

MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

Meeting Date: Monday, 27 August 2018
Location: Ulladulla Civic Centre
Time: 5.05pm

The following members were present:

Mr Robert Crow – Acting Chairperson
Clr Joanna Gash – arrived 5.32pm
Clr Annette Alldrick
Clr Patricia White – Alternate
Clr Mark Kitchener - Alternate
Mr David Duffy
Ms Juliet Barr
Ms Kylie Pickett
Dr James Lin

Others present:

Stephen Dunshea – Director Finance, Corporate and Community Services
Coralie Bell – Tourism Manager
Shannan Perry-Hall - Tourism Investments and Events Specialist
Kristy Mayhew – Tourism Marketing Specialist
Joe Puglisi – Manager Nowra Visitors Centre

Apologies / Leave of Absence

An apology was received from David Goodman, Neil Rodgers, Louise Hallum, Lynne Locke, and Brenda Sambrook.

Confirmation of the Minutes

RESOLVED (Dr James Lin / Kylie Pickett)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 25 June 2018 be confirmed.

CARRIED

Declarations of Interest

Nil

REPORTS

TA18.36 Chair's Report

**HPERM Ref:
D18/280793**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Clr White / Juliet Barr)

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

CARRIED

TA18.37 Tourism Manager's Report

**HPERM Ref:
D18/239880**

It was advised that the Night Markets on the weekend were a success, and looking forward to continuing working with the promoter in the future.

Question on the Native Title on Crown Land – Coralie Bell – Tourism Manager advised minimal impact for events at this stage.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Kylie Pickett / Clr White)

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

CARRIED

TA18.38 Events and Investment

**HPERM Ref:
D18/243225**

Coralie bell – Tourism Manager advised that the new Event Liason Officer is now on board.

Shannan Perry-Hall - Tourism Investments and Events Specialist – advised that the Escape Art Fest will be coming up in the September/October school holidays.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (David Duffy / Dr James Lin)

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

CARRIED

TA18.39 Destination Marketing

**HPERM Ref:
D18/250620**

Kristy Mayhew – Tourism Marketing Specialist advised that the Shoalhaven 7 Wonders has been successful and on 10 September from 10.00am-12.00pm a panel will convene to judge the entries. The event will launch an exhibition on 21 September.

Kristy asked if any members interested in judging to please contact Kristy directly. David Duffy, James Lin, Kylie Pickett and Juliet Barr advised they would be interested.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Clr Aldrick / Robert Crow)

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

CARRIED

TA18.40 River Festival Committee Update

**HPERM Ref:
D18/252547**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Juliet Barr / Dr James Lin)

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

CARRIED

TA18.41 International Marketing and Product Development

**HPERM Ref:
D18/258138**

Coralie Bell – Tourism Manager advised that Council will be going out to formal Expressions of Interest (EOI) to test the market and then will look at tendering – for a 3 year term.

Since the last meeting, James Lin and Juliet Barr advised they had met with Matt from Discover Jervis Bay

James Lin advised that he talked to Matt (Discover Jervis Bay) about promotions and about the name Jervis Bay has no translation in Chinese.

Juliet Barr advised that Matt (Discover Jervis Bay) had in the past promoted Jervis Bay as ‘Silver Water/Green Hills’

Coralie Bell advised that the EOI will be fairly broad

Stephen Dunshea – Director Finance, Corporate and Community Services – advised that going to an EOI before Tender is to test the market and models.

The Committee held a general discussion about International branding of the region.

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.

RESOLVED (David Duffy / Clr White)

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.

CARRIED

TA18.42 STAG Strategic Plan 2017/18 Update

**HPERM Ref:
D18/258952**

Coralie Bell – Tourism Manager advised that the Tourism Team had put together a draft Strategic Plan over the last 12 months, based on the Workshops a Strategic STAG Report created in the past.

Coralie asked if the new members want to hold a workshop to discuss the draft Strategic Plan which was agreed.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Kylie Pickett / Juliet Barr)

That the Shoalhaven Tourism Advisory Group hold a Workshop (in September) prior to the next meeting to discuss the Strategic Plan and a further report be submitted back to the Committee in October.

CARRIED

TA18.43 Visitor Services Update

**HPERM Ref:
D18/268363**

Joe Puglisi – Manager Nowra Visitors Centre – advised that they have some new employees on board and is now business as usual.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Clr Alldrick / Juliet Barr)

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

CARRIED

TA18.44 Draft Destination Management Plan (DMP)**HPERM Ref:
D18/278244**

Note: Clr Gash arrived 5.32pm

Members advised that they wished for more time to review the document.

Coralie Bell – Tourism Manager – advised that its possible to hold a Briefing for STAG members.

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.

RESOLVED (Kylie Pickett / Dr James Lin)

That the Shoalhaven Tourism Advisory Group hold a briefing to review and be informed of the Draft Destination Management Plan (DMP) at the same time as the review of the STAG Strategic Plan.

CARRIED

GENERAL BUSINESS**TA18.45 Industry Feedback****HPERM Ref:
D18/265619**

Juliet Barr advised that she had recently read an article about a trend in Japan called Forest Surfing, could be linked to Tourism and also has links to mental health.

James Lin asked if there was opportunities for Hotels – Clr Gash responded and advised that the solution isn't happening fast enough, the land either isn't in the desired location or not owned by council (private)

The Woods Farm was mentioned to hold Weddings. The members requested that a famil be arranged. Juliet Barr advised the Woods Farm was owned by a family member.

TA18.46 Sports Board Update**HPERM Ref:
D18/265625**

It was noted that David Goodman is an apology and Coralie Bell – Tourism Manager spoke to this on his behalf.

It was advised that the Sports Board have completed their Missions, Values and Vision Statement. The Sports Board also implemented some Workshops to achieve this.

The booking system for the sporting fields is being updated.

Council has received a floodlighting briefing.

The Mid South Coast Veterans Golf Association (MSCVGA) will be hosting a challenge at the Nowra Gold Club on 8 October and includes Clubs from the region down to Batemans Bay.

TA18.47 Councillor Updates

**HPERM Ref:
D18/265633**

Clr White – advised that yesterday she was lucky enough to preview the new resort at Shoalhaven Heads (Bangalay Villas). The new development is fantastic and Broadsheet will be coming to film.

Clr White – Advised that it should be flagged for the next meeting agenda – a Briefing on the State Government Review of Short Term Holiday Letting. The State Government has made some recommendations which will be reported to Development Committee/Council and it is preferred that STAG form an opinion on the Recommendations/Review prior to them being reported to Council.

Action: It was requested that STAG have a position on key aspects of the State Government Review of the Short Term Holiday Letting for Council to consider, request that a Briefing be provided from Council staff along with a report including recommendation options be submitted to the October meeting.

Clr Cheyne – advised that the National Indigenous Football Championships are being held at South Nowra Sporting Complex on 1-3 November. A Gala Dinner will be held at the Bomaderry Bowling Club.

Note: Coralie Bell – Tourism Manager advised that the Tourism Project Officer has been appointed – Sharon Neradil for a 12 month fixed term.

There being no further business, the meeting concluded, the time being 5.53pm.

Mr Robert Crow
ACTING CHAIRPERSON