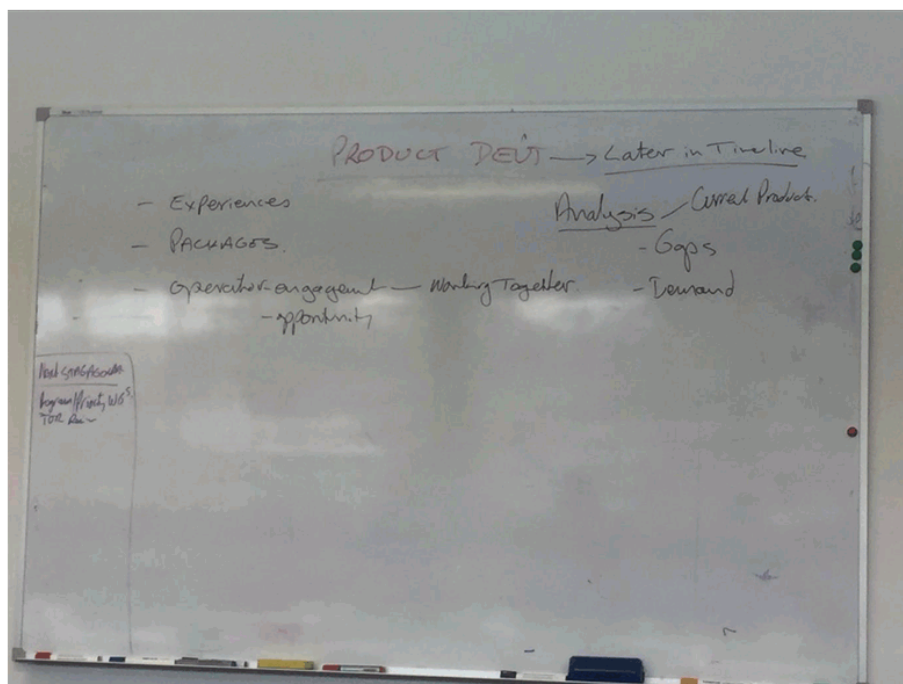


4. Product Development;

On hold until after Strategy is finalised, second priority.

General discussion as follows;

- Packaged experiences, itineraries
- Operator engagement – business after hours?
- Opportunities – Book Easy
- Analysis – Current product, gaps, demand
- How do we help National Parks?



ACTIONS

6. Bullet points to be brought to STAG by members on the working group
 - What do we want to achieve?
 - What are the key measures of success?

For General discussion and follow up at the June meeting

ACTIONS

7. To discuss at the next STAG
 - What are the working group priorities?
 - Which one first?
 - Will we run several at once?
 - What will time commitments be?
 - Timelines – when do STAG want key outcomes achieved by?
 - What are the key outcomes that are tangible and measurable that all STAG agrees on
 - What are the current highest priorities
 - Who will be officially on each working group
8. Meeting agenda to change
FOLLOW UP / agenda to be changed for June meeting

TA18.43 Visitor Services Update

HPERM Ref: D18/268363

Group: Finance Corporate & Community Services Group
Section: Tourism

Purpose / Summary

2017/2018.

Recommendation (Item to be determined under delegated authority)

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

Options

1. Receive the report for information.
2. Request more information.

New Staff at the Nowra Visitor Centre

Interviews have been conducted for new staff positions at the Nowra Visitor Centre.

We are pleased to announce that George Layoun has accepted one of the full time positions. George has been with us for almost 2 years as a part time member of staff.

George is a valued member of our team and a passionate ambassador for tourism in our area.

The other 2 full time positions have also been processed and have commenced with us in July this year.

Tracey Gibson has 13 years experience working with a Jervis Bay Tour operator, and is very knowledgeable on many aspects of tourism in the Shoalhaven.

Kathryn Dunstan has lived in the Shoalhaven for 16 years and has worked for the past two years within the retail travel industry in the Shoalhaven.

Both are very passionate and enthusiastic about the Shoalhaven.

4 casual positions have also been assessed, and the new staff members have commenced in July.

Lynette Steven, a previous part-time member of staff, has accepted one of the casual positions available. Lyn has a wealth of knowledge of the Shoalhaven and of administrative procedures. We are very happy to retain Lyn and her services.

The other 3 casual positions have been filled by Glenn Wroughton, Amy Robson, and Sarah Clarke.

What is particularly pleasing about their appointments is that they were all existing volunteers at the visitor centre that have come through our Ambassador Program.

We welcome all the new staff to our team.

Volunteers

Volunteers at the Nowra Visitor Centre have handled 542 visitor enquiries for the June quarter, giving a total of 1638 for the financial year. They have been giving out information on things to do around Nowra, Berry and Jervis Bay, and assistance with travelling further south.

Supplementary Visitor Information Centres

The STAG working group issued a report on the supplementary visitor centres.

The report recommended the continuation of supplementary centres, and to encourage a few more to geographically cover the Shoalhaven.

It was identified in Stage 1 to update the display stands at the existing centres.

To date, 4 new stands have been installed, at Berry, Bawley Point, Shoalhaven Heads and Dunn Lewis in Ulladulla. A fifth stand is to be installed at Greenwell Point over the next few weeks.



Financials

The table below shows income and expenditure figures for Quarter 4 broken down into business units and compared to last year's results.

INCOME - NOWRA

| Description | Q4 2017/18 | Q4 2016/17 | Variation | YTD 2017/18 | YTD 2016/17 | YTD Variation | % |
|---------------|---------------|---------------|------------|----------------|----------------|------------------|------------|
| Souvenirs | 2141 | 2022 | +199 | 12476 | 7936 | +4540 | +55 |
| Books/Maps | 2437 | 1884 | +553 | 11538 | 9887 | +1651 | +15 |
| Local Product | 2876 | 3625 | -749 | 16436 | 13040 | +3396 | +25 |
| Total | 7454 | 7531 | -77 | 40450 | 30863 | +9587 | +30 |

Comments:

Sales are still showing a significant increase year on year.

These figures indicate the increased recognition of the new location of the VIS, the desire for local products, and the improvement of the range of souvenirs.

INCOME - ULLADULLA

| Description | Q4 2017/18 | Q4 2016/17 | Variation | YTD 2017/18 | YTD 2016/17 | YTD Variation | % |
|---------------|---------------|---------------|-------------|----------------|----------------|------------------|-----------|
| Souvenirs | 2045 | 4092 | -2047 | 12146 | 17694 | -5548 | -30 |
| Books/Maps | 1271 | 1046 | +225 | 5892 | 4571 | +1321 | +28 |
| Local Product | 4133 | 2487 | +1646 | 18170 | 15042 | +3364 | +22 |
| | | | | | | | |
| | | | | | | | |
| Total | 7449 | 7625 | -176 | 36208 | 37307 | -1099 | -2 |

Comments:

Income:

Sales results for Ulladulla are consistent with the previous year. Reduction in space and number of souvenirs have resulted in reduced sales for this category.

- Local product sales have increased considerably on last year YOY. More local product has been sourced so we can grow this market and fill the demand for local product sought by visitors.

Enquiries - Nowra

| Description | Q4 2017/18 | Q4 2016/17 | Variation | YTD 2017/18 | YTD 2016/17 | YTD Variation | % |
|--------------|---------------|---------------|--------------|----------------|----------------|------------------|-----------|
| Counter | 6047 | 3951 | +2096 | 23386 | 21414 | +1972 | +9 |
| Emails | 1658 | 2334 | -676 | 6024 | 10452 | -4428 | -42 |
| Phone | 2332 | 3037 | -705 | 11849 | 13679 | -1830 | -13 |
| Volunteer | 542 | 0 | | 1638 | 0 | | |
| Total | 10579 | 9322 | +1257 | 42897 | 45545 | -2648 | -5 |

Comments:

The visitor numbers to the counter have increased by almost 10% YOY. This indicates that since the move to the new centre, visitors are increasingly recognising the new location of the Visitors Centre.

The drop on emails as a source of inquiry is continuing to decline as visitors source their information via different means such as the internet.

Phone calls are still an important avenue for obtaining information, with 55% of calls being for the box office, and 45% were for tourist related inquiries.

If we ignore the abandoned calls within 15 seconds, 95% of all calls were answered.

Enquiries - Ulladulla

| Description | Q4 2017/18 | Q4 2016/17 | Variation | YTD 2017/18 | YTD 2016/17 | YTD Variation | % |
|--------------|-------------|-------------|--------------|--------------|--------------|---------------|-----------|
| Counter | 2132 | 3570 | -1438 | 16304 | 16562 | -258 | -1 |
| Emails | 2 | 10 | -8 | 76 | 31 | +45 | +140 |
| Phone | 971 | 1174 | -203 | 6751 | 6257 | +494 | +8 |
| Total | 3105 | 4754 | -1649 | 23131 | 22850 | +281 | +2 |

TA18.43

Comments:

Ulladulla is maintaining its position as a major destination within Shoalhaven Tourism with an increase year on year. There has been an increase in international as well as regional visitors this year.

Bookeasy

| Description | Q4 2017/18 | Q4 2016/17 | Variation | YTD 2017/18 | YTD 2016/17 | YTD Variation | % |
|-------------------|------------|------------|-----------|-------------|-------------|---------------|------|
| Sales | 53400 | 53253 | +147 | 142577 | 143522 | -945 | -1 |
| Paid to Operators | 46760 | 47326 | -566 | 125116 | 127405 | -2289 | -1.5 |
| Commission earned | 6639 | 5927 | +712 | 16810 | 16117 | +693 | +4 |

Comments:

- Sales for BookEasy have stabilised.
- We are currently looking at operator and staff training to further enhance the understanding of the BookEasy system so that we may improve sales
- We are hoping to see an improvement in online sales

Bookeasy Booking Statistics

| Description | Q4 2017/18 | Q4 2016/17 | Variation | YTD 2017/18 | YTD 2016/17 | YTD Variation | % |
|----------------------------------|------------|------------|-----------|-------------|-------------|---------------|-----|
| Sales Nowra | 10486 | 11134 | -648 | 90906 | 93728 | -2822 | -3 |
| Sales Ulladulla | 2249 | 1557 | +692 | 17797 | 14096 | +3701 | +26 |
| Operator Booking Engine +Website | 4807 | 3585 | +1222 | 26670 | 23168 | +3502 | +15 |
| Online by Desktop | 0 | 4806 | -4806 | 10594 | 21174 | -10580 | -50 |
| Online by Mobile | 0 | 1257 | -1257 | 1230 | 6397 | -5167 | -80 |
| Online by Tablet | 0 | 914 | -914 | 2633 | 6817 | -4184 | -60 |

| | | | | | | | |
|------------------|-------|-------|-------|--------|--------|--------|------|
| Online - General | 2880 | 0 | +2880 | 12519 | 2395 | +10124 | +400 |
| Online Total | 2880 | 6977 | -4097 | 26976 | 36783 | -9807 | -26 |
| Total Sales | 20422 | 23253 | -2831 | 162349 | 167775 | -5426 | -3 |

Comments:

- Sales in Q4 have been consistent YOY, however there was a marked fall in May and June.
- Total sales have shown a small decline
- Nowra sales are on par with last year
- Ulladulla sales are continuing to improve, albeit from a small base
- Total yearly sales of online bookings are showing a decline of over 26%. This is disappointing as we expected to see growth in this category as more people are booking online and on their mobile phones.
- There are still issues with the new website where it is difficult to navigate through the searching for accommodation. The decline in mobile use needs to be investigated.

SABO Ticket Sales by VIS Centre Staff

| Description | Q4 2017/18 | Q4 2016/17 | Variation | YTD 2017/18 | YTD 2016/17 | YTD Variation | % |
|-------------------|------------|------------|-----------|-------------|-------------|---------------|------|
| Ticket sales | | | | | | | |
| Commission Earned | 11552 | 12843 | -1291 | 48945 | 45855 | +3090 | +6.7 |

Comments:

Income for ticket sales is up by \$3090 or 6.7% YOY

This is a result of the SEC putting on more shows, and increased marketing for the existing upcoming productions.

Box office operations at the VIC have increased.

Best Seller Report

Merchandise sales continue to sell well. Best sellers for YTD include the Shoalhaven Keep Cups, local handmade soaps, postcards, local scarves as well as other local produce, and a good variety of maps.

We are continuing to source local produce as this is the area that we have seen this category achieve the most growth for the year.

Merchandise is being reviewed to test the market with some new offerings for the next financial year.

Goals For Quarter 1 2018/2019


Another round of volunteer recruitment
Staff restructure at Visitor Services Nowra implementation
Induction and Training of new staff
Continued upgrade of supplementary visitor centres
Review of Merchandise

TA18.43

TA18.44 Draft Destination Management Plan (DMP)

HPERM Ref: D18/278244

Group: Finance Corporate & Community Services Group
Section: Tourism

Attachments: 1. Draft Destination Management Plan 2018-2023 (under separate cover)


Purpose / Summary

and progress to Council to consider.

Recommendation

That the Shoalhaven Tourism Advisory Group:

1. Accept the report for information and formally endorse the Draft Destination Management Plan
2. Recommend to Council that:
 - a) The Draft Destination Management Plan 2018-2023 be placed on public exhibition for a period of 28 days
 - b) If no significant adverse comments are received at the close of the public exhibition period, the Draft Destination Management Plan 2018-2023 be deemed adopted.

Options

1. Recommend to Council that:
 - a) Council place the Draft Destination Management Plan 2018-2023 on public exhibition for a period of 28 days
 - b) If no significant adverse comments are received at the close of the public exhibition period, the Draft Destination Management Plan 2018-2023 be deemed adopted.

Implications: The Draft Destination Management Plan will be reported to Council for consideration

2. Recommend changes to the Draft DMP
 - a) Request specific changes
 - b) Recommend that Council place the Draft Destination Management Plan 2018-2023 on public exhibition for a period of 28 days
 - c) If no significant adverse comments are received at the close of the public exhibition period, the Draft Destination Management Plan 2018-2023 be deemed adopted.

Implications: Tourism staff will consider requested changes and report to Council for consideration

Background

At the July meeting of STAG, a report on the 360 Model was adopted and it was agreed that a Destination Management Plan would be created to support the 360 Model and the overall strategic direction of tourism for the next 5 years, 2018-2023.

This document aims to set out high level properties over the next 5 years.

Community Engagement

Summary of Community Engagement for the 360 Model as previously detailed:

The team of consultants conducted:

- 2 workshops with community
 - o Invites included CCB representatives, NPWS, internal council stakeholders, local business, local chambers and tourism associations, JB marine Park, Forestry's and more.
 - o Community workshops summaries included as Attachment 2 and 3.
- 1 STAG workshop
- Over 35 face-to-face meetings with key stakeholders

Ongoing involvement of the Strategy Working Group

The Draft DMP has been developed alongside key learnings provided from the 360-model consultation. A draft document was also provided to STAG Chair and Co Deputy Chairs and their comments and feedback included in the current draft. Comments and feedback also sought from Simon McArthur and Associates and internal council stakeholders including General Manager, Economic Development Manager and Strategic Planning team.

Policy Implications

If adopted, this plan will set out key priorities for the tourism industry over the next 5 years.

Risk Implications

Ongoing effective Destination Management is critical for the long-term success of the industry in our region.