

MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

Meeting Date: Monday, 25 February 2019
Location: Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra
Time: 5.14pm

The following members were present:

Mr Robert Crow – Acting Chairperson
Clr Mark Kitchener
Mr David Goodman
Mr Neil Rodgers
Mr David Duffy
Dr James Lin
Ms Brenda Sambrook

Others present:

Clr Patricia White
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 – Nowra Visitor Centre Manager

Apologies / Leave of Absence

An apology was received from Clr Gash, Lynn Locke, Louise Hallum, Kylie Pickett and Juliet Barr.

Confirmation of the Minutes

RESOLVED (Brenda Sambrook / Neil Rodgers)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 29 October 2018 be confirmed.

CARRIED

Declarations of Interest

Nil

PRESENTATIONS

TA19.1 Industry Feedback

HPERM Ref:
D19/37633

No updates were received in relation to this item.

TA19.2 Sports Board Update

HPERM Ref:
D19/37644

David Goodman addressed the meeting and made the following comments:

- The Sports Board is waiting to have the first meeting of 2019 scheduled for 20 March 2019.
- There are two (2) new members to be adopted by Council
- The Sports field lighting discussions are ongoing
- The Sports Board encourage Sporting Groups to advise the Board and Council when Sporting events are on.
- The Golf week for Veterans in Nowra was well received.
- There is a big competition at Shoalhaven Heads coming up

TA19.3 Councillor Updates

HPERM Ref:
D19/37664

Clr Kitchener made the following comments:

- He attended the Huski Tri to see how the event was operating and spoke to competitors, spectators and shop keepers and most comments regarding the event was that it was well received.
- The Pedestrian circle was barricaded off, however the roads were re-opened very quickly after the event had finished.
- It was good to see other businesses had a successful trade, there weren't any shops closed in Huskisson.
- It would be good to see statistics on any traffic incidents any participants and/or pedestrians that required medical attention due to accidents.

Stephen Dunshea – Director Finance Corporate and Community Services advised that as part of the application and approval of the event is that the organisers are required to provide a post event report/summary which will include information relating to traffic etc.

Joe Puglisi – Visitor Centre Manager advised that lots of people came to the mobile Visitor Information Centre to plan other holidays outside of the event.

TA19.9 Beyond Tourism 2020 Steering Committee Report to Government

HPERM Ref:
D19/36131

This item was brought forward for consideration.

Coralie Bell – Tourism Manager provided an update to the report and made the following comments:

- The Federal Government have developed a 2020 Strategy which includes International Marketing
- The Federal Government have put together a Steering Committee and a Discussion Paper

(Attached to the Report). The Discussion Paper provides an opportunity to provide feedback in a formal sense.

- There needs to be cross-government collaboration, representation at a Local Government level needs to be included in decision making
- The deadline for feedback is 8 March 2019
- This may warrant elevation to a motion to the LG NSW & ALGA, to be submitted by Council.

Recommendation

That the Shoalhaven Tourism Advisory Group:

1. Request Council consider endorsing the discussion paper as formal feedback from Shoalhaven Tourism Advisory Group to the Beyond Tourism 2020 report;
2. Pending Council approval, the Tourism Manager provide the feedback per the appropriate channels as agreed.

RECOMMENDATION (David Goodman / Brenda Sambrook)

That the Shoalhaven Tourism Advisory Group:

1. Request Council consider endorsing the discussion paper as formal feedback from Shoalhaven Tourism Advisory Group to the Beyond Tourism 2020 report;
2. Pending Council approval, the Tourism Manager provide the feedback per the appropriate channels as agreed.

CARRIED

Note: This matter was not referred to Council and actioned based on time restrictions.

REPORTS

TA19.4 Chair's Report

**HPERM Ref:
D19/39457**

Rob Crow addressed the meeting and the Group made the following comments in relation to the report:

- Night time event or activity should be seen as a link to keep visitors overnight
- It was noted that there is no pedestrian crossing in Huskisson
- It was suggested that the Shoalhaven Traffic Committee consider and provide a report in relation to a temporary pedestrian crossing in Huskisson during peak periods for safety reasons.
- It was noted that at the intersection of the Princes Highway and and Jervis Bay Road, the RMS are conducting surveying to obtain data.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group

1. Receive the report for information

RESOLVED (David Duffy / Neil Rodgers)

That the Shoalhaven Tourism Advisory Group

1. Receive the report for information
2. The Shoalhaven Traffic Committee consider and provide a report in relation options and the feasibility for improved pedestrian crossing on Owen Street Huskisson during peak period for safety reasons.

CARRIED

TA19.5 Tourism Manager's Report

**HPERM Ref:
D19/15888**

Coralie Bell – Tourism Manager addressed the meeting and advised that there are no exceptions to the report and made the following comments:

- The Unspoilt Campaign planning continues in conjunction with Kiama, Shoalhaven and Sapphire Coast and noted that Eurobodalla are now no longer part of the campaign.
- The Tourism team is also looking into collaboration with other local councils from Wollongong to Sapphire Coast for a self-drive targeting the international market.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (David Goodman / James Lin)

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

CARRIED

TA19.6 Visitor Services Update October to December 2018

**HPERM Ref:
D19/27399**

Joe Puglisi – Visitor Information Centre Manager addressed the meeting and made the following comments:

- Visitor Services are trialling going to different locations and events in the mobile VIC. Providing ideas on what to do in the vicinity and surrounding areas.
- Visitor Services has been in contact with operators and most feedback is that 2018 has been a better year, however traditional B&B's have been quieter.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (David Duffy / Neil Rodgers)

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

CARRIED

TA19.7 Events and Investment

HPERM Ref:

D19/28498

Shannan Perry-Hall – Tourism Investments and Events Specialist addressed the meeting, advised that there were no exceptions to the report and made the following comments:

- The Sea Change Festival have received funding from Destination NSW
- Wallinga Park received funding for two (2) events from Destination NSW

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (David Goodman / James Lin)

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

CARRIED

TA19.8 Destination Marketing

**HPERM Ref:
D19/35783**

Kristy Mayhew – Tourism Marketing Specialist addressed the meeting and made the following comments:

- The new Visitors Guide was produced and was distributed at the end of 2018.
- There are lots of events coming up for Winter 2019
- Need to focus on good news tourism stories to counter some of the negative feedback

The group held a discussion in relation to over-tourism and infrastructure.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Neil Rodgers / Brenda Sambrook)

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

CARRIED

**TA19.9 BEYOND TOURISM 2020 STEERING COMMITTEE
REPORT TO GOVERNMENT**

**HPERM REF:
D19/36131**

Item dealt with earlier in the meeting.

Note: Clr Kitchener left the meeting at 6.44pm

GENERAL BUSINESS

It was noted by the Group that the Anchor Resort is being renovated and all feedback so far is positive.

There being no further business, the meeting concluded, the time being 6.44pm.

Mr Rob Crow
ACTING CHAIRPERSON