

## Shoalhaven Tourism Advisory Group

**Meeting Date:** Monday, 28 October, 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

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#### 3. Reports

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TA19.54	River Festival Committee Update.....	50
TA19.55	Notification - Council Resolution - Re-establishment of Shoalhaven Tourism Advisory Group.....	52

#### 4. General Business

TA19.56	Working Group Updates <i>A place in the Agenda for Working Groups to provide an update on key projects and progress.</i>	
TA19.57	Sports Board Update <i>A verbal update to be presented by David Goodman, Chair, Shoalhaven Sports Board</i>	
TA19.58	Industry Feedback <i>A place in the Agenda for Industry Members to provide any comments on trends, issues or matters they wish STAG to be aware of.</i>	

TA19.59 Councillors Update

*A space in the agenda for Councillors to update STAG members on any tourism related information they've seen in the region (as requested by STAG).*

**Membership**

Mr Rob Crow - Chairperson

Mr Mark Thirlwall – Deputy Chairperson

All Councillors (Clr Gash & Clr White – voting delegates – Clr Alldrick & Clr Kitchener – alternate voting delegates)

Mr David Goodman (Chairperson - Shoalhaven Sports Board)

Mr Neil Rodgers

Ms Brenda Sambrook

Dr James Lin

Ms Kylie Pickett

Ms Juliet Barr

Mr David Duffy – NSW National Parks & Wildlife Service representative

Mr Mat Lock

Mr David Fleeting

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, 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

<b>TA19.39</b>	<b>Bird Tourism - Rob Dunn (President) - Birdlife Shoalhaven</b>	<b>HPERM Ref: D19/183136</b>
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Robert Dunn provided a presentation in relation to Birdlife Shoalhaven.

<b>TA19.40</b>	<b>Engage Website and App - Brad Lilly - IT Basecamp</b>	<b>HPERM Ref: D19/260198</b>
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Brad Lilly provided a presentation in relation to IT Basecamp and Engage Shoalhaven.

## REPORTS

<b>TA19.41</b>	<b>Tourism Manager Report</b>	<b>HPERM Ref: D19/260102</b>
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### **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

<b>TA19.42</b>	<b>Events and Investment</b>	<b>HPERM Ref: D19/238205</b>
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### **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](mailto: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



## TA19.49 Destination Marketing

**HPERM Ref:** D19/327604

**Group:** CEO Group  
**Section:** Tourism

**Attachments:**

1. Unspoilt 2019 - Creative Examples market (Confidential - under separate cover)
2. Unspoilt South Coast Strategic Discussion with Destination NSW including research (Confidential - under separate cover)
3. Regional Tourism Trends Presentation - Destination NSW Unspoilt Meeting - 20 August (Confidential - under separate cover)
4. Wine NSW - Product & Experience Audit and Gap Analysis - Shoalhaven Wine Coast (Confidential - under separate cover)
5. Australian Geographic - The Old Wool Road - 9 Pages - Sept/Oct issue [↓](#)
6. Sunday Telegraph - Eat Street - 1 September - Full page on Shoalhaven food and producers [↓](#)

### Purpose / Summary

To provide a summary of Destination Marketing activity for August - September 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

#### Tourism Talk After Hours

Councillors and Shoalhaven Tourism Advisory Group members are all invited to attend either or both events for the opportunity to meet tourism industry and partner organisations. Invitations have been sent via email. Please RSVP to [Emelie Einarsson](#).

- Tuesday 19 November, 5-7pm: Portside Café Huskisson with special guests Tourism Australia. Social media workshop to precede this meeting from 2-4pm. Families with new or possible 'International Ready' operators available Wednesday morning before noon.
- Wednesday 20 November, 5-7pm: Ulladulla Civic Centre and Café with special guest National Parks and Wildlife Service re Murramarang South Coast Walk plans.

#### Product Updates:

[SUP with George](#) - New Stand Up Paddleboard provider in Jervis Bay

[Woe Be Gone Freedive](#) – Free-diving lessons and snorkelling tours in Jervis Bay

[South Coast Experiences](#) - Packaging local experiences and curating retreats and getaways  
[Milton Hotel](#) – Dangerous Ales, a new brewer taking over the old Commercial Hotel in Milton  
[Tara Distillery](#) – New distillery in South Nowra handcrafting gin, vodka  
[Djiriba Waaqura](#) - ‘2 crows’ Cultural Connections with local Aboriginal man Matthew Simms  
[Flamin’ Galah Brewery](#) - New micro-brewery in Jervis Bay, on tap, cans and growlers

## Publicity

### Significant Publicity / Media Articles

Publication	Reach	Links / Update
LOCAL - South Coast Register	20K	Shoalhaven's off season tourism continues to rise <a href="https://www.southcoastregister.com.au/story/6379386/winter-tourism-heats-up-in-the-shoalhaven/?cs=12">https://www.southcoastregister.com.au/story/6379386/winter-tourism-heats-up-in-the-shoalhaven/?cs=12</a>
LOCAL - Nine News South Coast	100K	The Shoalhaven is known for its beaches... but there's a new wave of tourism - and it's pretty far from the surf. <a href="https://www.facebook.com/watch/?v=415710999061997">https://www.facebook.com/watch/?v=415710999061997</a>
Better Homes and Gardens	240K	Back 2 Earth Retreat with Doctor Harry, Berry <a href="https://www.bhg.com.au/back-2-earth">https://www.bhg.com.au/back-2-earth</a>
Gourmet Traveller Wine	30K	With innovation and sustainability at its core, the Shoalhaven Coast is one of Australia's most exciting emerging wine regions. <a href="https://app.gourmettravellerwine.com/editions/oct-nov-19/article/new-wave-wine-drive.html">https://app.gourmettravellerwine.com/editions/oct-nov-19/article/new-wave-wine-drive.html</a>
Reginald Fairfax (multiple syndication)	6M+	NSW South Coast isn't just about the whitest sand – Syndicated familar from John Rozentals (Art + Culture Product) <a href="https://www.cowraguardian.com.au/story/6332919/nsw-south-coast-isnt-just-about-the-whitest-sand/">https://www.cowraguardian.com.au/story/6332919/nsw-south-coast-isnt-just-about-the-whitest-sand/</a>
Australia Geographic	670K	Road Trip: The Old Wool Road, promoting the Main Rd 92 from Canberra, history of the old road to Vincentia <a href="https://www.australiangeographic.com.au/travel/destinations/2019/08/the-old-wool-road/">https://www.australiangeographic.com.au/travel/destinations/2019/08/the-old-wool-road/</a>
Time Out	2M	Best Day Trips Out of Sydney, includes Kangaroo Valley <a href="https://www.timeout.com/sydney/travel/the-best-day-trips-from-sydney">https://www.timeout.com/sydney/travel/the-best-day-trips-from-sydney</a>
She Hunts Ops Shops	24K	Op shop, Forest Adventures and buy back centres, 7 day visit to the Shoalhaven from Melbourne <a href="https://www.facebook.com/shehuntsopshops/">https://www.facebook.com/shehuntsopshops/</a>
We Are Explorers	800K	Coastal Cruising – the Great Southern roundtrip – Kangaroo Valley, Booderee, Mollymook <a href="https://weareexplorers.co/southern-nsw-road-trip">https://weareexplorers.co/southern-nsw-road-trip</a>
Sydney Weekender	153K	Featuring Road trips and kayaking at Glenmack in Kangaroo Valley <a href="https://www.sydneyweekender.com.au/where-to-camp-in-kangaroo-valley/">https://www.sydneyweekender.com.au/where-to-camp-in-kangaroo-valley/</a>
Daily Telegraph Eat Street	1.3M	<a href="#">Full page with 9 Shoalhaven Operators including South Coast Food and Wine Festival</a> See attached image
Australian Traveller	340K	Swim with Whales with Dive Jervis Bay <a href="https://www.instagram.com/p/B2llg0CIK5u/">https://www.instagram.com/p/B2llg0CIK5u/</a>
Her Canberra	140K	Her Canberra ‘girls guide’ blog featuring Jervis Bay operators and white sand beaches other than Hyams <a href="https://hercanberra.com.au/cplife/canberra-girls-guide-jervis-bay/">https://hercanberra.com.au/cplife/canberra-girls-guide-jervis-bay/</a>

TA19.49



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Image: Australian Geographic Sept/Oct 6 page Road Trip Feature on The Old Wool Road

### Hyams Beach - October Long Weekend

Continuing on from Christmas Holidays 2018/19 and Easter, the Marketing Team will be proactively informing visitors and locals alike of the changes to traffic flow at Hyams Beach and reminding them of the other 15 white sands beaches which are equally as beautiful.

- White Sands Coast boosted social media post for dispersal to other 15 white sand beaches
- Live Traffic updated, also sent to DNSW and Tourism Australia
- Communications Plan in collaboration with Executive Strategy, CEO and Mayor
- Free Camping, emergency and compliance posts drafted in case of extreme situations
- Reprint flier local information flier for rangers and traffic controllers to handout
- Recent Publicity from WIN News relating to Council reports in early September: <https://www.facebook.com/watch/?v=398118380824459>

### **Unspoilt Campaign Update (Campaign period: 29 April to 31 August 2019)**

Focussing on Autumn and Winter in 2019, the Unspoilt campaign finished for the year on 31 August. The 2019 promotional pillars were food and wine, inland touring, surfing, bushwalking, and whale watching. Alongside publicity, outdoor advertising and partnerships, the media campaign delivered a huge volume of leads to South Coast and Shoalhaven landing pages in visitnsw.com. One of the standout metrics was the high percentage of leads to industry, in relation to the number of people who clicked across to landing pages. This



'conversion rate' from the landing page to the individual information of an operator (via their ATDW listing) at 45% is more than double the industry standard and demonstrates a highly likelihood for intention to visit and direct bookings with operators.

#### Overall South Coast campaign results

371,988 visits (20% up Year on Year [YoY])

183,564 leads (37% up YoY)

conversion rate: 36% (up 6% YoY)

#### Shoalhaven

200,756 visits (9% up YoY)

90,177 leads (34% up YoY)

conversion rate: 45%

On 20 August Destination NSW held a strategic meeting to discuss the Unspoilt Campaign going forward. Industry research on regional tourism was presented and included some new trends and positional analysis. This report suggested Escapism and digital detox is an important positioning tool for the South Coast, and that Visiting Friends and Relatives (VFR) is a market we should actively work more closely with. Wellness tourism and Aboriginal tourism are also important pillars for us to consider.

A workshop to discuss and address future direction will be held shortly, between all previous partners (Shellharbour, Kiama, Shoalhaven, Eurobodalla, and Sapphire Coast) and Destination NSW staff. This meeting will be to discuss the Unspoilt brand in detail and strategies for each region. At this point Destination NSW is yet to announce their 2020 funding programs, so there is no application underway.

TA19.49

## SOCIAL



## Winter Food and Wine Update

### Industry Development

In 2018 Wine NSW and Destination NSW received \$2 million funding as part of Wine Australia's Export and Regional Wine Support Package. This funding has allowed

Destination NSW to conduct workshops in region throughout 2019, as well as undergo deep analysis of the brand and product attributes region by region. The key driver of this funding was to build more export ready wine product; however, the research shows that most wine regions need to take a step back and focus on their unique selling points and product development.

A bespoke report from Wine NSW and Destination NSW on the Shoalhaven Wine Coast has been created (see attached). Key initiatives recommended include working on the overarching brand presence of the Shoalhaven Wine Coast, along with building new bookable experiences that complete the cellar door offering. As the Shoalhaven is an established tourism region, there are several opportunities outside wine sales that could be capitalised on.

The Shoalhaven Wine Coast is currently refreshing their website and presence in market and intends to work with Shoalhaven Tourism on a Precinct Marketing Grant to create new fliers and video content. The team will continue to work with the wine industry on product development and marketing campaigns to promote the region into 2020.

#### Publicity and Advertising

Food and wine is an important promotional pillar for growing winter visitation therefore every year we host several famils and focus on a slightly different feature of the industry. This year advertising and editorial partnerships have been rolling out over Autumn and Winter in food and wellness publications. Our aim this year was to promote our restaurants and chefs, but also our producers, farmers market and niche offerings like vegan and vegetarian food. In June and July, the Shoalhaven Vegan and Vegetarian Trail was published in *Nourish* Magazine (a vegan publication with a 48,000 reach) and several recipes from local chefs and producers were published in *EatWell* Magazine (a food magazine with quick, easy recipes with a 78,000 reach).

An allocation of budget for the Unspoilt campaign was attributed to publicity for the food and wine sector. In order to ensure visiting journalists and bloggers could enjoy tasting their way through the Shoalhaven Wine Coast, group famils were organised from Sydney complete with driver and Destination NSW as host. The famils were supported by and coordinated alongside the Publicist for the inaugural South Coast Food and Wine Festival (Original Spin). Aligning these two famils with launch activity for the event meant journalists could connect with producers and chefs as well as visit wineries and restaurants.

Results of these group famils include well-written articles on the Shoalhaven Wine Coast including a six page feature in *Gourmet Traveller Wine* November issue and a page spread in the Canberra Times with syndication into the *Illawarra Mercury* (August publications). New Sydney publications Local North & East Magazines are publishing in December and several social media bloggers with between 10,000 – 100,000 followers each have published several posts and blogs to a reach of around 650,000 thus far.



TA19.49

## Visitor Guide Update

Shoalhaven local distribution for the 2019 Visitor Guide will be completed ahead of the October long weekend in order to make way for the new 2020 Visitor Guide which will be ready early December. Final out of area distribution included 10,000 attached to *Australian Geographic* on NSW and ACT newsstands September and October issue, which included the feature on the Old Wool Road. Another 4,000 guides were distributed throughout Sydney cafes and arts venues in August.


The procurement process has been completed for the printing of the 2020 Visitor Guide. \$80,000 was raised in advertising for the guide to help off-set print costs, our best result yet with six extra pages of advertising being booked.

## Other Projects


- Weekly 'Shoalhaven Stories' of local businesses and why they love the Shoalhaven featured with reach of approximately 70K in three months on Facebook
- Verifying 50+ local businesses via our new partnership with google as a 'google business trusted verifier'
- Precinct Marketing Grant for Jervis Bay Tourism, new maps and winter ideas coming through for promotion
- Bi-annual Tourism Operators Survey has 108 responses, a report will be collated shortly, outcome to be reported to the next STAG meeting

### Shoalhaven Stories


83 videos · Updated about a month ago



**Shoalhaven Stories - Meet Lynn Locke from Archer Racecourse**  
8K views · June 24



**Shoalhaven Stories - Meet Ben from Native Cafe**  
14K views · June 13



**Shoalhaven Stories - Meet Damian from Wairo Beach Holiday Park**  
10K views · June 13

[Edit Playlist](#)

## Digital Marketing Update

The digital marketing report will focus on Q3 - June, July, August 2019.

### Shoalhaven.com update

All shoalhaven.com key metrics: website users, new users, pageviews and web visits have grown 20% year on year tracking well against the Key Performance Indicator (KPI) for growth of 15%. Ongoing strategies to build new blog content, as well as seasonal campaigns such as Art and Culture, plus Food and Wine have assisted with this result. Most popular products on shoalhaven.com are nature experiences, particularly inland and coastal walks, and whale watching.

Some of the best performing content is the Events or 'What's On' section of shoalhaven.com. Pageviews to events increased by 43% year on year with farmers markets and South Coast Food and Wine Festival and Sunday wine and music events appealing to those in their late 20s, 30s and 40s.

Although overall pageviews to our Visitor Guide landing page were down, downloads and 'request a copy' conversions have increased by 26% year on year. This is a good sign that we are getting the right people to the page more efficiently. Winter campaigns Art and Culture, Food and Wine and Surf drew an extra 6,000 people to the site.

Referrals from visitnsw.com dropped 61%, and we are investigating why. This seems in contrast to the increase in leads to industry achieved in the Unspoilt campaign.

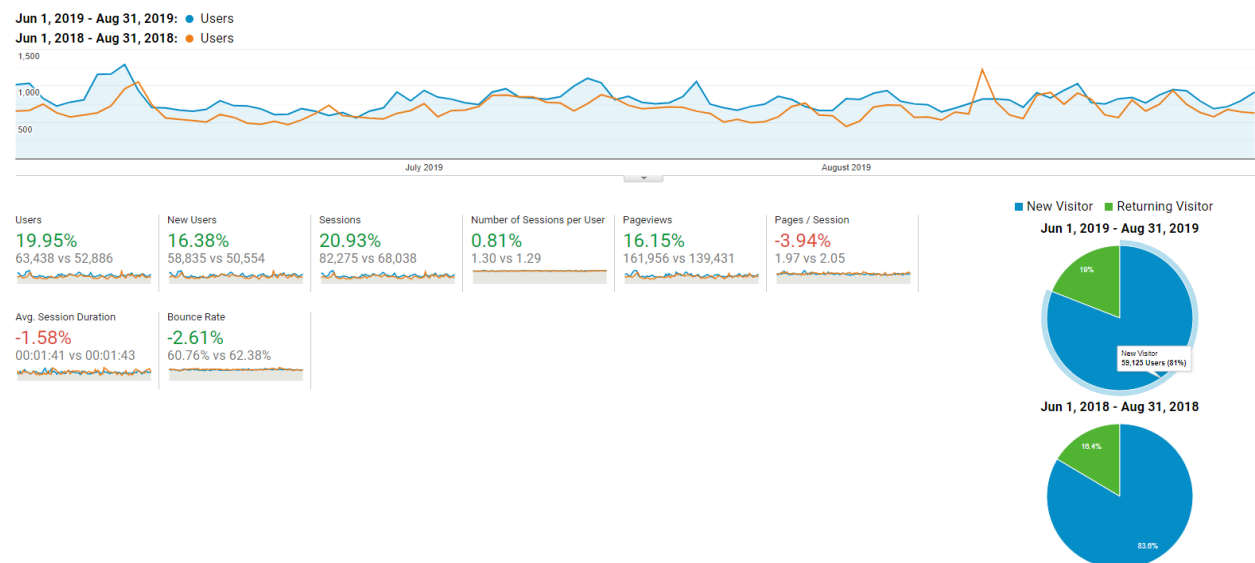


Image: top line stats, shoalhaven.com 1 year on year (YOY)

TA19.49



### Top 5 visited pages on shoalhaven.com

1. Home page (down 37%; this is mostly direct traffic from users entering a URL or using a bookmark)
2. Events (up 43%, mostly organic)
3. Honeymoon Bay (up 33% YoY)
4. What's on this weekend (up 115% YoY, mostly organic)
5. Guide (has dropped in pageviews but increased in downloads)  
Followed by inland and coastal walks, camping

### Paid Digital Advertising

Paid campaigns during this period included Art and Culture (a new campaign, 58 downloads), Producer Guide (a new campaign, 70 downloads), Surf (a new campaign, 13 downloads) and Visitor Guide (319 downloads). The total reach of these campaigns across social and search advertising was 1.7 million, but the main aim was to increase guide downloads which have increased by 25%. A multi-pronged approach of building new audiences with rich content, then retargeting through advertising helps to invite the right people down the sales funnel to download our guides.

Across all campaigns, visits to our landing pages averaged around \$0.93 per click, keeping us under our \$1 cost per click target. Social media ads cost an average of \$0.37 and generated a high number of clicks (6,000) and impressions (1 million). Google had a slightly higher spend to build brand awareness of new content such as Art and Culture, with visits to our landing page costing an average of \$0.89 and generating 660,000 impressions and almost 5,000 clicks. Now working on the launch of the Visitor Guide 2020 in December and 100 Beach Challenge summer campaigns for peak period dispersal.

### Facebook Update

Facebook has at last released 'Creator Studio', a free platform to manage content for both Instagram and Facebook, putting a lot of our social media tools in one convenient dashboard. Nature, Food and Wine and Shoalhaven Stories (165,000 reach) are the most popular content and our regular 100 Beach Challenge fan photos continue to drive cross-promotion between or social media sites. Followers and engagement at 8% are slightly lower than previous years when we had paid advertising for likes, Facebook may be losing some traction in market to Instagram and other platforms.

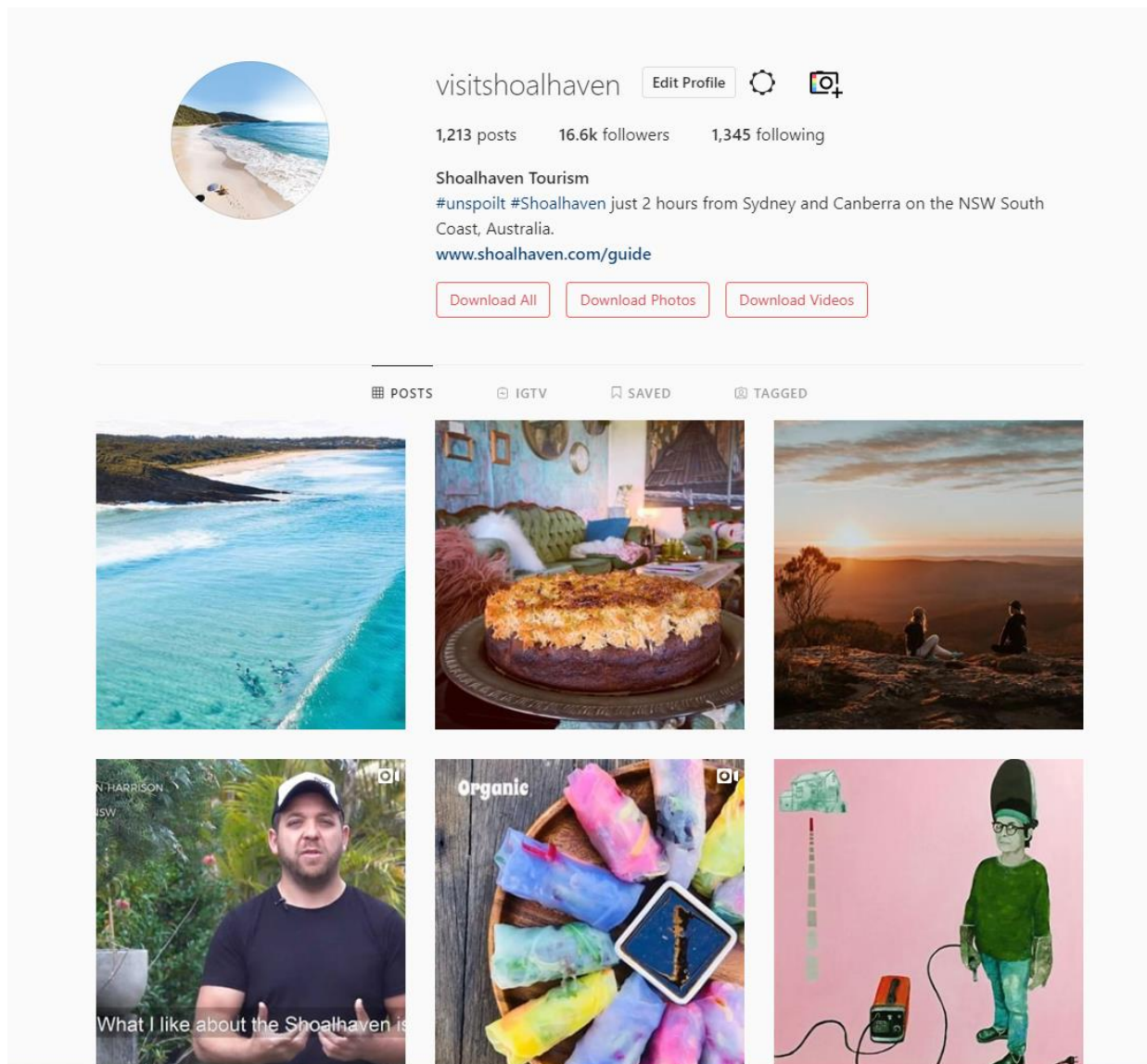
### Best posts

1. Nature: Amateur Video: [Whales](#) kayaking video with whale song (amateur video)
2. Food and Wine: [Hyper Hyper](#) named top 5 coffee shops in Australia (media share)
3. Food and Wine: [Concrete Playground](#) '8 of our best eateries' (media share)
4. Nature: [Honeymoon Bay](#) Ballot open for summer camping (link)
5. Nature: [White Sands Walk](#) (link)

### Year on Year

Facebook	Q3 2018	Q3 2019	Change
Followers	45194	48763	8%
Reach	1,253,718	1,395,336	11%
Engagement	43300	46878	8%





TA19.49

### Instagram Update

Whale videos, coastal aerials and animal videos were the biggest drivers of engagement on Instagram, closely followed by mountain walks. A drop-in engagement can be explained by a focus on Art and Culture (quadruple the number of posts) and Food and Wine (double the number of posts) which aren't as popular but help to raise brand awareness of these experiences across the Shoalhaven during the cooler months. A large increase in video views is also a form of engagement which may offset a decrease in engagement of our traditional posts.

### Top posts

1. [Video](#) of whale breach
2. [Aerial](#) Greenfield Beach
3. [Didthul](#), sunset view
4. [Climbing Didthul](#) Pigeon House Mountain
5. Cabin at [Worrowing](#).
6. [Kayaking](#) at Kangaroo Valley

Instagram	Q3 2018	Q3 2019	Change
Followers	11148	16238	45%
Video Views	11659	25010	114%
Engagement	31067	24009	-22%

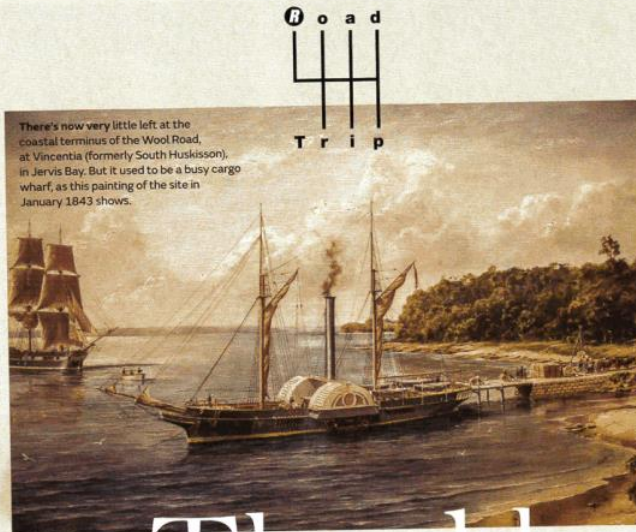
#### Tourism Talk Newsletter

2,000 tourism operators and industry are subscribed to our monthly newsletter, with 250 new sign ups this period. An open rate of 32% is strong, against the government industry benchmark of 25.7%. The most popular articles were changes to the Short-Term Rental [Accommodation](#), positive news about a decrease in [seasonality](#) with growth over winter, our [Foodie](#) campaign launch and a rush of enquiries to advertise in our Visitor Guide. The Tourism Talk website build continues with downloadable documents and corporate events and we are currently investigating online forms to automate submissions for event funding and email sign-ups.

#### Visitor Email Newsletter

The monthly visitor newsletter has around 6,000 subscribers and a 28% open rate, which is above average for the travel industry (15-20% benchmark). This audience has grown by 320 this quarter. Popular content was [Top 13 Fireplaces](#), [Best Bushwalks for Kids](#), whale watching [blog](#) and swimming [experience](#), and [Fishing](#).



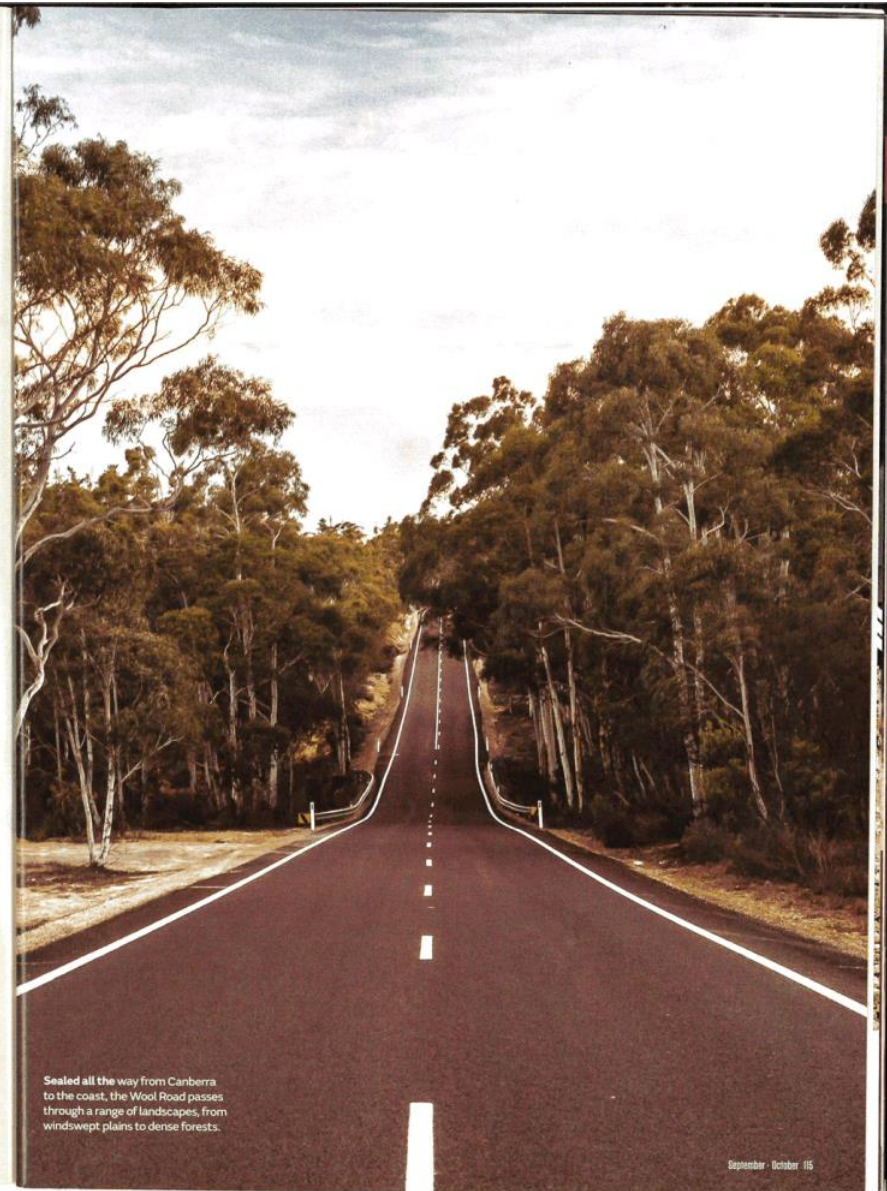


# The old Wool Road

From its beginnings as an Aboriginal songline to its heyday as a busy stock route, the Wool Road offers a fascinating journey between Canberra and the coast with plenty of reasons to tarry along its twists and turns.

Story by Tim the Yowie Man Photography by Thomas Wielecki

114 Australian Geographic





Next to the Nerriga Old School House Museum is an abandoned sawmill, complete with a number of surrounding workers' cottages that are now included in the museum.



**G**UM TREES LINE the roadside, their crowns shaking back and forth like giant pom-poms in the stiff southerly, enticing us along this strip of fresh bitumen that slices through a vast swathe of the Southern Tablelands of New South Wales. Unlike the ominous clouds that rush overhead, we're in no hurry.

We're travelling along the Wool Road, a historic 1841 bullock route hacked out of the 'new country' by 70 convicts to cart wool from the prosperous Monaro and Goulburn districts to Jervis Bay for shipping to Sydney and beyond.

Already an hour on the road, however, and the only stock we've spotted are grazing cattle and a few horses galloping along a rickety old fenceline...oh, and a couple of alpacas sheltering in a gully. With no sign of a ram or ewe within cooee, we're starting to think we may have taken a wrong turn.

Thankfully, on the outskirts of Nerriga (population 75, on a good day), a sign swinging in the wind outside a tiny timber cottage, emblazoned with the word "museum", catches our attention. Stepping on the brakes, we pull up in a pall of dust.

We scurry into the cottage that, until 1974, housed the village's only school. Although not as fierce as on the exposed plains, the southerly does a good job of slamming the door shut behind us.

"Aha, the Wool Road," says Josette Allester, a cheery volunteer who greets us with a knowing smile and a nod. She ushers us towards the back wall of the museum to a display of images of the route before and after its 2010 upgrade.

Josette confirms we're definitely on the right road, "just 170 years after its heyday".



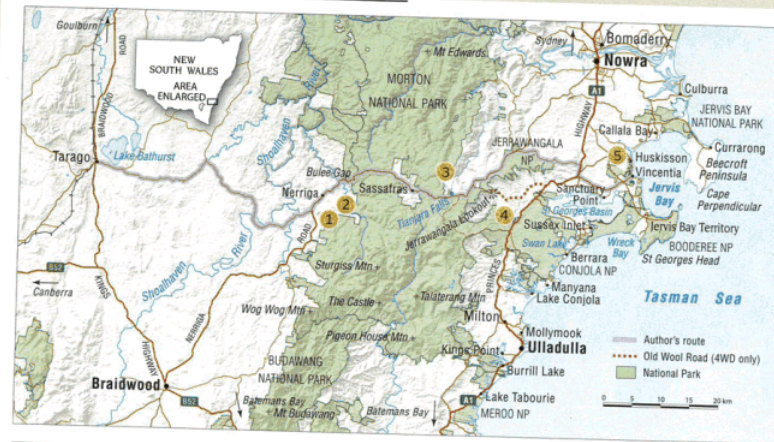
Bruce Temple, a lifelong Nerriga local, sits in the very spot he occupied in the 1950s when he attended school in the building that now houses the Nerriga Old School House Museum.

"Less than 10 years after the Wool Road opened up, the lobbying power of businesses on the alternative, but longer, road to Sydney meant the wool was no longer taken down to Jervis Bay but instead hauled overland to Sydney," Josette explains.

"After becoming virtually obsolete, the road experienced a renaissance following the discovery of gold in the area in the 1850s and '60s."

## Wool Road essentials

Road Trip



**Route** The Wool Road was built in 1841 to connect Nerriga to what is now Vincentia on Jervis Bay. Over time, several feeder roads from the Braidwood and Goulburn regions joined the original road. The route travelled in this article is the 126km drive from Tarago to Jervis Bay via Nerriga, which is also the shortest route from Canberra to the Shoalhaven Coast.

### Distances from Tarago

**1 Nerriga Museum (57km):** The go-to place for historical accounts of the old Wool Road; open second Saturday of the month.

**2 Nerriga Hotel (58km):** Perched on the edge of the wilds of Morton National Park, this



This Wool Road footbridge led to the old Nerriga school during floods.

bush pub is the modern-day hub of the Wool Road. The repurposed 165-year-old Baltic pine that was once floorboards is now the main feature of a polished wooden bar.

**3 Tianjara Falls (83km):** Just metres from the roadside, this 60m drop can turn from barely a dribble to a cascading fury after a storm.

**4 Jerrawangala Lookout (92km):** From this lofty vantage spot on the Great Escarpment of eastern Australia, accessible down a short dirt track that's 2WD-accessible except after heavy rain, you can see a

100km stretch of the NSW coast, from Gerringong in the north to Ulladulla in the south. According to local lore Aboriginal people used this, as well as other vantage spots, to send messages to people hiking in the labyrinth of deeply channelled gorges and swamps that spread below. A number of ancient campsites have been recorded in the area along with a tool-making site and a scarred tree.

**5 Jervis Bay Maritime Museum (125km):** In response to renewed interest in the Wool Road, a new exhibit detailing the road's Aboriginal and European heritage is scheduled to open in 2020.

Inside the Nerriga Hotel, a cosy local haven and popular traveller pit stop.



September - October 117





▲ Josette Allester tends sheep on Tomboy, one of the last remaining properties to have continuously grown wool since the mid-1800s.

“...these days you could fit the entire wool clip of this area on the back of a ute.”

As for many regional museums, if you look beyond the glass cabinets crammed with paraphernalia of differing historical value, the real treasures here are the colourful stories regaled by locals.

Take, for example, 70-year-old Bruce Temple, a trustee of the museum and life-long Nerriga resident, who not only knows every twist and turn on the Wool Road like the back of his heavily calloused hands, but who also went to school in this very cottage.

You can even check out his grades, which, along with those of all the other students, are neatly recorded in carefully catalogued yearbooks under the blackboard.

Bruce explains that the numerous creek crossings around Nerriga weren't just a problem for those carting wool down to Jervis Bay, but also for the school kids.

“During one flood when the footbridge was washed away, some blokes at the sawmill [behind the school] had to piggy-back us back over the Bindi Brook creek,” Bruce recalls, fondly. “We didn't leave school that night until eight o'clock, but at least we got home.” Now retired, having operated a business carting wool for many years, Bruce is also able to shed some

light on the mystery of the current lack of sheep in the district. “As recent as the 1970s, I'd take loads of wool into Goulburn, but these days you could fit the entire wool clip of this area on the back of a ute,” he says. “Most of the farmers have moved into cattle due to lower long-term sheep prices.”

IT'S SATURDAY, and up in town the Nerriga Hotel, which had dubious beginnings in the mid-1800s as a sly grog shop, is abuzz with lunchtime trade. Outside, a 44-gallon drum stocked with smouldering stumps is keeping motorcyclists, part of a passing rally, warm. Inside, thirsty tourists line the cosy bar.

“It used to be a bit like the wild west,” says Bruce, who has tagged along, he says, “to make sure we don't get lost”. He adds that “a publican in the 1960s encouraged patrons to shoot at targets across the bar with a pea rifle”.

According to Bruce, during one especially heated argument, the publican “picked up his sawn-off .303 from under the counter” and shot a man through the stomach. “Although the poor fella survived, he lost part of his liver,” Bruce deadpans. “They found the bullet lodged in the battery of a car parked out the front of the pub.” Heck.



Since buying the Nerriga Hotel six years ago, Sarah and Phil Smith have given the old pub new life (above); the most intact section of the original Wool Road is near Nerriga (top right); part of the original Wool Road was blasted through Bulee Gap in the mid-1800s (below); Aunty Julie with a traditional possum-skin cloak with the Wool Road songline (bottom right).



Thankfully, these days there's no longer a need to duck under stray bullets when pulling up a bar stool in the historic watering hole, owned and run for the last six years by Phil and Sarah Smith, a couple of enterprising 30-somethings who live on site with their two young children.

“We almost dish out as many meals now as beers,” Phil says. “One of the first changes we made was to add a family friendly beer garden out the back.” And child friendly it most definitely is, complete with a giant blackboard for kids to doodle on.

While it's now the main pit stop on the Wool Road, especially for land-locked Canberrans making annual pilgrimages to the coast for some saltwater therapy, this bush pub is also a popular haunt for those eager to connect to their past.

“Soon after we took over the pub we noticed a bloke and his dad would come in about once a year and buy two schooners and a middy,” Phil says.

“While drinking their beers on the front verandah they'd pour the middy on the ground.

“At first we thought the beer must have been bad,” Phil says, laughing. “But it turns out the pop's ashes were scattered under the hotel so they come every year to have a beer with their pop.”

## Road Trip



## An ancient pathway

The 1841 route of the old Wool Road primarily follows an ancient Aboriginal pathway from Nerriga to the coast.

Aunty Julie Freeman, a Gorawarl/Jerrawongarla woman who lives at the Wreck Bay Community near Jervis Bay, reveals, “For our people the road signifies a songline connecting the coastal people to the mountains, a pathway for trade, marriage and ceremony.”

While there are significant Aboriginal sites along the road such as the Jerrawongala Lookout, according to Aunty Julie the really special places are down sidetracks. “Those side roads go to the real important places, secret places where a lot of ceremony was held,” she says.

For her two children, Markeeta and Clive, the Wool Road is of added spiritual significance.

“Their father came from the mountains, so that pathway is part of who they are,” explains Aunty Julie, who recently helped her children create a traditional possum-skin cloak featuring the Wool Road songline.



### Road Trip

▼ About five years ago a couple of teddies mysteriously appeared in a small cave on the Wool Road. Numbers have since grown and it's now a popular landmark for travellers.



▼ These sandstone blocks are all that remains of the wharf at Vincentia, the official end of the Wool Road, where in the 1840s, wool was shipped to Sydney and beyond.



WHILE THE DRIVE into Nerriga is dominated by undulating farmland, the landscape over the next 30km changes dramatically. Beyond Sassafras, one of several villages established to provide rest and relief for bullock teams passing through, tall trees give way to a rocky sandstone outcrop, complete with cliffs and pancake-stack rock formations known as the Bulee Gap.

Here, if you stop and explore the old route of the Wool Road, which sits below a series of modern bridges, and is at some points barely wide enough to spread your arms, you get a real sense of the 1840s engineering effort required to blast through this sandstone edifice. You'll also get a chance to admire the curious collection of teddies that have mysteriously proliferated in a roadside cave since the road was sealed in 2010.

Beyond the Bulee Gap the road traverses a narrow ridge – on one side is the dramatic gorge of the Ettrema wilderness, punctuated with rivers and waterfalls, while to the east a series of gnarly lookouts weathered from aeons of storms sit like giant knuckles guarding the coastal escarpment.

At one of these vantage points, Jerrawangala Lookout, the original Wool Road leads straight down the escarpment, and is



### Roadside diversions

Although wool is no longer the dominant product grown along the Wool Road, the route features a number of farm gates including:

**L'Air Du Wombat Truffles (41km):** The altitude of the Southern Tablelands is ideal for growing truffles (above). In winter you can join Barry, a trained truffle dog, to hunt for black truffles. Or, year-round, enjoy an escape here in an off-grid bush cabin.

**Sassafras Nut Farm (73km):** Best known for tall timber, this locale is also home to a chestnut and walnut farm. Pick your own in season (autumn).

**Nerriga Hall (59km):** On the first Sunday of every month, local farmers peddle a variety of produce, including free-range pork, olive oil, garlic, wine and seasonal vegetables.

For more adventures in the NSW Shoalhaven District [shoalhaven.com](http://shoalhaven.com)

best tackled in a four-wheel-drive, with spades of local knowledge.

For everyone else, it's an easy 27km stretch down to the Princes Highway, where at Sanctuary Point you can once again pick up the old Wool Road. (It's finally called that at this point.) A few kilometres further along, where Vincentia's Holden Street Boat Ramp runs into the glistening waters of Jervis Bay, is a handful of partly submerged hand-hewn sandstone blocks. Tacked on one is a small plaque that states these remnants are "all that is left of the wharf built in 1842 to ship wool to Sydney". It's the official terminus of the Wool Road.

After big storms, sand is often stripped away, exposing even more of the relic wharf, providing a tantalising reminder of our pioneering past. Although not as long as some of Australia's great drives, the Wool Road makes up in variety what it lacks in distance, especially if you are prepared to dig a little and venture off the beaten path.

Just don't expect to see many sheep.

● AG THANKS Sue Robens and John Harobin for their country hospitality. FOR MORE of Thomas Wieleck's stunning Wool Road images go to [australangeographic.com.au/issue152](http://australangeographic.com.au/issue152)



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SUNDAY SEPTEMBER 1 2019

# INSIDER

## EAT STREET SHOALHAVEN

WITH JENIFER JAGIELSKI INSTAGRAM @SYDNEYEATSTREET



### MUST TRY



#### GOING NATIVE

Go for the vibrant tuna poke bowl and a juice or grab a cuppa and a gluten-free brownie. If you get in before 9.30am, you might score one of the coveted muffins.

NATIVE, 2/84 PRINCES HWY, ULLADULLA



#### WINE, BEER AND CHEESE

At the cellar door, you can stay for a meal or just nibble on award-winning cheeses, wines and beer. You can also find it at the South Coast Food and Wine Festival.

CUPITT, 58 WASHBURTON RD, ULLADULLA



#### GOING WILD

Start with some Peking duck pancakes before moving on to mains, which absolutely must include the tofu jungle curry and the Japanese crumbed pork loin with soft noodles.

WILDGINGER, 42 OWEN ST, HUSKISSON



#### TREAT YOURSELF

For those with a sweet tooth, there's no going past the gelato and sorbet – be it in a cone, a cup or a huge sundae.

THE DAIRY BAR, OLD CREAMERY LANE, BERRY



#### DOPA DON AND MUKA BAY

Japanese street food has come to Darling Square with the all-in-one donburi – bowls of rice with assorted toppings.

LITTLE HAY STREET, DARLING SQUARE

It's not just the white sandy beaches, crystal blue waters and national park – this idyllic coastal region is also a food lover's paradise.



### BERRY SOURDOUGH CAFE

It was just supposed to be a bit of fun, baking bread for themselves, but one Easter when brothers Jelle and Joost Hilkemeijer baked a bit more than they could chew, they put up a sign to sell the rest and sold out in three hours. The same happened the following weekend, a pattern that's pretty much continued in the 17 years since. Growing up in a Dutch household, the pair were always around European cooking, which of course included bread. It was Joost, though, who really took to it and thus the bakery was born. The bread business expanded to pastries, a coffee machine and a tiny menu that included eggs and toast. Outgrowing their site and with a growing list of orders, they started baking offsite, turning the initial space into Berry Sourdough Cafe, which Jelle and his wife Freke now run as a cosy place with a delicious breakfast and lunch menu along with a good selection of the original offerings.

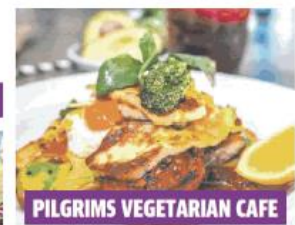
23 PRINCE ALFRED ST, BERRY



### BANNISTERS PAVILION

Surrounded by eucalyptus groves just metres from the beach, this coastal-chic boutique hotel will have you shrugging off the chaos of the city and surrendering to nature in no time. Head chef Riley Salisbury has created a menu that's enticing and uncomplicated, preferring to keep things simple and let the fresh ingredients speak for themselves. Seafood tends to dominate the menu, particularly the prawn and crab bruschetta, and the prawn linguine with garlic, tomato, chilli, lemon and parsley.

87 TALLWOOD AVE, MOLLYMOOK



### PILGRIMS VEGETARIAN CAFE

While locals and visitors may head to Husky for the sea and surf, between sets they still have to eat. Sure, you could grab a greasy sausage roll and then head back to the beach, but for those who really appreciate good food that's good for you, Pilgrims is your go-to spot. Along with killer coffee, the emphasis here is on vegetarian food, with the likes of fresh juices, acai bowls and housemade granola for brekkie, and pies, salads and wraps for lunch.

5-6/57 OWEN ST, HUSKISSON

### NOWRA FARMERS MARKET



The large structure may have been purpose-built to sell fresh produce, deli items and dry goods, but the foundation of Nowra Farmers Market is based on one thing: locals. Growing up just across the street, co-owner Jeffrey Coe left school and headed for the big smoke as a restaurant supplier. It was time spent at Sydney Markets "finding out about seasons, growing regions and having to source products that I'd never seen, let alone eaten" that led him back to his roots. On the shelves here you'll find a range of both local and gourmet ranges of products from producers including Daily Grind Coffee Roasters (Gerrigong), Berry Sourdough Bakery, Ridgehaven Eggs (Tomerong), Unicorn Cheese (South Nowra) and of course milk and cream from South Coast Dairy. But one of Coe's proudest initiatives is the implementation of the Value Bulk Buy lines – "smaller and larger sized fruit, sometimes blemished and put in a bucket at a heavily discounted rate".

NOWRAFARMERSMARKET.COM.AU  
111 NORTH ST, NOWRA

### SOUTH COAST FOOD & WINE FESTIVAL

For Sam and Sonia Tooley, the South Coast is more than just a trip to the shores, it's a foodie haven, rich with award-winning produce, gourmet products, wine, beer and culinary royalty worthy of a weekend festival. Apparently, they weren't alone in their thinking – hence the South Coast Food & Wine Festival. The inaugural event, to be held on September 14-15 at the Berry Showgrounds in Berry will feature more than 50 food and beverage stalls.

SOUTHCOASTFOODANDWINE  
FESTIVAL.COM.AU FOR DETAILS



### FROM THE VINE



\$22

**2018 Dominique Portet Fontaine Cabernet Sauvignon**  
Coming from a family with deep Bordeaux roots, French-born Dominique Portet and his fellow winemaker son Ben have sublimely blended four of the famous French region's principle varieties, led by cabernet sauvignon, to near perfection at their Yarra Valley bolthole. Smooth, easy-drinking flavours.



\$30

**2018 Rising Chardonnay**  
An emerging Yarra Valley label associated with the Slicks brand that already has heaps of points on the board, thanks to the talents of locally born winemaker Tom Bedford. The fruit does all the talking here, delivering youthful and delectable stone fruit and citrus flavours with minor oak intervention.



\$33

**2017 Glaetzer Bishop Shiraz**  
With versatile Ben Glaetzer holding the baton, it's little wonder this consummate expression of Barossa Valley shiraz is in such impeccable shape. Accessing vines up to a century old enabled him to create a wine with super power and finesse befitting the region and the winemaker's booming status.



\$40

**2019 Penfolds Bin 51 Eden Valley Riesling**  
This outstanding wine was among those kickstarting the recent exclusive 2019 Penfolds Collection tasting that ultimately led to the uncorking of the latest Grange (2015 vintage, \$900). Its fulsome, lemon-lime flavours, pristine presentation and crisp acidity reveal the awesome creative talents of Peter Gago's winemaking team.

JOHN FORDHAM  
JOHN@THEFORDHAMCOMPANY.COM.AU

## TA19.50 Visitor Services Update

**HPERM Ref:** D19/328574

**Group:** CEO Group  
**Section:** Tourism

### Purpose / Summary

To give an update on Visitor Information Services from July to August 2019.

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

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

### Options

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

### Visitor Centres

The Visitor Centres have seen an increase in traffic, particularly with larger groups popping in for their souvenirs as well as the Grey Nomads looking for information whilst on the move, making the most of the region before the summer school holidays start. Club groups organising their Christmas parties and events in 2020 have also been calling to get us to help with their planning.

Interstate retired couples have been our biggest demographic over the past few months with Motels and Hotels being their accommodation of choice. They are looking for advice on our food and wine trails, local galleries, markets days and tips on walking trails to take home the best snapshots from their stay.

The Visitor Centres in Nowra and Ulladulla stock lots of locally made product and produce which make the perfect gift, as well as books on Shoalhaven history and walking tracks plus topographic, Road, 4WD and Camping maps.

### Volunteer Recruitment

Volunteers are continuing to be part of our concierge service that we deliver to visitors at the Nowra Visitor Centre. Volunteers are becoming the front line in welcoming our visitors.

Another volunteer recruitment callout has been implemented through our social media channels. We plan on training in October for any new applicants to be part of the team.

### Supplementary Visitor Information Centres

Upgrading has commenced at Jervis Bay Maritime Museum; there will be a new display stand installed. This will complete the upgrading of the supplementary centres, providing a more uniform appearance across all sites.

### Mobile Services

Mobile Services were set up during the October long weekend at Sussex Inlet.



As part of our continued trial of attending major events, last month the mobile visitor van was at the South Coast Food and Wine Festival at Berry.

Overall, the event had a great turnout based on information from the event organiser on Sunday morning. The atmosphere was pleasant for everyone involved. Stallholders were pleased with the level of business that had been achieved. Visitor Information Services staff helped visitors gain an understanding of their surroundings and the region with information being constantly taken from the stand. It is a viable opportunity to develop repeat visitation and prolonged stays from having a presence at events in the region. From surveys conducted on the day, most visitors were from the southern suburbs of Sydney, with many from Western Sydney and Penrith, and many day trippers from the Wollongong area.

### Familiarisations

The Visitors Services team visited Meroogal House last month. The wonderful people at Meroogal House provided a fantastic tour of the estate; the guides were so well versed in local stories and the historical connections the Meroogal women had throughout the Shoalhaven.

Bendalong, Manyana, Cunjurong Point and Lake Conjola were all stops for the team recently, checking in with what's new at the Holiday Parks and updating their knowledge on current conditions of walking tracks and access roads, including the Mt Bushwalker area.

### Financials

The table below shows income for July to August 2019, broken down into business units and compared to last year's results.

### INCOME NOWRA

Description	July August 2019	July August 2018	Variance YTD	YTD +/- *	YOY +/-**
Souvenirs	\$1,520	\$1,581	-\$61	-3%	+1%
Books/Maps	\$1,304	\$1,823	-\$519	-20%	-2%
Local Product	\$2,134	\$1,934	+\$200	+10%	-1%
<b>Total</b>	<b>\$4,958</b>	<b>\$5,338</b>	<b>-\$380</b>	<b>-7%</b>	<b>-1%</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 consistent. There is lots of interest in local product, and we continue to source quality supply.

We have introduced some new locally made Indigenous product, such as hats and coasters which are beginning to sell.

## INCOME ULLADULLA

Description	July August 2019	July August 2018	Variance YTD	YTD* +/-	YOY** +/-
Souvenirs	\$1,608	\$2,526	918	-35%	0%
Books/Maps	\$902	\$1,025	-123	-12%	-3%
Local Product	\$3,269	\$2,840	+429	+15%	+3%
<b>Total</b>	<b>\$5,779</b>	<b>\$6,391</b>	<b>-612</b>	<b>-9%</b>	<b>+1%</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:** Overall Ulladulla is maintaining good merchandise sales, with local products being well received. Sales of locally produced cards are still performing well, and some Ulladulla branded Indigenous hats are now available for sale.

## ENQUIRIES - NOWRA

Description	July August 2019 <small>Total Number</small>	July August 2018 <small>Total Number</small>	Variation YTD <small>Total Number</small>	YTD* +/-	YOY** +/-
Counter	3359	3908	-549	-14%	-2%
Emails	758	949	-191	-20%	-3%
Phone	2689	1621	+1068	+65%	+5%
Volunteer	102	100	+2	0%	0%
<b>Total</b>	<b>6908</b>	<b>6578</b>	<b>+330</b>	<b>+5%</b>	<b>0%</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:** Variances compared to last financial year to date are too small to be of significance. Counter inquiries are being maintained with 6,908 inquiries handled in the first two months of this financial year. Additionally, VIS staff sold 3,322 tickets for the Entertainment Centre at the counter YTD.

## ENQUIRIES - ULLADULLA

Description	July August 2019 <small>Total Number</small>	July August 2018 <small>Total Number</small>	Variation YTD <small>Total Number</small>	YTD* +/-	YOY** +/-
Counter	1657	2407	-750	-30%	-6%
Emails	5	7	-2	0%	0-%
Phone	593	1033	-440	-40 %	-15%
Volunteer		8			
<b>Total</b>	<b>2255</b>	<b>3455</b>	<b>-1192</b>	<b>-30%</b>	<b>-9%</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 2255 enquiries for this financial year to date. Phone inquiries are continuing to decline due to use of mobile services.

## GOALS FOR QUARTER 2 - 2019/2020

- Volunteer recruitment
- Investigate any staff training needs
- Continued support of supplementary visitor centres
- Continuation of familiarisation visits
- Preparing for Summer School Holidays

## TA19.51 Tourism Manager Report

**HPERM Ref:** D19/330059

**Group:** CEO Group  
**Section:** Tourism

**Attachments:** 1. Final Submission - Short Term Rental Accommodation - Proposed New Regulatory Framework [↓](#)  
2. STAG Strategic Plan 2018-2020 - Updated Working Groups - 2019 [↓](#)

### Purpose / Summary

To give a brief outline of the Tourism Manager's activity during August – October 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.

### Background

Coralie continues to act as the Section Manager, Recreation, Community and Culture. Shannan continues to act as Tourism Manager.

### Things we have been across:

- South Coast Marine Tourism Strategy – Illawarra Shoalhaven Joint Organisation (ISJO) convened a Local Government Working Group meeting to discuss the actions which have LGAs or Joint Organisations nominated as the lead.
- The STAG Strategic Planning session was held on 26 August. Working Groups were determined, and the Strategic Plan updated (see attached). Representatives from the Inclusion and Access Advisory Group have also been included in their nominated working groups as requested.
- The Aboriginal Tourism Promotion Report was presented to Strategy and Assets on 8 October and was well received.
- Australian Regional Tourism are developing best practice guidelines to support Local Government engagement with the visitor economy, assisting with case study selection and document finalisation.
- Attended the Jervis Bay Tourism AGM, presenting on current project, plans and assistance available.
- Visitor Guide production is well underway, including proofing and image selection.
- Assisted Strategic Planning with a submission to the NSW Department of Planning, Industry and Environment regarding the proposed new regulatory framework. Including consultation with several key industry representatives.

The draft submission was reported to Council on 1 October 2019 and it was resolved that Council:

1. *Endorse the draft submission that was made on the proposed Short-Term Rental Accommodation reform package (provided as Attachment 1 to this report) and advise the NSW Government accordingly.*
2. *Continue to play an active role, as required, in this important matter and received future reports as needed.*

Council has consistently held the view that any regulatory framework in this regard should essentially have a 'light touch', be clear and workable and not place an excessive additional administrative or compliance burden on Council, if possible. Please find the full submission attached.

- Pre-Testing on the University of Wollongong Project, S4 – Sun, Sand, Sea and Sustainability: Developing a Sustainable Tourist Community Classification Methodology is complete.

The aim of this research project is to develop a methodology for the classification of coastal tourist communities to enable strategic planning for sustainable coastal tourism. Shoalhaven comprises 49 towns and villages. Through classifying these towns and villages against development and vulnerability scales through seven sustainability categories, a destination's suitability for visitation and associated marketing may be objectively identified.

UOW updated their methodology based on the feedback provided by Council staff and we conducted pre-testing on 23 September.

The aim of the pre-test was to discuss and finalise the scales and test the methodology on a community in one process.

Next steps will include updating scales based on pre-test feedback and running the completed program against 2 Shoalhaven towns.

- Continued development of the Shoalhaven 360 Model – review of phase one data and development of phase two is underway.
- Tourism Team Region Visits were conducted with Booderee National Park, as well as the Conjola and Bendalong areas, offering operators information on ATDW, links to industry advice, research, partnership ideas and funding opportunities.
- Visitor Services Summer planning is well underway, including in region services over peak times.
- Drawing Room Rocks – A concept for possible parking solutions has now been developed and sent to NSW National Park and Wildlife and Department of Premier of Cabinet for feedback and decisions on next steps – a meeting will be held with key stakeholders on 18 October.
- Communication from the Red Head Villages Association was received regarding the impact of tourism campaigns on the area, specifically surfing. Internal meetings taking place to understand relevant projects and concerns; a meeting with stakeholders will occur once internal communications are complete.
- The Tourism Operator Survey has been sent to operators, results are currently being collated and will be distributed soon.
- Continuing to provide organisations with information on the Tourism Infrastructure Fund and assessing as required.
- Continue to work with Destination Sydney Surrounds South on key initiatives, specifically the value of the wedding industry and barriers to development.

- Ongoing Council operational matters, 1st quarter reporting and quarterly budget reviews are well underway.
- Attendance at the Australian Regional Tourism Convention – 21-24 October.
- Strategic Planning is holding an information session for industry regarding the local planning controls in relation to tourist accommodation and temporary use of land. The below invitation was sent to the Tourism Talk database on 8 October.

**HAVE  
YOUR  
SAY**



### INVITATION

Council is holding an information session in November to gather feedback from the community and tourism and development industry representatives in relation to a review of local planning controls associated with tourist accommodation and also temporary use of land provisions.

This includes potential changes to clause 2.8 of the Local Environment Plan which allows the temporary use of land, such as events, in areas that zoning would otherwise prohibit. See more about clause 2.8 [here](#).

It is important that businesses who may have an interest in potential changes in this regard to the Local Environment Plan and also the Development Control Plan take this opportunity to participate.

The review will look into current land uses, current restrictions, issues raised by the community as well as feedback from industry. See page 9 of the Shoalhaven Tourism Advisory Group June meeting for previous communications.

For more information please contact Peta Brooks, in Council's Planning Environment & Development Group on (02) 4429 3228 or get in touch with Acting Tourism Manager Shannan Perry-Hall.

Council Chambers, City Administration Centre  
Bridge Road, Nowra  
Monday, November 11  
5.30pm - 7pm

### Hyams Beach Update:

- Separate reports about Hyams Beach initiatives went to the September Strategy & Assets Committee meeting, with all reports deferred for further community consultation. Several reports will go to the October and November Strategy & Assets Committee meetings after consultation.
- Consultation with community and businesses is ongoing.
- EOI for Hyams Beach Smart Solutions closed on Monday 23 September 2019. Submissions are being reviewed.

TA19.51

### Budget 18/19 wrap up

- Increased projects costs from the addition of the Project Officer to support peak season hot spots, as supported by Council resolutions, resulted in an overspend of the tourism budget this year as additional funds were not allocated, although work commenced in line with community and Councillor expectations.
- All costs for hot spot management for peak season (including traffic management and ranger services) were costed out of the tourism budget this year, with income from fines to offset expenses in the budget. This reflects the increases from original budget estimates as shown in the reported quarterly review.

As reported to Council in June Quarterly Review – for the full report see Strategy and Assets SA19.132 [Report Attachment expenditure – Page 9.](#)

	Original Budget '000	Current Budget '000	June Review Adjustment '000	Adjusted '000	18/19 Actual '000	Variance to adjusted budget '000	Comments	Carry Forward '000
Tourism and Events	2,317	2,815	(18)	2,797	2,994	<b>\$197U</b> <b>107%</b>		0

TA19.51

### 19/20 Budget

Account	19/20 Full Year Budget
Revenue	<b>\$306,477</b>
Expenditure	<b>\$2,494,337</b>
Net Result	<b>(\$2,187,860)</b>

### Up Next

- Tourism Talk After Hours scheduled for 19 November in Huskisson and 20 November in Ulladulla.
- Continue to work with the University of Wollongong on the S4 project implementation.
- Hyams Beach continues to be a focus with Christmas planning.
- Completion of the Shoalhaven 360 Model, phase two.
- Unspoilt Strategic Planning Session with Destination NSW.
- Regional Team Visits will be conducted during November in the Bawley Point / Kioloa area for interested operators.
- South Coast Marine Tourism Working Group meeting scheduled for 6 November.

- Tourism Awards Gala event mid-November, waiting to see if Tourism's Visitor Services submission is a finalist.
- Willinga Park Conference Centre opening late November.





Bridge Rd, Nowra NSW 2541 | 02 4429 3111  
Deering St, Ulladulla NSW 2539 | 02 4429 8999

Address all correspondence to

The Chief Executive Officer, PO Box 42, Nowra NSW 2541 Australia  
council@shoalhaven.nsw.gov.au | DX5323 Nowra | Fax 02 4422 1816

shoalhaven.nsw.gov.au    

Council Reference: 27521E (D19/344681)

03/10/2019

Director Housing and Infrastructure Policy  
NSW Department of Planning, Industry & Environment  
GPO Box 39  
SYDNEY NSW 2000

By email only: [sth@planning.nsw.gov.au](mailto:sth@planning.nsw.gov.au)

Dear Sir/Madam

**FINAL SUBMISSION**  
**Short Term Rental Accommodation (STRA)**  
**Proposed New Regulatory Framework**

Council appreciates the opportunity to provide further detailed comment on this important matter.

The matter was reported to Council on 1<sup>st</sup> October 2019 and it was resolved that Council:

1. *Endorse the draft submission that was made on the proposed Short Term Rental Accommodation reform package (provided as **Attachment 1** to this report) and advise the NSW Government accordingly.*
2. *Continue to play an active role, as required, in this important matter and received future reports as needed.*

Council has consistently held the view that any regulatory framework in this regard should essentially have a 'light touch', be clear and workable and not place an excessive additional administrative or compliance burden on Council, if possible.

The need for certainty in this regard is also acknowledged and the NSW Government is encouraged to bring this matter to a timely conclusion to remove the current uncertainty regarding the permissibility or otherwise of STRA.

**Opening Comments**

As stressed in our November 2018 submission (copy attached), holiday homes/STRA have been and continue to be an important feature of tourism in Shoalhaven for a long time. They are a critical element of regional tourism.

Given this important role, Council was the first to clarify the legal status of this form of accommodation through an LEP amendment that was gazetted thirteen years ago in 2006. Through this the short term rental of a residential dwelling does not need development consent/approval. Council has also continued to play an active and ongoing role in research, advocacy and regulatory changes related to this form of accommodation.

It is noted that a number of the points raised in our previous submission have been addressed in the revised package and this is greatly appreciated. The opportunity to review and comment on the overall package is also welcomed and appreciated.

The revised package contains five pieces of interrelated legislation/policy/guidance to review and is more extensive than the previous version. Given this a longer timeframe to review and comment would have been appreciated. If Councils really are one of the NSW Government's key planning partners, we need to be given comment periods that enable matters to be considered and reported to the elected Council. As such, in the future please consider minimum comment periods of six to eight weeks for planning reforms of this nature.

#### **Tourism Role/Importance**

The short-term holiday letting industry is extremely important to Shoalhaven. With limited larger-scale hotels to service the accommodation needs, the success of the tourism industry relies on the availability of holiday rental accommodation throughout the City.

Shoalhaven is currently the most visited Local Government Area in NSW, outside Sydney CBD. The industry supports over 6,000 jobs and generates \$853 million annually in visitor spend. Recent research shows that visitor nights have increased by 7% for year ending December 2018, showing a trend in people staying longer in the region. Approximately 60% of domestic overnight visitors to the City stay in what could be termed to be short term rental accommodation or holiday homes.

#### **Overall Package**

The release of the overall package for review and comment is beneficial and provides an opportunity to see how it all fits together.

There is still however an overriding concern that the components of the package may not work well together and may be difficult to follow/understand. It is essential that the regulatory framework works and is 'user friendly'. Thus, the indication in the material that there will be a 12 month review period once the package comes in is strongly supported. This will provide a critical opportunity to adjust anything that is not working as intended or respond to any unforeseen outcomes.

How the package interrelates and works with other pieces of NSW and Commonwealth legislation is also important, for example the Building Code of Australia. It is hoped that this has been given due consideration and there will not be unintended or unexpected consequences.

### Proposed SEPP – General Comments

The proposal for another standalone SEPP is a potential concern. This can be avoided by including the proposed provisions in the Codes SEPP. This would avoid a standalone SEPP and thus help manage the number of planning documents and potential for complex interactions between documents. The Standard LEP Instrument should also be used, as it was originally intended to be, to also achieve relevant outcomes

The proposal to remove the relevant STRA clauses for relevant Environmental Planning Instruments, including Shoalhaven's, was something that we requested should the reforms eventuate and as such this aspect of the SEPP is supported.

It now appears that there is the ability to opt to map areas where you want to specifically enable STRA (verses where you do not). If this is the case, this is a welcome addition as it may assist Council manage emerging 'hot spots' in the future. Confirmation of this interpretation would be appreciated. If this is the case it provides an avenue for local exemptions where evidence demonstrates unacceptable social or environmental impacts (e.g. sewage capacity) and there is a need to control sensitive locations and limit or even possibly prohibit STRA.

*Link with Part 9 of EP&A Regulation* – There is a concern that this link will get lost in the detail as it is only included as a 'note' (Refer Part 3 - notes under the heading on page 7). It is suggested that it really needs to be part of Clauses 11 and 13. There is also a need for these services to be installed by a competent person and for a final fire safety certificate to be submitted to Council and NSW Fire and Rescue prior to the use operating. This could be included in the EP&A Regulation amendments.

The requirements for ongoing annual certification also need to be included as a 'note' to this requirement in the draft SEPP. This will result in a change in the Fire Safety standards under the EP&A Regulation.

### STRA Definition

The establishment of a consistent definition for 'short-term rental accommodation' is welcomed.

Removing *rural workers' dwellings* and *secondary dwellings* from the STRA definition should be considered to protect the original intent of permitting these types of dwellings, e.g. supporting a rural workforce and providing accommodation options for an older population. These original intents could be undermined, and this may not be considered appropriate.

Detached rooms should also not be allowed to be used for STRA.

There is also a need to refine the STRA definition to remove any potential ambiguity around a host residing **on** or **in premises** or **property**. Is the intent to describe a dwelling in which the host resides or a property containing two dwellings in one of which the host resides?

### Existing Use Rights

Given the current circumstance in Shoalhaven, it is assumed that Clause 15(2) of the draft SEPP covers potential 'existing use rights' as raised in our November 2018 submission.

Council welcomes the clarification that this clause provides. It will also potentially assist with a transition period for existing STRA for the components that do require attention, this will help facilitate a smooth transition for existing operators and reduce any sharp downturn in accommodation availability.

Irrespectively, there are still some issues that need to be clearly considered and addressed. Specifically, are 'existing use' premises still added to the register and is there a need for them to install the essential fire safety measures. This needs clarity.

In this regard it may be appropriate to consider adding similar wording to Section 16 of the Boarding Houses Act to provide a time period whereby relevant matters are sorted. Perhaps the wording of 15(2) could be adjusted to read as follows (or similar):

(2) *Development that was commenced before the commencement of this Policy and that was, immediately before that commencement, exempt development in accordance with an environmental planning instrument that was amended by this Policy may continue provided the following is completed within a period of XX months from the commencement of this Policy:*

- (a) *The premises are to be included on the State STRA register; and*
- (b) *Compliance with the fire safety standards identified in Division 7X of the Environmental Planning and Assessment Regulation 2000.*

**Note:-** *Compliance with 2(b) above will require the submission of a fire safety certificate from a competent person to the Local Council and the NSW Fire and Rescue once the services have been installed. There will also be requirements for ongoing annual certification of these essential fire safety measures.*

### **Development Application Pathway**

There needs to be a development application pathway for existing dwellings that cannot be considered as either 'exempt' or 'complying' development.

For example, given the potential extent and affectation within Shoalhaven, a development application pathway may be appropriate or necessary for situations when a location is considered to be above BAL40 or is a 'flood control lot' that cannot be considered under the complying development pathway. This has the potential to affect large parts of our City, including a range of existing urban areas.

Consideration should be given to adding the STRA definition to the Dictionary in the Standard LEP Instrument and then allowing Councils to consider where they may wish to separately make the use permissible with development consent through their LEP's.

Where a development application is required then the Department should consider a Model DCP as part of the Standard DCP process to assist in this circumstance.

### **Exempt and Complying Provisions**

Whilst the proposed capping of the number of guests is generally accepted and understood, what happens in a situation where a dwelling (as approved) is capable of accommodating more than 12 guests?

Perhaps it would be reasonable to also allow a dwelling to be occupied up to approved bed capacity in the original development approval for the building?

### **Number of Days**

As outlined in our submission dated 19<sup>th</sup> November 2018, Council has resolved to initially accept the general permissibility under the reforms of 365 days per year.

Any reduction of allowable days would push accommodation into the peak season and leave the off-peak and shoulder season short on accommodation. This would impact negatively on the growth of a year-round industry in Shoalhaven. The traditional winter and shoulder seasons now make up around 70% of the total annual visitors to Shoalhaven, evening out seasonality and helping provide year-round jobs and income for local businesses.

It is still assumed that even though a Council does not opt now to set/select a number of days between 180 and 365 that it will still potentially be possible to amend the number of days in the SEPP at a later point via their LEP. This will provide the option of starting with the State-wide maximum of 365, but possibly reduce the number of days later should issues emerge. Confirmation in this regard would be appreciated.

There still does not seem to be anything in the package when a Council wants to consider reducing the number of days to between 365 and 180 re justification and why a particular number is selected – this could lead to unintended economic consequences for example if it is not soundly based.

### **Bushfire Provisions**

It is acknowledged that the bushfire prone land aspect of the proposed reforms has been strengthened when compared with the November 2018 version.

The need for this is acknowledged, however given the extent of the Shoalhaven that is mapped as 'bushfire prone' the proposed provisions and their requirements could affect a considerable part of the City, including within some established urban areas. There is also a concern that whilst people will readily be able to work out whether a property is mapped a 'bushfire prone', it will not be as easy to identify whether a property is identified as BAL40 without an individual assessment. This has the potential to create problems and concerns moving forward, particularly for people making decisions to buy into the area.

There does not currently appear to be a pathway to approve the use on land >BAL40. This may impact significantly on the ability to use the proposed provisions in Shoalhaven. Consideration should be given to a development application pathway for properties >BAL40.

Clauses 13 (e), (f), (g) and (h) of the draft SEPP relate to 'bushfire prone land'. The format of these clauses should be reworded to improve their function/use.

Alternatively, they could be treated the same as the proposed provisions for 'flood control lots' and be given a separate clause number altogether:

**x. Requirements for complying development on bushfire prone land.**

- (a) Does not apply to dwellings assessed as BAL-40 and BAL-FZ; and
- (b) same as 13(f)
- (c) same as 13(g)
- (d) same as 13(h)

If this approach is accepted, the requirements of current draft Clauses 13(d) and 13(i) would also need to change to refer people to these new Clauses.

If the bushfire wording is not reformatted as suggested above, then consideration still needs to be given to the wording of draft Clause 13(e) which currently indicates that "no part of the lot on which the dwelling is situated..." This wording is not consistent with other legislation which refers to "bushfire prone land" and could have a significant impact on a range of properties/situations in our City, for example large rural lots that are only partially 'bushfire prone'. The 'bushfire prone land' definition actually relates to where the dwelling is located on a lot and therefore should be used in preference and to ensure consistency. The wording should also be changed to exclude dwellings assessed as BAL-40 and BAL-FZ (see above).

**Flood prone Land Provisions**

This is a significant change and inclusion from the November 2018 version of the proposed framework. Given the nature of Shoalhaven proposing 'complying' development when land is flood prone could have a significant impact locally. Further consideration should be given to this aspect, specifically is it really a major risk or not, noting that at least most new dwellings, particularly in urban areas, would have been approved with flood risk in mind? The usability of the currently proposed Clause 14 is also questioned.

The terminology in the draft SEPP needs to be consistent with the Standard LEP Instrument and the NSW Floodplain Development Manual otherwise there will be confusion in the development industry and the community as to the meaning of this clause. For example, is the use of the term 'flood control lots' consistent?

Our interpretation of Clause 14 of this draft SEPP is that STRA would not be allowed in areas affected by the 1% AEP flood event, regardless of the hydraulic hazard category. This is more restrictive than Chapter G9 Development on Flood Prone Land of the existing Shoalhaven DCP2014 that allows development in these areas provided appropriate development controls are implemented.

It is understood that the provisions in the draft SEPP would not apply to existing properties in Shoalhaven that are used for STRA now (due to existing use rights) but would only apply to new developments (intended for this use) or existing developments (to be converted to STRA) after the policy is implemented. From a flood risk management point of view, there is logic behind this approach as tourists/visitors will not always be aware of the flood risk at a rental property and this makes it easier for the SES during flood events.

The practical implication of this for Shoalhaven is that new developments (or existing development converted to STRA) within a 1% AEP flood extent that are intended to be used as short-term accommodation would not be permitted.

There are a lot of flood prone areas within Shoalhaven and high demand for STRA, so any new developments intended to be used for short-term accommodation would need to be outside these areas. Council would need to make applicants aware of this for developments in flood prone areas so they would know that their property could not be converted to short-term accommodation in the future. This could be covered off on flood certificates for that Council issues.

Alternatively, development consent could be required in appropriate circumstances for STRA on flood control lots where 'complying' development cannot be pursued to:

- a. recognises concerns with certifiers/engineer's ability to access and use available flood risk information, and
- b. avoids defining "refuge" as appropriate refuges differ with flood behaviour e.g. refuge in place v's evacuation centre.

Strongly suggest that this aspect of the proposed reforms is given further detailed consideration in consultation with relevant bodies, including Councils, to ensure that it is workable.

### Code of Conduct

The proposal for a Code of Conduct is generally supported as it is in everyone's interest for STRA to be a 'good neighbour'. Give the contribution that STRA makes to our local area and its tourism economy, this is something that Council has consistently promoted and encouraged in our area thought our provisions and material related to STRA.

The key to the strength of the proposed code will however be the proposed registration system and how problematic premises or owners/operators are managed and handled. Further detailed comments on these aspects are provided below. There is also a need to ensure that tenants are aware of the Code and commit to it as part of the lease.

### Proposed Registration System

The proposal for all STRA's (irrespective of platform) to be on a single register is generally supported. This could run much the same as the requirements under the Swimming Pools Act. However there needs to be some link or tie to this in the proposed SEPP. There could also be nominal registration fee for properties and operating a penalty for operating a premise without first registering it on the State-wide register (this is similar to the Swimming Pool Act requirements).

The general register will provide certainty/information to the community. However, the suggestion of an industry led register or self-registration is not supported. The register needs to be led by the NSW Government, possibly through NSW Fair Trading. Again, this could be undertaken similar to the current Swimming Pool Act requirements.

The proposed STRA register should include the following detail for each property:

- (a) The address of the STRA
- (b) Local Government area where the STRA is located
- (c) Name of the STRA
- (d) Name of the owner
- (e) 24 hour contact details of the owner and any agent.

- (f) The number of bedrooms and the maximum number of people
- (g) Number of days occupied in any calendar year
- (h) How to lodge a complaint
- (i) Installed essential fire safety measures.

The issue of 'insurance' should also be considered as part of the register.

It is essential that both the registration scheme and exclusion register are tied together, and information is shared (open access) and jointly utilised.

### **Exclusion Register**

Generally individual problematic properties have been an issue in our area. The proposed exclusion register is a good approach and will potentially play a key role in managing these properties in association with the Code of Conduct in the future. There are however significant questions about the realities of this functioning successfully. For example:

- How will the exclusion register carry over platforms (it should)? If a property is excluded from one platform can it operate on another (should not be an option)? How does the register link platforms?
- If the property sells, does this create a clean slate or does the exclusion continue for the new owners? How would this be managed / disclosed at the time of sale?
- The nature of the online booking industry is all about instant booking and payment. Is the check done for blacklisted guests through the platform at the time of booking? If not, refunds will be required if the guest turns out to be blacklisted. How are different email addresses / names at the time of booking dealt with in the system?
- How will possible vexatious neighbours actually be handled? Some neighbours can be very persistent and vary considerably in what they consider a breach to be. This could create a significant amount of work (possibly for Council) in the investigation period.

It is noted that planning complaints can trigger action under the Code of Conduct and inclusion on this register. Depending on the nature and veracity of a complaint this approach is logical and is supported. It should also be clarified whether a valid planning complaint amounts to a 'strike'?

Also question whether breaches of other existing Acts, such as the POEO Act, should also be considered as a 'strike' depending on their nature? This would also possibly be the expected and logical outcome.

### **Compliance**

The compliance pathways and obligations related to the overall framework still need some clarity as it is likely that Councils will be expected to play a role, either directly or by default. This could be a significant additional compliance burden for Council given the extent of STRA in Shoalhaven.



### **Fire Safety Standards**

The inclusion of general first safety standards for STRA is supported as no one wants to see a fire in a STRA resulting in injury or death. This would have a huge impact on the industry generally and this form of tourist accommodation is important to Shoalhaven as outlined earlier.

The current proposed standards need to be amended to require the installation of fire and smoke alarms by a competent person and that a final fire safety certificate is submitted to Council and NSW Fire and Rescue. This needs to be included even though the building will remain as a dwelling (Class 1a). The requirements that came in during 2005 for dwellings to be upgraded with a hard wired appliance or 10 year batteries once the existing smoke alarm batteries fail has not really worked. As such there should not be a reliance on a similar system for STRA's given that it relates to with the safety of unrelated or unfamiliar people to the building.

The Environmental Planning and Assessment Regulation should also be amendment to include STRA's as requiring annual certification and this should be relatively easy to accommodate given that there will now be a definition for STRA's. Most Councils have fire safety programmes that deal with the annual certification of essential fire safety measures and STRA's could be incorporated with the ability for a nominal fee (possibly also linked to the registration system).

### **DCP Provisions**

Council currently has a DCP Chapter that supports and is linked to our current LEP Clause on STRA. This DCP Chapter can be viewed on the internet at:

<http://dcp2014.shoalhaven.nsw.gov.au/sites/dcp2014.shoalhaven.nsw.gov.au/files/Chapter%20G16.pdf>

Some clarity is required in this regard, specifically what happens to our DCP if the reforms come in and does it still play a role? Related to this, it is suggested that where a development application is required in the future for STRA that the Department should consider Model DCP provisions for Councils to possibly utilised or adjust as part of the proposed Standard DCP process.

### **Concluding Comments**

The opportunity again to comment on the proposed reforms is welcomed. It is stressed that there needs to be a continued dialogue with Local Government to ensure the final provisions are workable and do not raise any unexpected issues.

It is requested that this matter be drawn to a conclusion in a timely manner given the uncertainty it has created around STRA and that clear advisory material be issued regarding the final controls to ensure there is broader community awareness of the new system.

This also needed to recognise situations like Shoalhaven where 'existing use rights' and the provisions of Clause 15(2) of the draft SEPP comes into play.

If you need further information about this matter, please contact me on (02) 4429 3355. Please quote Council's reference 27521E (D19/344681).

Yours faithfully

*Gordon Clark.*

**Gordon Clark**  
**Strategic Planning Manager**



## **SHOALHAVEN TOURISM ADVISORY GROUP (STAG)**

**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>1. 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>2. 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>3. Advise stakeholders on the development of measurable outcomes for tourism throughout the region</li> </ol>	<ol style="list-style-type: none"> <li>1. 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>2. Identify priorities across each working group area</li> <li>3. Creation of key objectives and outcomes for the working groups</li> <li>4. Regular updates back to STAG in the larger group via meeting updates</li> </ol>	<ol style="list-style-type: none"> <li>1. Review and make recommendations on the event support program annually</li> <li>2. Members of the Advisory Group actively involved in making recommendations on event support</li> <li>3. Ongoing advocacy to council for continued funding program to support driving the visitor economy with events</li> <li>4. Advocate for the program throughout the region</li> </ol>
INDICATORS OF SUCCESS	<ol style="list-style-type: none"> <li>1. Recognise and advocate for Council's support and investment in tourism and economic development</li> <li>2. Advocate for the Shoalhaven and improvements to tourism development 'up chain'. DNSSSS etc.</li> <li>3. Successful recommendations by STAG to Council on behalf of the overall industry and visitor economy</li> <li>4. Regular attendance at industry events and meetings including business chambers and networking events</li> <li>5. Positive feedback from the tourism industry at functions and via surveys</li> <li>6. Provide moral and written support of grant applications</li> </ol>	<ol style="list-style-type: none"> <li>1. Regular attendance at working groups</li> <li>2. Gain agreement from broader STAG by working groups on actions, strategies and indicators of success.</li> <li>3. Meeting objectives and reporting back to STAG regularly</li> <li>4. Agreed outcomes achieved, driving change in the industry</li> <li>5. Recognition of STAG as industry leaders in the community.</li> </ol>	<ol style="list-style-type: none"> <li>1. STAG members actively participating in making recommendation for event support program</li> <li>2. Industry making application to participate in the event support program</li> <li>3. STAG regular attendance at tourism events supported throughout the region and providing feedback.</li> <li>4. 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.	4. Event Support Program Assist in the delivery of the updated Event Support Program
ACTIONS AND STRATEGIES	<ol style="list-style-type: none"> <li>360 Model, development and delivery</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>	<ol 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; <ul style="list-style-type: none"> <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> </ul> </li> <li>Customer Service Mentors</li> <li>Economic Gardening</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> </ol>	<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>	<ol style="list-style-type: none"> <li>Assist in finalisation of the updated event support program</li> <li>formalise a panel to assess events</li> </ol>
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>	<ol style="list-style-type: none"> <li>Updated Event Support Program</li> <li>Panel assessing events as determined</li> </ol>
MEMBERS	<p><b>Project Lead:</b> Rob Crow  <b>STAG Members:</b> Rob Crow, Neil Rogers, James Lin, Mat Lock  <b>Staff Representative:</b> Shannan Perry-Hall + Coralie Bell  <b>Inclusion and Access Advisory Group:</b> Annette Pham</p>	<p><b>Project Lead:</b> Juliet Barr  <b>STAG Members:</b> Juliet Barr, Mark Thirlwall  <b>Staff Representative:</b> Kristy Mayhew  <b>Inclusion and Access Advisory Group:</b> Kylie Knight</p>	<p><b>Project Lead:</b> Brenda Sambrook  <b>STAG Members:</b> David Duffy, David Fleeting, Juliet Barr, Brenda Sambrook  <b>Staff Representative:</b> Coralie Bell + others as required  <b>Inclusion and Access Advisory Group:</b> Annette Pham</p>	<p><b>Project Lead:</b> David Fleeting  <b>STAG Members:</b> Brenda Sambrook, David Fleeting, Mat Lock, James Lin, Juliet Barr  <b>Staff Representative:</b> Shannan Perry-Hall + others as required</p>

## TA19.52 Events and Investment

HPERM Ref: D19/350214

Group: CEO 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

- Still 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.
- Currently working with several operators who are developing new product, providing advice, links to funding opportunities, letters of support and research.
- Updated Event Support Program Funding implementation – new forms and website information ongoing.
- Full review of Event Policy as well as associated support material and templates, including best practice sustainable initiatives e.g. no single use plastics. Research into other LGA practices and policies, as well as internal collaboration to ensure the best outcome. The Policy will also be updated to include the below amendments to the LEP.
- Update on LEP Housekeeping amendment; On 27 September amendments 23, 24 and 25 were made to the Shoalhaven Local Environmental Plan 2014. A description of each amendment is provided below.

Amendment No.	Description of amendments to the LEP
23	<b>SP3 Tourist Zone Review</b> <ul style="list-style-type: none"> <li>Rezone seven (7) SP3 Tourist zoned sites across the City to a residential zone or a special purpose zone that better reflects the current use and likely future use of the land.</li> <li>Corresponding amendments to height of building and minimum lot size controls for the seven sites where required.</li> <li>Remove the third SP3 Tourist zone objective from the LEP land use table.</li> <li>Insert new local clause 7.27 Dwelling houses on land in Zone SP3 into Part 7 of the LEP providing criteria for the consideration of dwelling houses in the SP3 Tourist zone.</li> </ul>
24	<b>2017 Housekeeping Amendment (Instrument Changes)</b> <ul style="list-style-type: none"> <li>Amend references to the <i>Crown Lands Act 1989</i> in clause 1.9A (2) to reflect the repeal of the Act in June 2018.</li> <li>Insert 'artisan food and drink industry' as a land use permitted with consent in the RU1 Primary Production and RU2 Rural Landscape zones.</li> <li>Replace references to the Strata Schemes (Freehold Development) Act 1973 and Strata Schemes (Leasehold Development) Act 1986 with Strata Schemes Development Act 2015.</li> <li>Insert 'dual occupancies (attached)' as a land use permitted with consent in the E2 Environmental Conservation zone.</li> <li>Amend clause 4.1(4) Minimum Subdivision Lot Size, 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.</li> <li>Insert a new subclause to clause 4.1F Minimum Subdivision Lot Size for Community Scheme and Strata Plan Lots, to make it clear that clause 4.1F is not subservient to clause 4.1 (Minimum subdivision lot size).</li> <li>Amend clause 4.2G (4) Boundary Adjustments of Land in Certain Rural and Environmental Protections Zones, to delete reference to permissibility of a dwelling following subdivision.</li> <li>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.</li> <li>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.</li> <li>In relation to Schedule 2 Exempt Development, insert new exempt development criteria relating to: <ul style="list-style-type: none"> <li>A-frame sign boards and structures.</li> <li>Merchandise displays.</li> </ul> </li> </ul>
25	<b>Height of Buildings – Anson Street, St Georges Basin</b> Amend the 'Height of Building' Map applying to part of Lot 1 and Lot 6

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DP1082382, Island Point Road (Anson Street), St. Georges Basin to apply a maximum building height of 8.5 metres over the subject land.

The addition of Crown Lands wording (see highlighted section above) means that events on Crown Land managed by Council will no longer be required to obtain Development Approval (based on assessment by a planning officer). Events will be assessed by the Event Liaison Officer and issued a permit under the Local Government Act, or a Temporary Licence Agreement.

#### Event Applications currently being assessed:

- 18 to 20 October 2019 – Bird Haven Festival – Shoalhaven Heads
- 25 to 27 October 2019 – Sand & Sea Festival – Huskisson Beach, Huskisson
- 26 October 2019 – Shoalhaven River Festival – Scenic Dr, Nowra / Greys Beach
- 3 November 2019 – Little Husky Triathlon – White Sands Park
- 8 to 10 November 2019 – The Bay Games – White Sands Park
- 15 to 17 November 2019 – Long Course Weekend – Callala / Huskisson
- 23 November 2019 – Milton Ulladulla Relay for Life – Ulladulla Civic Centre
- 24 November 2019 – Autosport Shoalhaven Hill Climb – Yalwal Rd
- 30 November 2019 – Mollymook Rowing Regatta – Ulladulla Harbour Foreshore

#### Filming Applications assessed, and permits given – September - October

- 2 to 5 September 2019 – Waminda Documentary – Nowra CBD
- 24 September – In style – Nelsons Beach

#### Upcoming Supported Events:

Event Name	Date of the Event	Venue/Location	Economic Benefit (REMPAN)
<b>October</b>			
Kangaroo Valley Folk Festival	18 <sup>th</sup> – 20 <sup>th</sup>	Kangaroo Valley	\$532,000
Bird Haven Festival	18 <sup>th</sup> – 20 <sup>th</sup>	Shoalhaven Heads	\$506,000
River Festival	26 <sup>th</sup>	Nowra	\$1,763,000
Sand and Sea Festival	25 <sup>th</sup> – 27 <sup>th</sup>	Huskisson	\$543,000
<b>November</b>			
National Indigenous Football Championships	1 <sup>st</sup> – 3 <sup>rd</sup>	Nowra	\$400,000
Little Husky Triathlon	3 <sup>rd</sup>	Huskisson	\$322,000
The Bay Games	8 <sup>th</sup> – 10 <sup>th</sup>	Huskisson	\$1,499,000

Long Course Weekend	15 <sup>th</sup> – 17 <sup>th</sup>	Callala / Huskisson	\$1,001,000
<b>December</b>			
Fairgrounds	6 <sup>th</sup> – 7 <sup>th</sup>	Berry	\$1,930,000

## Results

- Attended the Destination Business Events Conference 18-21 September 2019.

The Conference brought together business events partners from a local, state and national level and included three days of learning about the business events world, what makes it work and how to be a stronger region when it comes to securing business events. The business events space is an important one to help drive mid-week, off peak visitation. Data shows the business traveller has an extremely high spend and a high return visitation rate.

Shoalhaven Tourism will continue to work collaboratively with the Regional NSW Business Conference Unit within Destination NSW to improve the way we drive business events to the Shoalhaven.

## Event Permits Issued – September - October

- 7 September 2019 – Bondi2Berry – Berry Bowling Club
- 13 to 15 September 2019 South Coast Food & Wine Festival – Berry Showground
- 14 September 2019 – Trek for Timor – Kangaroo Valley
- 28 September 2019 – NSW Rowing Regatta – Paringa Park / Shoalhaven River
- 5 & 6 October 2019 – Hobie Fishing Event – Palm Beach, St Georges Basin
- 5 to 7 October 2019 – Wildside adventure race – Kangaroo Valley
- 5 October 2019 – Lions Country Fair – Lions Park, Sussex Inlet
- 13 October 2019 – Shoalhaven Animal Centre Pet Expo – Nowra Showground
- 19 October 2019 – Spring into Sanctuary Point – Francis Ryan Reserve, Sanctuary Point
- 18 to 20 October 2019 – Kangaroo Valley Folk Festival – Kangaroo Valley Showground (Osbourne Park)
- 20 October 2019 – Gone Fishing Day – Voyager Park, Huskisson
- September and October event results are currently being collated.

## Up Next

- Organiser communication and planning stage for 3 new events in 2020:
  - Australian Surf Rowers League, February 14 – 6, Mollymook – expecting approx. 3,000 people.
  - Koori Knockout, October 2 – 5, location currently being determined – expecting between 5,000 – 10,000 people.
  - L'Etape Australia by Tour de France, November 27 – 28, route yet to be publicly released, although significant Shoalhaven road components – expecting approx. 6,000 people.
- Continue to assess and support events through the Event Support Program.

- Work through event planning and approvals for the busy Christmas and New Year period.
- Bring Shoalhaven Business Event Partners together for the Asia Pacific Incentives Meetings Event (AIME) being held in Melbourne in February.

For the first time Shoalhaven Tourism will be attending in partnership with DNSW. AIME is the leading trade event for the meetings and event industry in Asia Pacific. AIME brings together the right buyers with the right exhibitors from the Asia-Pacific region and across the world. Over three days, AIME delivers the forum for connecting with a wide range of buyers and exhibitors, brought together with a common spirit of curiosity and desire to do great business together. The curated Hosted Buyer Program ensures that the buyers who attend AIME are ready to do business.

## TA19.53 Future Meeting Dates for 2020

**HPERM Ref:** D19/331199

**Group:** CEO Group  
**Section:** Tourism

### Purpose / Summary

To decide on the times, dates and regularity of the Shoalhaven Tourism Advisory Group meetings for 2020.

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

That the Shoalhaven Tourism Advisory Group:

1. Agree to continue to meet bi-monthly in Nowra.
2. Agree to the following meeting dates and locations for 2020
  - a. Monday 24 February, Nowra
  - b. Monday 27 April, Nowra
  - c. Monday 22 June, Nowra
  - d. Monday 10 August, Nowra
  - e. Monday 26 October, Nowra

### Options

1. Receive the report for information and accept the resolution as above.
2. Suggest alternative meeting dates and / or locations.

### Background

The STAG Terms of Reference require the group to meet a minimum of four (4) times per year. The current group have preferred to meet bi-monthly, although traditionally STAG have not met over December and January due to peak tourism activity for industry.

### Suggested meeting dates, bi-monthly for 2020

Mon 24 February 2020	NOWRA
Mon 27 April 2020	NOWRA
Mon 22 June 2020	NOWRA
Mon 10 August 2020	NOWRA
Mon 26 October 2020	NOWRA

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## TA19.54 River Festival Committee Update

HPERM Ref: D19/335096

Group: CEO 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 receive the Shoalhaven River Festival Committee report for information.

### Options

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

### Chair's Report

We've had some great advances with this year's Shoalhaven River Festival, with social media promotion having healthy response. Music line up announced, and very positive meetings with Power FM about a Simulcast of the sound track of the "Spirit Of The River Event".

There are a lot of new components to this year's festival that have taken a lot of energy to get off the ground, but we feel that the new look and new direction of the festival will have a great impact and redefine the Shoalhaven River Festival as a "cultural community festival".

The Spirit Of The River event leading into the fireworks has had great input and collaboration with the Indigenous community and is a celebration of the ancient history of the river in a modern context. It has a powerful message and has been met with great enthusiasm from the community so far. We have gained permission to light the bridge, and are working hard to find revenue to enlist the company responsible for "Sydney Vivid" to work on this idea. We have the enthusiasm there, both from the committee and the company with the equipment, but unless we secure another \$40k it won't happen. Our feeling is that this would be a momentous way to remember the bridge as next year, and for the future, it will look very different.

Our budget is tight as the economy isn't allowing businesses to give as they have in past years. Currently we are over budget by about \$6,000. The committee is confident that we will make up for this shortfall with fundraising campaigns under way as well as implementing sponsorship stalls, T-shirts to sell, and coin collection on the day to make up the shortfall, as well as continued appeals to local businesses.

Advertising starts this week, and hopefully the raised awareness will push a few potential sponsors across the line.

### Tourism Continued Involvement

- 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**

- Council have allocated \$20,000 of funding in the draft budget for the 2019 event. The current Terms of Reference gives delegated authority to the River Festival Committee on spend and financial management of funds.

## TA19.55 Notification - Council Resolution - Re-establishment of Shoalhaven Tourism Advisory Group

**HPERM Ref:** D19/355604

**Group:** Finance Corporate & Community Services Group  
**Section:** Human Resources, Governance & Risk

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

### Purpose / Summary

To advise the Group of Council's resolution in relation to the re-establishment of the Shoalhaven Tourism Advisory Group.

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

That the Group receive the report on the Council Resolution – Re-establishment of Shoalhaven Tourism Advisory Group for information.

### Options

1. As recommended.

Implications: The membership structure as specified in the Council Resolution is adopted for the period to 30 September 2020.

2. Propose a different membership arrangement.

Implications: Should the Group wish to make the recommendation in option 2, this is required to go to Council for approval.

### Background

Each year in September Council reaffirms all its committees for the next 12 months. At that meeting Council has the option to: reaffirm its committees; make any change to membership, purpose, delegation, quorum, and the number of meetings required for those committees; or disband committees.

At the Extra Ordinary meeting on 20 September 2019 Council resolved as follows:

### CL19.251 Shoalhaven Tourism Advisory Group (1490E)

#### RESOLVED

MIN19.683

That Council continue the operation of Shoalhaven Tourism Advisory Group for the period to 30 September 2020 as outlined below:

<u>Meetings per year</u> – At least Four (4) Commencement time – 5.00pm	Quorum – Seven (7) Terms of Reference: <a href="#">POL17/62</a> Amended 23 May 2017
<b>Role and Purpose</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Inform the development, implementation and review of council priorities from the Shoalhaven Tourism Master Plan and councils corporate plan</li> <li><input type="checkbox"/> Represent the tourism industry and advise and make recommendations to Council</li> </ul>	

TA19.55

<p>on matters relating to tourism, the development of tourism and the future of tourism in the Shoalhaven.</p> <p><input type="checkbox"/> Promote the direct and in-direct value and benefits of tourism within the Shoalhaven and on a regional, state and national basis.</p>
<p><b>Delegations:</b></p> <p><input type="checkbox"/> Make recommendation on the expenditure of the annual Shoalhaven marketing budget as provided by Council.</p> <p><input type="checkbox"/> Appoint suitable representatives to fill casual vacancies</p> <p><input type="checkbox"/> Inform and recommend policy for tourism related funding programs, and where required by Council, vote on related matters.</p>
<p><b>Chairperson</b> – Appointed by the Committee</p>
<p><b>2019-2020 Councillor/Staff Membership</b></p> <p>Mayor</p> <p>All Councillors – Two (2) with voting Rights</p> <p>Clr Gash – Voting Delegate</p> <p>Clr White – Voting Delegate</p> <p>Clr Kitchener Alternate Voting Delegate</p> <p>Clr Alldrick – Alternate Voting Delegate</p>
<p><b>Community/ Organisational Representatives</b></p> <p>Nine (9) Industry representatives</p> <p>Shoalhaven Sports Board Chairperson</p> <p>National Parks &amp; Wildlife Service Representative</p>

This report is provided to inform the Group members of the resolution of the Council. Should the Group wish to make any changes to the above, a recommendation to Council will be required to that effect.

### Policy Implications

No amendments to the Terms of Reference have been made by this resolution.

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**City Administrative Centre**  
Bridge Road (PO Box 42), Nowra NSW Australia 2541 - DX 5323 Nowra  
Phone: (02) 4429 3111 - Fax: (02) 4422 1816

**Southern District Office**  
Deering Street, Ulladulla - Phone: (02) 4429 8999 – Fax: (02) 4429 8939

Email: [council@shoalhaven.nsw.gov.au](mailto:council@shoalhaven.nsw.gov.au)

Website: [www.shoalhaven.nsw.gov.au](http://www.shoalhaven.nsw.gov.au)

For more information contact the Finance Corporate & Community Services Group

## Terms of Reference - Shoalhaven Tourism Advisory Group

**Policy Number:** POL17/62 • **Adopted:** 29/07/2014 • **Amended:** 19/05/2015, 23/05/2017 • **Minute Number:** MIN14.511, MIN15.306, MIN17.431 • **File:** 1490E • **Produced By:** Finance Corporate & Community Services Group • **Review Date:** 1/12/2020

### 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:

- All Councillors (2 with voting rights as determined by Council)
- A maximum of 9 skills based Industry Representatives
- A representative of National Parks & Wildlife Service
- 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

*Shoalhaven City Council – Shoalhaven Tourism Advisory Group – Terms of Reference*

- 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.

The Group to co-opt individuals as and when required, to contribute to an expert panel or special reference group.

**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 is seven (7) 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.

*Shoalhaven City Council – Shoalhaven Tourism Advisory Group – Terms of Reference*

**20. REVIEW**

After each election of Council.