

MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

Meeting Date: Monday, 26 August 2019
Location: Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra
Time: 5.00pm

The following members were present:

Mr Robert Crow - Chairperson
Clr Annette Alldrick
Clr Joanna Gash
Mr Neil Rodgers
Mr David Duffy
Ms Brenda Sambrook
Dr James Lin
Ms Juliet Barr
Mr Mat Lock
Mr Mark Thirlwall
Mr David Fleeting

Others present

Mayor Amanda Findley – left 6.26pm
Stephen Dunshea - CEO
Coralie Bell – Acting Manager, Recreation Community & Culture
Shannan Perry-Hall – Acting Tourism Manager
Kristy Mayhew – Tourism Marketing Specialist
Joe Puglisi – Visitors Services Manager

Apologies / Leave of Absence

An apology was received from Clr Kitchener, Clr White.

Confirmation of the Minutes

RESOLVED (Clr Alldrick / Mat Lock)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 24 June 2019 be confirmed.

CARRIED

Declarations of Interest

Nil

PRESENTATIONS

TA19.39 Bird Tourism - Rob Dunn (President) - Birdlife Shoalhaven **HPERM Ref: D19/183136**

Robert Dunn provided a presentation in relation to Birdlife Shoalhaven.

TA19.40 Engage Website and App - Brad Lilly - IT Basecamp **HPERM Ref: D19/260198**

Brad Lilly provided a presentation in relation to IT Basecamp and Engage Shoalhaven.

REPORTS

TA19.41 Tourism Manager Report **HPERM Ref: D19/260102**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Clr Alldrick / Brenda Sambrook)

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

CARRIED

TA19.42 Events and Investment **HPERM Ref: D19/238205**

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (By consent)

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

CARRIED

TA19.43 Destination Marketing **HPERM Ref: D19/255119**

Kristy Mayhew addressed the meeting and advised that website visits are 124% up on last year.

James Lin raised planning progress for Lookouts in the Shoalhaven. Kristy Mayhew advised that there is a Blog (link below) which outlines the 15 best Lookouts.

<https://www.shoalhaven.com/blog/best-lookouts-south-coast>

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group:

1. Receive the Destination Marketing Report for information;
2. Form a Marketing Working Group consisting of (insert names); and
3. Endorse the Marketing Working Group to finalise the Annual Marketing Plan 2019/2020 as attached.

RESOLVED (Clr Gash / Juliet Barr)

That the Shoalhaven Tourism Advisory Group:

1. Receive the Destination Marketing Report for information;
2. Staff work with the Strategy and Planning Working Group; and
3. Endorse the Strategy and Planning Working Group to finalise the Annual Marketing Plan 2019/2020 as attached.

CARRIED

TA19.44 Visitor Services Update - year ending June 2019

**HPERM Ref:
D19/261559**

This year the Tourism section focused on Visitors Services and have submitted an Award Submission for NSW Tourism Awards.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group:

1. Receive the Visitor Services Update Report for information;
2. Endorse the Visitor Services Annual Plan 2019/2020 as attached.

RESOLVED (David Fleeting / Brenda Sambrook)

That the Shoalhaven Tourism Advisory Group:

1. Receive the Visitor Services Update Report for information;
2. Endorse the Visitor Services Annual Plan 2019/2020 as attached.

CARRIED

TA19.45 River Festival Committee Update

**HPERM Ref:
D19/260166**

David fleeting addressed the Meeting and raised the following concerns:

There is only 2 months until the event is scheduled to take place, an event like this cannot function

well without the much needed support of local sponsors. Seeking enough sponsorship to run the free public event successfully has proven difficult.

The event is now scheduled as a single day event however there are opportunities for other organisations to offer other events on the Friday or Sunday to generate more business for the Shoalhaven and overnight stays.

The following were mentioned as possibilities of attracting an additional event to coincide with the River Festival:

- Ski Racing
- Sea Plane
- Dragon Boating
- Sand and Sea Festival – Huskisson

Recommendation

That the Shoalhaven Tourism Advisory Group receive the report for information.

RESOLVED (Juliet Barr / Brenda Sambrook)

That the Shoalhaven Tourism Advisory Group receive the report for information.

CARRIED

GENERAL BUSINESS

TA19.46 Sports Board Update

**HPERM Ref:
D19/260122**

This matter was not discussed due to David being absent.

TA19.47 Councillors Update

**HPERM Ref:
D19/260135**

Clr Alldrick addressed the meeting in relation to the recent Shoalhaven Business Awards, recognising small and large businesses in the Shoalhaven.

There were 17 categories of awards this year with Cupitts taking out the top category for Tourism.

Mayor Findley advised that Tuesday 27 August 2019 is the official opening of Woollamia Boat Ramp Stage 2.

TA19.48 Industry Feedback

**HPERM Ref:
D19/260152**

Juliet Barr addressed the meeting and suggested that Tourism approach Cruise operators that dock in Wollongong to encourage day trips to the Shoalhaven.

Shannan Perry-Hall – Tourism Investments and Events Specialist advised that it is possible to discuss this with Working Groups and report back on ideas.

Mark Thirlwall advised that he had been approached by a Cross Country Group that is looking for a venue to hold regular events and mentioned the old North Nowra Tip site.

Clr Findley advised that there have been ongoing negotiations for that parcel of land for a solar

project. A more suitable site for cross country may be the Berry Equestrian Centre.

Staff advised Mark Thirlwall to email the information to council@shoalhaven.nsw.gov.au

It was also suggested that that Tourism investigate Adventure races around the Shoalhaven River, however accessibility may be an issue as most land fronting the river is privately owned.

Staff advised that the World Adventure Race was held in the Shoalhaven in 2016 and the events team would be happy to work with organisers if required.

Neil Rodgers mentioned Point Perpendicular Lighthouse had plans for a glass observatory, similar to the Grand Canyon. Plans were on display during a recent open day. Staff advised that they would investigate and report back.

Juliet Barr suggested that Council provide the DA listing that relates to events and tourism in the Shoalhaven.

Staff advised that all DA's are publicly available on Council's website and there is a report that is submitted to the Business Employment and Development Committee and Tourism can reproduce this information for the STAG meetings.

Mat Lock addressed the meeting on behalf of event organisers and advised that the current DA process for events is causing problems for organisers and making it difficult.

Note: Clr Findley left 6.26pm

Stephen Dunshea – CEO advised that Council is aware of the issues and has previously sent a letter to Crown Lands who has imposed the regulations for event organisers for DAs on Crown Land. Council is seeking to resolve the issue and will advise the next meeting on the progress.

David Fleeting advised that he had discussions with the Sea Plane operator who now requires a DA. Staff advised for David to forward the information to Tourism staff.

There being no further business, the meeting concluded, the time being 6.30pm.

Mr Robert Crow
CHAIRPERSON