

MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

Meeting Date: Monday, 28 October 2019
Location: Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra
Time: 5.04pm

The following members were present:

Clr Joanna Gash
Clr Patricia White
Clr Mark Kitchener
David Goodman
Robert Crow - Chairperson
David Duffy
Brenda Sambrook
Dr James Lin
Juliet Barr
Mat Lock
Mark Thirlwall
David Fleeting

Also present:

Coralie Bell – Acting Manager, Finance Corporate & Community Services
Shannan Perry-Hall – Tourism Manager, Acting
Kristy Mayhew – Tourism Marketing Specialist
Kylie Knight – Inclusion & Access Advisory Group

The Chair welcomed Kylie Knight, who will be representing the Inclusion and Access Advisory Group on the Industry Development Working Group.

Apologies / Leave of Absence

Apologies were received from Neil Rodgers and Kylie Pickett.

Confirmation of the Minutes

RESOLVED (Mat Lock / Mark Thirlwall)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 26 August 2019 be confirmed.

CARRIED

Declarations of Interest

Nil

REPORTS

TA19.49 Destination Marketing

**HPERM Ref:
D19/327604**

STAG members were invited to attend the two Tourism Talk After Hours networking events (both 5.00-7.00pm):

- Tuesday, 19 November - Portside Cafe, 15 Field Street, Huskisson
- Wednesday, 20 November - Ulladulla Civic Centre & Café – with presentation from NPWS.

It is encouraging to see how many new operators have started in the area.

The wine industry famils have made clear that the cellar door product should be expanded beyond wine tastings.

Feedback from operators at the first South Coast Food and Wine Festival has been variable. The numbers were not as high as had been hoped, but the organisers consider it was successful, and there will be another event next year. There were some questions over the entry fee and audience expectations.

Coralie Bell (Acting Manager, Finance Corporate & Community Services) reported that total visitor numbers are up 3% year on year, and visitor nights are 16% up. Day-trip visit numbers are down. A press release will be circulated to STAG members soon.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (David Goodman / James Lin)

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

CARRIED

TA19.50 Visitor Services Update

**HPERM Ref:
D19/328574**

Shannan Perry-Hall (Tourism Manager, Acting) advised that ambassador recruitment and training are taking place.

Shoalhaven is a finalist in the NSW Tourism Awards, to be announced on 14 November.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Juliet Barr / Mat Lock)

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

CARRIED

TA19.51 Tourism Manager Report

**HPERM Ref:
D19/330059**

Shannan Perry-Hall summarised key points, including:

- The working groups established at the Strategic Planning session are being constituted.
- Tourism have worked with Strategic Planning on a submission to State Government on short term rental accommodation.
- Strategic Planning are holding an industry information session on 11 November regarding temporary use of land.
- Work is ongoing on the value of the wedding industry. Shannan will circulate the information that emerges.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Clr White / Juliet Barr)

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

CARRIED

TA19.52 Events and Investment

**HPERM Ref:
D19/350214**

Shannan Perry-Hall summarised key points, including:

The LEP Housekeeping amendments have been implemented, including a provision that events on Crown land no longer require a DA. Permits will now be issued through the Events team.

New products and events include an indoor rock climbing facility in Woollamia industrial estate.

Events for 2020 include:

- Australian Surf Rowers League, February Mollymook
- Adventure racing – activities will be held around the area
- New international rock climbing event at the Turf Club
- Koori Rugby League Knockout
- L'Etape Australia – to be held in Kiama but will have an impact in the Shoalhaven

The Shoalhaven Indoor Sports Centre in Bomaderry is now completed.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (David Goodman / Mark Thirlwall)

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

CARRIED

TA19.53 Future Meeting Dates for 2020

**HPERM Ref:
D19/331199**

The Terms of Reference stipulate STAG is to meet a minimum of four times per year.

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

RESOLVED (James Lin / Mark Thirlwall)

That the Shoalhaven Tourism Advisory Group:

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2. Agree to the following meeting dates and locations for 2020
 - a. Monday 24 February, Nowra
 - b. Monday 27 April, Nowra
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CARRIED

TA19.54 River Festival Committee Update

**HPERM Ref:
D19/335096**

David Fleeting presented photographs of the light show on the river and bridge. He thanked Cllr White for helping to obtain funding from the Nowra CBD Revitalisation Strategy Committee, and Cllr Gash and the Mayor for their assistance. In the end the festival had achieved a successful water and lighting effect, given its budget.

The light show has a lower footprint than fireworks, using the 3-phase electrical infrastructure already present in the park.

The strong winds had demonstrated the vulnerability of events, but the water effects managed to fill the space left by the cancelled float parade. The poor weather did create difficulty for donations and sales.

Points to consider in advance of next year event:

- The new bridge may be under construction – should the festival move location?
- The date falls in the middle of the HSC
- Should an entry fee such as a gold coin donation be charged?

Council should use the event more as a catalyst for investment. For example, it could end later to generate more nights out. The visibility of the event needs to be raised.

No exit survey had been conducted this time but Shannan confirmed that those from the past three years showed 98% local attendance. Council gives it support but agreed can be more involved in growing it.

Clr White requested the photographs to take to the South East Australian Transport Strategy meeting next week. She also noted that record numbers had attended Blessing of the Fleet in the year that they had used advertising on the back of removalist truck that travelled the country for twelve months.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group receive the Shoalhaven River Festival Committee report for information.

RESOLVED (Clr White / Clr Gash)

That the Shoalhaven Tourism Advisory Group receive the Shoalhaven River Festival Committee report for information.

CARRIED

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

**HPERM Ref:
D19/355604**

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.

RESOLVED (David Goodman / David Fleeting)

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

CARRIED

GENERAL BUSINESS

TA19.56 Working Group Updates

**HPERM Ref:
D19/349277**

An update will be provided at the next meeting.

The Working Groups will have published agendas. STAG members are invited to request to join if they missed out.

TA19.57 Sports Board Update

**HPERM Ref:
D19/331604**

David Goodman noted the following points:

- The Shoalhaven Indoor Sports Centre (SISC) is formally opening on 15 November.
- The Golf Day had attracted 70 pros and 80 amateurs. David recommended that a flyer describing STAG and what in can do be made available at future events, as the attendance had been good. Shannan proposed they could be given Visitor Guides.
- The last Sports Board meeting had received an update on where funds are being spent.

- The Business Awards were held in Illawarra the previous Friday. The Shoalhaven was well represented among the winners.
- The Shoalhaven Business Golf Day fundraiser on 29 November still has room for two more teams and for more sponsors.

The meeting discussed the climbing gym in Huskisson and the benefits. An increase in interest around the Olympics should be anticipated; this is the first year that climbing has been included. Climbing and adventure sports are a booming industry.

Action: Rob Crow will give a presentation on climbing at a future meeting.

Coralie Bell advised the climbs are marketed sustainably and respectfully.

Council is in conversation with the Aboriginal Advisory Committee regarding signage on significant sites.

TA19.58 Industry Feedback

**HPERM Ref:
D19/331629**

Mark Thirlwall advised that the closing of Pleasant Way may create difficulties. He has received negative feedback from motel customers regarding antisocial behaviour in the vicinity of the caravan park. It was suggested the matter be escalated with police. It is possible that RMS may in future decide to acquire the site for the bridge works.

James Lin raised sponsorship and visitor centre bookings, and proposed an initiative of producing accommodation vouchers which the Visitor Centres could sell at a discount. This would be a win-win for operators. The STAG Working Group on new products may explore this idea.

TA19.59 Councillors Update

**HPERM Ref:
D19/331643**

Clr Gash noted the recent Volunteer Awards were very well attended, and suggested the Visitor Guides be distributed there in future. Ambassador volunteers could also attend to speak.

Shoalhaven Basketballer Eve Craddock has been inducted to the Hall of Fame.

David Fleeting was thanked for his work on the River Festival.

The Speedway in Sydney is closing. The Shoalhaven has a motorsports complex to market. A submission or press release could be made on behalf of STAG. Coralie Bell advised there is controversy attached to this but a conversation can be started. STAG are independent and are free to speak to the press, as are its individual members. The status of the issue can be checked with Economic Development.

Clr White noted a large grey nurse shark is living in Lake Conjola near the Holiday Haven end. There is concern it may come to harm because of this proximity. Clr White informed STAG that warning signs could be erected.

GENERAL BUSINESS

Coralie Bell referred to a communication received from Australian Regional Tourism (ART), "Sand, Sea & Bush". This will be emailed to members.

Feedback from the recent AusTrade Tourism Workshop in Tasmania had identified partnerships, social conscience and responsibility from the top as opportunities and challenges.

A Local Government paper on the visitor economy was also launched at the convention.

ART has launched its Emerging Tourism Professional Program, for the development of young tourism professionals.

There being no further business, the meeting concluded, the time being 6.59.

Mr Robert Crow
CHAIRPERSON