

## Shoalhaven Tourism Advisory Group

**Meeting Date:** Monday, 06 May, 2019

**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 - 25 February 2019 ..... 1

#### 3. Presentations

##### TA19.10 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).*

##### TA19.11 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.*

##### TA19.12 Sports Board Update

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

#### 4. Reports

##### TA19.14 Election of Office Bearers ..... 7

##### TA19.21 Appointment - New Members to the Shoalhaven Tourism Advisory Group - 2019 ..... 12

##### TA19.13 Traffic Report - Owen Street, Huskisson ..... 16

##### TA19.15 Tourism Manager's Report ..... 19

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TA19.16	Destination Marketing .....	24
TA19.17	Events and Investment .....	31
TA19.18	Visitor Services Update January to March 2019 .....	39
TA19.19	River Festival Committee Update .....	43
TA19.20	STAG Working Group Allocation 2019 .....	45

## **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, 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 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: Cllr 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

## TA19.14 Election of Office Bearers

**HPERM Ref:** D19/113815

**Group:** General Manager's Group  
**Section:** Tourism

**Attachments:** 1. STAG Terms of Reference [□](#)

### Purpose / Summary

To conduct elections for the Executive positions on the Shoalhaven Tourism Advisory Group.

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

That the Shoalhaven Tourism Advisory Group conduct elections for Office Bearers.

1. Chair of the Shoalhaven Tourism Advisory Group.
2. Deputy Chair of the Shoalhaven Tourism Advisory Group.

### Options

Conduct election for office bearers and nominations.

Implications: Positions will be filled and STAG will continue business as usual.

### Background

In accordance with the Terms of Reference of the Shoalhaven Tourism Advisory Group, the Group will appoint a Chairperson and Deputy Chairperson on an annual basis by a vote of members of the Advisory Group.

The role of Chairperson is:

- To chair the meeting and exercise functions, as determined by STAG.
- To be the spokesperson for the committee, as directed by STAG.
- To advocate for STAG and represent its decisions.
- To sign off minutes endorsed by STAG.
- To call Extraordinary meetings of the Advisory Group

The role of the Deputy Chairperson is to act as Chair when the Chair is not present at meetings.

### Election Process

At the time on the agenda when the election of office bearers is listed, the following process will be followed:

- (1) The chairperson to step down from the chair ( unless their position is not up for election). An appropriately Senior Officer of the Council or other official should assume the chair for the nomination process.
- (2) Individually for each position the following is to take place:
  - a. Nominations are called for that position and are acknowledged by the chair
    - i. They may be received in writing prior to the meeting or provided verbally at the meeting
    - ii. The Chair shall confirm acceptance of each nominee prior to their inclusion in the ballot.
  - b. If only one nomination is received, that person is declared as elected
  - c. If more than one nomination is received, the Committee will be asked to resolve whether the election is to take place by open voting ( i.e. show of hands) or ordinary ballot ( ie.written votes recorded and provided to the chairperson in secret).
  - d. Where a large number of nominations are received, the Committee may elect to proceed by a preferential ballot, whereby ballots are consecutively taken and the nominee with the least number of votes is excluded from running after each ballot, until there are two preferred candidates remaining and a final ballot is undertaken and declared .
  - e. The nominee with the most ballots is declared as elected.
  - f. In the event of an equal number of ballots being cast for nominees, the position shall be determined by draw. The name drawn by the chairperson will be appointed to the position.

At the conclusion of the elections, the Chairperson shall reassume control of the meeting and proceed with other business.

### **Community Engagement**

The Shoalhaven Tourism Advisory Group plays an important role in the development of tourism related strategic plans and activities and provides critical input through industry representatives in this process.



## Terms of Reference for Shoalhaven Tourism Advisory Group

### 1. Role and Purpose of the Advisory Group

- 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.

### 2. Relationship To Council

The Shoalhaven Tourism Advisory Group is a Section 355/377 Committee of Council.

### 3. Delegated Authorities

#### Tourism Advisory Group

- 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.

#### Shoalhaven Tourism Manager

Separate to the delegation of STAG, the Shoalhaven Tourism Manager, as an employee of Council will:

- Develop and implement activities to achieve objectives in line with STAG recommendations, the Shoalhaven Tourism Master Plan and Councils corporate plan
- Expend budget as authorised under delegated financial authority as defined by Council
- Review and allocate or decline funding program applications in line with approved policies and guidelines

### 4. Membership

The membership shall comprise of the following delegates:

- A maximum of 9 skills based Industry Representatives
- A maximum of 5 Councillors
- Chairperson of the Shoalhaven Sports Board
- The Mayor

Members will be formally appointed by Council.

**5. Election/Appointment**

**Industry Representatives**

- Appointment to the Advisory Group will occur every 2 years
- Vacancies will be advertised locally via media, Council communication channels and industry networks
- Applications will be actively sought from appropriately skilled industry representatives
- Council will manage the application process
- An interview panel will consist of the Tourism Manager and suitably qualified and independent representatives (Minimum of 3 others) to assess the applications and make recommendations for appointments to Council

**Councillors**

Council will advise STAG of its appointed representatives. Council at its discretion can replace representatives at a time of its choosing.

**6. Casual Vacancies**

Should there be a casual vacancy; the Advisory Group will seek applications by appropriate means to fill these vacancies.

**7. Term of Appointment**

- Appointments will be for a term of 2 years
- 50% of the industry representatives will be required to stand for reappointment every 2 years

**8. Expectations of Advisory Group Members**

- Represent whole of industry
- Actively participate in working groups
- Represent the Advisory Group at events
- Advisory Group members will undertake the prescribed Induction process
- Pecuniary Interest Returns are required on appointment and annually as required by the Office of Local Government and Council

**9. Executive Positions**

The Advisory Group will appoint a Chairperson and Deputy Chairperson on an annual basis by a vote of members of the Advisory Group.

The role of Chairperson is:-

- To chair the meeting and exercise functions, as determined by STAG.
- To be the spokesperson for the committee, as directed by STAG.
- To advocate for STAG and represent its decisions.
- To sign off minutes endorsed by STAG.
- To call Extraordinary meetings of the Advisory Group

The role of the Deputy Chairperson is to act as Chair when the Chair is not present at meetings.

**10. Sub Committees/Working Groups/Portfolios**

The Advisory Group will have the right to establish sub groups as deemed appropriate to assist in fulfilling their role and purpose.

**11. Advisory Group Meetings**

- Formal Advisory Group Meetings will be held no less than quarterly in a form and format as determined by STAG

- Topics for the Agenda are to be forwarded to the Chairperson no later than 14 days prior to the meeting.
- Agenda and minutes from previous meetings will be circulated to members at least 7 days prior to the meeting.
- Members must declare in writing any interest in any report tabled at the meeting.
- Informal Advisory Group meetings or special meetings will be held as and when required or set by the Advisory Group.
- Costs associated with conducting meetings will be borne by Council on approval of the Tourism Manager.

#### **12. Quorum**

The Quorum will consist of at least half plus 1 of the members.

#### **13. Voting and Recommendations**

- Voting and Recommendations are made by consensus and all decisions must be stated precisely for the inclusion of the minutes
- Where a consensus cannot be reached at two consecutive meetings, then the majority of 60% of those present can adopt a recommendation
- Alternative views are to be minuted
- Where the Tourism Manager deems a funding application requires Advisory Group guidance, an electronic vote via email will be conducted. Members will be required to vote within 72 hours of the vote request. Quorum rules apply in this instance. Results to be advised to the Advisory Group.

#### **14. Communication**

- Members of the Advisory Group are not permitted to speak to the media as representatives of the Advisory Group unless approved by the Chairperson
- Where approval has been given by the Chairperson, views and opinions expressed are those of the Advisory Group and not of Shoalhaven City Council
- Where endorsement is required from Shoalhaven City Council, approval must be sought through the formal processes

#### **15. Parent Advisory Group**

Ordinary Council.

#### **16. Code of Conduct**

All members of the Advisory Group are to abide by Council's Code of Conduct.

#### **17. Record of Minutes**

The Advisory Group shall ensure that an agreed written record of each of their meetings is forwarded to Council.

#### **18. Staff Attendance**

Executive staff are normally required to attend the meetings of the Advisory Group. Other staff at the Directors' discretion or at the Advisory Group's request can attend meetings as required.

#### **19. Responsibility of Council**

Council will provide secretarial support to arrange meetings and take minutes and provide professional officer support where required.

Council at its discretion may review and change the Terms of Reference, Role and Structure of the Advisory Group.

## TA19.21 Appointment - New Members to the Shoalhaven Tourism Advisory Group - 2019

**HPERM Ref:** D19/105237

**Group:** General Manager's Group  
**Section:** Tourism

**Attachments:** 1. STAG - New Members - Precis of Recommended Members [□](#)

### Purpose / Summary

accordance with the Terms of Reference.

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

That the Tourism Advisory Group receive the report for information and:

1. Welcome to the Shoalhaven Tourism Advisory Group Committee the following members:
  - a. Mr Rob Crowe
  - b. Mr Mat Lock
  - c. Mr Mark Thirwall
  - d. Mr David Fleeting
  - e. Mr Neil Rodgers
2. Formally acknowledge and thank retiring members for the valued contribution to the Shoalhaven Tourism Advisory Group: Special thanks to Lynn Locke for her extended service, including many years as Chair, and Paul McLeod, and Louise Hallum.

### Options

1. Receive the report for information and welcome new members.

Implications: New members have been formally adopted by Council in line with the Terms of Reference.

### Background

In March 2019, five of the current STAG committee members completed their two-year term. Three of the five resigned. Special thanks should go to retiring Chair – Lynne Locke who served for six (6) years on the STAG, more recently as the Chair. Also, thanks go to Louise Hallum, retiring Deputy Chair, and Committee member Paul McLeod.

Under the STAG Terms of Reference 5 industry positions are to be filled at this time. Two were filled by existing members, and three new committee members were selected.

Nominations were received, and interviews conducted by a Selection Panel which included the Deputy Mayor, CI Patricia White, Tourism Marketing Specialist, Kristy Mayhew, and Chair of STAG, Lynn Locke.

The process for candidate selection brings to STAG a range of direct industry knowledge, experience and insight that will greatly assist STAG and Council in its tourism related activities. These applicants are:

TA19.21

Mr Rob Crowe  
Mr Mat Lock  
Mr Mark Thirwall  
Mr David Fleeting  
Mr Neil Rodgers

The full STAG Committee will comprise the following members:

All Councillors  
Clr Gash – Voting Delegate  
Clr Alldrick – Voting Delegate  
Clr Pakes – Alternate Delegate  
Clr Kitchener – Alternate Delegate  
Mr David Goodman, Sports Board Representative  
Mr Mat Lock  
Mr Mark Thirwall  
Mr David Fleeting  
Ms Juliet Barr  
Mr Rob Crowe  
Dr James Lin  
Ms Kylie Pickett  
Mr Neil Rodgers  
Ms Brenda Sambrook  
NPWS Representative

TA19.21

### **Community Engagement**

The Shoalhaven Tourism Advisory Group plays an important role in the development of tourism related strategic plans and activities and provides critical input through industry representatives in this process.

Roles were advertised via the Council website and Facebook to industry members or interested community members. This occurs on an annual basis when the two (2) year term of STAG members comes to an end. Existing STAG members can either retire or reapply through the application and interview process and are considered alongside other new potential recruits.

### **Council Adopt new members and Thank you letters sent**

In March, Council formally adopted new members and a letter of thanks was sent to retiring members to formally acknowledge their commitment to the tourism industry and involvement in STAG.

**Induction of new members a priority**

Priority will be given to creating a time for new members to meet with tourism staff to learn some more about the role of STAG, our team and our Tourism Destination Management Plan.

**Mr Robert Crow**

- Existing committee member for two years.
- Currently director of Climb Nowra, a local based adventure business

**Neil Rodgers**

- Existing committee member for two years.
- Managing Director of Adventure World Travel an international tour company

**Mark Thirwall**

- Newly selected committee member
- Mark is the current owner/operator of Pleasant Way Motel, Nowra
- He has an extensive background working in China, working across the trade, education and tourism sectors.
- His education company The Hutong in China works with around 700 students per year, bringing the experience of China 'deeper' for international students.
- His other business Tea Journeys is a boutique tea company, tailoring wholesale tea blends to a sophisticated wholesale market
- Mark has a BA in communications, and a Diploma in Tourism Management
- David has recently been a member of the Shoalhaven River Festival

**David Fleeting**

- Newly selected committee member
- David is an Architect with a holiday home in Greenwell Point
- He has worked extensively in Architecture in Sydney, managing or partnering in several firms
- His experience in tourism comes from working on resorts in Bora Bora and Fiji as well as golf courses and other developments across Australia and the world.
- David's extensive resume includes involvement in the Bicentennial, with the 2000 Olympics SOCOG, Darling Harbour development, all major projects that brought multiple government stakeholders together.
- David has recently been a member of the Shoalhaven River Festival and has been an active member of several community groups including Surf Lifesaving in Bronte and School Councils.

**Mat Lock**

- Newly selected committee member
- Mat is a Huskisson local with several business within and outside the region.
- He currently runs The Bay Games, a successful functional fitness event in Huskisson in November
- Mat has an extensive background in business development with both small to medium sized businesses, mentoring them with online courses
- He has also worked in a Business Development capacity for large corporate organisations both here and in Singapore in areas of mergers and acquisitions.
- Mat also owned and operated a dive shop in Jervis Bay and is very well networked in with both the community and business networks of the Shoalhaven

## TA19.13 Traffic Report - Owen Street, Huskisson

**HPERM Ref:** D19/74410

**Group:** General Manager's Group  
**Section:** Tourism

### Purpose / Summary

improved pedestrian crossing on Owen Street, Huskisson during peak periods.

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

That the report from the Shoalhaven Traffic Committee be received for information

### Options

1. Adopt the recommendation

Implications: no further action at this time

2. Not accept the recommendation

Implications: Council could consider allocating funds for construction of pedestrian crossing improvements in accordance with the adopted Huskisson Traffic and Parking strategy (subject to completion of design, the works could cost upwards of \$200,000 to build, if in isolation), however a successful application for grant funds will halve Council's costs.

### Background

On 25 February 2019, the Shoalhaven Tourism Advisory Group resolved (Item Number TA19.4):

*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.*

Reports of this nature are not the business of the Shoalhaven Traffic Committee, which is established to consider and provide technical advice to Council on matters delegated to Council by the NSW Roads and Maritime Services (primarily regulatory signs and lines and prescribed traffic control facilities, which includes pedestrian crossings).

Council will ultimately have to approve the pedestrian crossings (once designed) but can only do so after considering advice from the Shoalhaven Traffic Committee regarding the design.

Status reports such as this are not prepared by the Shoalhaven Traffic Committee.

## Details

The Huskisson Traffic and Parking study was adopted by Council in December 2016 and identified that several pedestrian crossing improvements were warranted for the Huskisson town centre.

Following the adoption of the strategy a grant funding application was submitted to the NSW Active Transport program to construct the approved pedestrian crossing improvements.

Concurrently Council submitted an application under the Regional Growth (Environment and Tourism fund) for a package of works “Round the Bay”.

The “Round the Bay” grant was approved (\$1.5M awarded to Shoalhaven Council in the 2017-18 financial year) which saw the construction of the new Moona Moona Creek shared path bridge and other path works constructed around Jervis Bay that financial year (including Callala Bay headland, Vincent and Twyford Streets, Vincentia, and Sydney and Tomerong Streets, Huskisson).

Despite Council submitting the “Round the Bay” works under the Regional Growth (Environment and Tourism fund), the NSW Government approved the works under the NSW Active Transport program. The consequence was that all of Council’s other “Active Transport” projects, including the Huskisson pedestrian crossings, were not approved that year.

The next round of Active Transport projects was subsequently approved for delivery in 2018-19 and 2019-20. In Huskisson this included the following Active Transport projects:

Bicycle racks in Huskisson:

- Adjacent to Portside Café (near Huskisson wharf)
- Moona Moona Creek Reserve (adjacent playground)

Kerb ramp improvements (as recommended by the Inclusion and Access Advisory Group, to amend existing kerb ramps that do not comply with accessibility standards), including:

- Kerb ramps, Huskisson (intersection of Sydney Street and Field Street)

The Huskisson pedestrian crossing project was subsequently proposed to be “resubmitted” to the NSW Government later in 2019 when the NSW Active Transport program is reopened for nominations (for delivery in the 2020-21 year).

As adopted in the Strategy (supported by warrants and traffic modelling), the proposed pedestrian crossing improvement works will include formal pedestrian crossings (marked foot crossings) at the following locations:

- Owen Street (at the location of the existing mid-block crossing point between Sydney and Currumbene Street)
- Owen Street (immediately to the east of Currumbene Street)
- Currumbene Street (immediately to the south of Owen Street)

To ensure seamless integration across a range of projects concurrently being developed for Huskisson, the pedestrian crossing improvements are currently being designed “in conjunction with” proposed streetscape improvements and the proposed Sydney-Owen Street roundabout.

Following design (later in 2019), detailed cost estimates will be prepared, and this information will inform the proposed grant funding nomination.

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**Community Engagement**

Community consultation was undertaken in preparation of the Huskisson Traffic and Parking Study which included options for improved pedestrian crossings in Huskisson.

Further community consultation will also be undertaken once a design has been prepared, later in 2019, and if funding is approved for the project, community consultation will also be undertaken as part of the project's development and delivery.

**Financial Implications**

An application for grant funding for the Huskisson pedestrian crossings will be "resubmitted" later in 2019 when the NSW Active Transport program is reopened for nominations (for delivery in the 2020-21 year). If approved Council matching funding will be required (subject of a future report to Council).

## TA19.15 Tourism Manager's Report

**HPERM Ref:** D19/107766

**Group:** General Manager's Group  
**Section:** Tourism

**Attachments:**

1. Discussion paper on developing a tourist community classification methodology (Confidential - under separate cover)
2. Letter from Adam Marshall MP [□](#)
3. Final Tourism Destination Management Plan (under separate cover)

### Purpose / Summary

To give a brief outline of the Tourism Manager's activity over January 2019 – March 2019.

### 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:*

- Section Manager's Meetings;
- Council are working on new computer software, participated in several training sessions;
- Ongoing conversations with University of Wollongong, please see current discussion paper as confidential Attachment 1 for your information. Please feel free to provide comment or feedback via the Strategy Working Group;
- Service review of Economic Development (ED) and Tourism. The only development arising from the review is that both ED and Tourism will report to Stephen Dunshea. As he is currently Acting as the General Manager, Tourism will report to the GM. Any further consideration of the service review will be referred to the new GM upon appointment.
- National Agritourism Project through the Australian Regional Tourism including meetings with National Farmers Federation and various other stakeholders;
- Assisted the Environmental teams in Coastal Issues Survey
- Donations Policy Review
- We said farewell to Sharon Neradil, Tourism Project Officer, on long service leave for several months and are recruiting a new staff member to fill her place.
- Attended and presented at the LGNSW Tourism Conference

TA19.15

- New STAG members recruited
- The DMP was out for public exhibition and was formally adopted
- The Nowra Riverfront Entertainment and Leisure Precinct is out for public comment, to close 25 May 2019 – see online for more information <https://getinvolved.shoalhaven.nsw.gov.au/nowra-riverfront>

*Out in region:*

- International Drive Strategy discussions with all South Coast Local Tourism Organisations
- Travelled to Tasmania for the National Tourism Awards where Marketing won Silver in the Destination Marketing Category, see Attachment 2.
- Attended the Tourism and Transport Leadership Summit 2019
- Met with Nick Reinburger from ABC in Milton

*Tourism issues that have come across my desk:*

- Hyams Beach and ongoing infrastructure concerns;
- Events and DA approvals, challenges with Crown Land reserves now needing DA approval;
- Huskisson Triathlon and impacts on business and community, both positive and negative, including a Councillor Briefing;
- Ongoing challenges with shortfalls in infrastructure to meet demands of the visitor and community;
- Ongoing access issues at Drawing Room Rocks, with meetings on site with NPWS;
- Ongoing concerns raised from community about events in rural areas;
- Pets on beaches continues to be a hot topic for locals and changes long term will impact our visitors as pet friendly continues to be a popular product request.

*Key priorities over the next few months:*

- The ongoing review of Tourism and Economic Development,
- Ongoing project management of tourism hot spots and related grant funding applications;
- UOW research project;
- Helping internally Acting as the Section Manager of Recreation Community and Culture;
- 360 Model ongoing management and phase 2.

**The Destination Management Plan Update**

As per MIN18.965 please find the final Shoalhaven Tourism Destination Management Plan (TDMP) Attachment 3.

A summary of comments received during the public notification period and associated changes and actions included below.

The comments were of a minor nature and have not resulted in significant changes to the document. Several comments touched on topics that other units of Council have or are

planning to include in their strategic documents and have therefore been forwarded to the appropriate unit.

Comment Summary	Changes/Actions
The mouth of Lake Conjola needs proper management	Referred to Environmental Services
Lake Conjola - water quality, campsites under water	Referred Environmental Services
Out for comment during Christmas when industry at its busiest	No Changes required. The plan was out than longer to compensate, and significant work has been done with industry in creating the report. Reply with explanation
No clear direction on the need to diversify the tourist economy, increasing its strength and resilience	The TDMP focuses on ways to strengthen the industry and the 360 model gives us a way to accurately measure Shoalhaven's results in this area and have clear adaptive management processes. No changes needed.
Sussex Inlet - Badgee Bridge Flooding	Referred to Assets and Works
Improvements to travel experience from Canberra	No changes required. Reply with justification on travel times and industry standard.
Local walks not included - infrastructure / track maintenance / signage	Only walks identified as having appropriate signage / infrastructure have been included. Will continue to work with NSW NPWS to identify upgrade requirements. No changes required
Greater use of imagery for year-round appeal	No changes required. Imagery used reflects product offering and is limited as this is a strategic document, not intended for visitors
Greater emphasis on environment management and protection	Included alignments / links to other strategic documents, Shoalhaven 360 model addresses environmental management and protection concerns and forms an ongoing way to monitor impacts
Does not provide an adequate concept of environment as context for birdlife and habitat	No changes required. Shoalhaven 360 model addresses environmental measures and monitoring as an ongoing process
Accommodation demands, Size of events vs size of community, infrastructure, visitor number	Strong emphasis on driving off-peak visitation, spending more and staying longer
Visitor numbers / nights / residents / environment / amenities	Issues already addressed in DMP and solutions / actions identified, strong emphasis on driving off-peak visitation, spending more and staying longer, no changes necessary
Traffic jams / Hyams Beach / Infrastructure / Budget	Issues already addressed in DMP and solutions / actions identified, no changes necessary
Include seasonality for event funding assistance / business events	Minor changes made accordingly to events section

TA19.15

Advise checking sentence structure and grammar	Another full edit completed and required changes made to grammar.
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Several comments focused on the lack of appropriate infrastructure for the growth in visitor numbers. The need for a Tourism Infrastructure Plan is identified in the TDMP and based on the comments received, this remains a priority for the tourism team. The TDMP also focuses on the importance of identifying funding opportunities and working collaboratively to achieve infrastructure development in the region.

The relationship of the TDMP with other strategic Council documents is also important and this has been added to the Executive Summary.

### 360 Model updates

With the TDMP adopted, the 360 Model is now in place and is live online at <https://shoalhaven360.com/>. Tourism have been working to update data in the model for the December and March quarters but getting partners to supply data regularly is an ongoing struggle. We are hoping that as the Model is used, people will see its value and provide information in a more regular way. With the plan adopted, we need to start looking at phase 2 and initial steps are in place to look at other ways to collect data to give a more complete view of the region and industry. Please provide any feedback or thoughts to the Strategy Working Group or the Tourism Manager.

### Formally Thanks Lynn Locke

I would personally like to thank Lynne Locke, who has stepped down from the Chair role after many years on STAG, for her time and commitment to our Tourism team and the greater industry. She has been a great support to me personally over the years and her experience will be missed.

TA19.15



**The Hon. Adam Marshall MP**  
Minister for Tourism and Major Events  
Assistant Minister for Skills

Reference:-OM19/640

Mr Russ Pigg  
General Manager  
Shoalhaven City Council  
PO Box 42  
NOWRA NSW 2541

ELC  
RP

Shoalhaven City Council  
Received  
14 MAR 2019  
File No. 4256e  
Referred to: C. Bell

Dear Mr Pigg

Russ,

It is with pleasure that I write to congratulate you on your achievement at the 2018 Qantas Australian Tourism Awards.

Destination marketing is a key pillar of a successful visitor economy and the fantastic exposure the Shoalhaven Tourism 100 Beach Challenge has generated for your region is something to be very proud of.

NSW continues to be the number one state for visitors, nights and expenditure, and I thank you for your commitment to excellence which has helped us to grow the value of tourism in this State, which in the year ending September 2018 contributed \$31.1 billion in visitor expenditure to NSW.

To have your efforts rewarded at the national level with a Silver Award in the category of Destination Marketing is a wonderful achievement as well as an acknowledgement of the work that you and your team have put into developing the campaign.

Congratulations again on your win and I wish you every success for the future.

Yours faithfully

Adam Marshall  
MINISTER

Well done to you  
and your team Russ!

## TA19.16 Destination Marketing

**HPERM Ref:** D19/102873

**Group:** General Manager's Group  
**Section:** Tourism

### Purpose / Summary

To provide a summary of Destination Marketing activity for Q1: January – March 2019.

### 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

#### Awards:

The 100 Beach Challenge Campaign won Silver in Destination Marketing at the QANTAS Australia Tourism Awards in Cataract Gorge, Tasmania, after winning Gold at the NSW Tourism Awards.

The Shoalhaven has been nominated for Best Breakthrough Destination at the Mumbrella Travel Marketing Awards held in Sydney on 11 April.

The Regional Tourism Awards have re-launched, managed by Destination Networks, with applications due in late May. A host is yet to be selected, but we encourage industry to apply as it is a pathway to state and national awards.

#### Conferences:

Coralie and Kristy attended and presented at the LGNSW Tourism Conference in Terrigal in March. A great opportunity to network with other Local Government tourism workers and get updates from industry as well as hear talks on successes and best practice from peers.

Sarah Chenhall attended the Destination Australia Conference in Brisbane to hear plans on Tourism Australia's year going forward. If anyone would like further details and to see conference notes, please notify Kristy.

## Publicity

### Significant Publicity / Media Articles

Publication	Reach	Links / Update
Country Style COVER	350K	Old School House Milton – Cover Story <a href="https://www.facebook.com/CountryStyleMagazine/posts/2302602156451009">https://www.facebook.com/CountryStyleMagazine/posts/2302602156451009</a>
Country Style	350K	Lake Conjola Barn Feature – Country Style <a href="https://www.homestolove.com.au/modern-barn-style-house-19961">https://www.homestolove.com.au/modern-barn-style-house-19961</a>
Australian Geographic	568K	Singing Stones – Tim the Yowie Man <a href="https://www.australiangeographic.com.au/tim-the-yowie-man/2019/02/the-nsw-beach-thats-rumoured-to-sing/">https://www.australiangeographic.com.au/tim-the-yowie-man/2019/02/the-nsw-beach-thats-rumoured-to-sing/</a>
Business Insider	5.4M	REVIEW: I stayed in one of the most beautiful resorts on the Australian coast and didn't want to leave <a href="https://www.businessinsider.com.au/bannisters-by-the-sea-mollymook-rick-stein-hotel-review-2019-2">https://www.businessinsider.com.au/bannisters-by-the-sea-mollymook-rick-stein-hotel-review-2019-2</a>
Canberra Times	55K	A few tips - and requests - for Canberra tourists invading the coast <a href="https://www.canberratimes.com.au/story/5997439/a-few-tips-and-requests-for-canberra-tourists-invading-the-coast/">https://www.canberratimes.com.au/story/5997439/a-few-tips-and-requests-for-canberra-tourists-invading-the-coast/</a>
Hindu Business Line	1.08M	You have 48 hours in South Coast... <a href="https://www.thehindubusinessline.com/blink/takeaway/48-hours-in-south-coast-nsw-australia/article25968839.ece">https://www.thehindubusinessline.com/blink/takeaway/48-hours-in-south-coast-nsw-australia/article25968839.ece</a>
Australian Traveller	92K	Six quirky NSW South Coast stays you need to book <a href="https://www.australiantraveller.com/nsw/south-coast/six-quirky-nsw-south-coast-stays-you-need-to-book/">https://www.australiantraveller.com/nsw/south-coast/six-quirky-nsw-south-coast-stays-you-need-to-book/</a>
Sydney Morning Herald	588K	Scott Morrison, board shorts and passing the pub test <a href="https://www.smh.com.au/national/scott-morrison-board-short-and-passing-the-pub-test-20190114-p50ra2.html">https://www.smh.com.au/national/scott-morrison-board-short-and-passing-the-pub-test-20190114-p50ra2.html</a>
Canberra Times, Tim the Yowie Man	55K	Take me to the river – Berry Canal piece <a href="https://www.canberratimes.com.au/national/act/take-me-to-the-river/">https://www.canberratimes.com.au/national/act/take-me-to-the-river/</a>
Daily Mail	1.26M	Multiple articles about Kangaroo Valley wedding on Peter and Sylvia's wedding. <a href="https://www.dailymail.co.uk/tvshowbiz/article-6872399/Peter-Stefanovic-shares-heartfelt-tribute-wife-Sylvia-Jeffreys-wedding-anniversary.html">https://www.dailymail.co.uk/tvshowbiz/article-6872399/Peter-Stefanovic-shares-heartfelt-tribute-wife-Sylvia-Jeffreys-wedding-anniversary.html</a>
Escape from the City, ABC TV Show	55K	Kangaroo Valley real estate show <a href="https://www.illawarramercury.com.au/story/5817554/southern-highlands-real-estate-to-feature-in-new-abc-show/">https://www.illawarramercury.com.au/story/5817554/southern-highlands-real-estate-to-feature-in-new-abc-show/</a>
News.com.au	5.7M	Paperbark Camp's 20 <sup>th</sup> Anniversary <a href="https://www.news.com.au/lifestyle/whats-on-get-a-free-ride-on-luna-parks-new-flying-swingers/news-story/0ee4fb41646d2f644b926f0f07c09f9f">https://www.news.com.au/lifestyle/whats-on-get-a-free-ride-on-luna-parks-new-flying-swingers/news-story/0ee4fb41646d2f644b926f0f07c09f9f</a>
Sydney Weekender	200K	100 Beach Challenge, The Guild, Milton, Mountain Ridge Wines. <a href="https://www.sydneyweekender.com.au/get-to-know-shoalhavens-100-beach-challenge-cafe-culture-nearby-winery-experiences/">https://www.sydneyweekender.com.au/get-to-know-shoalhavens-100-beach-challenge-cafe-culture-nearby-winery-experiences/</a>

### Significant Social Media / Influencer engagement

TA19.16

Channel	Followers	Post	Engagement
Facebook @australia	3.3m	Pebbly Beach, best farm stays	32k likes 3k comments
Visit NSW on Facebook & Instagram	1.2m FB 392k Insta	Hole in the Wall. Featured photographer. Cave Beach. Bens Walk.	55k
@life.with.three Rachel Barwick.	185k	Murrays Beach x 2 posts, Hyams x 3 posts.	7k (10k hyams)
@mrtimroards	187k	Bannisters with @annaheinrich1	5k
@annaheinrich1	350k	Bannisters	29k
@georgesantoni	30.6k	Barrengarry Kangaroo Valley – Shoot for Marie Claire	11k with reach from models.
@tamaradean	65.6k	Australian artist doing underwater shoot as part of 'Endangered' series.	6k with reach through other participants too.

### Unspoilt Campaign Update

The Unspoilt Campaign will commence late April with partners Shellharbour, Kiama, Shoalhaven and Sapphire Coast and Destination NSW. At this stage the 2019 Unspoilt Campaign budget splits have been decided across digital, publicity, outdoor and conversion partners, with Shoalhaven's increased commitment of \$150K being matched by Destination NSW, making the total commitment for this Winter-based Campaign \$300k of value. The winter experiences for the 2019 campaign are: Inland Touring; Food and Wine; Adventure (paddle, climb and bushwalk); Whales and Dolphins; and Surfing.

### Surfing Campaign

The digital team from Surfing World and Coastal Watch filmed in region in February to create three videos for promotion through their magazine, web and social channels. The three video themes are: Luxe surfing weekend (couples); Family surf getaway (Kids under 5); and Local tips with Brett Burcher. The aim of this campaign is to extend the promotional work done in 2017/2018 with the launch of our Surfing brochure with ambassador Tyler Wright. This new content will continue to promote this activity as a winter visitation drawcard, and push people to our shoalhaven.com/surf landing page to find out more.

### Foodie Campaign

Food and wine is an important pillar for winter visitation and campaigns over the last few years have been successful in raising awareness of the Shoalhaven as a foodie destination. This year our consumer approach is to focus on the wellness of food and connection to farmers, chefs, unspoilt land and produce. Our strategy is to partner with appropriate publications for content and editorial, pushing forward assets such as 'Slow food Producer Guide', farmgate local produce experiences, farmers markets, paddock to plate restaurants, and raw and vegetarian experiences. These themes give depth to the offering of food in the Shoalhaven and appeal to the discerning Sydney and Canberra customer. Over May, June and July we will be partnering with:

Eat Well / Wellbeing Magazine: 3 video series with farmers and chefs; full page ad in each publication; editorial on recipes in Eat Well; insertion of 7000 Producer Guides into Eat Well newsstand editions in NSW.

Nourish / Breathe / Audrey Daybook: Editorial and ads in magazines including our Vegan and Vegetarian trail, Farm stay experiences and Producer Guide.

### **Art and Culture Campaign**

After over a year in product development, consultation and design, the 32-page Art and Culture brochure launched on 16 April. A hard copy can be collected at the Visitor Centres, and a soft copy can be downloaded at [shoalhaven.com/art-culture](http://shoalhaven.com/art-culture). 15,000 brochures have been printed, and over the coming months, the following activity will promote visitation in the Arts and Cultural sector:

- 5000 brochures distributed in cafes and arts venues in Sydney and ACT;
- Sydney Arts Publicist engaged to lock in Famils, travel and arts features in Sydney and Canberra publications;
- Shoalhaven.com/art-culture landing page with eight cultural trails linked and download capacity;
- Google and social media targeted campaigns.

### **International Marketing Tender**

As previously reported, work continues around finding an international marketing contractor via and EOI, followed by a targeted tender. We are aiming to appoint an International Marketing partner by 30 June for commencement in next Financial Year.

### **Digital Marketing**

#### Highlights

- Web traffic to Canoeing & Kayaking pages significantly;
- Continued growth for website users (+84%), pageviews (+70%), sessions (+93%).
- Top 10 on shoalhaven.com - Honeymoon Bay (not actively promoted), visitor guide, snorkelling, events, Gerringong Falls (not actively promoted, now removed as per talks with NPWS), what's on this weekend, free and low-cost camping, bookings, 100 Beach Challenge;
- Top social videos – Shoalhaven Stories for Coffee on the Double, Jim Wild, Diedre Martin's tours, Hayden's Pies.



TA19.16

Jan - March 2019

### Social Media Channels

Our Visitor Guide landing page was launched in December and has been extremely popular across our digital channels. Messaging includes an offer to send it out by mail, with 679 copies being mailed out on request and 2,141 copies being downloaded online. Paid advertising accounted for around 25% of the 12,000 people who came to our website from Facebook this quarter.

### 100 Beach Challenge

We had 1000 sign ups to play the 100 Beach Challenge online game over Q1. We also utilised the challenge as a dispersal tool on social media, targeting those within a 40km radius of Jervis Bay. 4000 people engaged with the Insider's Guide to Hyams blog, with a messaging about visiting beaches other than Hyams, 3000 of these coming from this social media promotion.

### Shoalhaven.com

Our itinerary builder remains an important part of our website. Increased promotion of the experience itinerary builder on social media has seen 10,000 itineraries created this quarter. Our new Art and Culture Guide will feature three specialised itineraries which users can save, edit and share, along with a suite of new pages. Our successful range of blogs are now printable, and events will soon follow, creating a useful resource for our Visitor Information Services staff and web users. Product display improvements underway include listings paragraphs for accessibility, pet friendly accommodation & cafes.

### Facebook

Facebook is a powerful and constantly evolving platform, we currently have 48,000 followers, and engagement is by 31% on Q1 last year. Our most popular post of this quarter has been Shoalhaven Stories and Coastal and Aquatic drone pictures.

### Instagram

Instagram users are now up to 14,000, with 28,000 post engagements over the quarter. Utilising Shoalhaven Stories vignettes and other video content this year, has seen our video views on Instagram increase by 228%.

### Visitor Email

People continue to enjoy engaging with our monthly consumer email outs. The open rate of these emails average between 30 – 40%. This is a 5% increase on the same quarter last year, and a lot more than the industry benchmark of 20% for open rates. Our subscribers have grown almost 76%, opting in for the monthly email, when the download the visitor guide. We will be investigating new ways to get visitor email sign ups, as having direct contact with our subscriber base, is a valuable marketing tool.

### **Up Next for Marketing**

- Tourism Talk After Hours
- Investigation into Biking product development
- Unspoilt Campaign implementation
- 2020 Visitor Guide Planning and Ad Sales
- Tourism Award applications and promotions
- Food Campaign shoots and itineraries
- Arts Campaign itineraries and promotions

## TA19.17 Events and Investment

**HPERM Ref:** D19/107084

**Group:** General Manager's 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.

### In Progress

- New information regarding the wording in the LEP around events as an exempt development has required the re-introduction of DAs for Events on Crown Land. The current wording of "Temporary events on public land and public roads and associated temporary structures" in Schedule 2 of Shoalhaven Local Environmental Plan 2014 excludes the operation of that clause to any land to which the *Crown Land Management Act 2016* applies, including where Council is the Crown land manager or is responsible for the care, control and management of that land pursuant to the provisions of that Act.

The LEP housekeeping amendment is now on public exhibition; hopefully the successful implementation of recommended changes (point 9 below) will result in events on Crown Land, managed by Council, no longer requiring Development Consent.

Planning Proposal (PP) for the Shoalhaven LEP 2014 – Housekeeping Instrument Changes (PP033) will be publicly exhibited from Wednesday 13 March 2019 to Friday 12 April 2019.

The PP seeks to amend the LEP instrument as follows:

1. Amend references to the Crown Lands Act 1989 in clause 1.9A(2) to reflect the repeal of the Act in June 2018;
2. Insert 'artisan food and drink industry' as a land use permitted with consent in the RU1 Primary Production and RU2 Rural Landscape zones;
3. Insert 'dual occupancies (attached)' as a land use permitted with consent in the E2 Environmental Conservation zone;
4. Amend clause 4.1(4) to allow the creation of a lot from a closed road that is smaller than the minimum lot size shown on the Lot Size Map;
5. Insert a new subclause to clause 4.1F to make it clear that clause 4.1F is not subservient to clause 4.1;
6. Amend clause 4.2B(2) to only apply to land in a RU1, RU2 or RU4 zone;

TA19.17

7. Amend clause 4.2G(4) to delete reference to permissibility of a dwelling following subdivision;
8. In relation to Schedule 1 Additional permitted uses (6) 'Use of certain land at Manyana', update the description of the land to which Schedule 1 (6) applies;
9. In relation to Schedule 2 Exempt Development 'Temporary events on public land and public roads and associated temporary structures', insert additional criteria in subclause 2 in relation to Crown land that is vested in Council, or of which Council is the Crown lands manager; and
10. In relation to Schedule 2 Exempt Development, insert new exempt development criteria relating to:
  - A-frame sign boards and structures
  - Merchandise displays.

The Planning Proposal document and accompanying Explanatory Statement explain the proposed changes in further detail. These documents will be available for viewing online at <https://shoalhaven.nsw.gov.au/My-Council/Public-exhibition/Documents-on-exhibition>.

- Ultimate Huskisson Triathlon Festival Update – the Ultimate Huskisson Triathlon Festival was assessed through the Development Approval process. There was a considerable amount of concern from businesses and residents in the lead up to the event. Council issued the development consent shortly before the event. Following the event Council did not receive the level of complaint anticipated.

The conditional consent included a requirement for a post event meeting with key stakeholders. This meeting was held on 18 March 2019 and was attended by numerous stakeholders including, but not limited to: Huskisson Woollamia Community Voice, Huskisson Chamber of Commerce, Vincentia Ratepayers, Shoalhaven Police, Inspector of the local area RFS, Event Organisers (Elite Energy), and Council staff: Unit Manager – Rangers, Compliance Officer, Traffic Investigation Officer, Transport Engineer, Events and Investment Specialist, Director of Assets and Works, Section Manager – Development, Unit Manager – Development, Senior Development Planner and Planner's Assistant.

The overall conclusion was that the event was much better than expected however improvements can still be made, including but not limited to:

- DA lodgement well in advance to enable sufficient processing time
- Better resident and business notifications
- Complaint mechanisms in place during and post event
- Traffic management improvements including signage improvements
- Early consultation with Police
- Continued communication with the Business Chamber and CCBs

Key stakeholders will continue to liaise as required ahead of any future DA lodgement.

- Destination Network Sydney Surrounds South (DNSSS) are currently undertaking work around the economic impact of weddings in the Sydney Surrounds South area. Shoalhaven Tourism will liaise with DNSSS during this process.
- Updated Event Support Program Funding implementation – updating forms, website information and communicating changes to industry has been on hold but will commence soon.
- Awaiting results from the application to the Environment and Tourism Fund for Shoalhaven Sustainable Tourism Infrastructure Package, a \$6.8 million-dollar tourism infrastructure project.

- Full review of Event Policy as well as associated support material and templates, including best practice sustainable initiatives e.g.: no single use plastics. Updated Event Policy due for completion by 30 June ready for a public notification period.
- 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:**
  - White Sands Easter Carnival – Huskisson Sports field – 20 April 2019
  - Blessing of the Fleet – Ulladulla Foreshore – 21 April 2019 (DA process)
  - Tour De Cure – Osborne Park, Kangaroo Valley – 4 May 2019
  - Royal Australian Navy Family Concert – Osborne Park, Kangaroo Valley – 5 May 2019
  - School Steer Spectacular – Nowra showground – 7 & 8 May 2019
  - Big Country – Berry Showground – 11 May 2019 (DA Process)
  - Burradise Festival – Culburra – 10 to 12 May 2019
  - Huskisson Mother's Day Classic – Huskisson – 12 May 2019 (DA Process)
  - Sussex RSL Fireworks – Sussex Inlet – 12 May 2019
  - Basin Bream Classic – Palm Beach, Sanctuary Point – 19 May 2019
  - SeeChange Launch – Huskisson – 1 June 2019
  - SeeChange – Huskisson – 5 to 11 June 2019
  - Rally of the Bay – Shallow Crossing / State Forest – 29 June 2019
- **Other Event Enquiries and/or Meetings**
  - Mokin Jervis Bay – Event meeting March 2019 – Event to be held March 2020
  - Ultimate Huskisson Triathlon – Event debrief, March 2019
  - South Coast Food & Wine Festival – Event meeting February 2019
- **Filming Applications assessed, and permits given – February – March**
  - The Flood – Kangaroo Valley – March 2019
  - Better Homes and Gardens – Berry – 12 March 2019
  - Sheargold Group – Sussex Inlet – 27 & 28 March 2019
  - Bride & Prejudice – Nowra – 27 & 29 March 2019
- Current economic impact based on event REPLAN reports for secured 2018/19 events is **\$22,169,500**
- Upcoming Supported Events:

Event Name	Date of the Event	Venue/Location	Economic Benefit

<b>May</b>			
Arts in the Valley	3 – 5	Kangaroo Valley	\$611,000
Big Country	12	Berry	\$1,953,000
Burradise / Surf Bash	12 – 13	Culburra Beach	\$1,268,000
Masters Swim - Ulladulla	10 - 11	Ulladulla	\$124,000
National Motoring Heritage Day	20 May	Berry	\$201,000
Shoalhaven Pro Junior	25 – 27	Culburra Beach	\$425,000
<b>June</b>			
SeeChange Festival	1 - 10	Bay and Basin	\$1,150,000
StoryFest	23	Ulladulla	\$261,000
Athletics NSW	23 – 24	Nowra	\$981,000
<b>July</b>			
AFL Junior Championships	5 – 8	Nowra	\$158,000
Chilli Chocolate Festival	28 July	Nowra	\$344,000
<b>August</b>			
South Coast Soul Festival	23 – 25	Bewong	\$328,000
<b>September</b>			
South Coast Food and Wine	13 – 15	Berry	\$3,346,000

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

## Results

- 7 successful events through the 2019 DNSW Flagship Event Funding Program – SeeChange Festival, Dressage by the Sea, Big Country, South Coast Food and Wine Festival, Sand and Sea Festival, Gold Buckle Campdraft, Birdhaven Festival.
- Attended the Local Emergency Management Committee meeting to report on the event approval process.
- Huskisson Christmas Carnival – The damage that occurred due to the extended use of the Huskisson Sports Oval has been fixed through the installation of new turf. This was identified as a requirement ahead of the carnival and an agreement with the organisers was reached to ensure damage was repaired to the highest standard for ongoing community use and future events.
- DNSW Regional Conferencing seminar was held at Jervis Bay Maritime Museum on 25 March. Site visits for the Manager of the Regional Conferencing Unit were arranged for Huskisson Hotel, Ulladulla Civic Centre, Dunn Lewis Centre, Mollymook accommodation precinct and Willinga Park. Funding is currently available for several regional conferencing initiatives, visit [www.meetinns.com](http://www.meetinns.com) for information.
- Assessing Event Funding Applications, managing Sponsorship Agreements and event milestones for funding distribution.

## Event Permits Issued – February – March

- Berry Show – Berry Showground – 1 & 2 February 2019

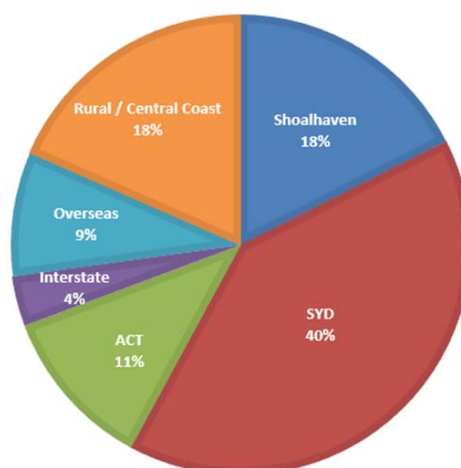
- Nowra Show – Nowra Showground – 8 & 9 February 2019
- Seaside Feast – Dolphin Reserve, Currarong – 9 February 2019
- Makai Cup – Ulladulla Foreshore – 9 & 10 February 2019
- Kangaroo Valley Show – Osborne Park, Kangaroo Valley–15 & 16 February 2019
- Ultimate Huskisson Triathlon Festival – Huskisson, 22 – 24 February 2019
- Choppers for Charity – Sussex Inlet, 22 – 24 February 2019
- Milton Show – Milton, 1 & 2 March 2019
- Tour De Cure – Greys Beach & Voyager Park – 3 & 4 March 2019
- Mollymook Outrigger Canoe Club – Ulladulla Foreshore, 9 March 2019
- Sussex Inlet Endurance Ride – Sussex Inlet, 9 & 10 March 2019
- Relay for Life - Nowra, 29 to 31 March 2019

#### Events referred / cancelled / no approval required

- Berry Nice Festival – Cancelled – 23 February 2019


#### Supported Event Results

- Huskisson Triathlon Festival – 22 – 24 February
  - Participation – Total competitors = 4788. On average a Huskisson Triathlon competitor brings two spectators and stays two nights in the region.
  - Surveys were undertaken by Shoalhaven Visitor Services at the event; survey results (from a sample size of 120) indicate that 82% of event attendees where from outside the Shoalhaven, see breakdown below.




- Future Involvement – Shoalhaven Tourism will act in a supporting role to the official DA approval process.

Below some screen shots of social media post event to show engagement.



Elite Energy Events  
@EliteEnergy

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Photo/Video Tag Friends Check in ...

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4.4 4.4 out of 5 - Based on the opinion of 165 people

Community See All

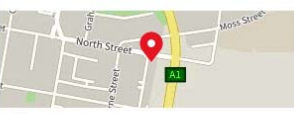
Invite your friends to like this Page

15,034 people like this

15,349 people follow this

Chanel Shannene and 12 other friends like this or have checked in

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90 North Street  
Nowra, New South Wales 2541  
Get Directions  
(02) 4423 7775  
Typically replies within a few hours  
Send Message  
www.eliteenergy.com.au  
Event Planner - Sports & Recreation Venue

TA19.17

**Husky Triathlon Festival**  
February 26 · 🌐

Nawwww Thanks so much for taking care of all our athletes, staff and locals - The EE Crew



**Angels Bayside Cafe/Restaurant**  
February 26 · 🌐

Wow! What an amazing weekend here at Angels Bayside 😊 our little corner in paradise was enjoyed by so many wonderful people visiting and competing in Shimano Big Husky Triathlon Festival. .... You all rocked it, 1375 meals and 1100 coffees and over 600 cold beverages produced and delivered to customers over the weekend! Words cannot begin to thank you all enough ❤️ Belinda Smith Kerrienne Skipper Robert Eaton Whoopie Do Da Michelle Norman Brianna Henry Nune Sirakan Phootrakoon Madison Mcmorrow Jemma Jeffery Adz WhiteKristen WilliamsCheryl FieldRicky Bart Nic Ludland Cristyn Talbot Eaton.

The cafe will be closed today Tuesday 26th February so I can thank my staff - having a day at C1 Speed Indoor Karting & Laser Tag then back to Shark Net Beach for an afternoon of relaxing fun. See all you wonderful customers on Wednesday 😊

16

Like Comment Share



**Elite Energy Events**  
February 12 · 🌐

EEEEEEKKK! It's getting close! Entries still available across all races, don't forget the Kids, Swims and Runs! BIG HUSKY JUST GOT BIGGER! [bit.ly/BIGHUSKY19](http://bit.ly/BIGHUSKY19)

26 4 Comments 6 Shares

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**Write a comment...**

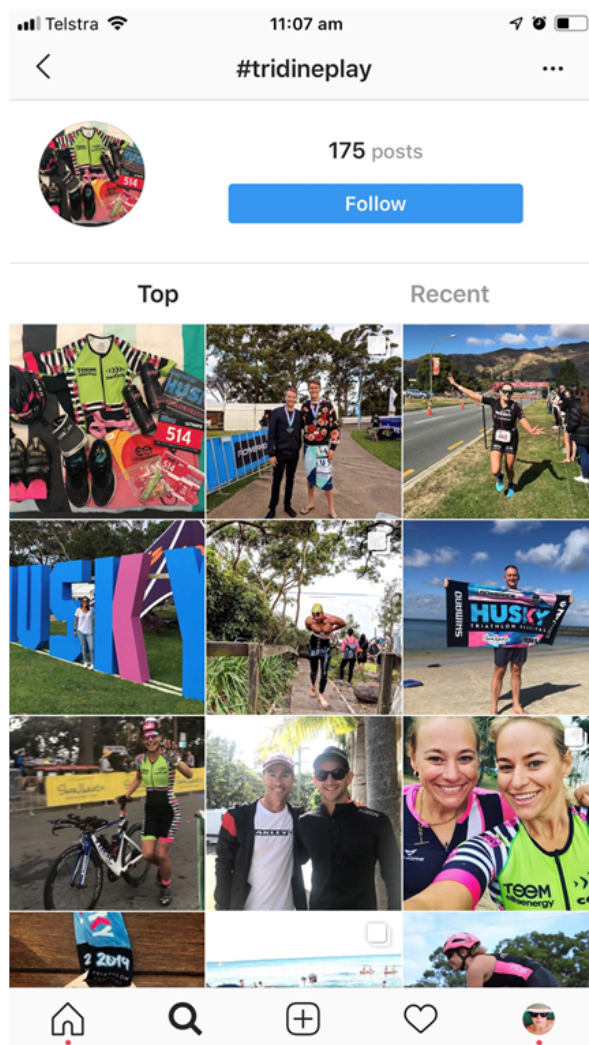
**Ian Mountain** What's the story with the DA and the council? 0  
Like · Reply · 7w

**Husky Triathlon Festival** Hey Ian, like all of our events they go through an approval process we have always and will continue to work closely with all our Councils. - Seb 0  
Like · Reply · 7w

**Jack Jones** Christian Briscoe Paul Linton Nik von Pueckler 0  
Like · Reply · 7w

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TA19.17



TA19.17

## TA19.18 Visitor Services Update January to March 2019

**HPERM Ref:** D19/110952

**Group:** General Manager's Group  
**Section:** Tourism

### Purpose / Summary

To give an update of Visitor Information Services from October to December 2018.

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

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

### Options

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

### Visitor Centres

The Visitor Centres at both Nowra and Ulladulla have noted a very busy shoulder season this year.

We have seen an increasing number of international visitors this time of year, especially from Europe (mainly from Germany).

Most inquiries have still involved camping, and pets, and things to do in the area.

### Volunteer Recruitment

Our first Ulladulla Tourism Volunteer has been recruited and just commenced working in the Ulladulla Visitors Centre in March. Nina is learning quickly and is looking forward to being part of the team. Volunteers at the Nowra Visitor Centre have handled 1000 visitor enquiries year to date.

### Supplementary Visitor Information Centres

We would like to welcome 3 new supplementary centres this year.

- Maulik Patel at the Culburra Newsagency / Petrol Station
- Sharon and Chris Goldsmith at the Between the Flags at Sanctuary Point shopping village, and
- Michael for Great Outdoors and Beyond at South Nowra

As they have only just been approved, more detail will be provided for the next meeting, although all are on a three-month trial to make sure each are happy.

## Mobile Services

Mobile Services will be set up this Easter at Sussex Inlet and Vincentia in partnership with our volunteers.

As part of our continued trial of attending major events, last month we had our mobile visitor van at the Huskisson Triathlon. Set up in a great spot between the finish line and registration area, we were constantly busy with people asking for and taking information. All the feedback was positive. Many family members had attended the event, even from other States of Australia. A great majority of people we spoke to were collecting information, so they could plan a holiday back in the area at a future time. Many groups were staying on longer after the event to experience the area.

## FINANCIALS

The table below shows income for Quarter 3 – January to March 2019, broken down into business units and compared to last year's results.

### INCOME NOWRA

Description	Q3 2018/19	Q3 2017/18	Q3 Variance YOY	YTD +/- *	YOY +/-**
Souvenirs	\$2,737	\$2,739	-\$2	-10%	+10%
Books/Maps	\$2,980	\$2,769	+\$211	-4%	+3%
Local Product	\$2,725	\$3,915	-\$1190	+1%	-10%
<b>Total</b>	<b>\$8,442</b>	<b>\$9,423</b>	<b>-\$981</b>	<b>-4%</b>	<b>+4%</b>

\*YTD +/- shows the % difference between the total income for the current financial Year to Date vs the same period last year.

\*\*YOY +/- shows the % difference between the total income for the 12-month period prior vs the same period last year – Year on Year. This is useful to reflect impacts of seasonality.

### Comments:

Sales at Nowra VIC are showing a consistent pattern throughout the year. Despite a drop-in sale this quarter, there continues to be much interest in local product, and we continue to source a constant and quality supply.

## INCOME ULLADULLA

Description	Q3 2018/19	Q3 2017/18	Q3 Variance YOY	YTD* +/-	YOY** +/-
Souvenirs	\$3,959	\$3,331	+628	-20%	+5%
Books/Maps	\$2,432	\$2,083	-367	+20%	-5%
Local Product	\$4,310	\$4,099	+729	+5%	-1%
<b>Total</b>	<b>\$10,701</b>	<b>\$9,513</b>	<b>+1188</b>	<b>-5%</b>	<b>+3%</b>

\*YTD +/- shows the % difference between the total income for the current financial Year to Date vs the same period last year.

\*\*YOY +/- shows the % difference between the total income for the 12-month period prior vs the same period last year – Year on Year. This is useful to reflect impacts of seasonality.

### Comments:

YOY Ulladulla is still maintaining good merchandise sales, with souvenirs and local products being well received.

Sales of locally produced cards have performed well over the Christmas and shoulder period.

## ENQUIRIES - NOWRA

Description	Q3 2018/19 Total Number	Q3 2017/18 Total Number	Q3 Variation YOY Total Number	YTD* +/-	YOY** +/-
Counter	7013	6074	+939	+16%	+5%
Emails	2039	1569	+470	-1%	+2%
Phone	2847	2916	-69	-11%	-5%
Volunteer	447	485	-38	+100%	+80%
<b>Total</b>	<b>10139</b>	<b>11044</b>	<b>+1302</b>	<b>+5%</b>	<b>+2%</b>

\*YTD +/- shows the % difference between the total number of enquiries for the current financial Year to Date (YTD) vs the same period last year.

\*\*YOY +/- shows the % difference between the total number of enquiries for the 12-month period prior vs the same period last year – Year on Year. This is useful to reflect impacts of seasonality.

### Comments:

Counter inquiries are showing an increase YOY, with more visitor inquiries coming from an extended shoulder season.

Almost 30,000 inquiries have been handled by Visitor Services this financial year to end of March 2019. Additionally, VIS staff sold almost 10,000 tickets for the Entertainment Centre at the counter YTD.

## ENQUIRIES – ULLADULLA

Description	Q3 2018/19 Total Number	Q3 2017/18 Total Number	Q3 Variation YOY Total Number	YTD* +/-	YOY** +/-
Counter	5536	5990	-454	-5%	-3%
Emails	23	23	0	+25%	+25%
Phone	1820	2311	-491	-7%	-5%
Volunteer	8	0	+8		
<b>Total</b>	<b>7387</b>	<b>8324</b>	<b>-937</b>	<b>-5%</b>	<b>-4%</b>

\*YTD +/- shows the % difference between the total number of enquiries for the current financial Year to Date vs the same period last year.

\*\*YOY +/- shows the % difference between the total number of enquiries for the 12-month period prior vs the same period last year – Year on Year. This is useful to reflect impacts of seasonality.

### Comments:

Ulladulla VIS has handled almost 16,000 enquiries to end of March 2019.

There has been a noticeable additional number of tourists from overseas and from regional NSW coming into Ulladulla VIC and shows positive results to strategic marketing.

### GOALS FOR QUARTER 4 2018/2019

Continued volunteer recruitment

Stocktake

Continued support of supplementary visitor centres

Continuation of familiarisation visits to upskill staff

## TA19.19 River Festival Committee Update

**HPERM Ref:** D19/107123

**Group:** General Manager's Group  
**Section:** Tourism

### Purpose / Summary

To update the Shoalhaven Tourism Advisory Group on the Shoalhaven River Festival.

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

That the Shoalhaven Tourism Advisory Group

1. Receive the report for information
2. Recommend to Council that members, as detailed below, be officially appointed to the River Festival Committee.

### Options

1. That the Shoalhaven Tourism Advisory Group
  - a. Receive the report for information
  - b. Recommend to Council that members, as detailed below, to be officially appointed to the River Festival Committee.

Implications: The Shoalhaven River Festival committee is a constituted committee and will continue to work towards delivering the 2019 River Festival.

### Current Situation

The Committee has recruited several new volunteers and have appointed a new Chair and Deputy Chair. New members recommended for the Committee as follows:

1. Paul Greene, Chair
2. David Fleeting, Deputy Chair and Marina
3. Karina Whipp, Secretary
4. Gary Wells, Treasurer
5. Lynn Locke, Event Ambassador
6. Greg Stephenson, Sponsorship
7. Michelle Machonachie, Fundraising
8. Marla Guppy, Art Zone
9. Ian Reid, Multimedia
10. Mark Emerton, Traffic Management
11. Greg McLeod, Sound
12. Dawn Hawkins

### Deputy Chair's Report

Planning is underway for the Shoalhaven River Festival 2019 (SRF19).

The Festival is being held again this year as a one-day event on Saturday 26th October 2019.

Shoalhaven Ex Servicemen's Club has been confirmed as the principal commercial sponsor for the Event.

We look forward to the continuing support of Shoalhaven Council and Shoalhaven Water.

The overall structure of the event is currently being reviewed and refined, and discussions have commenced with potential participating parties, including the Navy.

The RMS have confirmed that there will be no interruption to the event this year from planning for the new bridge, and we are continuing to liaise with them.

Following the success in 2018 of "third party" management of the Market Stalls component, negotiations are underway with potential managers.

Social media and web presence is also currently under discussion.

Various fundraising options and activities are being explored.

Whilst the formal event will take place on the Saturday, the committee is exploring "partner events" happening either side of Saturday to capture the momentum.

The committee has met "informally" twice and has yet to have a quorum to ratify all positions.

The next SRF19 Committee meeting is scheduled for Monday 15th April at 5.00pm, the committee will be meeting with Council's Governance Unit prior to this. A "working budget" will be initiated at this meeting.

There is a proposed SRF19 Launch event with a working date of 8th May, to be confirmed at the next meeting.

The committee has gained several new members and our tireless Chair from last year, Elise Austin has not re-nominated due to the recent birth of her daughter, Molly. Lynn Locke, Festival founder, continues her involvement as mentor and wise counsel.

Shoalhaven Council will be represented by both Shannan Perry-Hall and Greg Winchester at committee meetings as needed.

We look forward to building on the success of last year's festival, extending community engagement, and increasing interest awareness and visitation to the Shoalhaven region.

### **Tourism continued involvement**

Terms of Reference have been finalised.

Shoalhaven Tourism will continue to provide support as needed, and the Event Liaison Officer will attend meetings and provide advice as required.

The River Festival will be required to formally update STAG at each meeting via a report. Minutes of meetings and any relevant reports will be provided to Council as needed via STAG.

### **Financial Implications**

There is no specific financial implication at this stage. Council have allocated \$20,000 in funding to the 2019 event with the current Terms of Reference giving delegated authority to the River Festival Committee on spend and financial management of funds.

## TA19.20 STAG Working Group Allocation 2019

**HPERM Ref:** D19/107786

**Group:** General Manager's Group  
**Section:** Tourism

**Attachments:** 1. STAG Strategic Plan 2018-2020 [📄](#)

### Purpose / Summary

to working groups for the next 12 months.

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

That the Shoalhaven Tourism Advisory Group appoint Workshop Members as follows:

1. Strategy and Planning Working Group
  - a. Project Lead:
  - b. Members:
2. Industry Development
  - a. Project Lead:
  - b. Members:
3. Product Development
  - a. Project Lead:
  - b. Members:

### Options

1. The Shoalhaven Tourism Advisory Group continue to support the adopted strategic plan and appoint Workshop members accordingly.

Implications: Strategic Plan has been accepted by Council. Working Groups to meet and create clear outline of plans to report back to STAG as per the strategy.

### 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.

At the end of 2019 STAG and Council formally adopted the 19-20 Strategic Plan – Attachment 1.

### Time to review

With new members joining the Group there is an opportunity to review members of the Working Groups to include everyone.

TA19.20

**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.



**SHOALHAVEN TOURISM  
ADVISORY GROUP (STAG)**  
DRAFT STRATEGIC PLAN  
2018-2020

# Role of STAG

Provide valuable  
insight + advocate  
for tourism  
industry in the  
region

Strategic input to  
direction via  
Working Groups

Events Support  
Program Assistance

## Overall Goals

GOALS	1. ADVOCACY & INSIGHT	2. STRATEGIC DIRECTION VIA WORKING GROUPS	3. SUPPORT EVENTS A MAJOR ECONOMIC DRIVER IN THE REGION
	<p>The Shoalhaven Tourism industry is an important economic development sector, contributing to essential jobs in the region.</p> <p>The goal is to ensure council recognizes the importance of the industry, both direct and indirect, and continues to support the sector growth.</p>	<p>Provide valuable industry insight and hands on support to the council tourism team by undertaking in-depth project work to develop key areas and sectors in the region, on key areas, as identified yearly, and provide advice to the sector and planning.</p>	<p>Support the tourism team and tourism visitation in the region by providing professional advice on the tourism event support program.</p>
ACTIONS + STRATEGIES	<ol style="list-style-type: none"> <li>Lobby Council to ensure tourism is acknowledged as a vital industry now and into the future, with impact cross sector supporting high value jobs throughout the region across various sectors.</li> <li>Provide advice to Council and stakeholders on key tourism matters and how to integrate tourism in all elements of planning and policy making</li> <li>Advise stakeholders on the development of measurable outcomes for tourism throughout the region</li> </ol>	<ol style="list-style-type: none"> <li>Formation of working groups on identified strategic topic areas <ul style="list-style-type: none"> <li>Accommodation</li> <li>Industry development</li> <li>Overall strategic direction</li> <li>Product development</li> </ul> </li> <li>Identify priorities across each working group area</li> <li>Creation of key objectives and outcomes for the working groups</li> <li>Regular updates back to STAG in the larger group via meeting updates</li> </ol>	<ol style="list-style-type: none"> <li>Review and make recommendations on the event support program annually</li> <li>Members of the Advisory Group actively involved in making recommendations on event support</li> <li>Ongoing advocacy to council for continued funding program to support driving the visitor economy with events</li> <li>Advocate for the program throughout the region</li> </ol>
INDICATORS OF SUCCESS	<ol style="list-style-type: none"> <li>Recognise and advocate for Council's support and investment in tourism and economic development</li> <li>Advocate for the Shoalhaven and improvements to tourism development 'up chain'. DNSSSS etc.</li> <li>Successful recommendations by STAG to Council on behalf of the overall industry and visitor economy</li> <li>Regular attendance at industry events and meetings including business chambers and networking events</li> <li>Positive feedback from the tourism industry at functions and via surveys</li> <li>Provide moral and written support of grant applications</li> </ol>	<ol style="list-style-type: none"> <li>Regular attendance at working groups</li> <li>Gain agreement from broader STAG by working groups on actions, strategies and indicators of success.</li> <li>Meeting objectives and reporting back to STAG regularly</li> <li>Agreed outcomes achieved, driving change in the industry</li> <li>Recognition of STAG as industry leaders in the community.</li> </ol>	<ol style="list-style-type: none"> <li>STAG members actively participating in making recommendation for event support program</li> <li>Industry making application to participate in the event support program</li> <li>STAG regular attendance at tourism events supported throughout the region and providing feedback.</li> <li>Evidence of quality events meeting strategic goals in the region driving off season visitation</li> </ol>

# Working Groups

PRIORITY AREA	1. STRATEGY + PLANNING  Provide professional advice on long term strategic direction for the industry	2. INDUSTRY DEVELOPMENT  Advocate and assist in the skills development and sharing to grow the industry.	3. PRODUCT DEVELOPMENT  Assist in product development to meet strategic outcomes. Identified as a second priority and on hold until the completion of the DMP. NOTE: An Arts and Culture Working Group currently exists with members outside STAG
ACTIONS AND STRATEGIES	<ol style="list-style-type: none"> <li>360 Model, development and delivery</li> <li>Destination Management Plan</li> <li>Review of staff yearly action plans and provide recommendations</li> <li>Review of other stakeholder plans like DNSSS to provide feedback to STAG for formal comments</li> <li>Advocate for long term strategic industry needs to drive ongoing investment and change</li> </ol>	<ul style="list-style-type: none"> <li>Provide feedback and insight into training skills gaps and opportunities</li> <li>Investigate opportunities for further skills development including ideas brainstorm:</li> <li>Tourism is Everyone's business;</li> <li>opportunities to leverage local business chambers;</li> <li>Advocacy, could STAG members talk to businesses one on one? Mentor or human library?</li> <li>How can tourism help you? Can STAG play a role in feedback?</li> <li>Local tourism / business conference?</li> <li>Tourism after hours networking events</li> <li>Customer Service Mentors</li> <li>Economic Gardening</li> <li>Aussie Host training?</li> <li>Incentives e.g. reduced-price advert in Visitor Guide for achieving competence?</li> <li>Investigate different council and business meetings in the region.</li> <li>Mobilising industry to be more proactive and engaged</li> <li>Create a strategy to move forward</li> </ul>	<ol style="list-style-type: none"> <li>Create analysis of current product and identify gaps</li> <li>Identify strategic opportunities for product development</li> <li>Create an action plan with clear actions, measures of success and timelines and gain agreement from STAG on next steps.</li> </ol> <p><i>This could include: Packaged experiences, itineraries; a review of business opportunities like Book Easy ticketing; How do we help National Parks Wildlife Service?</i></p>
INDICATORS OF SUCCESS	<ol style="list-style-type: none"> <li>Long term strategic plans endorsed by council</li> <li>Ongoing tourism support and funding from council to the industry</li> <li>Long term growth and sustainable industry</li> </ol>	<ol style="list-style-type: none"> <li>Identify key opportunities</li> <li>Industry and skills development plan of action reported back to STAG with clear timelines and actions.</li> </ol>	<ol style="list-style-type: none"> <li>Active Product Development Working group, meeting regularly</li> <li>Agreed action plan and success indicators with broader STAG members</li> <li>Clear evidence of product development and economic growth</li> <li>Advocate on behalf of the Tourism Industry to identify and foster industry growth opportunities</li> </ol>
MEMBERS	<b>Project Lead:</b> Louise Hallum <b>STAG Members:</b> Rob Crowe, Neil Rogers, Brenda Sambrook, Kylie Pickett <b>Staff Representative:</b> Shannan Perry-Hall + Coralie Bell	<b>Project Lead:</b> Juliet Barr <b>STAG Members:</b> James Lin, Lynn Locke, Louise Hallum, Brenda Sambrook <b>Staff Representative:</b> Kristy Mayhew	<b>Project Lead:</b> David Duffy <b>STAG Members:</b> David Goodman, Kylie Pickett <b>Staff Representative:</b> Coralie Bell + others as required