

## Shoalhaven Tourism Advisory Group

**Meeting Date:** Monday, 29 October, 2018

**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra

**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

- Shoalhaven Tourism Advisory Group - 27 August 2018.....1

#### 3. Presentations

TA18.48 Presentation by Natalie McDonagh, PhD - SeeChange 2019  
*To advise members of the Shoalhaven Tourism Advisory Group on the SeeChange 2019 Festival.*

TA18.49 Councillor Updates  
*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).*

TA18.50 Industry Feedback  
*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.*

TA18.51 Sports Board Update  
*A verbal update to be presented by David Goodman, Chair Sports Board.*

#### 4. Reports

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TA18.61	Update - Proposed NSW Government Reforms - Short Term Holiday Letting .....	40

**5. General Business**

**Membership**

Ms Lynn Locke - Chairperson

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

Ms Louise Hallum – Co-Deputy Chair

Mr Rob Crow – Co-Deputy Chair

Mr David Goodman (Chairperson - Shoalhaven Sports Board)

Mr Neil Rodgers

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, 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 Alldrick / 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

## TA18.52 Future Meeting Dates for 2019

HPERM Ref: D18/331377

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

### Purpose / Summary

To decide on the times, dates and regularity of the Shoalhaven Tourism Advisory Group for 2019.

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

That the Shoalhaven Tourism Advisory Group:

1. Agree to continue to meet bi-monthly with alternate locations between Nowra and Ulladulla
2. Agree to the following meeting dates and locations for 2019
  - a. Monday 25 February, Nowra
  - b. Monday 29 April, Ulladulla
  - c. Monday 24 June, Nowra
  - d. Monday 26 August, Ulladulla
  - e. Monday 28 October, Nowra

### Options

1. Receive the report for information and accept the resolution as above.
2. Suggest alternative meeting dates and / or locations

### Background

The STAG terms of reference require the group to meet a minimum of four (4) times per year. The current group have preferred to meet bi-monthly, although traditionally STAG have not met over December and January due to peak tourism activity for industry.

### Suggested meeting dates, bi-monthly for 2019

Mon 25 February 2019	NOWRA
Mon 29 April 2019	ULLADULLA
Mon 24 June 2019	NOWRA
Mon 26 August 2019	ULLADULLA
Mon 28 October 2019	NOWRA

TA18.52

## TA18.53 STAG Strategic Plan 2017/18 Update

**HPERM Ref:** D18/343186

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

**Attachments:** 1. DRAFT STAG Strategic Plan (under separate cover) [📎](#)

### Purpose / Summary

To update new members on the STAG Strategic Plan agreed to in 2017, review the new template and agree on priorities for 2019-2021.

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

That the Shoalhaven Tourism Advisory Group adopt the Draft Strategic Plan and appoint Workshop members as follows:

1. Strategy and Planning Working Group:
  - a. Project lead: Louise Hallum
  - b. Members: Rob Crowe, Neil Rogers, Brenda Sambrook, Kylie Picket
2. Industry Development Working Group
  - a. Project lead: *to be added in meeting*
  - b. Members: *to be added in meeting*
3. Product Development Working Group
  - a. *Identified as a 2<sup>nd</sup> priority and no members appointed at this stage*

### Options

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.

### 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.

A workshop was held in September 2018 to further discuss the role of STAG and as a result the Accommodation Working Group was removed as a priority with no action needed at this stage.

**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.

## TA18.54 Draft Destination Management Plan (DMP)

**HPERM Ref:** D18/343190

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

**Attachments:** 1. Draft Destination Management Plan (under separate cover) [↗](#)

### Purpose / Summary

To update the Shoalhaven Tourism Advisory Group on the Destination Management Plan and progress to Council to consider.

### Recommendation

That the Shoalhaven Tourism Advisory Group:

1. Accept the report for information
2. Formally endorse the Draft Destination Management Plan
3. 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 priorities 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.

## STAG Workshop

In October 2018 Shoalhaven Tourism held a workshop with STAG representatives to talk through the DMP. As a result, the draft document was updated to reflect additional broader industry feedback including:

- Inclusion of business audit aligned with business ASIC codes in addition to ATDW listings
- Added business accommodation listings from ASIC in addition to ATDW listings to more accurately reflect actual business numbers
- Change "Top 10 experiences" table to reflect "Off Season visitation drivers" instead of individual businesses.
- Edits of some minor grammar and punctuation identified in proofing
- Updates to SWAT to reflect additional STAG feedback and comments
- Added additional infrastructure gaps added
- Added page numbers
- Additional audit of business numbers impacted by tourism

## 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.

## TA18.55 Tourism Manager's Report

HPERM Ref: D18/343664

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

### Purpose / Summary

To give a brief outline of the Tourism Manager's activity over August – October 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:*

- Short term rental accommodation, various conversations internally and with other regional councils
- WIN TV interview – Hyams Beach
- Discussions with DNSSS
- Hyams Beach discussions / meetings
- Summer sporting group workshop
- Tourism Project Officer interviews
- ART Network discussions, Board Meeting and STO meetings
- Off Leash Dog Area discussions / Cllr Briefing
- NPWS Sustainable Tourism discussions
- Strategic Planning and 360 Model discussions
- Shoalhaven Access Advisory Committee Meeting
- UOW Global Challenge Seed Grant meeting
- 'Proudly Shoalhaven' launch
- South Korean Delegation Presentation
- DMP / STAG Strategic Plan briefing

*Out in region:*

- Tourism Region Famils
- 'One Team' Discovery of Core Values Synthesis Workshop
- Brainstorming session with Kangaroo Valley Chamber of Tourism & Commerce
- LGA Event Network Meeting, Kiama
- Shoalhaven Seven Wonders Exhibition Launch, Ulladulla
- Lake Tabourie Ratepayers & Residents Meeting
- Unspoilt stakeholder meeting with South Coast partners and DNSW
- Australian Regional Tourism Conference

TA18.55

- DNSW Tourism Manager Forum in Gerringong with DNSSS
- Several conversations over key issues with Byron Bay, various members, re planning and research.

### Hyams Beach update

Our Tourism Project Officer has hit the ground running, starting with Hyams Beach Traffic Management for the October Long Weekend. Formal community consultation is now in place with Hyams Beach on short term and long-term options. STAG members are encouraged to have a look at proposed options and provide your thoughts and feedback, either individually or collectively, via the Get Involved portal of the council website. You can find out more here <https://getinvolved.shoalhaven.nsw.gov.au/hyams-beach-options>

### Tourism and Economic Development Service Review

The General Manager has contracted a consultant to conduct a service review of Tourism and Economic Development teams.

The brief for the review is as follows:

*“To conduct a Service Review of our Tourism Section (sits in Finance, Corporate & Community Services Group) and Economic Development (sits under the GM) functional areas which currently sit in two different Groups under the organisation Structure and operate primarily in a siloed environment.*

*The purpose of the review would be to examine the current services and determine options to achieve:*

- *Service and activity improvements*
- *Cost savings and income generation*
- *Service level optimisation*
- *Improved efficiency and resource usage*

*Following analysis of the current structure, strategic drivers, and resource levels any recommendations should consider the benefits and disadvantages of remaining as two distinct sections and the option of merging together as one coordinated service.”*

The consultant will speak to all teams of tourism, the ED Manager and has asked to speak to key industry representatives. At this stage he will talk to our Chair, Lynn Locke, and one of our Deputy Chairs, Louise Hallum, as well as some representatives from the Destination Network and industry representatives who work with the ED team. We will keep you updated as things progress.

### Key priorities over the next few months

- Service review and outcomes
- Destination 360 Model and Destination Management Plan to Council and formally adopted
- STAG Strategic Plan
- Long term tourism infrastructure planning with our Tourism Project Officer



## TA18.56 Destination Marketing

HPERM Ref: D18/345154

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

### Purpose / Summary

To provide a summary of Destination Marketing activity for Q3: July 1 – September 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

### Industry News

#### Destination Think:

We are lucky enough to be working with the award-winning destination marketing agency, Destination Think, on a pilot for identifying and attributing value to 'customer sentiment' via specialised on tools.

#### Networking Nights:

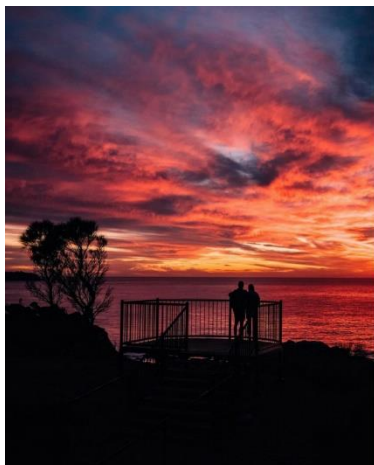
November invitations for our next Tourism Talk networking events will go out soon, most likely to be held in Shoalhaven Heads and Mollymook.

#### 360 Model and peak season hot spot support:

The marketing team is working on collecting data for the launch of the 360 Model with some statistics needed from the website and from our social pages. We are also working collaboratively across Council to assist in media and communications for tourism hot spots supporting the newly appointed Tourism Project Officer, Sharon Neradil. This quarter this has included creation of graphic design elements like maps, coordinating media interviews and the creation of communication plans in preparation for Hyams Beach over the long weekend. This level of support is likely to be needed ongoing into the future to support this position.

## Publicity

### Significant Social Media / Influencer engagement



@melissafindley

137k followers | 2 posts | 7.7k likes  
Murrumbidgee National Park



@australia

3.2m followers | 52k likes  
Kangaroo Valley  
Repost by @brookemaxwell



@earthofficial

2.5m followers | 42.6k likes  
Repost by @ben.savage



TOP 3 INSTAGRAM POSTS FROM INFLUENCERS

Channel	Followers	Post	Engagement
Instagram @australia	3.2m	Wombats at Kangaroo Valley @brookemaxwell	52k
Instagram.com @earthofficial	2.5m	Hyams Beach aerial	42.6k
Instagram @melissafindley	137k	2 posts at Murrumbidgee National Park	7.7k
Twitter & Instagram @australia	515k T 3.2m I	Dawn panoramic video at Shoalhaven Heads by @sublimesouth	1225 likes 306 retweets 34 comments 379k views Instagram
Instagram @josh_burkinshaw	17k	Regular posts, almost daily!	2k – 6k per post.

### Significant Publicity / Media Articles

Hosted famils across the Nature, Adventure and Wildlife promotional pillars featured this quarter, supported by Unspoilt and Destination NSW teams as well as direct publicity from our inhouse team. Upcoming – NITV Cooking on Country TV show (Aboriginal), Mark Fitz Instagrammer famil with wotif.com, Channel 7 SUNRISE Weather Cross in Vincentia.

Publication	Reach	Links / Update
The Urban List   Sydney	222K	<a href="https://www.facebook.com/TheUrbanListSYD/posts/10155345082540213">Where to Road trip for Hidden Beaches</a> <a href="https://www.facebook.com/TheUrbanListSYD/posts/10155345082540213">https://www.facebook.com/TheUrbanListSYD/posts/10155345082540213</a>
Yahoo News Clear Skies TV Storyful	2M	Bioluminescence videos in Jervis Bay are booming: <a href="https://uk.news.yahoo.com/beautiful-bioluminescence-jervis-bay-australia-021552583.html?guccounter=1">https://uk.news.yahoo.com/beautiful-bioluminescence-jervis-bay-australia-021552583.html?guccounter=1</a>

TA18.56

Australian Geographic	568M	Going Wild: Kangaroo Valley (overnight paddling expedition) <a href="https://www.australiangeographic.com.au/travel/destinations/2018/08/going-wild-kangaroo-valley/">https://www.australiangeographic.com.au/travel/destinations/2018/08/going-wild-kangaroo-valley/</a>
Canberra Times, Tim the Yowie Man		Family winter activities. (Big Foot Adventures, bushwalk Murramarang) <a href="https://www.canberratimes.com.au/politics/act/tim-the-yowie-man-s-top-tips-to-get-the-kids-outdoors-this-winter-20180703-p4zpav.html">https://www.canberratimes.com.au/politics/act/tim-the-yowie-man-s-top-tips-to-get-the-kids-outdoors-this-winter-20180703-p4zpav.html</a>
Who Magazine	308K	Best Camping spots in NSW: Murramarang National Park, Meroo NP, GreenPatch. <a href="https://www.who.com.au/beach-camping-nsw-best-spots">https://www.who.com.au/beach-camping-nsw-best-spots</a>
The Australian	608K	Rick Stein, Bannisters – new recipe book and hotel <a href="https://www.theaustralian.com.au/hero/teach-a-man-to-fish/news-story/3c0fe858f56ec9cdf10db6aafcf275">https://www.theaustralian.com.au/hero/teach-a-man-to-fish/news-story/3c0fe858f56ec9cdf10db6aafcf275</a>
Nine.com.au Travel	2.6M	Most heavenly baths – Paperbark Camp <a href="https://travel.nine.com.au/2018/03/14/14/26/best-hotel-baths-in-australia">https://travel.nine.com.au/2018/03/14/14/26/best-hotel-baths-in-australia</a>
Sydney Weekender	200K	Milton – Milk Haus and Schoolhouse featured <a href="https://www.sydneyweekender.com.au/spectacular-south-coast/">https://www.sydneyweekender.com.au/spectacular-south-coast/</a>

### 2019 Visitor Guide

Design is almost complete for the 2019 Visitor Guide. \$60K in advertising was secured to support production of this edition, with the winning print supplier coming in with a quote around \$72K. Editorial content is strong, and we look forward to delivering the edition to our operators in region during December.

### Marketing Precinct Grant Recipients

A \$5K grant and inhouse design services has been awarded to Slow Food Shoalhaven to create a “Produce Trail” in the form of a printed map and guide featuring over 70 local growers, farm gates, providores, producers and markets. The trail will be replicated online, and 10,000 copies will be printed and launched mid-November at Cupitt’s in Ulladulla. Marketing has also supported Kangaroo Valley Chamber of Commerce and Tourism with a refresh of the Visitor Information Booth, as well as assistance in developing marketing ideas for an online campaign for the town.

### Unspoilt Update

A refresh of creative units and experiences for Spring has resulted in a boost of online impressions to industry as we run into the final months of the 2018 campaign. Click throughs and leads to industry currently running ahead of targets, this proving strong opportunities for our businesses. The Video content created by We Are Explorers is complete and rolling across all our media and outdoor advertising channels including XTracks (Video walls at Sydney Trains). Click [here](https://youtu.be/pHW6op2DyTU) for the 60 second Shoalhaven video: <https://youtu.be/pHW6op2DyTU>.

The campaign conversion partner, TripAdvisor, resulted in approximately 400 room night bookings for the Shoalhaven and extra budget remaining in the campaign allowed us to also run a campaign with HomeAway (the new Stayz platform) as well. Publicity has come through late in the campaign due to logistics with some publications. Publicity locked in includes: Family Travel; Time Out; Australian Traveller; Mark Fitz (Instagram 67K) with wotif.com; Escape; Au Review and Urban List.

The 2019 Campaign is currently in discussion. Eurobodalla have officially withdrawn from the campaign however Shoalhaven continue to be committed to working cooperatively with Destination NSW and the remaining South Coast partners to find a way forward to continue the collaboration.

## Shoalhaven Seven Wonders Campaign

The Shoalhaven Wonders VFR (Visiting Friends and Relatives) Campaign has been a great success locally with around 500 entries and two free exhibitions, one in Rowen's Arcade, Ulladulla and another on display outside the Commonwealth Bank Nowra, both up until Friday 12th October.

Campaign targets for number of entries and engagement were well exceeded, and a final survey will be sent to locals to measure sentiment of 'community pride'. Feedback from community was very positive, and the campaign has been a great example of collaboration across several Council Departments.

Caption: Nowra Commonwealth Bank windows



TA18.56



Caption: Inside Rowen's Arcade, Ulladulla empty shop activation



TA18.56

### **Other Projects and Collaborations:**

International Marketing EOI: Procurement Plan for the EOI is complete, created in partnership with the Strategy Working Group. The formal EOI live on tenderlink and closes 23 November. A report will be created to summarise submissions to the strategy working group and a way forward to be decided and reported to STAG in due course as per the previous recommendation of STAG.

Digital Asset Management: We are working with Business Improvement Unit to continue advancing the council-wide conversations around storage and protection of video and photo assets.

Arts and Culture Brochure: The new A5 guide is coming along well but has taken a back seat for the moment to the Visitor Guide and will be picked up in November.

Access and Inclusive Marketing: [www.shoalhaven.com](http://www.shoalhaven.com) has achieved WCAG AA status, and will we be working on updating ATDW listings with more inclusive information for council assets.

Advertising: '3 Hour Drives from Canberra' Advertorial in Canberra Times, half page ad in Visit Canberra Guide, Australian Geographic Kayaking feature, 'Tip on' Quotes for 2019 Visitor Guide.

Surfing Campaign Refresh: Securing three quotes for an Autumn reactivation of the Surfing Campaign focusing on content creation with an advertising partner.

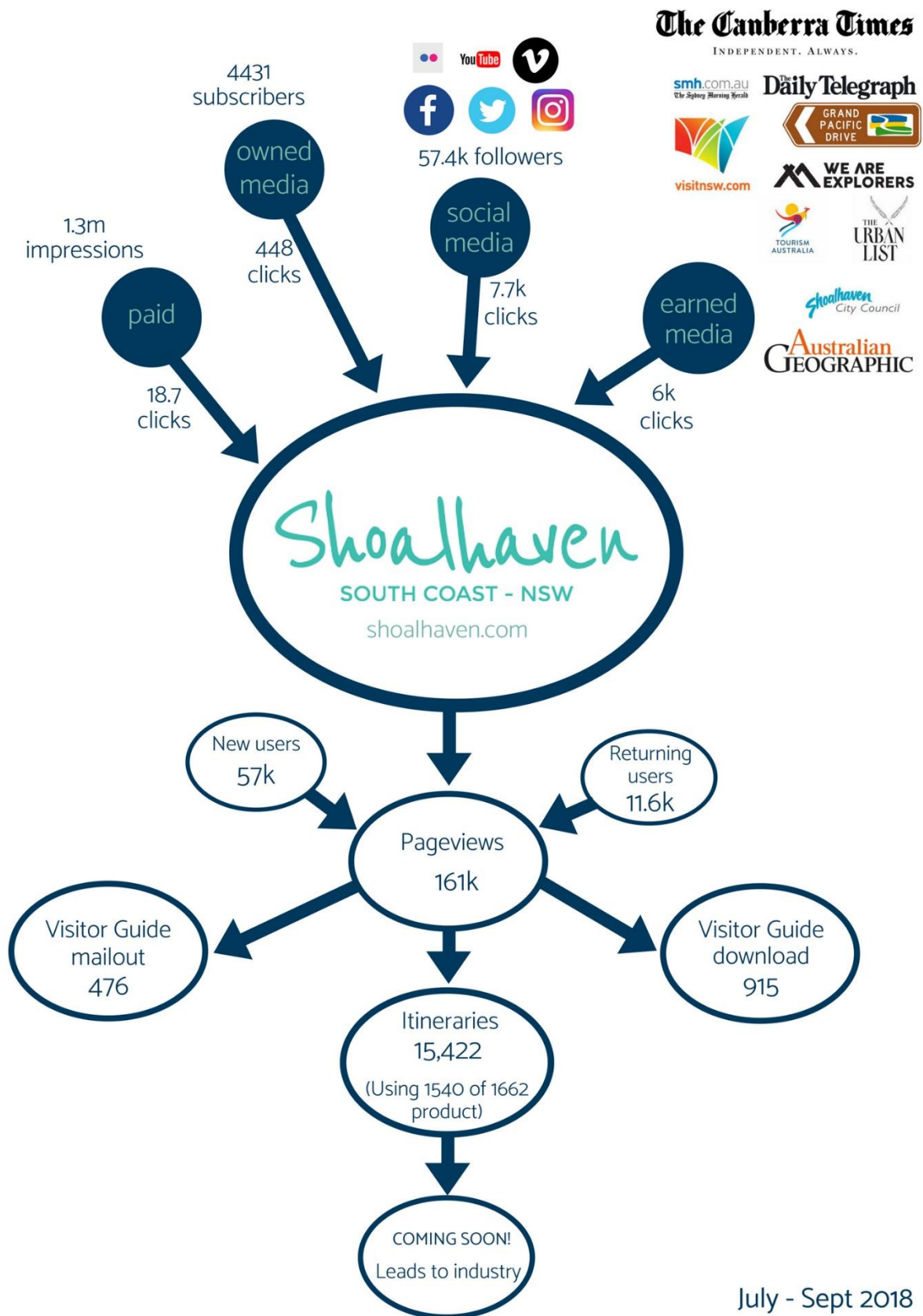
100 Beach Challenge: We are working on refreshing content to have in market over summer to continue to try and distribute the crowds to our lesser known beaches.

## **Digital Marketing Report**

### Highlights:

- Website usage (visitors, sessions, pageviews) increased around 30% on Q2.
- 60% half our web users arrive by Google Search or typing
- YOY web increases users (92%), sessions (103%), average time on site is about the same AT 1:40min.
- Top rich content: Blog Main Rd 92, Glamping in the Shoalhaven, Best Lookouts of the South Coast.
- Top social: Coastal and Aquatic remains very popular content, seasonal blogs and events also ranked highly.
- Site loading times have been halved and continuing to improve.
- Itinerary analytics, visitor guide downloads analytics fully active.
- Leads to industry still in development.
- 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 \$1 cost per click benchmark.

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



TA18.56

July - Sept 2018

**Paid Digital Advertising:**

Paid advertising has generated 19k clicks to our websites at an average cost of \$0.60 per click. Inspiration and brand awareness have been successful with Shoalhaven brand seen 1.2 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 16k You Tube views at a cost of just .09c per view. We cannot ignore social media, for a 20% less spend it generated 76% of all impressions. Remarketing has had a huge increase of (792% for clicks and 166% in impressions) following optimisation and new ad creative. Grey Nomads & Family Adverts are both the highest converting target.

#### Website update:

Top line stats | shoalhaven.com

Q3 Website	2017	2018	Change
Unique users	32k	60k	87.5%
Pageviews	150k	161k	7%
Unique pageviews	62k	132k	112%
Sessions	38k	77k	102%
Time on site	1:42	1:45	3%

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 including:

- Minor improvements to the technology used in the builder
- Increased promotion of the experience itinerary builder.
- 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  
Main Rd 92

#### Top 10 products used in Shoalhaven.com itinerary builder

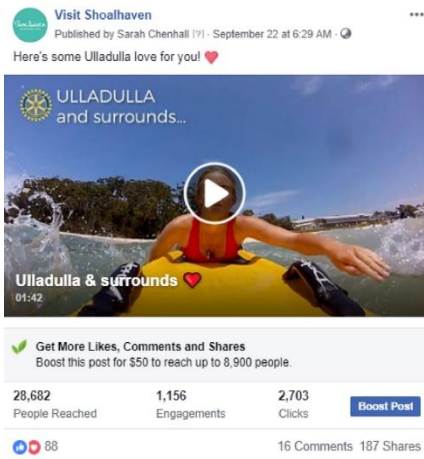
Honeymoon Bay  
Marlin Hotel  
Narrawallee Beach  
Berry Sourdough Café  
Cupitt's  
Bottlerocket Bar & Café  
Zac's Place  
The Berry Tea Shop  
Ritual Habitual Coffee  
Tallwood Eatery

#### Facebook Update:

Winter drop in engagement

Q3 Facebook	2017	2018	Change
Followers	43150	45456	5%
New Followers	1291	879	-31%
Engagement	64336	41245	-35%



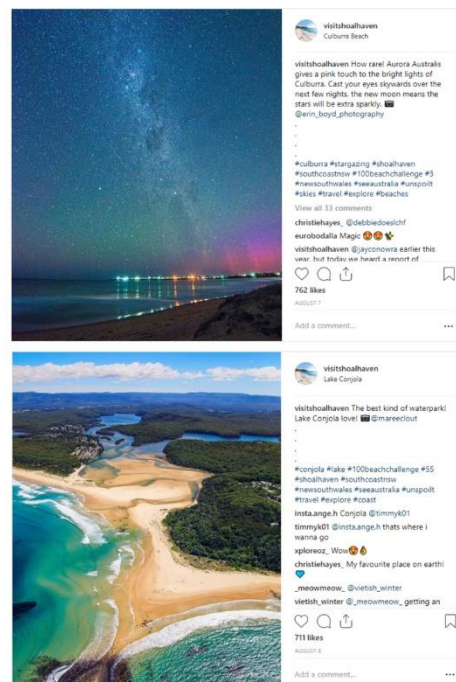


TOP 3 FACEBOOK POSTS

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 shots of blue waters and white sands, sunset and landscape pics, and those sourced from high profile users. We are pleased to see continued significant year on year growth.

Q3 Instagram	2017	2018	Change
Followers	5777	11324	96%
New Followers	681	727	7%
Engagement	4686	28998	518%



TOP 3 INSTAGRAM POSTS @visitshoalhaven

TA18.56

Visitor Email Newsletter:

The monthly Visitor EDM's have an above average open rate of 28.7% with the most popular content from the quarter being a Best Lookouts on the South Coast, Top 12 Fireplaces, Glamping in the Shoalhaven.

**Up Next**

2018/19 Marketing Plan and budgets  
Finalisation and Distribution of Visitor Guide  
Autumn Surf Campaign Activations  
360 Model and Tourism Talk Websites go live  
2019 Unspoilt planning and grant submission

## TA18.57 Events and Investment

**HPERM Ref:** D18/345995

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

### Purpose / Summary

To update the Shoalhaven Tourism Advisory Group on events and investment in the 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
- Chilli Chocolate Festival
- South Coast Wedding Fair
- Husky Half Running Festival
- Bondi to Berry Ride to Remember
- Dragon Boat Regatta

## In Progress

- DNSW Event Funding – Incubator Funding opened on the 8 October. Currently working with 5 event organisers to submit applications. 2019 Incubator Event Fund is for 1<sup>st</sup> or 2<sup>nd</sup> year events that run between Jan – Jun 2019, the closing date for applications is Sunday 4 November.
- 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.
- 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 Support Program Funding implementation – updating forms, website information and communicating changes to industry has been on hold but will commence soon.
- Meetings with Shoalhaven Water and Holiday Haven as part of the Event Support Program funding.
- Huskisson Triathlon Festival Update – Elite Energy are waiting on some information from RMS before submitting final traffic plans and an event application which will go through the normal referrals process. We have also requested an indication of the level of notifications, signage etc. that will be implemented for the 2019 event.
- Liaising with event organisers who are proposing to use public land for events. As well as assessing and permitting events on public land and assessing and issuing filming permits.
- Event Applications currently being assessed;
  - Kangaroo Valley Folk Festival (Osborne Park, Kangaroo Valley) 19 - 21 October
  - Long Course Weekend (White Sands Park, Huskisson) 19 - 21 October
  - Shoalhaven River Festival (Mavromattes Reserve, Paringa Park, Moorehouse Park, Greys Beach, Nowra) 27 October
  - Huskisson Triathlon Festival and Farmers 5km Fun Run, (White Sands Park) 3-4 November
  - The Bay Games (White Sands Park) 10 - 11 November
  - Freedom of Entry (Nowra CBD) 23 November
  - Basin Flathead Classic (Palm Beach) 2 December
  - Callala Triathlon Festival (Callala) 8 December
  - Carols in the Park (Harry Sawkins Park) 16 December
  - Husky Christmas Markets Shopping Day (White Sands Park) 16 December
  - Currarong Christmas Party (Dolphin Reserve) 23 December
  - Carols in the Park (Apex Park) 24 December
  - Currarong NYE Fireworks (Dolphin Reserve) 31 December
  - Huskisson NYE Fireworks (Voyager Park) 31 December
  - Shoalhaven Heads NYE Fireworks, 31 December
  - Husky Carnival (Huskisson Sports Field), 26 December - 31 January
  - Monster Trucks (Shoalhaven Showground), 5 January
  - Shoalhaven Heads Monster Charity Day (Heads Hotel), 6 January
  - Aussie Night Markets (Shoalhaven Showground) 17 - 21 January
  - Australia Day Duck Derby (Moona Moona Creek Reserve) 26 January
  - Big Country (Berry Showground) 11 May

- Other Event Enquiries and/or Meetings
  - Freedom of Entry (Nowra CBD) – Preliminary Planning meetings
  - India Festival (Nowra CBD) – Event advice
  - Gone Fishing Day (Huskisson) – Site visit and stakeholder meeting
  - Huskisson Long Course Triathlon (Huskisson) – Police/RMS/Organiser/Council meeting
  - Shoalhaven River Festival – Planning and Stakeholder meetings
  - Sussex Inlet Viking Festival – Preliminary Community and Stakeholder Planning meeting
  - Husky Carnival – Site visit to follow-up with Police/Council requests
  - Aussie Night Markets – Site Visits and introduction to Turf Club
- Upcoming Supported Events
  - Kangaroo Valley Folk Festival – Kangaroo Valley – 21 - 22 October
  - PGA Senior Championships – St Georges Basin and Mollymook – 16 - 29 October
  - Long Course Weekend – Huskisson and Nowra – 19 - 21 October
  - Shoalhaven River Festival – Nowra – 27 October
  - Sand and Sea Festival – Bay and Basin – 26 - 28 October
  - The Bay Games – Huskisson – 10 - 11 November
  - Fairgrounds – Berry – 30th November - 1st December

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

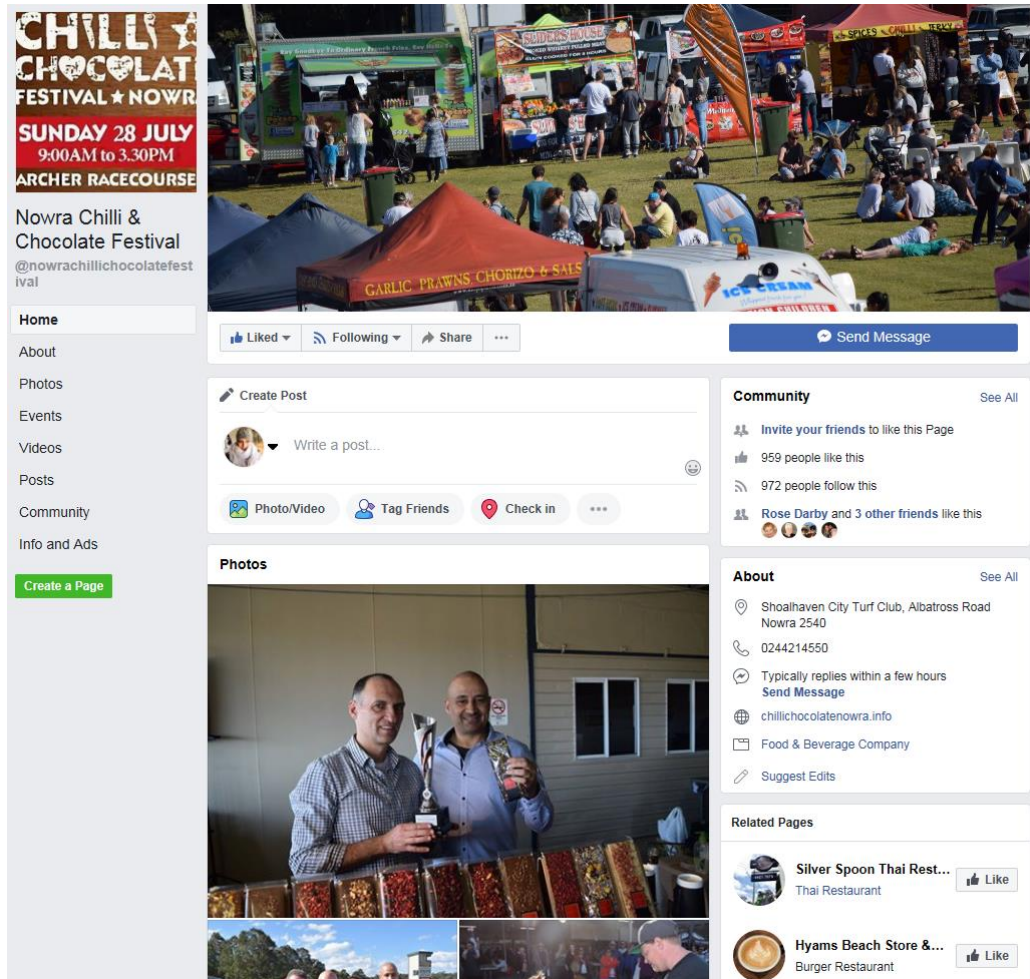
## Results

- Supported 3 event organisers to submit Flagship Event Funding Applications, including links to strategy, information and letters of support.
- Recruitment of a new Event Liaison Officer.
- Shoalhaven Local Area Command updated on upcoming busy event season including Christmas and New Year events.
- Events that impact the road are now required to obtain a Section 138 Approval. This will ensure road works and events are included on the same calendar, hopefully minimising possible clashes.
- Huskisson Christmas Carnival – Following issues at the 2017/18 event a Safety Audit has been developed by the organisers. Council is implementing an alcohol prohibited zone at the request of Shoalhaven Local Area Command for Huskisson Oval for the duration of the Carnival.
- Expression of Interest for Funding submitted to the Environment and Tourism Fund for Shoalhaven Sustainable Tourism Infrastructure Package.
- Jervis Bay SeeChange Festival named national finalist in the 2018 Australian Event Awards. Winners will be announced at the Australian Event Symposium – 19th – 21st November 2018.
- Event Permits Issued – August – October
  - Bondi to Berry – 8 September
  - Dragon Boat Regatta – 15 - 16 September
  - Shoalhaven Rowing Club Regatta – 22 September
  - Nowra District Kennel Club Dog Show – 22 - 23 September
  - Bannisters Cinema Night – 29 September
  - Gone Fishing Day – 14 October



- Noahs Challenge – 21 October
- Sand and Sea Festival – 26 - 28 October
- White Sands Game Fishing Tournament – 22 - 25 November
- Basin Flathead Classic – 2 December
- Carols at Callala – 22 December
- Callala Australia Day – 26 January
- Game Fishing Tournament – 15 - 17 March
- Events referred/cancelled/no approval required
  - Aussie Night Markets (Pop-up) – Shoalhaven City Turf Club – 18 August
  - Get Ready Day (RFS) – White Sands – 22 - 23 September – Referred to Facilities
  - Jazz Festival – Berry – 6 October – Referred to Facilities
- 10 filming applications assessed, and permits issued – August - October 2018
- Event Results
  - Chilli Chocolate Festival – Shoalhaven Turf Club – 29 July
    - Participation – Approximately 5,000 people attended the one-day event, a significant increase on the previous year. Full post event report figures will be provided soon - <https://chillichocolatenowra.info/>
    - Future Involvement – Winter events are important to drive off-peak visitation. Future applications will be assessed as per the event support program guidelines.

TA18.57



JULY 31 2018 - 2:00PM

## Turf club plays host to hottest Chilli and Chocolate Festival yet

Local News

f SHARE TWEET COMMENTS



The Shoalhaven City Turf Club has played host to the biggest and best Nowra Chilli and Chocolate Festival yet.

“What an event – it was just so good and so successful,” Shoalhaven City Turf Club CEO Lynn Locke said of Sunday’s event.

“With more than 4000 attendees, the event was a fun-filled family day out with live entertainment and more than 90 stalls showcasing the best chilli and chocolate products from local providores and many from other regions.”

Live cooking demonstrations saw the return of popular celebrity and television chef, Jason Roberts, who was joined this year by Travin Dehoeldt and local chef Nick Gardner.

“Everyone just loved the demonstrations, especially the chance to taste the wonderful delights that were prepared,” Mrs Locke said.



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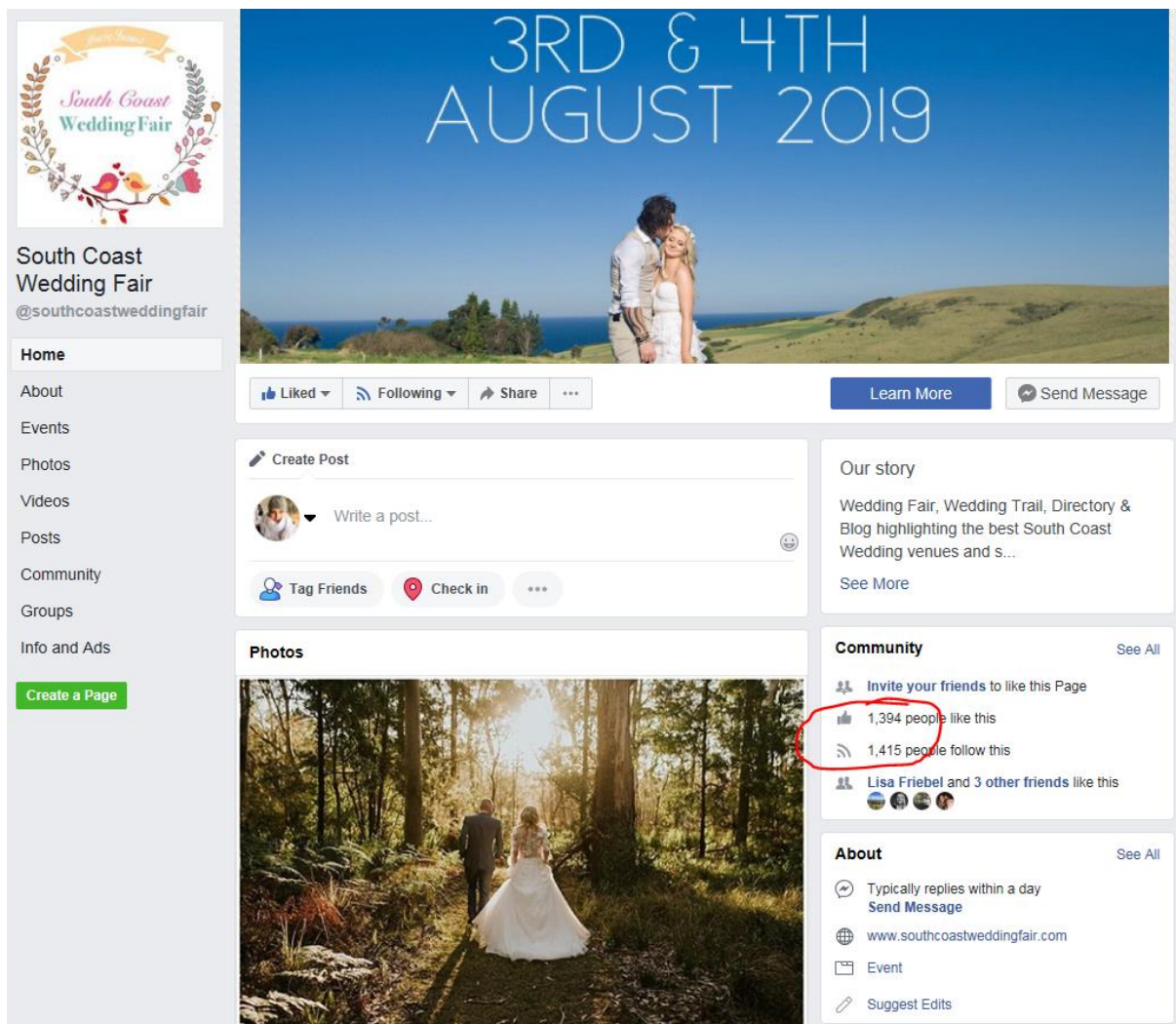


## LOCAL NEWS

- 1 Original bridal party ready to party like it's 1968

TA18.57


- South Coast Wedding Fair – Various Locations – 3 and 4 August
  - Participation – Approximately 200 people attended the two-day event, survey results show 71% travelled from outside the region to attend. Working with event organisers to capture number of weddings due to event inspiration, will then be able to ascertain actual economic benefit - <https://www.southcoastweddingfair.com/>
  - Future Involvement – Weddings play an important role in out of area visitation, future funding applications will be assessed as per support program guidelines.



TA18.57



- Husky Half Running Festival – Huskisson – 19 August
  - Participation – 778 participants were involved in the event (average accompanying guests was 3), survey results show 77% came from outside the region. 32% stayed 2 plus nights and 25% stayed 1 night - <https://www.eliteenergy.com.au/>
  - Future Involvement – August is still a focus month for driving visitation to create year-round visitation and jobs. Future applications for funding will be assessed as per the support program guidelines.



**Elite Energy Events**


✓ @EliteEnergy

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**Kirk Rathbone** Mel Barbara
 

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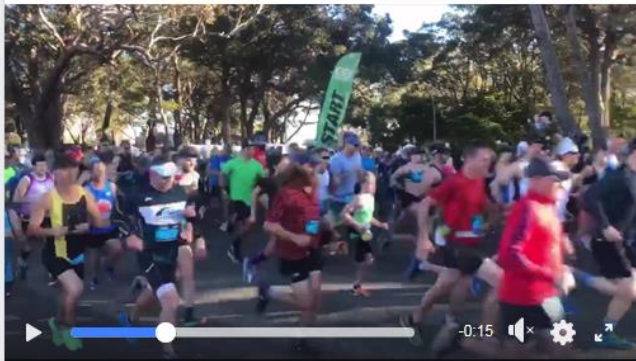
Like Reply 6w



**Elite Energy Events**
...

August 19 · 🌐


Wow what an event. It may have been a chilly start but that didn't stop these keen half marathon runners this morning. Ready, set, GO!!! Well done to all who participated across all distances we hope you had as much fun as we did!



40
5 Comments 815 Views

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Comment
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Most Relevant ▾



**Gee Why** And the new path next to the bridge is fantastic 🍌
 

2

Like Reply 7w



**Stephanie Jasch** Love the way y'all run your events! Great job yesterday!
 

1

Like Reply 6w

View 3 more comments

TA18.57

**Elite Energy Events**  
✓  
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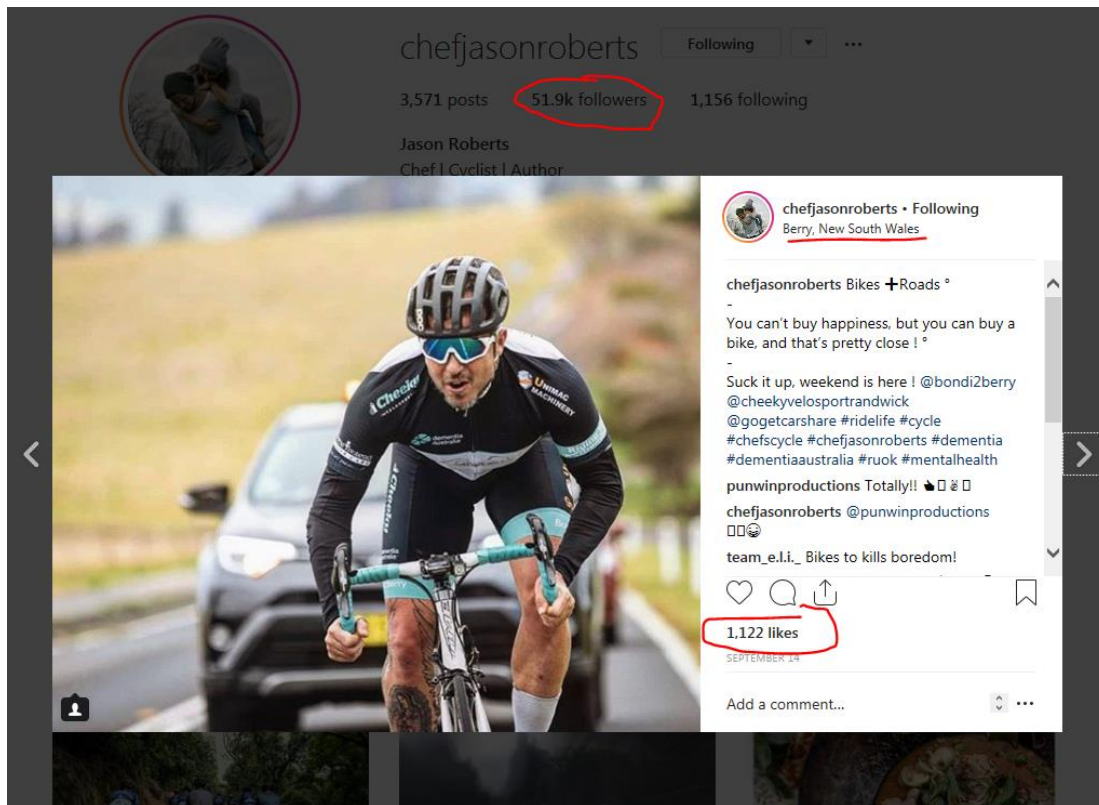
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Price Range \$

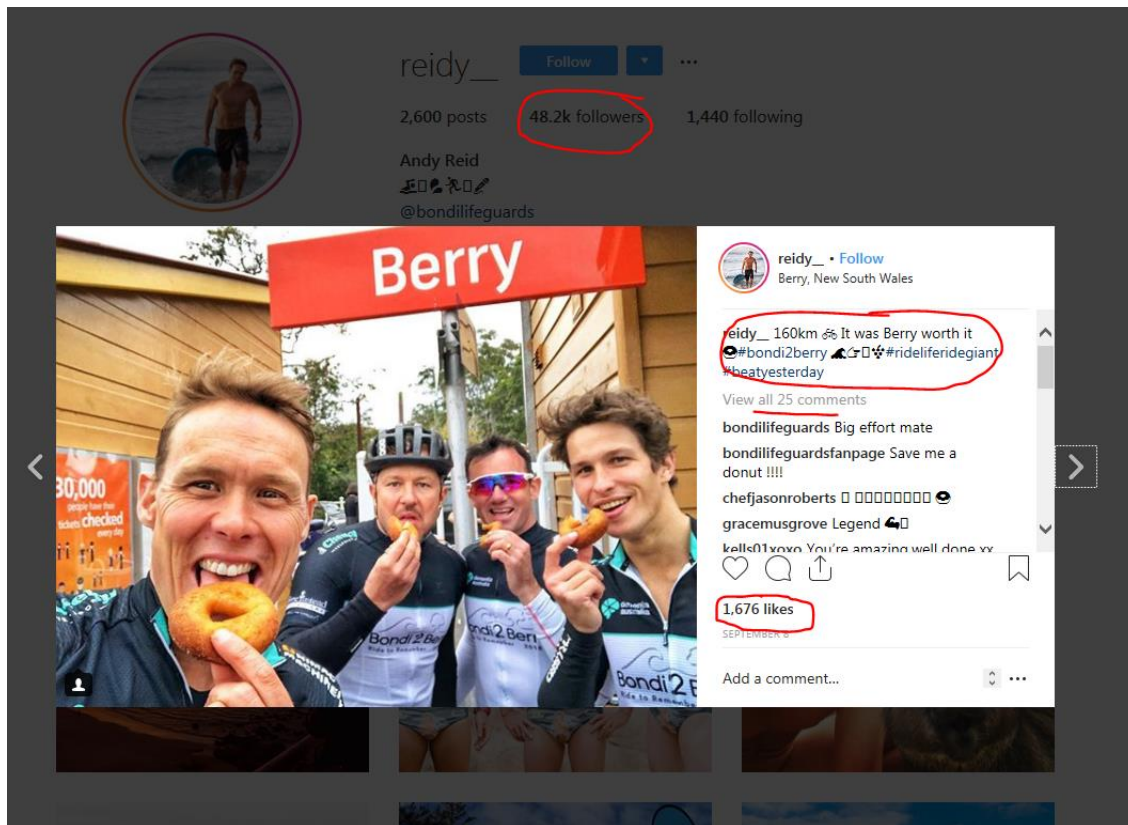
TA18.57



- Bondi to Berry Ride to Remember – Berry – 8 September
  - Participation - Waiting on post event report for final participation figures. Strong social media engagement due to the high profile of riders - <http://www.bondi2berry.com/>



TA18.57



TA18.57

## TA18.58 Request appointment of Inclusion and Access Committee Representative

**HPERM Ref:** D18/348325

**Group:** Finance Corporate & Community Services Group  
**Section:** Human Resources, Governance & Customer Service

### Purpose / Summary

To notify the Committee that are request from the Inclusion and Access Group has been forthcoming for a representative to become a member of the Shoalhaven Tourism Advisory Group.

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

That the Shoalhaven Tourism Advisory Group (STAG):

1. Consider the request from the Inclusion and Access Advisory Group for a representative.
2. Having considered the request, resolve to advise the Inclusion and Access Advisory Group (IAAG) of STAG's decision.

### Options

1. The Shoalhaven Tourism Advisory Group accept the request for a representative member from the Inclusion and Access Advisory Group.

Implications: The Inclusion and Access Advisory Group would nominate a member to participate and offer advice to the Shoalhaven Tourism Advisory Group in relation to inclusion and access issues.

2. The Shoalhaven Tourism Advisory Group decline the request for a representative member from the Inclusion and Access Advisory Group.

Implications: There would be no change to membership of the STAG.

### Background

The Inclusion and Access Advisory Committee at its meeting on 3 September 2018 resolved to seek an invitation from the Shoalhaven Tourism Advisory Group for a representative member.

Having considered the request, should the STAG wish to appoint a new member a report would be submitted to the IAAG seeking a nomination and advice of that nominated member would be reported to Council for adoption. The Terms of Reference would be amended accordingly.

TA18.58

## TA18.59 Visitor Services Update

**HPERM Ref:** D18/348816

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

### **Purpose / Summary-**

To give an update of Visitor Information Services from April to June 2018 and full year 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**

The new staff have been settling in well. They have quickly learned the 'ropes', and are beginning to give excellent customer service to our visitors

### **Volunteer Recruitment**

We have commenced another volunteer recruitment intake, to be held in October. We will also be training additional volunteers at Vincentia and Sussex Inlet. Volunteers at the Nowra Visitor Centre have handled 352 visitor enquiries for the September quarter.

### **Supplementary Visitor Information Centres**

Greville's has changed hands. The new owner Daniel has agreed to continue as a Supplementary Centre. The name has also changed to Greville Corner Café.

Upgrading of centres is continuing with Jervis Bay, Sussex Inlet, Sanctuary Point and Greenwell Point centres to be upgraded by Christmas.

### **Visitor Services Familiarisation Visits**

Famil visits have commenced for this financial year. A schedule has been developed to cover all regions within the Shoalhaven over the year. So far, visits this year have covered the areas of Nowra/Bomaderry, Shoalhaven Heads, Culburra/ Currarong, and Ulladulla/Mollymook. Visits planned for the rest of this year include Jervis Bay, Lake Conjola and central areas.

### **Mobile Services**

For this holiday season, it is proposed that the mobile visitor centre will be established at Huskisson, for approximately 2 weeks around the busy Christmas /New Year period.

Also, there will be pop up visitor services at Vincentia and Sussex Inlet, provided by local committee, with our support and supervision.

We are investigating the expansion of mobile services to cover the attendance at major events throughout the year. We are trialling the event 'The Bay Games' this November to help determine the value of such a strategy to deliver visitor services to where the tourists are.

## FINANCIALS

The table below shows income and expenditure figures for Quarter 1 broken down into business units and compared to last year's results.

### INCOME - NOWRA

Description	Q1 2018/19	Q1 2017/18	Variance	YTD Variance %	YOY Variance %	
Souvenirs	\$2,354	\$4,138	-1,784	-43	-10	
Books/Maps	\$2,882	\$2,952	-70	-2	-0	
Local Product	\$3,701	\$3,885	-184	-4	-0	
<b>Total</b>	<b>\$8,937</b>	<b>\$10,975</b>	<b>-2,038</b>	<b>-18</b>	<b>-5</b>	

### Comments:

Year on Year (YOY) figures are showing a 5% decline on last year .

While sales of local products are being maintained there has been a reduction in other souvenirs. This is due to more replacement of sales display area been given to local products at the expense of souvenirs. Another factor affecting sales is the dates of the falling of the school holidays.

A clearer indication would be achieved at 6 month YTD report.

### INCOME - ULLADULLA

Description	Q1 2018/19	Q1 2017/18	Variance	YTD Variance %	YOY Variance %	
Souvenirs	\$2,253	\$2,430	-177	-7	-1	
Books/Maps	\$1,506	\$836	+670	+80	+12	
Local Product	\$4,361	\$3,654	+707	+19	+4	
<b>Total</b>	<b>\$8,120</b>	<b>\$6,920</b>	<b>+1,200</b>	<b>+17</b>	<b>+3</b>	

### Comments:

#### Income:

- Sales results for Ulladulla are showing consistent growth compared to the previous year
- Local product sales are still performing well. Local product has continually been sourced as this market grows.

- New locally manufactured products include Bees Wax Wraps, beauty products, and truffle oils.

### ENQUIRIES - NOWRA

Description	Q1 2018/19	Q1 2017/18	Variation	YTD 2018/19	YOY Variation %	
Counter	5836	4437	+1399	+31	+6	
Emails	1533	1719	-186	-10	-3	
Phone	2418	2753	-335	-12	-3	
Volunteer	352	126	+226	+179	+6	
<b>Total</b>	<b>10139</b>	<b>9035</b>	<b>+1104</b>	<b>+12</b>	<b>+1</b>	

#### Comments:

The visitor numbers to the counter have increased as we settle into our new location. Email and phone numbers are consistent as customers change their methods of access to information.

### ENQUIRIES - ULLADULLA

Description	Q1 2018/19	Q1 2017/18	Variation	YTD 2018/19	YOY Variance%	
Counter	3367	3487	-120	-3	-0.7	
Emails	21	22	-1	0	0	
Phone	1451	1625	-174	-10	-2	
<b>Total</b>	<b>4839</b>	<b>5134</b>	<b>-295</b>	<b>-5</b>	<b>-1</b>	

#### Comments:

Ulladulla is still performing well as a major tourist destination. While the figures are showing a small decline, Year On Year this is insignificant at this stage and could be due to the fall of school holidays this year.

### GOALS FOR QUARTER 2 2018/2019

Another round of volunteer recruitment  
Completion of training of new staff  
Continued upgrade of supplementary visitor centres  
Continuation of famil visits  
Review of Merchandise  
Preparation for mobile services over Christmas  
Preparation for Christmas trading, staff requirements, merchandise, publications etc



## TA18.60 Chair's Report

**HPERM Ref:** D18/355433

**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:

The Shoalhaven Wonders campaign was a fantastic success with the finalists being named and presented with their awards since the last STAG meeting. Photos of the finalists appear in both Ulladulla and at the CBA in Nowra.

This has been a great campaign and I can only think that next year the response will be even bigger. The community really responded in a positive manner to this initiative and I'm sure we will see lots more entries next year.

NSW has once again been named Australia's number one tourist destination. We are now awaiting on the Shoalhaven figures. The Minister for Tourism has stated that visitors were not just coming to Sydney but were travelling to regional and rural towns. The Shoalhaven should be right up there once again as a preferred tourist destination.

The Information Centre has been looking for volunteers to become their Ambassadors. With us leading up to the summer season we need lots of volunteers to handle the influx of visitors to our area. If you are interested or know of anyone that could be please ask them to contact the VIC.

The Visitors guide is being completed and ready for distribution in December. Any businesses that require supplies should contact Joe Puglisi. The professional magazine is a showcase of everything in the Shoalhaven and is a very handy guide especially for visitors to the area.

The International Expressions of Interest are now open.

Destination NSW has just released a 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. The amount of funding available is \$20,000.

October is always a busy month for the Shoalhaven. It will be interesting to see how the new procedures put into place for Hyams Beach fared over the long weekend.

The PGA Seniors Golf Tournament at Mollymook, the Kangaroo Valley Folk Festival and the Shoalhaven River Festival will all be fantastic events in the Shoalhaven during October. We should have some updates available on these events at the meeting tonight.

The Tourism Talk after hours are being organised for November. Venues and dates are to be confirmed but I would like to encourage all STAG members to attend either the Northern or Southern evenings to network with tourism operators. The last Tourism Talk evenings were very successful and well attended.

The news that Stephen Hunter will be leaving the tourism team is disappointing as Stephen has proved to be a great asset to the team. His expertise with events is second to none and he will be leaving very big shoes to fill.

Lynn Locke  
Shoalhaven Tourism Advisory Group Chair

TA18.60

## TA18.61 Update - Proposed NSW Government Reforms - Short Term Holiday Letting

HPERM Ref: D18/331358

**Group:** Planning Environment & Development Group  
**Section:** Strategic Planning

### Purpose / Summary

Respond to the action arising from the August 2018 meeting 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.*

This report provides an update on the NSW Governments review of Short Term Holiday Letting (STHL) and presents an opportunity for STAG to provide feedback/input for consideration by Council for inclusion in its submission on this matter.

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

That the Shoalhaven Tourism Advisory Group:

1. Receive the Update Report on the proposed NSW Government's Short-Term Holiday Letting reforms for information; and
2. Provide any relevant feedback on the NSW Governments proposed planning framework for short term rental accommodation for Councils consideration

### Options

1. Receive this report for information.

Implications: This will mean that Council will potentially consider its position on the proposed planning framework for short term rental accommodation without the benefit of input from the STAG.

2. Establish a position on relevant aspects of the framework that are likely to require a decision or position from Council, specifically the number of nights (between 180 and 365) that STHL can occur in Shoalhaven when a host is not present.

Implications: It would be beneficial for Council to be aware of the STAG's view on this, and possibly other, aspects of the proposed planning framework.

### Background

As STAG members would be aware the NSW Government has been undertaking a review of STHL and this involved most recently the release of an Options Paper – Short Term Holiday Lettering in NSW for community comment until 31 October 2017. The Options Paper is still available on the internet at: <http://www.planning.nsw.gov.au/STHL>

The Options Paper presented four (4) potential options for consideration:

- Industry self-regulation;
- Strata regulation;
- Planning regulation;

- or Registration

Council made a submission to the Options Paper and commented on the options. The submission noted in conclusion that: *Given the significance of STHL to tourism in Shoalhaven, Council has had an ongoing and active involvement in this issue and still supports our current approach or one that is similar (essentially “light-touch”) where the vast majority do not need consent or approval, but problematic ones can be regulated.*

Following consideration of a Councillor Notice of Motion, Council also resolved on 27<sup>th</sup> February 2018 that:

*The matter relating to Short Term - Holiday Letting - Development of a Contract be referred to a Cllr Briefing to allow the Tourism Manager and the Shoalhaven Tourism Advisory Group to comment on what actions Council is undertaking and the current situation.*

The requested briefing was held off until the outcome of the NSW Government's review was known, and Council staff briefed Councillors on this matter on 27th July 2018, with a representative of STAG in attendance. Representatives of both Airbnb and HomeAway (formerly Stayz) participated in the briefing in person or via phone.

### NSW Government Reforms - Overview

In June 2018 the NSW Government finally released an overview of their intended legislative/regulatory response to STHL, that requires changes through Parliament to existing laws. The reforms will also be reviewed a year after commencing to enable further refinement if needed. Key components of the reforms include:

- Mandatory Code of Conduct for online accommodation platforms, letting agents, hosts and guests setting minimum standards of behaviour – noise, amenity etc. Code will be developed with consultation during 2018
- ‘two strikes and you’re out’ - Hosts or guests who commit two serious breaches within 2 years will be banned for 5, then be listed on an exclusion register
- Breaches encompass behaviour which unreasonably impacts on neighbour’s amenity
- New independent dispute resolution process to resolve complaints, with NSW Fair Trading having powers to regulate online platforms and letting agents.
- ‘strikes’ recorded on an online exclusion register to ensure guest/hosts/premises cannot platform shop. Register will be funded by industry
- Register will have to be checked by platforms or letting agents – significant penalties of up to \$1.1 million for corporations and \$220,000 for individuals
- Will be possible to require the industry to collect and provided data – will assist understand how new regulatory framework is operating
- Strata Schemes Management Act changes - owners corporations can adopt a by-law (75% majority) preventing short-term letting in their block if the host does not live in the unit they are letting out

The reforms also include new state-wide planning rules including:

- Single clear ‘short term rental accommodation’ definition - permitted use for residential premises within certain limits, with clear approval pathways:
- Allow as ‘exempt’ development 365 days per year when the host is present
- When host not present, will be allowed as ‘exempt’ development with a limit of 180 days in Greater Sydney and 365 days in all other areas of NSW
- Councils outside Sydney able to decrease, through their LEP’s, the 365-day threshold to no lower than 180 days per year
- Certain planning rules will apply to properties on bushfire prone land

Thus, the overall framework will be implemented through amendments to planning instruments, and strata and Fair-Trading Legislation.

The [Fair Trading Amendment \(Short Term Rental Accommodation\) Bill 2018](#), that deals with the legislative framework for the first set of reforms detailed above passed the NSW Parliament on 14<sup>th</sup> August 2018.

It is understood that an Advisory Group (that includes 16 industry, Local Government and other representatives) is now assisting the Government (NSW Fair Trading) with the development of the proposed Code of Conduct.

### Proposed Planning Framework

On the 5<sup>th</sup> October 2018, the NSW Department of Planning & Environment (DP&E) released more detail regarding the proposed planning framework for what they have now called 'short term rental accommodation' (STRA).

The material that has been released includes an 'Explanation of Intended Effect' (EIE) and a Frequently Asked Questions sheet. This material is available on the DP&E website at the following link:

<http://www.planning.nsw.gov.au/Policy-and-Legislation/Under-review-and-new-Policy-and-Legislation/Short-term-holiday-letting>

Feedback is sought on the proposed framework and submissions can be made until 16 November 2018.

It is noted from the material that the proposed reforms are expected to start during 2019 and that other elements of the Government framework are being progressed separately by NSW Fair Trading including Fair Trading Legislation, STRA in a strata setting and the proposed Code of Conduct. As such all that is out for comment at present is the proposed planning framework that is part of the overall reforms.

The EIE details proposed amendments to the following:

#### Standard Instrument (LEP's) Order 2006

##### Key Changes:

- Definition added for 'short term rental accommodation'
- Clarify that the defined use is not a form of 'tourist and visitor accommodation' (Note will be added to the LEP in this regard) and will be permissible in all zones in which dwellings are permissible

The proposed definition for STRA is: *the commercial use of an existing dwelling, either wholly or partially, for the purposes of short term accommodation, but does not include tourist accommodation.*

It is noted in the EIE that this is intended to enable the use of a dwelling for STRA as part of its residential use where the dwelling is permissible with consent in the zone, no physical alterations/additions to accommodate STRA and dwelling has consent or existing use rights.

STRA will be permissible in 'secondary dwellings'. Some forms of residential accommodation will also be excluded (boarding houses, seniors housing, group home and affordable rental housing) to ensure they continue to be available for their intended purpose.

### State Environmental Planning Policy (Exempt & Complying Development Codes) 2008 (the Codes SEPP)

Key changes include:

- Provisions and development standards so that STRA is permitted as exempt and complying development.
- Minimum fire safety and evacuation requirements for individual STRA premises.

It is suggested that the proposed exempt and complying development approval pathways are based on different levels of risk associated with whether the host is present, bushfire prone land status and days of operation in a calendar year. The pathways recognise that in certain circumstances STRA has minimal impact and as a result a lower level of regulation is appropriate. The following table from the EIE provides an overview of the proposed approval pathways:

Table 1: Development pathways available to STRA in state planning framework

Development Pathway	Criteria	Period
<b>Exempt development</b>	<ul style="list-style-type: none"> <li>• Host present on site overnight</li> </ul>	Year round
	<ul style="list-style-type: none"> <li>• Host <i>not</i> present, and</li> <li>• Property is not in Greater Sydney<sup>1</sup></li> <li>• Property is not on bushfire prone land</li> </ul>	365 days per year Councils will be able to set the number of days from 180 days to 365 days.
	<ul style="list-style-type: none"> <li>• Host <i>not</i> present, and</li> <li>• Property is in Greater Sydney</li> <li>• Property is not on bushfire prone land</li> </ul>	180 days per year
	<ul style="list-style-type: none"> <li>• Property is on bushfire prone land</li> <li>• Host <i>not</i> present, and</li> <li>• Property is not in Greater Sydney</li> </ul>	365 days per year Councils will be able to set the number of days, from 180 to 365 days.
<b>Complying development</b>	<ul style="list-style-type: none"> <li>• Property is on bushfire prone land</li> <li>• Host <i>not</i> present, and</li> <li>• Property is in Greater Sydney</li> </ul>	180 days per year
	<ul style="list-style-type: none"> <li>• Property is on bushfire prone land</li> <li>• Host <i>not</i> present, and</li> <li>• Property is in Greater Sydney</li> </ul>	180 days per year
	<ul style="list-style-type: none"> <li>• Property is on bushfire prone land</li> <li>• Host <i>not</i> present, and</li> <li>• Property is in Greater Sydney</li> </ul>	180 days per year

In complying development circumstances, a Complying Development Certificate (CDC) will need to be obtained by the landowner. Under the proposals this will require specific bushfire prone area issues to be addressed.

Regional Councils and number of days – under the proposals STRA will generally be permitted outside Sydney for 365 days a year. However, Councils in regional NSW will have the option of reducing the number of days from 365 when the host is not present to no lower than 180 days based on local needs.

Thus, Regional Councils can submit an Expression of Interest to DP&E within eight (8) weeks of the exhibition starting to seek to reduce the number of days, otherwise the per annum state-wide policy of 365 days will apply

Exempt & Complying Development Standards – in addition to the general requirements set in the Codes SEPP for exempt and complying development, the following additional criteria will apply to STRA under both approval pathways:

- Current use (dwelling) must be lawful, permissible under a planning instrument and in a building approved for residential accommodation.
- The building must comply at all times with all relevant planning, building, strata, fire safety and health regulations.
- No alterations/additions permitted to building unless otherwise exempt. Other than identified safety standards the STRA activity does not authorise any building work – these need to follow existing approval pathways.
- Must be consistent with existing conditions of the most recent development consent applying to the building.

- Comply with relevant strata scheme requirements.
- Dwelling must comply with proposed safety standards (see below).

In addition to the above criteria where the use occurs on land mapped as ‘bushfire prone’ the following specific criteria are proposed to apply as complying development:

- Land must be certified as being no more than Bushfire Attack Level (BAL) 29 risk rating.
- If the property exceeds BAL29 bushfire risk, then it is proposed that a development application will be required.

Under the proposals it is suggested that the following minimum fire safety and evacuation requirement will apply to individual premises used for STRA:

Dwelling type	Recommended standard
<b>All dwellings</b>	<ul style="list-style-type: none"> <li>• No more than 2 persons/bedroom or 12 persons, whichever is the lesser</li> <li>• Installation of smoke alarms in each bedroom, and the smoke alarms are interconnected where there is more than one alarm.</li> <li>• Installation of a lighting system in hallways that is activated by the smoke alarm system.</li> </ul>
<b>Dwellings in multi-unit buildings only (Dwellings in Class 2 and 4 buildings)</b>	<ul style="list-style-type: none"> <li>• Entry doors should be openable from inside the dwelling without a key</li> <li>• Installation of a self-closing device and smoke seals to all edges of the door, if the door opens onto a shared corridor and entrance doorway.</li> <li>• Installation of a fire extinguisher and fire blanket in the kitchen.</li> <li>• Making an Evacuation Plan, displaying ‘evacuation signage’ and familiarising guests with exit system.</li> </ul>
<b>Standalone dwellings only (Class 1a buildings)</b>	<ul style="list-style-type: none"> <li>• Installation of heat alarms in single dwellings which are located above a garage. This would be required only where the garage is not accessible to the guest/s.</li> </ul>

It is also proposed that dwellings will not be able to be let for STRA to unrelated parties at any one time. Related parties include families, friends and/or colleagues.

### Other Aspects

Noise/amenity impacts – no changes are proposed to the powers that are currently available under existing legislation

Additional policy elements – it is suggested in the EIE that all elements of the Government policy in this regard will work together to enable STRA, while managing potential impacts.

Mandatory Code of Conduct – will be developed in consultation with stakeholders. Will include complaints resolution. Fair-Trading NSW will have oversight of the Code and enforcement powers.

Strata Setting – Relevant legislation will be amended to allow owners corporations (75% majority) to make a by-law that prohibits STRA where a lot is not a principal place of residence.

Transitional arrangements - The proposed new state-wide planning framework will automatically apply to all Councils in NSW. DP&E will work with those Councils whose LEP’s have existing provisions on transitional arrangements – this includes Shoalhaven.

### **Comments**

It is specifically noted in the material that feedback is welcomed, but that the state-wide permissibility of STRA and the number of days it can occur have been endorsed by the Government.



Given that the planning package only recently came out Council staff are still reviewing its detail and identifying issues/concerns ahead of reporting the matter to Council in November to enable a submission by the required date.

One specific aspect that the STAG may wish to comment on or provide input to Council on is the number of days that STRA can occur in Shoalhaven when a host is not present. Regional Councils can set the number of days, if needed, between 180 and 365 to respond to local circumstances.

There are also no criteria to consider, for consistency, should a Regional Council wish to set a specific number of days for its area. As such, there is a risk that if an arbitrary number is selected that it could impact on the broader tourism economy. The current Shoalhaven LEP2014 provision related to short term rental accommodation provides for a maximum period of 45 consecutive days in any 12-month period, although this has not been monitored/enforced. There is no detail in the planning package on how the number of days will be measured and by whom.

Should the STAG wish to comment on other aspects of the planning package then these will be covered/included in the report to Council.

One aspect that needs further clarification is how the overall package of reforms fits together and will be implemented. For example, it is difficult to fully comment of the planning package without knowing what the proposed Code of Conduct contains and how it will be implemented/enforced.

### Other Research

Council also participated, as one of the case study areas, in a research project carried out by the University of Sydney for the Australian Coastal Councils Association into 'planning responses to online short-term holiday rental platforms'.

This research was released in late September 2018 and the final report is available on the internet at: <https://bit.ly/2NCqPfd>

This research comments on Shoalhaven and the proposed NSW reforms and thus may be of general interest to STAG members.

### Conclusion

At present, only the Fair-Trading Amendment (Short Term Rental Accommodation) Bill 2018 has been finalised and the proposed planning framework released for comment. We are currently waiting to see the actual detail of other related aspects of the reforms, specifically:

- Code of Conduct (consultation during 2018)
- Exclusion register
- Strata Scheme by-laws: new provisions
- Enforcement and dispute resolution processes

It is thus difficult to holistically comment on the proposed reforms at present. There are a range of uncertainties surrounding how the two legislative components relate to each other that will hopefully become clearer as more information is released.

As part of its consideration of the proposed planning framework, Council needs to be aware of the STAG's views in this regard. As such any feedback provided arising from this report will be included in the future report to Council. Specifically, Council will need to consider whether to proceed with the proposed State-wide permissibility of 365 days or alternatively decide on a number between 180 and 365 days. The STAG view on this aspect would be beneficial.