

## Shoalhaven Tourism Advisory Group

**Meeting Date:** Monday, 26 August, 2019

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

## Attachments (Under Separate Cover)

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**AGENDA**

Shoalhaven River Festival Meeting  
Wednesday 12<sup>th</sup> June, 2018

Meeting Open – 5:15

Attendees: Paul Greene, Marla Guppy, Mark Emerton, David Fleeting, Greg Stevenson, Dawn Hawkins, Shannan Perry-Hall

Welcome – Paul

Apology for abrupt email, should have gone about the email another way. We really need to follow decorum, without structure there is no point of having a Chair. Challenge is running this as a committee, all say things heated.

David's response, please stay on as Chair, we all stumble sometimes.

Karina Vincent and Greg Mcleod resigned from the committee – Paul has asked Karina to come back to the committee.

Marla's response, email is a blunt instrument, can't get the tone right. Try to never use it. Michelle was very upset by email. Paul has spoken with Michelle.

Dawn's response, lets look at this as a learning environment, support Paul and take this as a learning point.

Unanimous decision for Paul to stay on as Chair.

Marla and Emo managing webpage  
Website – being designed by Hand Made Web, will be ready soon.  
Use boats with lights as banner image – all agree  
Facebook and Instagram – Eat Shop Love doing social media – need to feed them information – Paul will keep on eye on what they are doing and oversee process.  
Committee to cc Paul on what they are sending through for inclusion.  
Hand Made Web doing social media in the last 12 weeks out.  
Need to talk to Hand Made Web about Marketing Plan – demographics and sponsored posts.

Lynn looking after print media -

Launch – Media Release Drafted – Up on Google Draft for editing by committee – would like it out next week – venue – Exservos Club.

Paul would like to speak with Nowra High about asking for assistance – volunteers on the day – list of volunteers, all precincts to identify what volunteers they need.

Long Lunch Update – Michelle – Video (1 min long) promo video – wait until tickets are available and on sale. Tickets on Eventbrite – Michelle will do this. Chef from Paper Bark.

Spirit of the River Update – Dawn and Marla spoken to Indigenous groups. They are on board and very excited. Have structure of performance. Locking in aspects of the event. Meeting with lighting expert from Sydney – coming along well. Julie Freeman live on the river. Could be pre-recorded and then played through speakers.

A number of things that they want to talk to Amanda (Mayor) about. Hanging lighting, approvals, base of the pylons on the bridge for lighting. What is the process of getting approval? Shannan suggested documenting what is required ahead of going to Amanda initially.

Artzone – Marla been in touch with Bundanon – meeting with Regional Gallery. Art Zone planning going well. Feel like she can brand the dance experience, this needs to go next to the pool. Haseena could manage this.

Main stage in Paringa Park

Aboriginal cultural hub in Artzone. Community reference group like this idea.

Practice run – Marla talking to River Watch about using the boat.

Lantern walk is still happening – Dora is the artist and is working with schools.

Music, Production and Staging update – Paul – bands locked in as per tabled document. School Choir – Paul managing who might be interested. Approx. \$18,000. Committee are excited about the program. Long term plan is to have that area as a ticketed space. Don't want to charge people this year.

Concern that people may not come back to main stage (Paringa Park) after the fireworks.

Gary – Draft budget circulated and balance sheets and Profit and Loss. Last year results finished and updated. Who is calculating extras? We are trying to raise money to make the festival sustainable and raising money – don't need to be shy about this. Gary will manage accounts, he would like to set up a Google Drive so everyone can access minutes etc. Unanimous agreement that this is a good way to go – Gary will set up the drive and get everyone on the drive.

Committee report accepted – moved Paul, seconded Dawn.

High Tech Marine – unanimous agreement to refund 50% \$750 and offer involvement in some form at the 2019 event. The committee indicated there wasn't a

lot happening on the marina side at this year's event but perhaps there is another way they can be involved, perhaps they would like their boats in the parade.

Shannan to provide information about how this refund will be arranged, where the money will come from and the best way to communicate with High Tech Marine moving forward.

Sponsors Update – Greg – 75% of sponsors locked in from last year – \$65,000 approx. at this stage.

Paul and Greg meeting with Macey's – 3.30pm – Green Olive – 13<sup>th</sup> June

Paul will develop some sort of sponsorship possibilities ahead of meeting.

Dawn would a list of sponsors – Greg to supply.

10 – 15 k sponsors still need to be confirmed.

Greg needs suggestions on ideas – contact at Manildra

Shannan – send Greg notes from grant writing workshop

Shoalhaven Water – could have a bigger presence

Launch night – invite potential sponsors – give Lynn names

24<sup>th</sup> July 5.30pm – launch afternoon / evening – working group – Exservos –

Shannan putting in Mayors / Councillors diary

Rowing Club – Power – how do we access this?

Wendy Cooper – President – David speaking to her about opportunities

Water Events Update – water event permits being sent, Navy email sent to see if we can get a barge as part of the festival. Jet Skis lock in by Emo - \$1500 in prize money. David following up splash down for quote. Oyster Boats confirmed and River Boat being contacted by David.

Markets contact – Dawn point of contact and support from Paul. Dawn and Paul meeting with Elise to try and get some more details. Markets policy is important.

**Shoalhaven River Festival Committee Meeting**  
**Wednesday 3<sup>rd</sup> July 2019**  
**17.00 – 19.00**

**Attendance**

Paul Greene, Gary Wells, Marla Guppy, Greg Winchester, Lynn Locke, Michelle Maconachie, David Fleeting

**Apologies**

Shannan Perry Hall, Dawn Hawkins, Mark Emerton

**Minutes from SRF Meeting 12/6/19**

Moved Gary Wells, Seconded Paul Greene

**Business Arising**

**Fireworks Sponsor**

- Lynn noted that the fireworks sponsor is Power FM. This has been the case for several years.

**Pontoon**

- Greg reported that the pontoon can't be easily moved and barges will need to be sourced for on river activities including the fireworks. Simone at Numbaa may have a barge which can be used. David F to manage this.

**Media & Marketing**

- Marla reported that the website will go live this week. Paul reported that the press release on the Festival was in the South coast Register last week.
- Paul outlined a media strategy focusing on zones/areas of the Festival over the next month.
- Google Drive will be the platform for the Committee to edit material.

**Treasurers Report**

The report was presented by Treasurer Gary Wells.

Moved Michelle Maconachie, /seconded Lynn Locke

- Wix Website had declined to provide a refund. This has meant that Elise Austin is owed \$150. The Committee agreed that this should be paid to her.
- The 2 debit cards are to be managed by Gary Wells and Paul Greene

**AREA REPORTS**

**Sponsorship**

Greg S provided an update on sponsorship to date.

- Macys are on board as a major sponsor again for 2019. The potential for a 'Macys Insurance Stage' in Paringa was discussed in addition to the water program.
- Greg is targeting areas which can be sponsored by specific businesses.

- The Turf Club will support the Long Table Lunch with tableware, chairs and other hospitality products.

#### **Music**

Paul reported on music to date.

- Bands are being locked in and contracts prepared. 19Twenty are engaged.
- Paul has proposed a satellite program in Nowra leading up to the Festival. This would involve local venues and performers with the gigs being promoted by River Festival through Power FM and other Festival marketing.
- The potential to link with the CBD Revitalisation Committee was discussed. They are doing a lighting strategy and this could coincide with River Festival lighting.
- Greg W to send through contacts. David F & Paul Greene to liaise and coordinate collaboration.

#### **Marine**

David F updated on marine action.

- RMS application for marine activities to be sent this week.
- Navy have been asked if they can provide a fire boat and barge.
- David listed an extensive range of marine activities which have been approached. Jetskis and waterskis are confirmed. Sailing will do a sprint race. Dragon boats are sorting demonstration activities. Other activities being negotiated include rowers, wakeboarders, sea plane, river cruising and more.
- Shoalhaven Water's impressive reuse of water was discussed as a great 'River Story' with social media potential.
- David updated on lighting the bridge with discussion with RMS initiated in this area.
- David to investigate the potential for an historic boat parade.
- 2 oyster boats are confirmed
- Activating the east side of the bridge is underway
- David to talk to fireworks company about their barge requirements

#### **Long Table Lunch & Cocktails**

Michelle updated on Long Table planning

- Meet Mabel to do bar package
- Lynn to provide hospitality equipment as described
- Lynn to be MC for the day
- Marla confirmed that photos taken by the SRF photographer can be used for promotion
- Discussion about music. Paul recommended pre-recorded as a relaxed option. He will help curate.
- Michelle reminded all that Steve Brown, South Coast Catering Collective is the correct description of the caterer.
- Michelle to source off site liquor licence and contact police to meet any requirements for approval.

#### **ArtZone**

Marla updated on ArtZone planning

- Booking artists and activities is ongoing

- Bundanon are on board for an art workshop on the day
- Through Bundanon Red Room are working with children from East Nowra PS on poems in Aboriginal languages – these could be part of the Spirit of the River
- Shoalhaven Regional Gallery have proposed a workshop using digital E waste as part of their exhibition by artist Sally McKay
- A meeting with Waste Management raised some issues. Although they are working with the Gallery on their workshop they won't provide the mix of activities as per last year. This is disappointing. David & Marla to discuss strategies to encourage a rethink.

#### **Spirit of the River**

Marla updated in Dawn's absence:

- Planning & discussion with the Indigenous community is ongoing
- Dawn has organised a day of pilots and experiments on the River on the 9<sup>th</sup>.
- Paul offered his studio to record Richard Moore speaking language.
- Draft running sheet by next meeting

#### **Markets**

- Paul has sent mark up of site to Deb
- It was agreed that the SRF Environment Guidelines be distributed to all stallholders

#### **OTHER BUSINESS**

- **SRF Launch** – the Launch will go ahead on Wednesday 24<sup>th</sup> July at 5pm at the Exservos. Greg S & Paul to do invitations. Paul to organise catering and music with the Club. Marla to put together a slide show and Officeworks style banners. Paul has organised musicians including a digeridoo player reflecting Spirit of the River.
- **SRF DA** – Lynn raised the inclusion of new areas and the expiry of the current DA as a priority area. Lynn to send existing DA through. Greg W to provide contact with Council planning staff. Marla & David to address with consultant planner Kerry Rourke & Council as an urgent matter.
- **CBD Revitalisation Committee** – the potential to work with the CBDRC on lighting, extended programming in CBD venues during the festival period and other mutual activities was discussed. Paul & David to follow up on this.
- **Tourism packages** – promoting a 'your weekend at River Festival' which includes a range of Shoalhaven experiences and accommodation was discussed. David & Marla to follow up with Shannan.
- **South Coast Style** – Michelle to discuss advertising and article in South Coast Style
- **Vintage Car Club** – David to contact Vintage Car Club to clarify 2019 participation

Meeting closed 7.15pm. Next meeting Wednesday 17<sup>th</sup> July at 5pm





## Shoalhaven River Festival Committee Meeting Minutes

17 July 2019



Time	Agenda Items
5:00	1. Welcome / new committee structure
5:05	2. Garry's financial report
5:10	3. Web page and social media update / management allocated.
5:20	4. Long Lunch update / licensing / marketing
5:25	5,6. Spirit of the river update + Art Zone update.
5:35	7. Music, Production & Staging update.
5:45	8,9. Sponsors event / media release review
6:05	10. Water events update
6:15	11. Market stalls update / report / management allocated
6:25	12. Graphic design to be discussed for posters, banners and flags.
6:35	13. Traffic management update
6:45	14. DA Report
7:00	15. Close

**Agenda Item 1,3,7** Welcome, Music

**Presenter:** Paul Greene

**Agenda Item 2:** Treasurers Report

**Presenter:** Gary Wells

**Agenda Item 4:** Long Table Lunch + Cocktails

**Presenter:** Michelle Maconachie

**Discussion:**

Eventbrite advertising is up and running. A lot of interest from people in the Shoalhaven  
Simon Spence from Quarters in Huskisson has been contacted regarding service of alcohol. Also, we have  
been in discussion with Cupitts Winery regarding service of alcohol. Lynn Locke has been speaking with Police

regarding the liquor license. We may not require an off-site license, but this is to be finalised. I have been in touch with TFH regarding the hire of up market toilets...waiting for quote.  
10 tickets sold through email invitation. Need to get more publicity and tickets sold.

**Agenda items 5,6,12:** Artzone, Dance Floor, Spirit of the River     **Presenter:** Marla Guppy

**Discussion:**

1. I have 2 major groups for the Dance Floor - Dance Therapy who will provide 2 hours of everything from tango to Hawaiian dance and KC Dance a very fun children & young people's company who do great routines.
2. ArtZone planning is ongoing.
3. Dawn, David & I are working through the proposed river performance - we did some trials of the "bull roarer" with Richard Moore last week - thanks to Ron from Riverwatch
4. I'm working on a few pop-up banners for the launch which we can then use for indoor promotions and they looked great.
5. Kerry Rourke is working with council and think we might be able to extend the DA as a complying event - she'll update when staff confirm
6. Website & Marketing -Corrections have been sent to HMW. Any further changes will need to be done at the next monthly update. Michelle and I met with South Coast Style re article and ad. Information will be sent to the magazine this week.
7. Other Matters - Lynn has raised the need to confirm power, night lighting levels and river edge safety for Paringa Park.

**Agenda item 8:** Sponsorship

**Presenter:** Greg Stephenson

**Agenda item 10:** Water Activities

**Presenter:** David Fleeting

**Discussion:**

1. I had a very productive discussion this morning with Patricia White (the Deputy Mayor) is going to assist with regards to a meeting with RMS regarding lighting etc. to the Bridge, hopefully the meeting will take place next week. Patricia is also involved in the CBD lighting and Christmas lighting initiatives and will investigate as to whether any aspects can be brought forward and integrated into the River Festival.
2. I met with Mike Boadle, of Shoalhaven Marine Rescue, on Sunday, they have the festival in their calendar and are keen to also get involved in the boat parade. We will organise a general logistics meeting beforehand
3. No word back yet from Navy re Barge or Fire boat.

4. I am about to talk with HANSA (Disability Sailing) and the use of their barge for the Fireworks, I understand it requires to be insured -approx. \$2.5k I spoke to Greg S. about a possible sponsor for this or to get a reduced rate from our broker sponsor.
5. We are aiming to get a prototype for the water and lights for review by RMS, I would hope within 2 weeks.
6. I have secured the volunteer assistance of a very capable Marine guy, friend of mine, Geoff Hughes who will help with marine logistics on the night and beforehand.
7. I haven't yet spoken with Bill Rigney of Nowra printing, but I will do so.
8. Robert Horner, REMS project (big water recycling project), Shoalhaven Water has expressed interest in Publicising their recycling initiatives at the Festival
9. I am going to approach CARDNO consultants about involvement re River Ecology
10. We will organise a boat parade workshop at Greenwell Point early/mid-August.

**Agenda item 13: Traffic Management**

**Presenter:** Mark Emerton

**Discussion :**

1. Website plus login details and updates
2. Marketing in the lead up to the event
3. Confirm we can lock in Jet Skis
4. Do we have any other water activities confirmed?
5. Confirm how many stages we require and then get quotes for marquees, stages, furniture etc
6. Event site lighting
7. Traffic Management
8. Staffing and Volunteers
9. Bump in times and Ops for this

**Agenda item: Event Planning**

**Presenter:** Lynn Locke

**Discussion:**

As promised last night here is the DA that was originally granted. Greg is looking into the possibility of Section 96 as the current DA does not expire until 10.10.19. However, as you are adding two more areas this may not be possible.

Also attached are a number of risk assessments that will need to be revisited and updated.

As per email; The 2016 Event Plan is also attached. I will upload all these to Drive. I am not sure if the Event Plan was updated last year perhaps check with Elise. However, you will need to add the extra Paringa Park and long lunch/cocktail party items.

Other Matters - Lynn has raised the need to confirm power, night lighting levels and river edge safety for Paringa Park.