

MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

Meeting Date: Monday, 24 June 2019
Location: Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra
Time: 5.03pm

The following members were present:

Mr Robert Crow - Chairperson
Clr Joanna Gash
Clr Mark Kitchener
Clr Annette Alldrick
Ms Brenda Sambrook
Mr Neil Rodgers
Mr Mat Lock
Mr David Fleeting
Dr James Lin
Mr David Goodman
Mr David Duffy – arrived at 5.11pm

Others present:

Clr Patricia White
Stephen Dunshea – Acting General Manager
Coralie Bell – Tourism Manager
Kristy Mayhew – Tourism marketing Specialist
Joe Puglisi – Visitors Services Manager

Apologies / Leave of Absence

Apologies were received from Mark Thirlwall

Confirmation of the Minutes

RESOLVED (Mat Lock / James Lin)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 06 May 2019 be confirmed.

CARRIED

Declarations of Interest

Nil

REPORTS

TA19.23 Tourism Manager's Report

HPERM Ref:
D19/178015

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 / Clr Gash)

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

CARRIED

TA19.24 Destination Marketing

HPERM Ref:
D19/174544

James Lin enquired if Tourism has received any feedback in relation to Motels in the area being quiet this time of year?

Staff advised that June has a trend of being a quiet time for the area. Operators in the Shoalhaven have advised that the shoulder season has been positive however June is generally quiet when its the start of Winter.

Neil Rodgers advised that there has been a lift in the domestic market and starting to see previous quotes being booked for future holidays.

Joe Puglisi – Visitors Services Manager advised generally during the election periods the tourism market in the area is quiet.

The Tourism team is looking into the Food and Wine event, now launched in September, will work on this for the future.

Note: David Duffy arrived 5.11pm.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Brenda Sambrook / David Duffy)

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

CARRIED

TA19.25 Events and Investment

HPERM Ref:
D19/174579

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 / Brenda Sambrook)

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

CARRIED

TA19.26 Visitor Services Update April 2019

**HPERM Ref:
D19/185489**

Staff advised that they are preparing an application to the Tourism Awards for Visitors Services. The Regional Tourism Awards are coming up and will be held in Goulburn. When information becomes available staff will distribute to members.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Brenda Sambrook / David Goodman)

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

CARRIED

TA19.27 River Festival Committee Update

**HPERM Ref:
D19/176997**

David Fleeting addressed the meeting and advised that essentially, it's a new Committee with new and enthusiastic members.

There are two (2) elements that are changing, being that this will be the last year before the construction of the new bridge is commenced, so this will be the last year the River Festival will be in this location before it is impacted by the new bridge. The River Festival Committee need to plan for the alternate location for future years.

The current DA expires at the end of this year.

The River Festival Committee is currently looking at being a single day event, however can also look at a link for another event in the area to encourage overnight stays.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group

1. Receive the report for information.
2. Endorse the Shoalhaven River Festival Committee Terms of Reference (attached).

RESOLVED (Mat Lock / Brenda Sambrook)

That the Shoalhaven Tourism Advisory Group

1. Receive the report for information.
2. Endorse the Shoalhaven River Festival Committee Terms of Reference (attached to the report).

CARRIED

TA19.28 Sports Board Update

**HPERM Ref:
D19/177058**

David Goodman addressed the meeting and advised that the Shoalhaven Sports Board held a meeting this month and held a Workshop which covered the Strategic Plan.

The Sports Board are investigating the use of Banners for Leisure Centres and will in the future invite sporting bodies to each meeting to advise the sporting groups who the Sports Board is and how they can assist Sporting Groups.

There are two (2) new membership positions on the Sports Board which are yet to be identified from disadvantaged sporting Groups.

The Shoalhaven Indoor Sports Centre is anticipated to be completed by October.

TA19.29 Councillor Updates

**HPERM Ref:
D19/177035**

Clr Gash addressed the meeting and advised that Culburra Beach is growing with 7 coffee shops in operation.

Clr Gash - The Shoalhaven Eisteddfod is a successful show for the young stars of the Shoalhaven. Sadly, the audience numbers were down this year. Is there a way that the Tourism Advisory Group can advertise and get more promotion for local events at the SEC. Local operators and events can't afford the SEC space and sometimes availability is difficult.

Coralie Bell – Tourism Manager advised that there are multiple factors that may impact on shows, this can range from the cost to hire the venue, availability of the space, cost of tickets and the cost to run the SEC as a venue.

Tourism Staff will make contact with the Manager of the SEC to discuss challenges with the Eisteddfod.

Clr White addressed the meeting and advised the at the last Tourism meeting, safety in the CBD was raised, this was also raised at a recent Youth Advisory Committee meeting. Clr White raised this matter at the last Nowra CBD Revitalisation Strategy Committee and the Committee is arranging an excursion which will take place during the day and another at night to look at the issues that have been raised.

Clr White – The Nowra CBD Committee has agreed to the funding the lighting of the trees near the library and the Art Gallery at night. The Committee is also in the process of signing off for the new footpath construction of Berry Street. It was also noted that the Aboriginal Mural in Egans Lane (Woolworths Car park) has lighting. The Committee is in the selection and quotation process for securing a contractor for the Christmas Decorations for the CBD.

TA19.30 Industry Feedback

**HPERM Ref:
D19/177044**

Neil Rodgers asked for an update regarding where in the process is the Shaolin Temple – Comberton Grange.

The Group were advised that this has been a long-standing process and is currently with the

owners/developers of the land. There are only 2 years left on the DA. The proposed development has been downgraded to a smaller scale development and there is information online from an information day that was held in February 2019.

James Lin requested an update on the proposed Woolworths Store at Bomaderry. The Group were advised that it is still expected to go ahead.

GENERAL BUSINESS

TA19.31 Additional Item - Observation - REMS

David Fleeting raised and made the observation that the REMS project is a phenomenal piece of infrastructure and when complete could be linked to tourism from an agricultural perspective.

TA19.32 Additional item - South Coast Food and Wine Festival

Coralie Bell – Tourism Manager advised that the South Coast Food and Wine Festival launched this week, partnered with local chefs and wineries. The event will run from 13 to 15 September 2019.

TA19.33 Additional Item - Letter - Local Members - Funding Tourism

David Goodman raised the issue of State and/or Federal Funding for Tourism has been withdrawn from Local Government.

RESOLVED (David Goodman / Robert Crow)

That the Chairperson work with the Tourism Manager to formulate a letter to the Local Members seeking reinstatement of funding for Tourism.

CARRIED

TA19.34 Additional Item - Workshops - Strategic Plan

Coralie Bell – Tourism Manager advised that a Workshop will be scheduled prior to the next meeting to work through the Working Groups within the Strategic Plan which has been distributed to members.

TA19.35 Additional item - Local Community Communication Network

Mat Lock advised that he has been approached by a local not for profit community network who have identified an opportunity to increase awareness of local events and seeking volunteers.

The Chairperson requested that Mat Lock put the group in touch with Coralie Bell – Tourism Manager who will invite them to a future meeting of STAG to make a presentation.

TA19.36 Additional Item - Low Cost Lighting - MOFO (Hobart) - VIVID (Sydney)

David Fleeting advised that he had returned from the MOFO festival in Hobart where a lot of low

cost lighting options were used for atmosphere and ambiance which was well received.

There being no further business, the meeting concluded, the time being 6.10pm.

Mr Robert Crow
CHAIRPERSON