

## Shoalhaven Tourism Advisory Group

**Meeting Date:** Monday, 28 August, 2017  
**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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#### 4. General Business

TA17.42	Accommodation Working Group Update <i>Verbal update from Rob Crow on behalf of the Accommodation Working Group.</i>	
TA17.43	Sports Board Update <i>A verbal update to be presented by David Goodman, Chair Sports Board.</i>	

**Membership**

Ms Lynn Locke - Chairperson

Clr Findley – Mayor

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

Mr David Goodman

Ms Annie Cochrane

Mr Matthew Forbes

Ms Catherine Shields

Ms Jo Thomas

Ms Louise Hallum

Mr Paul McLeod

Mr Rob Crow

Mr Neil Rodgers

Ms Imelda Dover – NSW National Parks & Wildlife Service representative

Quorum – 7

**Purpose and delegated authority**

- 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.
- 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 June 2017  
**Location:** Ulladulla Civic Centre, Princes Highway Ulladulla  
**Time:** 5.00pm

The following members were present:

Ms Lynn Locke - Chairperson  
Clr Joanna Gash  
Clr Patricia White  
Mr David Goodman  
Ms Annie Cochrane- arrived at the meeting at 5.33 pm  
Mr Matthew Forbes  
Ms Catherine Shields  
Ms Jo Thomas  
Ms Louise Hallum  
Mr Rob Crow  
Mr David Duffy – National Parks & Wildlife Service Representative

Others present:

Craig Milburn – Director, Finance Corporate and Community Services  
Coralie Bell – Tourism Manager  
Shannan Perry-Hall – Tourism Events and Investment Specialist  
Joe Puglisi – Visitor Services Manager  
Kristy Mayhew – Marketing Specialist  
Julie Sydenham – ARTfest  
Andrew Harvey – Sculptures in Jervis Bay

### Apologies / Leave of Absence

An apology was received from Clr Wells, Clr Kitchener, Clr Pakes, Clr Levett, Neil Rodgers and Paul McLeod.

### Confirmation of the Minutes

**RESOLVED** (David Goodman / Clr Gash)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 01 May 2017 be confirmed.

CARRIED

## Declarations of Interest

Nil

## PRESENTATIONS

### TA17.19 Presentation by Andrew Harvey - Sculptures in Jervis Bay

HPERM Ref:  
D17/177772

Andrew Harvey addressed the Committee regarding his concept for Sculptures in Jervis Bay.

- The vision is to create a series of underwater sculptures, in and around Jervis Bay, for the benefit of residents and visitors, for example to snorkel to. It is envisaged to also have one or two sculptures placed in inter-tidal positions at locations such as the mouth of the Moona Moona Creek, although locations are not yet confirmed
- Preferred locations are where water visibility is clear for long periods during summer
- Mediums used would be concrete, sandstone and environmentally friendly wood
- Some themes considered may be marine images, global warming, Aboriginal stories etc.
- Applied for permit at end of May 2017 with Fisheries
- Possible funding may come from Regional Arts Grants, NSW Tourism, Shoalhaven City Council Tourism, corporate sponsorship etc.
- Artists will be invited to submit applications for involvement in the project
- A workshop is being considered, involving a diverse group of people to consider themes
- Artists will quote on works and choose their medium, the work must be able to be transported. A panel will choose the sculptures
- May also have a mentor program to assist developing artists and foster community ownership
- Initiatives designed to bring out community participation and ownership
- May consider making a documentary while art works are being made to lift the profile of art in the area
- In negotiations with Crown Lands and RMS with regard to navigation issues

Mr Harvey spoke about the need for assistance with completing grant applications and is requesting help from STAG with grant writing when appropriate.

The draft document on the Jervis Bay Underwater Sculpture project to be distributed to the Group for comments and feedback.

Annie Cochrane arrived at the meeting at 5.33 pm

### TA17.20 Update from ARTfest - Julie Sydenham

HPERM Ref:  
D17/188340

Julie Sydenham addressed the Committee to provide information on the upcoming ARTfest.

- ARTfest will be held from 23 September to 7 October 2017, more info can be found on the website <https://www.escapeartfest.com.au/>
- The festival promotes arts and cultural tourism in the area and people can experience a wide range of different arts
- The Big Ullaballoo, the launch of ARTfest, will be held at Ulladulla Harbour and will feature a floating lantern parade, food, music, a mass drum jam etc.
- This year's theme is Spark and will also incorporate music and school performances
- The Aboriginal Land Council has been invited to perform a welcome to country ceremony
- The Milton Gallery Walk will be held as part of the festival and will introduce more music and food venues
- The program will include components of literature, such as author luncheons, Poetry in the Pub, Real Escape film festival, a photography completion, workshops hosted by Milton Library and Kidsfest

- \$10,000 prize money this year
- Fireworks for the conclusion of the festival may be considered if there is sufficient funding
- The community is very supportive of fund raising initiatives such as the 100 Club

Shannan Perry-Hall, Council's Tourism Events and Investment Specialist, noted that she will contact Ms Sydenham to advise when grants come across her desk that may be suitable.

## REPORTS

### TA17.21 Election of Office Bearers

HPERM Ref:  
D17/172877

Lynne Locke stepped down as Chairperson and Craig Milburn, acted as Chairperson while the Committee undertook the election of office bearers.

Nominations were called for the Chair and Deputy Chair of the Shoalhaven Tourism Advisory Group and the following nominations were received:

- Chairperson - Lynn Locke
- Deputy Chairperson - Catherine Shields and Louise Hallum

Lynne Locke was declared as Chairperson and members agreed that both Catherine Shields and Louise Hallum would hold Co-Deputy Chair positions.

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

That the Shoalhaven Tourism Advisory Group conduct elections for Office Bearers.

1. Chair of the Shoalhaven Tourism Advisory Group.
2. Deputy Chair of the Shoalhaven Tourism Advisory Group.

#### **RESOLVED** (By consent)

That the Shoalhaven Tourism Advisory Group elect the following Office Bearers:

1. Chairperson of the Shoalhaven Tourism Advisory Group - Lynn Locke.
2. Co-Deputy Chairpersons of the Shoalhaven Tourism Advisory Group – Catherine Shields and Louise Hallam.

CARRIED

### TA17.14 Tourism Manager's Report

HPERM Ref:  
D17/129692

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

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

#### **RESOLVED** (Rob Crow / Catherine Shields)

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

CARRIED

**TA17.22 Tourism Manager's Report - April / May****HPERM Ref:  
D17/180271****Recommendation (Item to be determined under delegated authority)**

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

**RESOLVED** (Rob Crow / Catherine Shields)

That The Shoalhaven Tourism Advisory Group receive the Tourism Manager's – April / May report for information.

CARRIED

**TA17.15 Destination Marketing Update****HPERM Ref:  
D17/127053**

It was noted that the website is going well and Council will be looking for people to test it soon. Members expressed an interest in undertaking testing of the website and more information will be sent out via email communications.

Marketing will provide the video content to members via email as the projector wasn't working.

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

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

**RESOLVED** (Louise Hallum / Clr Gash)

1. That the Shoalhaven Tourism Advisory Group receive the destination Marketing Report for information.
2. Marketing to provide the video content to the Committee via email.

CARRIED

**TA17.23 Destination Marketing - April/May****HPERM Ref:  
D17/179962****Recommendation (Item to be determined under delegated authority)**

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

**RESOLVED** (Louise Hallum / Clr Gash)

That the Shoalhaven Tourism Advisory Group receive the destination Marketing Report April /May for information.

CARRIED

**TA17.16 Events and Investment****HPERM Ref:  
D17/123124**

Clr Gash asked if additional event results from sponsored events, for example, Nitro Circus, could also be included in the report.

It was noted that the Nitro Circus event held in Nowra was very successful, although there were some issues with transport and some attendees missed the start of the event due to traffic problems.

**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 / Annie Cochrane)

That:

1. The Shoalhaven Tourism Advisory Group receive the Events and Investment Report for information.
2. Sponsored event results and statistics to be included in future Events and Investment Reports

CARRIED

**TA17.24 Events and Investment - April/May**

**HPERM Ref:  
D17/181396**

**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

**TA17.17 Visitors Services Report**

**HPERM Ref:  
D17/129870**

Lynn Locke noted that the volunteers in the Visitors Information Centre (VIC) are excellent and very proactive in assisting visitors.

Clr Gash commented that the volunteers at the recent Wine Festival also did an excellent job, however, there needed to be volunteers to direct people alighting from buses. Clr Gash requested that a copy of the Wine Festival report. David Goodman requested that a list of the Tourism staff and their roles be emailed to members with the next email communication.

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

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

**RESOLVED** (By consent)

That:

1. The Shoalhaven Tourism Advisory Group receive the Visitors Services Report for information.
2. A copy of the Visitors Services Report and a list of Tourism staff names and their roles be emailed to Shoalhaven Tourism Advisory Group members with the next email communication.

CARRIED

**TA17.25 VIS Report April/May 2017****HPERM Ref:  
D17/179743****Recommendation (Item to be determined under delegated authority)**

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

**RESOLVED** (By consent)

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

CARRIED

**TA17.18 Chair's Report****HPERM Ref:  
D17/129355****Recommendation (Item to be determined under delegated authority)**

That the Committee receive the Chair's Report for information.

**RESOLVED** (Lynn Locke / David Goodman)

That the Committee receive the Chair's Report for information.

CARRIED

**TA17.26 Replace Representative on the Business and  
Employment Development Committee****HPERM Ref:  
D17/173308**

The Committee discussed the STAG representation on the Business and Employment Development Committee and nominated Rob Crow to be the new representative.

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

That (insert name) be appointed as the new Shoalhaven Tourism Advisory Group Representative on the Business and Employment Development Committee.

**RESOLVED** (By consent)

That Rob Crow be appointed as the new Shoalhaven Tourism Advisory Group Representative on the Business and Employment Development Committee.

CARRIED

**TA17.27 Workshop Discussion - Summary and Actions****HPERM Ref:  
D17/190202**

The Committee discussed the summary and actions from the Committee workshop discussions held on 22 May 2017.

Craig spoke about how the working groups would function as agreed in the workshops and highlighted the need for the working groups to establish their priorities.

Accommodation Working Group – Catherine Shields, Annie Aldous and Shannan Perry-Hall

- Accommodation is a general issue and the group will need to consider specific projects.
- There is a lack of accommodation for national markets, for example, currently a high percentage of requests from Asian tour operators have to be turned away
- Consideration could be given to assisting accommodation providers, for example, applying

for grants for upgrading.

- Some hotel/motel and caravan park beds are being lost at the moment to emergency welfare accommodation and it was noted that this issue may need to be taken to a higher level.
- This group will meet soon to plan and prioritise. David Goodman and Rob Crow want to the working group.
- The group aims to progress an accommodation audit. The Committee discussed this issue and agreed that an audit of motel accommodation, as a first step, would be provided at the next STAG meeting.

#### Customer Service/Industry Development Working Group – Kristy Mayhew, NPWS Representative

- It was discussed that a STAG representative should speak regularly at each of the eight Shoalhaven business chambers to provide a tourism update and the Committee discussed the issue
- Lynne Locke advised that she will approach the Shoalhaven Business Chamber if required.
- It was suggested that Cllr Aldrick be asked to join the Customer Service/Industry Development Working Group
- It was decided that the Customer Service/Industry Working group meet and decide on a clear strategy to move forward with and bring recommendations to the next meeting.

#### Sustainability Strategy – Louise Hallum, Catherine Shields, Neil Rodgers, Coralie Bell

- The Sustainability Strategy is about long term strategies around how tourism can be sustainable long term, for example, how to change the language around tourism, engage the community, integrating tourism and the environment. Structured consideration needed for how to move forward
- It was noted that an expression of interest was advertised for consultants to submit a to develop a sustainable tourism model. About 9 submissions have been received and reviewed. One of the submitters 'hit the mark', was very forward thinking and has very good credentials. An inception meeting will be held with the consultant to scope the project and consider how to measure/monitor the project and put into place an adaptive management tool.
- Cllr White updated the Committee with regard to Council's newly formed Sustainable Management Committee noting the recommendation to Council on 27 June 2017. Cllr White advised she will regularly update STAG on the progress of the Sustainable Management Committee.

#### Product development

- This working group is on hold at this time until Sustainable Tourism Model is in place
- Cllr Gash asked David Duffy, NPWS representative, about accommodation in national parks, for example, eco lodges. David advised that each park has its own Plan Of Management, which is a planning document that is renewed every 10 years. Members discussed what is already happening in this area, for example, Glamping at Coolendel by Flash Camp.
- Craig asked David Duffy to advise STAG when the NPWS Plan of Management is due to be renewed.

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

That STAG

1. Discuss the outcomes of the workshop
2. Prioritise the Working Groups program

**RESOLVED** (By consent)

That:

1. The Accommodation Working Group to provide an audit of motel accommodation to the next STAG meeting
2. Cllr Aldrick be invited to join the Customer Service/Industry Development Working Group
3. David Duffy, National Parks and Wildlife Services Representative be requested to advise Council when the NPWS Plan of Management is due for renewal.
4. David Goodman and Rob Crow to be added to the Accommodation Working Group.
5. The Customer Service/Industry Development Working group meet and decide on a clear strategy to move forward with and bring recommendations to the next meeting

CARRIED

**TA17.28 Professional Conference Organiser Position****HPERM Ref:  
D17/179969**

It was noted that a proposal for a new contract position for 24 months in Tourism to focus on conferences requires further development.

The Committee discussed conference tourism opportunities in the Shoalhaven and some concerns were raised about having enough accommodation to support large numbers of conference visitors.

Cllr White noted that one issue for conference attendees is transport, for example, transport to and from airports. Other issues to be considered for conference organisers are location of accommodation in relation to restaurants and tours for attendees and partners. Underwriting the cost of conferences is also a major issue and major sponsors are important.

Craig noted that there are good financial opportunities when hosting conferences, especially when creating a new conference with good sponsors. There is always some risk involved.

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

That STAG discusses the report and select members to review in collaboration with staff and develop the final proposal.

**RESOLVED** (By consent)

That:

1. The Shoalhaven Tourism Advisory Group supports in principle the creation of the Professional Conference Organiser position
2. The following members to review the Professional Conference Organiser position, in collaboration with staff, to develop a final proposal:
  - a. Cllr Gash
  - b. Cllr White
  - c. Lynn Locke
3. The final proposal for the Professional Conference Organiser position be provided to the Shoalhaven Tourism Advisory Group as a recommendation.

CARRIED

**TA17.29 Working Group Updates****HPERM Ref:  
D17/181911**

Reviewed under TA17.27

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

That each of the active working groups provide an update to STAG and report progress on their activities and the update be received for information.

**RESOLVED** (By consent)

That the Shoalhaven Tourism Advisory Group working groups update and progress report be received for information.

CARRIED

**TA17.30 Update from Sports Board Representative****HPERM Ref:  
D17/181915**

David Goodman, Sports Board Representative, noted that all sporting groups are supported by the Sports Board.

An update relating to matters that may relate to the tourism industry was not provided at this time.

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

That the Sports Board Representative provide an update to STAG on any matters that may relate to the tourism industry and the update be received for information.

**RESOLVED** (By consent)

That the Sports Board Representative not provide an update on matters relating to the tourism industry to the Shoalhaven Tourism Advisory Group at this time.

CARRIED

**TA17.31 Councillor updates****HPERM Ref:  
D17/181928**

Clr Gash advised the Committee that Dolphin Watch is not being sold.

Clr Gash also thanked Joe Puglisi, Visitor Services Manager on how well Council's Ambassador Program was managed.

Clr White spoke about a conference presentation by Sydney University regarding Airbnb. The presenter advised that registrations will be starting for operators wanting to use the Airbnb and related websites.

Clr White also noted that Telstra are now selling research based on user data. Data, such as mode of transport to events, age and sex can be provided to businesses. Names are not provided. The only way to stop being monitored is to turn off mobile phones. There will be increase and opportunities to purchase data in the future.

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

That any Councillor/s provide information to STAG that they think is relevant to the tourism industry and the update be received for information.

**RESOLVED** (By consent)

The Shoalhaven Tourism Advisory Group receive the Councillor/s updates relevant to the tourism

industry for information.

CARRIED

#### **TA17.32 Industry Feedback**

**HPERM Ref:  
D17/181948**

Catherine Shields advised the Group that key staff appointments are underway and about to be announced for Destination Network. It was also noted that the regional jobs network package is being progressed but there are some issues.

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

That the Industry Members provide any comments on trends, issues, matters they wish the STAG to be aware of or discuss and that this be received for information.

#### **RESOLVED** (By consent)

That the Shoalhaven Tourism Advisory Group receive the comments by Industry Members for information.

CARRIED

### **Other Business**

#### **TA17.33 Additional item: Email contacts for members - EOFY Business Plans and KPI's**

David Goodman asked if member email contact details could be distributed to all members. It was noted that this needs to be in agreed to in writing by all members.

Coralie Bell noted that end of financial year business plans are being written and KPIs determined and members help would be welcomed. Craig Milburn noted that Council increased its tourism budget by over \$500,000 over the last 4 years.

#### **RESOLVED** (By consent)

That an email be sent to each of the Shoalhaven Tourism Advisory Group members to request permission for their email address to be distributed to other STAG members.

CARRIED

There being no further business, the meeting concluded, the time being 7.26 pm.

Ms Lynne Locke  
CHAIRPERSON

## TA17.34 Chair's Report

**HPERM Ref:** D17/258203

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

### Purpose / Summary

To update members of the Shoalhaven Tourism Advisory Group.

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

That the Committee receive the Chair's Report for information.

### A note from the Chair:

As you are no doubt aware I have been absent for most of the time since our last STAG Meeting. However, Coralie and the team have been keeping me updated on all that is happening.

It was encouraging to see the positive response from the candidates who had not been successful on being elected to STAG this time. The fact that they have offered their assistance shows the passion that they have for Tourism in the Shoalhaven. I would like to suggest that any working groups take these people up on their offers of assistance.

The announcement from Shelley Hancock MP and Gareth Ward MP regarding the funding from NSW Government for Unspoilt was a fantastic boost and very well received. The Unspoilt campaign has been such a successful one it is great to see that it has attracted this funding.

Very exciting that the Today Show visited our area. It sounds as though the Tourism Team showcased a variety of visitor experiences within the show. It was great to see so much community participation highlighting what a fantastic area we have in the Shoalhaven.

The Walks Brochure Proof was sent to all STAG Members. Congratulations to the Walking Working Group. The brochure is very easy to follow and shows the many walks that are available. Another addition to our range of brochures to go on display in the VIC.

You would have all seen the Options paper from NSW Government on short-term holiday letting. Louise and Catherine have prepared a report to discuss at the next STAG meeting. The outcome of the paper could impact significantly on tourism in the Shoalhaven. Submissions regarding the paper can be made until 31 October. If you have any comments or ideas you would like included please let Catherine or Louise know.

The Visitor's Guide for 2018 is in the process of seeking advertisers. It is estimated that 100,000 copies will be printed and distributed next year. This guide, in addition to the digital marketing and new website, will offer great opportunities for businesses, accommodation listings and all Shoalhaven experiences to receive great exposure.

The new website is moving along with the launch in the next couple of months.

Once again I would like to congratulate Coralie and her team on the Tourism Talk newsletters. I am sure you all receive these regularly and would agree that the information is extensive and very informative.

**Lynn Locke**

TA17.34

## TA17.35 Tourism Manager's Report

**HPERM Ref:** D17/252286

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

**Attachments:** 1. Tourism Operator Survey Analysis Report (under separate cover) [⇒](#)  
2. 2017 Complete Survey (under separate cover) [⇒](#)

### Purpose / Summary

To give a brief outline of the Tourism Manager's activity over June / July.

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

That the Shoalhaven Tourism Advisory Group receive the Tourism Manager's report for information and endorse the Destination Management Operational Plan for 2017.

### Options

1. Receive the report for information and endorse the Destination Management Operational Plan for 2017.
2. Request more information from the Tourism Manager.

### Things I have been across:

#### *Throughout Council:*

- Discussions on SP3 Tourist Zone review
- Walking trails meeting
- Queen's Baton Relay event meetings
- Security for large events
- Short Term Accommodation
- Draft Plan of Management for the Morton State Conservation Area

#### *Out in Region:*

- 2017 Business Operator Survey and analysis report now complete, see attachment 1 for the analysis report and attachment 2 for the full survey.
- Sourcing new product for sale at Visitors Centre

#### *I have attended:*

- Inception Meeting – Shoalhaven Sustainable Tourism Model
- Meet & Greet the Destination Network Board of Directors
- Meeting with Shelley Hancock MP and Gareth Ward MP

- Kiama Business After Hours

*Tourism issues that have come across my desk:*

- *Holiday home compliance*
- *Drawing Room Rocks*
- *Berry Estate Trails*

*Key priorities over the next few months:*

- Sustainable Tourism Model

### Budget update

Quarterly report to council for 16/17 Financial Year (FY), DRAFT exert from council report as of 10/8/17.

### Budget review for end of quarter, ended 30 June 2017

#### Program report – General Fund – Tourism

Revenue	Original Budget incl revote \$,000	Current Budget \$,000	June Review Recommended Adjustment \$,000	Adjusted Budget \$,000	2016/17 YTD Actual \$,000	Variance to adjusted budget \$,000	Comments
Tourism and Events	161	764	0	764	763	\$1U	Additional revenue received for the unspoilt campaign, \$ held in trust.
	2,169	3,047	7	3,054	3,051	\$3U	

Expenses	Original Budget incl revote \$,000	Current Budget \$,000	June Review Recommended Adjustment \$,000	Adjusted Budget \$,000	2016/17 YTD Actual \$,000	Variance to adjusted budget \$,000	Comments
Tourism and Events	2,582	3,139	0	3,138	2,674	\$465F	Carry forward committed funds \$32k for website contract final payment; \$474k revote for unspoilt fund.

### Significant projects for revote are:

Tourism Unspoilt Campaign (joint project) \$474K. This amount is the sum of all Councils in the South Coast for the marketing campaign. It has a grant approved \$ for \$ to be matched by a contribution from Destination NSW.

**2017/18 confirmed budget overview**

Section	Income	Expenses
Tourism Management		\$590,521
Marketing	\$26,000	\$799,073
VIS	\$112,400	\$628,412
Events	\$66,000	\$247,700
River Fest		\$20,000
TOTAL	\$204,400	\$2,302,144

## TA17.36 Sustainable Tourism Model & Destination Management Operational Plan

**HPERM Ref:** D17/261742

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

**Attachments:** 1. Simon McArthur and Associates Presentation - A Sustainable Tourism Model (under separate cover) [⇒](#)  
2. DRAFT Destination Management Operational Plan (under separate cover) [⇒](#)

### Purpose / Summary

To seek endorsement for the DRAFT Destination Management Operational Plan for Shoalhaven Tourism.

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

That Shoalhaven Tourism Advisory Group endorse the DRAFT Destination Management Plan.

### Options

1. Endorse the Destination Management Operational Plan as attached

Implications: Plan will be given to the Destination Network for review and Tourism Team will have performance discussions for the next 12 months with focus on key deliverables. Plan will be revised at the completion and formal adoption by Council of the Sustainable Tourism Model in due course.

2. Endorse the Destination Management Plan with changes.

Implications: Plan will be updated to reflect changes then given to the Destination Network for review. The Tourism Team will have performance discussions for the next 12 months with focus on key deliverables. Plan will be revised at the completion and formal adoption by Council of the Sustainable Tourism Model.

3. Reject the Destination Management Operational Plan

Implications: Destination Network will have the current 2012-2017 Master plan to review, Tourism Team will just continue “business as usual” and planning can be revisited after the Sustainable Tourism Model. This is not recommended.

### Background

Shoalhaven Tourism have in the past worked under the Tourism Master Plan 2012-2017. In review of the achievements of the last 5 years. The Shoalhaven Tourism Advisory Group recognised the need for a model to ensure the long term financial stability of the industry with an ambitious goal of growing the visitor economy to \$1billion in expenditure by 2020. Whilst

economic growth is a critical measure, it has been identified that the sustainability of the industry rests on 4 key pillars.



A Sustainable Tourism Model works on adaptive management. It is not a static plan but an agreed set of optimal conditions for tourism, including parameters for effective research and monitoring, and agreed adaptive management actions should parameters fall out of what is considered an optimum range. As such, this DMP is a moving, living and breathing document, because it is recognised that if conditions change, then strategy must be adaptive.

Shoalhaven Tourism with the agreement of the STAG Strategy Working Group have engaged Simon McArthur and Associates (see attachment 1 for a copy of Simon's workshop presentation to STAG) to develop a Sustainable Tourism Model, due for completion December 2017. This will involve community and Council staff working groups, on public exhibition and formal Council adoption in due course.

In the meantime, however, it was identified by the STAG Strategy Working Group that the new Destination Networks have been tasked with creating a regional Destination Management Plan (DMP) and there was a short-term need for the Shoalhaven to have something in place to be able to distribute. The Tourism Team are putting into place key deliverables for the next 12 months.

This Destination Management Operational Plan has been created with the intention that it is a moving, living and breathing document, because it is recognised that it will need to evolve with the Sustainable Tourism Model and as conditions change, then strategy must be adaptive.

### **Community Engagement**

This DMOP draft document has been created in partnership with the STAG Strategy Working Group.

### **Policy Implications**

There are no direct policy implications, it is an operational business plan for the next 12 months.

**Financial Implications**

Key outcomes of this plan are within the current Tourism budget, overviews are included in the plan.

**Risk Implications**

No plans to show the Destination Network in the next few months has the potential to not have our key ideas at the table regionally.

## TA17.37 Destination Marketing

HPERM Ref: D17/251426

Group: Finance Corporate & Community Services Group  
Section: Tourism

### Purpose / Summary

To provide a summary of Destination Marketing activity for June – July 2017.

### 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

### Publicity Update

#### Awards and Activations:

- **Cosmopolitan Cover Shoot** – August 7, at Holiday House in Jervis Bay, paid for by Shoalhaven Tourism and negotiated with owner. Shooting a celebrity swimsuit cover for December edition.
- **TODAY Show** – see below in Unspoilt section
- **Married at First Site** – Based on building relationships with Shine Endemol, we have negotiated a contra partnership for Bannisters by the Sea (Confirmed) and The Woods Retreat (pending) to be the host of two honeymoons (out of ten total). This was the number one TV show last year on Channel 9 so the exposure for the region and businesses will be huge.
- **Coolangatta Estate** – Won Best Semillon and Best White Wine of show for their 2009 Woolstencraft Semillon at the 2017 Australia and New Zealand at The Australia and New Zealand Boutique Wine Awards.
- **Pelican Rocks Café** – Won Best Fish and Chips in NSW based on judging of five criteria - taste, service, choice, information and labelling. They are now a contestant in the National Finals.
- **NSW Tourism Awards** – These have just closed, we have had reports that Cupitts, Bannisters and some other operators have entered but we are waiting to hear the full nominations list from the NSW Business Chamber. \*This is the first year we haven't had the South Coast Awards and some kind of award alternative is being discussed amongst the team.

#### Foodie Trail Famils

We've been working closely with LBPR, our publicity agency to promote the region as a Foodie destination based on a publicity campaign, centred around journalist and influencer famils.

We gave the journalists a few options to pick a trail of their choice or to choose their own adventure from our wonderful operators – not only food but activities as well. Our angle was to define ourselves as the best foodie road trip out of Sydney, and an established food and wine region. There was a phenomenal response particularly to Paddock to Plate and Fine Dining but we have also got some high profile wine influencers attending. We have locked in the following famils plus have another few in the pipeline.

[Paddock to Plate](#)

[Fine Dining and Seafood](#)

[Wine Lovers Trail](#)

[Lifestyle Foodie Trail](#)

Publication	Reach	Details
Luxury Travel Magazine	40K Readership, 13K Facebook	Fine Dining, 25-26 August
Delicious Magazine	xxK Readership, 745K Facebook	Fine Dining, 16-18 August
The Fit Foodie	61K Readership, 75K Instagram	Paddock to Plate, 28-28 August
Naturally Nutritious	142K Instagram, 2K Facebook	Sept flying from Melb
Eat Drink Play	70K readership, 38K Instagram	Fine Dining, dates TBC
2 Hungry Guys	500k Readership, 71.2k Instagram	22-24 Sept Fine Dining
Carla Grossetti (freelancer)	Australian Traveller, Voyeur, QantasLink, Good Food - SMH	Fine dining in Sept
Wine Wankers	500K Readership, 149K Instagram	Wine Trail in October
Time Out Magazine	713 Readership, 101K Facebook	TBC
I Ate My Way Through	72K readership, 23K Instagram	Fine Dining, 26-28 August
Eat Read Love	78K readership, 13K Instagram	Fine Dining, 19-21 August
See Taste Do	1M Readership, 20K Instagram	Paddock to Plate, 25-27 August

#### Noteable Articles:

[Illawarra Mercury - Best Fish & Chips in NSW](#)

[Home Beautiful - Berry Shopping Precinct](#)

[The Canberra Times - Cosy Mid-Winter Getaways](#)

[Country Road - On The Road: Mollymook](#)

[Illawarra Mercury - Whale Watching Season](#)

[Best Bushwalks in NSW - Daily Telegraph](#)

[Guide to Eating and Drinking in Berry - Sitchu](#)

[Broadsheet - Out of Town Guide](#)

[South Coast Register - 12 Lesser Known Bushwalks](#)

[Best Restaurants - Cupitts](#)

[Mighty Morton – Australian Geographic](#)

#### Unspoilt update

##### TODAY Show activation

Destination NSW PR team and Shoalhaven tourism organised a live weather cross for the TODAY Show on Wednesday 9 August. It was a huge success with between 400-600 people joining us for a celebration of our community and visitor experiences of the Shoalhaven. It was fantastic to have the support of the community and stakeholders in this celebration. We had little time to organise so many activities, but the vibrancy was top notch and the producers said it was one of their best outside broadcasts ever. They would love to come back. We had 5 live crosses with the following themes:

6:15am – Nature & Culture (Shoalhaven Zoo and Booderee National Park)

6:45am – Food & Wine (Coolangatta Estate, Slow Food Shoalhaven, Kanpai Japanese)  
7:17am – Water Activities (Dogs on Stand Up Paddle Boards and Inclusive Sailing)  
8:10am – Destination Wedding (South Coast Wedding Fair and [Weddingsouthcoast.com](http://Weddingsouthcoast.com))  
8:35am – We Love the Shoalhaven Community cross (Husky Primary, the major, community)

See recordings from the crosses here (archival footage only)

<https://www.dropbox.com/sh/e3grs80ce0kj7pd/AAD4gSEA7h-3Dtlr71Xaw8lLa?dl=0>

Nutella Sum (Influencer Famil): She has an Instagram following of 103K and we have organised in partnership with Destination NSW, Nutella Sum is a well-known foodie influencer and we'll focus her on Foodie Trails – Paddock to Plate and Fine Dining.

Mitch Cox & Cleo Cohen: Combined reach of over 150k. A couple who adventure around in their van and will photograph camping and adventure activities. Previously came to the Shoalhaven as part of the We Are Explorers activity.

Regional TV Advertising Campaign: We have two bursts of two weeks on regional television, with our 'squeaky white sands ads' promoting all the beaches of Jervis Bay. The regions we are covering are inland NSW, Canberra and Southern NSW.

Social Media Campaign: New video content of the Shoalhaven and South Coast are leading the online campaign along with our still images with links to landing pages.

Outdoor: View a link to the 30 second all of region [video here](#) that is displayed in five train station video walls throughout Sydney along with Stills of ad shells in Sydney and Canberra for 8 weeks.

2018 Campaign: The South Coast marketing partners would like to have our 2018 unspoilt campaign go live in Autumn next year, therefore we need to complete an application and submit it by the end of August. Shoalhaven is the lead partner and signs the contract with Destination NSW on behalf of all the partners. We are therefore working closely with the other Tourism Managers to help advocate for the campaign and a continued sustained investment.

**Bushwalking Guide Update**: Editorially the Bushwalking Guide is complete, we are now in review and consultation process with the stakeholders and land owners regarding approval and sign off. We had originally planned to get sign off at the Aboriginal Advisory Committee meeting in August but this meeting has been postponed so this will delay our print and distribution of the guide. When the guide launches, we will do an inland adventure series with We Are Explorers to promote, create content for our inland regions, of which is scarce, and encourage use of the guide.

## VIS Marketing Update

Visitor Guide Editorial: We have confirmed our Visitor Guide will be 68 pages this year and will continue to have the highly successful 100 Beach Challenge pull-out included. We are working on the guide editorially now and have many new images to make it another highly sought after edition. This year we will increase the print run to 100,000 copies and distribute 20,000 direct to Sydney and Canberra markets as well as having the books in VICs.

Visitor Guide Advertising: This year the media kit went out early in May so we could capture some EOFY finances and give ourselves more time to sell. We have 16 pages of ads allocated bringing in \$40K revenue and we have already sold 11 pages.

## 100 Beach Challenge Update

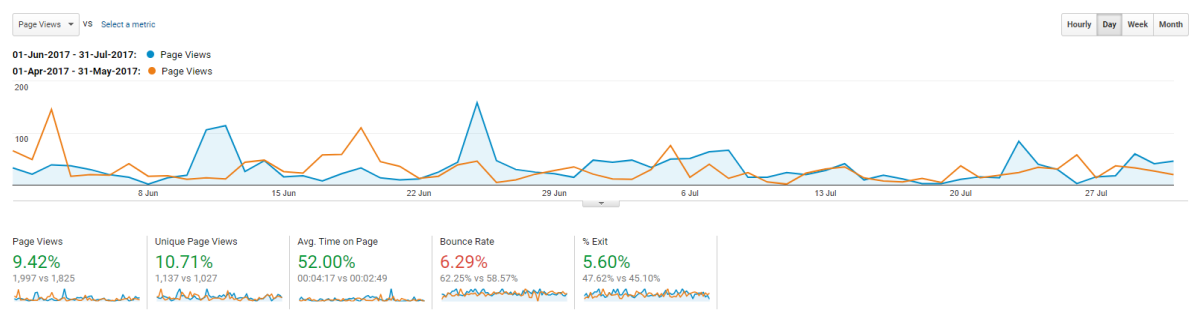
First Finisher – Shane, originally from Ireland but now a Shoalhaven resident shares his insights into visiting all the 100 beautiful beaches on the #100beachchallenge list and being the first person to do so using our site [www.100beachchallenge.com](http://www.100beachchallenge.com)

<https://www.youtube.com/watch?v=HFaahIdNQUAU&t=2s>

Will Patino – 100 Beach Challenge Famil: Will Patino is a local photographer with a huge following on Instagram of \$165. He normally charges a large daily fee for famils, but we managed to curate a wonderful experience in the Jervis Bay region for him, his family and two friends in return for a few days of coverage via his channel.

## Online Challenge

The challenge players online have increased over the last two months even though it is winter which is a great result.



## Website Development Update

Town and landing pages – We are currently working on content development and refreshing all our pages within the new Drupal web platform. This is a large job but we are getting through it. Current campaign activity has meant we are a little behind our own schedule for website launch but still on track for launch before the summer season is upon us.

BookEasy Packaging – We have a prototype of packaging within BookEasy product currently integrating with our website soon. As we don't have accommodation operators with large numbers of beds, we are thinking to launch the website with a package compiled with experiences and attractions rather than accommodation. The VIC is working to get more of those kind of experiences or tours on our books as 'gold' instant book operators.

**Digital Marketing Update** - Prepared by Georgia Herring

June 1 – July 31 2017

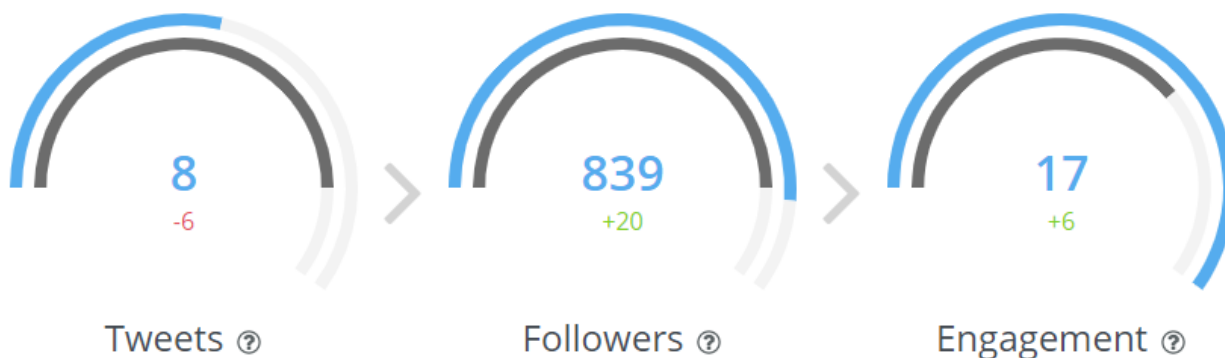
Facebook @visitshoalhaven



Instagram @visitshoalhaven



Twitter @visitshoalhaven



Facebook @weddingsouthcoast

IA17.37



## Visitor EDM

### June:

3372 recipients

31.6% open rate

Most clicked link – Pets On Holiday Guide

### July:

3391 recipients

35.1% open rate

Most clicked link – Chilli & Chocolate Festival

## Tourism Talk

### June:

1162 recipients

31.0% open rate

Most clicked link – Media Kit

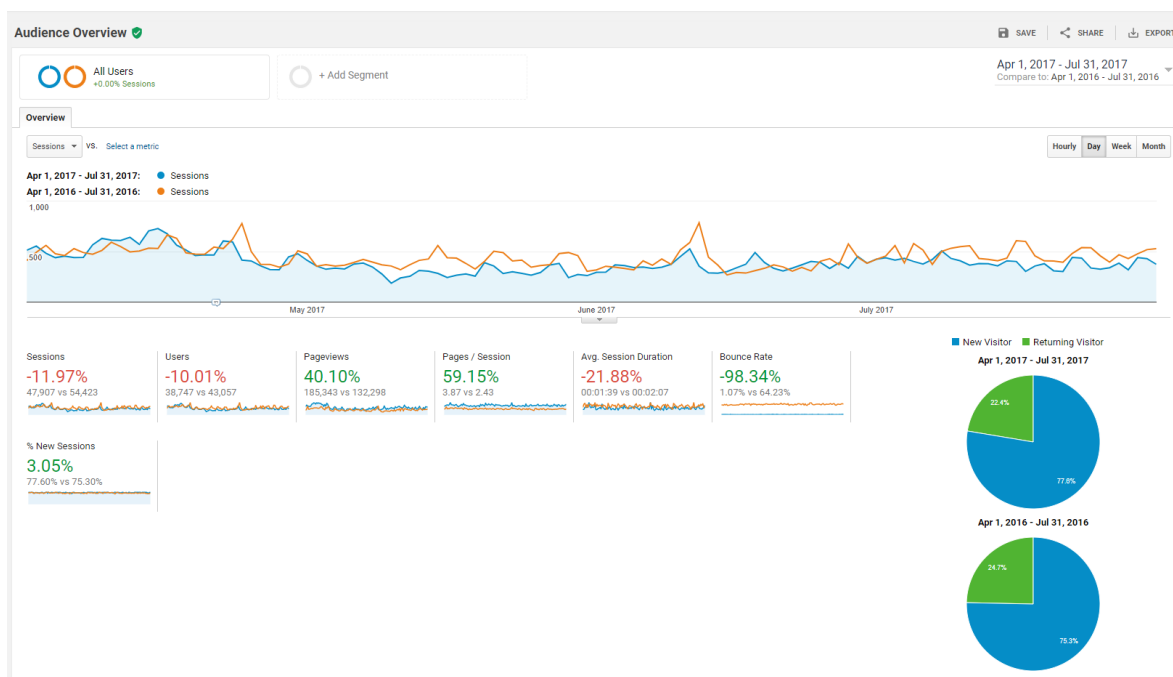
### July:

1179 recipients

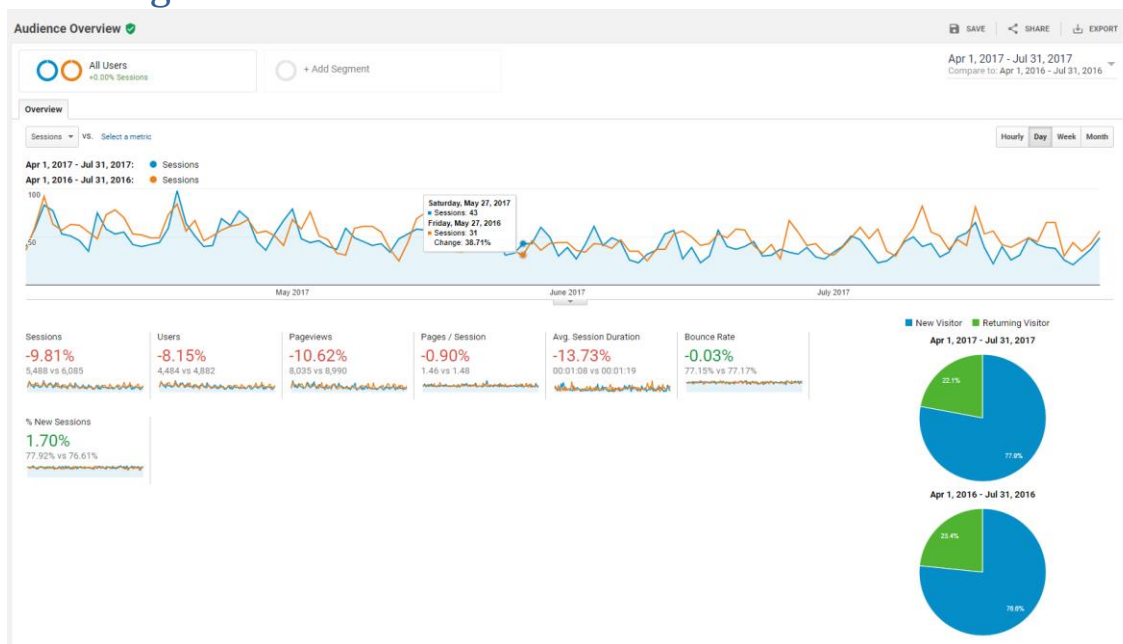
29.5% open rate

Most clicked link – Media Kit

[Shoalhaven.com](http://Shoalhaven.com)



## WeddingsSouthCoast.com



## Up Next

- Website Launch
- 2018 Visitor Guide content development
- Packaging product development with BookEasy
- Satellite VIC's branding and revamp with Joe

**There are no exceptions to this report**

TA17.37

## TA17.38 International Marketing Analysis

**HPERM Ref:** D17/251424

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

**Attachments:**

1. Discover Jervis Bay - Public Quarterly Report [↓](#)
2. Confidential Annual Report (Confidential - under separate cover)
3. Confidential Contract (Confidential - under separate cover)
4. Research - Trade and Consumer Sediment and the potential of the Chinese Market (Confidential - under separate cover)
5. Shoalhaven Travel Experience Research - Travel Reviews - Social Listening (Confidential - under separate cover)
6. 17/18 Partnership Proposal (Confidential - under separate cover)

### Purpose / Summary

International Marketing Program for 2017/2018

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

That Shoalhaven Tourism Advisory Group

1. Commit to 6 months of international marketing with current partner and;
2. Form a working group to further investigate international marketing opportunities and report back to STAG by the end of 2017 on an appropriate international marketing strategy for 2018 and beyond.

### Options

1. Commit to 6 months of international marketing with current partner, and, form a working group to further investigate international marketing opportunities and return to STAG with recommendations on strategy for 2018 and beyond.

Implications: Continue in market whilst compiling research and a more in-depth market review, potentially diversify international marketing strategy. Potential to test the market with quotes from other international marketing companies.

2. Leave as is with current international marketing business partner for the next 12 months.

Implications: The existing partner has performed very well to date. However International marketing is a critical growth area and an examination of opportunities should be considered. Not recommended.

3. Do not continue with current partnership and create a new international marketing strategy.

Implications: Diversify international marketing strategy, resourcing is a consideration long term. A review will take time and there will be a period when the region is not being promoted, risk losing traction in a growing market, not recommended.

## Background – Current Business Partner relationship

### Asia marketing with current business partner

- Shoalhaven Tourism has been working with the one international marketing business partner for several years. This partner promotes the region into primarily Asian countries as 'Jervis Bay'.
- Markets serviced by our partner are China, Korea, Singapore, Malaysia, Indonesia, Vietnam, Taiwan, Hong Kong, Indonesia, India.
- Investment primarily markets up to 40 Shoalhaven products (Mainly Jervis Bay and North) to wholesalers and agencies in international offices and at trade shows.
- The typical traveller has pre-booked a package and is coming to the Shoalhaven ex Sydney for 1-2 days maximum. They experience a few products and then return.
- Packages are booked through international agents who take commissions and our business partnership services those agency relationships to continue getting bookings.
- An international bi-lingual website is maintained (inspirational, no booking platform)

### Recent Results - Financial year 2016/7

Attachment 1 – Public quarterly partners report

Attachment 2 - CONFIDENTIAL, Commercial in Confidence – Annual wrap up report

#### Strengths:

- Built strong relationships with wholesalers
- Local business, happy to assist in advocacy across the whole region for international tourism
- Good for awareness and potential return higher yield trips as FIT
- Represents 40 products in region to several Asian markets
- Asian market is growing but off a very low base so figures are still small
- Forecasts are for the Asia market to boom

#### Weaknesses:

- Low yield and day trip market from Sydney – product is highly discounted
- Low visitor nights' return (average stay is 1.26 nights)
- Need more cheap hotels to continue growing this market and many nights re currently places out of the Shoalhaven
- Difficult to get return on investment figures for FIT efforts.
- Asia is a highly volatile market which requires a high level of active maintenance to grow.

### 2016 review and research

In 2016, Council undertook a review of consumer sentiment and market potential in the Chinese market. This report involved desktop research, interviews with key stakeholders, an audit of consumer sentiment and recommendations on future opportunities.

Attachment 4 for the full report

Attachment 5 for a summary of consumer sentiment, travel reviews.

## Current Situation

Our current business partner has approached Shoalhaven Tourism to partner for another 12 months, with contract deliverables reasonably similar to last year and a decision needs to be made about plans for the next 12 months.

Attachment 3 - CONFIDENTIAL, Commercial in Confidence – last year's contract

## Attachment 6 – CONFIDENTIAL, 2017/18 Partnership Proposal

**Trends and Research**Marketing Trends – International [excerpt from DMP]

For the **OVERSEAS MARKET**, the Shoalhaven represents the quintessential “Aussie experience” – pristine beaches, natural wonders, aboriginal cultural experiences, iconic Australian wildlife and a fast-growing food and wine scene that has achieved recognition both nationally and internationally. The proximity to Sydney and the growing international focus of Canberra provides an opportunity as key market segments package regional visits with the Aussie City “must Do’s”. There is also an increasing tendency of the international ‘millennial generation’ more likely to travel by themselves outside capital cities than their parents, who often preferred traditional tours.

Traditional Markets

European, UK, USA, New Zealand markets have been drawn to Australia for many years due to a cultural and VFR connection as well as traditional marketing such as TV ads in the 90s. Most are still growing with barely any maintenance and together hold a large share of the market.

Emerging Markets

There has been a recent push and investment into the Asia market which shows high potential for the future and high growth. Research also indicates high forecast growth in Independent travellers from China, Korea and in the longer term, India.

Types of travellers

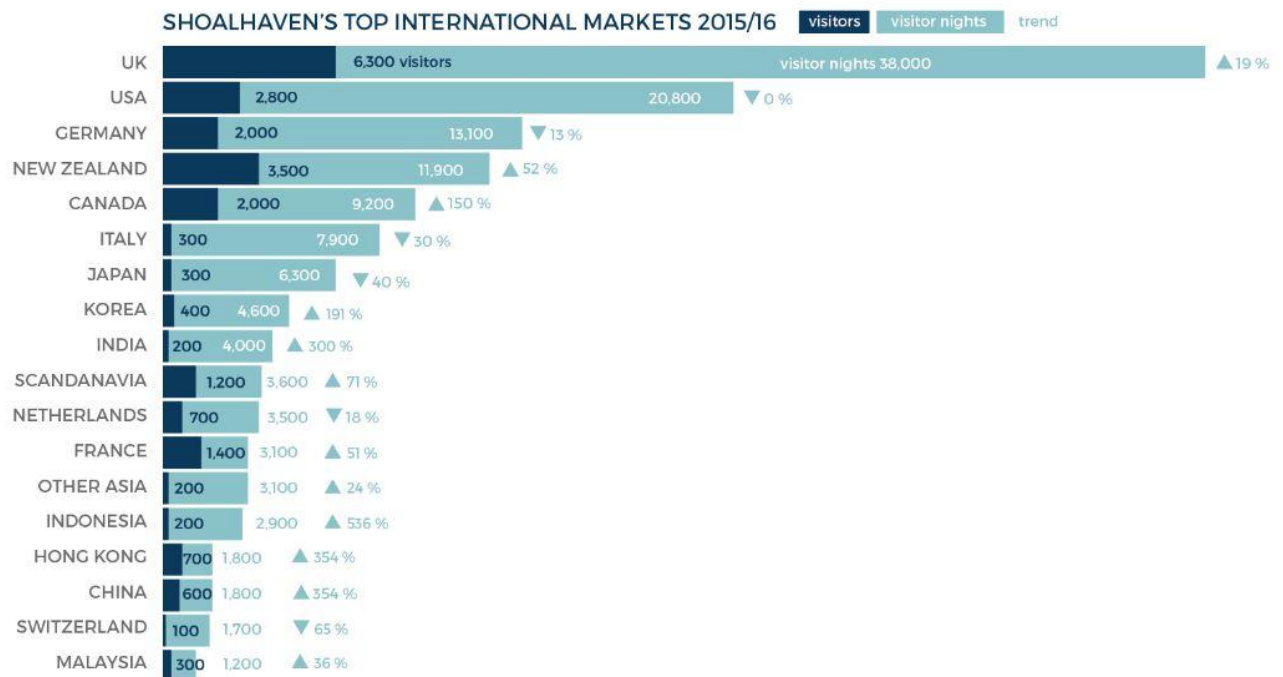
Markets must either be FIT (Free Independent Travellers) or come on organised bus tours (often day trips from Sydney). Bus tourists are relatively low yield but may come back again as FIT (Asia market). FIT can come for anywhere between 2 and 30 nights so more analysis should be done into these higher yield markets. The business market is a potential high yield market from Sydney and Canberra if product development can meet demand potential.

International Visitor Survey results 2015/6

Our research consultant utilised Tourism Research Australia results from 2015/6 to ascertain the visitors, visitor nights (and therefore yield) and the growth on previous biannual period.

## Key insights:

- Traditional markets are still our largest visitor groups
- Traditional markets stay longer and therefore spend more
- Asia markets have strong growth but off low bases
- Current Asia market stay for very short periods of time in region



### International Product Analysis

Based on this same International Visitors Survey as above, we have created a growth-share matrix, also known as a product portfolio mix. This business model helps us to identify opportunities and analyse the businesses opportunities. Based on market size and growth, the following matrix has been collated.

#### Key insights:

- All of our international funds are placed in high risk markets with high growth (traditionally called 'question marks')
- Traditional markets make up the most favourable for growth and market share but we don't invest anything into maintaining these markets. (traditionally called 'stars')
- Overall we invest all of our international our marketing funds into high risk markets and don't market at all to our 'established and growing stars'.

#### Risky with high potential

(low market share and high growth)

- Korea (191% growth, 4K/yr.)
- India (300% growth, 2K/yr.)
- Indonesia (536% growth, 2K/yr.)
- Hong Kong (354% growth, 7K/yr.)
- China (354% growth, 6.2K/yr.)
- Malaysia (36% growth, 3.3K/yr.)

#### Established and growing

(High market share and high growth)

- New Zealand (52% growth, 35K/yr.)
- Canada (150% growth, 20K/yr.)
- United Kingdom (19% growth, 63K/yr.)
- Scandinavia (71% growth, 12K/yr.)
- France (51% growth, 14K/yr.)

### Not likely to profit

(low market share and low growth)

- Italy (30% decrease, 3k/yr.)
- Japan (40% decrease, 3k/yr.)
- Netherlands (18% decrease, 7K/yr.)
- Switzerland (65% decrease, 1.3K/yr.)

### Established but in downturn

(high market share and low growth)

- USA (0% growth, 28K/yr.)
- Germany (-13% decrease, 20K/yr.)

## Future thinking

### International Marketing Opportunities:

- New flights to Canberra International Airport provide a new Singapore-Canberra-Wellington flight route, just 2 hours from the Shoalhaven.
- The new Badgery's Creek airport will provide a closer connection to International travellers and will be open by 2030.
- China is one of the largest inbound markets to Sydney but the vast majority don't travel regionally.
- The Western Sydney market makes up 10% of Australia's population and the diversity of these communities is broad and vast, offering access to an international VFR market.
- Our largest opportunity remains international travellers ex Sydney and Grand Pacific Drive is marketed internationally.
- The Sydney – Melbourne Touring Route is currently marketed to an international FIT drive market and we are a participant but at a very low investment level.
- The Capital to Coast touring route markets internationally and Visit Canberra, Sapphire Coast and Eurobodalla invest well. We currently do not.
- There is also a growing number of agencies that can be contracted for international marketing and social media marketing.

## Summary

There are many international marketing opportunities available to the Shoalhaven, so many more than several years ago when the channels for direct marketing such as online, didn't exist. There is also cultural move toward FIT travellers in Australia with a new more adventurous generation that can feel confident researching and planning their own trips online. These FIT travellers are higher yield than the bus day-trippers or overnights and have less impact on the capacity of our small towns.

In short, the marketing team recommend an investment of some time in a complete review of the international marketing opportunities available and what new ideas for international markets currently not utilised by Shoalhaven Tourism could be uncovered. A review considering the new Sustainable Tourism Model outcomes could be timely considering potential additional measures of success.

DISCOVER JERVIS BAY – 2017 JUNE QUARTER UPDATE



## DISCOVER JERVIS BAY



*"the trusted voice of international tourism for the South Coast"*



## DISCOVER JERVIS BAY – 2017 JUNE QUARTER UPDATE

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### INTRODUCTION

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#### HIGHLIGHTS

The previous DJB March quarter report showed record numbers of International visitors, especially overnight, across what is known as International High Season. It should be noted the April, May, June period is considered Asian low season yet our ability to attract International visitors continues to flourish and especially attracting high growth in overnight visitation.

During the quarter DJB attended Australian Tourism Exchange (ATE) in Sydney and invited partners of DJB to attend under day passes to feel the scope of competition and the size of the inbound arena we compete in every day.

#### *Key highlights (June quarter 16 verses June 17 )*

Total Room Nights + 115%

Archer Resort Accommodation +254%

Jamberoo Resort + 198 %

Bigfoot 4WD Tours +104%

Coolangatta Winery +43%

Dolphin Watch +4.97%

Summation – The more overnight stays created, the more opportunity for more product attraction inclusion.

Matt Cross

General Manager

Discover Jervis Bay

## DISCOVER JERVIS BAY – 2017 JUNE QUARTER UPDATE

### PERFORMANCE

	June Quarter 2017	% chg from June Qtr 2016
<i>Accommodation</i>		
- Actual rooms placed	2441	+211%
- Rooms not placed	364	-29.4%
Total room nights	2805	
<i>Products</i>		
- Archer Resort	1608	+254%
- Marketview WG	Contract is only Dec to Mid Feb	
- Jamberoo Resort Kiama	235	+46%
- Dolphin Watch Cruises	8086	+4.97%
- Bigfoot 4WD Tours	1271	+104%
- Coolangatta Wines	1664	+43%
- Sage Hotel WG	346	New Partner
<i>Catering/Restaurants</i>		
- Total Meals Served	9370	+16%
- Eastern Tiger Buffet	4078	+16 %
- House of Guanzhou	380	New Partner
- Club Jervis Bay	2501	+1.7%

### TRADE SHOWS ATTENDED & INTERNATIONAL SALES MISONS

#### Australian Tourism Exchange- ATE – May 2017

DNSW in partnership with Tourism Australia hosted ATE in Sydney over 14-19 May. The planning and hosting of famils ( details below) lasts the best part of 5 weeks, with DJB officers scheduling meetings, pre communication of the proposed meeting, attendance at actual event, Pre and Post Famils and the all important follow up with each agent after the event.

With direct and indirect meetings over the period DJB met with well over 100 wholesale agencies.

Attendance at such event is financially costly and draining on time and resources. To showcase the scope of competition and the position and respect of DJB in the marketplace, DJB invited product partners to attend under a very cost effective day pass visitation.

## DISCOVER JERVIS BAY – 2017 JUNE QUARTER UPDATE

In attendance was:

Coralie Bell - Shoalhaven Tourism Manager

Louise Hallum - STAGG member

Stuart King - Director  
Discover Jervis Bay

Blair Briggs -  
Mowbray Farm



## FAMILIS

02/4/17 AUS China, Director and guest wholesaler destination inspection.

05/4/17 Korean ITO 20 year anniversary dinner.

16/4/17 China ITO Shoalhaven Zoo, Nowra Tree Adventure, Eastern Tiger Buffet.

16/4/17 China SIC Day tour company, DWC, Bigfoot and Coolangatta Winery.

16/4/17 China VVIP Shopping inspection Faml Visit Overnight hosting.

29/4/17 China FIT- Online agency meeting DJB looking at API and website direct connection.

03/5/17 Euro 4.0 star + high-end inspection Jervis Bay and Sth Highlands products.

07/5/17 DNSW pre ATE Coolangatta Winery, Bigfoot, DWC and Huskisson Hotel Lunch.

11/5/17 Vietnamese Airlines Famil.

13/5/17 Shanghai China wholesaler over night famil- all destinations.

13/5/17 DNSW pre ATE Euro Sing Malay Famil.

## DISCOVER JERVIS BAY – 2017 JUNE QUARTER UPDATE

13/5/17 Indian Wholesaler Famil.

19/5/17 BJ Wholesaler and 2 Korean wholesaler combined famil Overnight all attractions.

20/5/17 TA Indonesia and 3 wholesaler, new opportunity, new market - full destination Overnight.

29/5/17 Southern China SZ Major wholesaler family famil and key staff Mowbray Farm.

03/6/17 Vivid GZ HK Famil overnight.

05/6/17 Vivid BJ wholesaler overnight.



### ITO SALES CALLS

18-21 June - Melbourne - 15 agencies, mix of Vietnam, Chinese and Sth East Asian, full update across entire destination. This coincides with our new office, representative based in Malaysia, two pronged approach to market.

22 June - Sydney ITO x 5 meetings.

### UPDATE ON DJB PARTNERS

#### NEW PARTNER : PARKHAVEN RESORT NOWRA

**BACKGROUND:** Formally know as Parkhaven Motel, this 30 room, 4.0 star hotel located in Nowra will have new owners from 12 July.

DJB was approached on how to upgrade and modify the existing property to allow the introduction of International business.

**PRODUCT DEVELOPMENT :** The current rooms feature a queen and a single bed, DJB offered advice to capture the International markets, needing at least 1 King bed, with option of splitting into two equal size king singles. As the hotel requires, they can add a king split and a king single to make a family or triple room. All new bedding with arrive on 12 July!

## DISCOVER JERVIS BAY – 2017 JUNE QUARTER UPDATE

Additionally the previous name of 'Motel', is not acceptable to International markets, hence the new owner has been working for the property to be rebranded into Parkhaven 'Resort', this will be reflected across all websites and signage throughout the hotel.

**OUTCOME** : First booking has been placed to hotel, pending all the above being finalised. DJB will undertake hotel inspection and photography session after 12 July and will be a mass social media release to our agencies.

### ISSUES

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#### NEED TO ATTRACT INVESTORS

Council staff meeting with Gareth Ward, Lord Mayor and relevant planning staff.

DJB briefed Council on the underlying growth and International hotel demand.

Lord Mayor and relevant Council staff spoke of their understanding and also the work done already behind the scenes within Council to open the door for consortiums or developers to approach Council with appropriate Tourism Infrastructure, namely hotel accommodation applications.

No major projects are on the table as yet.

There was discussion about the "Gateway" site immediately to the north of Council and to the east of the Shoalhaven Conference Centre. Most agreed this site has great synergies with tourism infrastructure and would be a natural backbone to the existing Entertainment Centre.

There was discussion on Council possibly doing their own initial DA to offer an easier road for a possible developer, this idea had mixed feelings.

Gareth tabled that this site would need feedback from RMS as they may need land for road widening due to Nowra Bridge redevelopments.

Knowing this is likely the best, key site within the Nowra CBD, DJB is in regular contact to Gareth Ward seeking responses from RMS- no further information to date.

#### **DJB PRODUCT PARTNER WORKSHOPS**

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Planned for mid 2017.

## DISCOVER JERVIS BAY – 2017 JUNE QUARTER UPDATE

### ONLINE BOOKING SYSTEM

#### INTERNATIONAL- FIT ONLINE BOOKING CHINA

**Ongoing** - DJB has successfully listed key destination attractions on 5 major Chinese wholesalers websites and booking engines. Some new agencies noted at ATE and the proposed Aug/Sept sales missions will provide deeper feedback. DJB will retain resources our Chinese staff member and proposes to continue this growth and finding new agencies to connect.

#### INTERNATIONAL- FIT ONLINE BOOKING KOREA

**Ongoing** - Look for appropriate staff member. DJB proposes to hire a Korean staff member to facilitate a similar start to connecting to Korean online agencies.

### OUTLOOK

#### FORECAST OF COMING EVENTS

1. High season planning has commenced .
2. DJB planning International sales calls to cover China, Vietnam, Korea and additionally DNSW Missions ( as appropriate ) and FIT Wholesaler Trade Shows.
3. Planning DJB Workshop - discussion on DJB hosting events in Sydney, bringing our clients all together for destination update and product representation.

### CONTACT DETAILS

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Miss Madeline Kennedy +61 24441 6320

Online

Ms Evi Gao (China )

## TA17.39 Events and Investment

**HPERM Ref:** D17/252016

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

**Attachments:** 1. 100 Beach Challenge Event EOI (under separate cover) [⇒](#)  
2. Australian Coastal Councils Conference EOI (under separate cover) [⇒](#)

### 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

### Past Supported Events (since 1 July 2016)

- Surf Lifesaving NSW IRB State Championships
- 2016 Motocross Nationals
- AFL Junior State Championships
- Surf Lifesaving IRB National Championships
- State Team Time Trials Weekend (Cycling)
- Husky Running Festival
- Men's Bowls State Pennant Finals
- Women's Bowls State Pennant Finals
- Shoalhaven River Festival
- Huskisson Triathlon Festival
- XPD World Adventure Race Championships
- Inaugural National Indigenous Football Championships
- PGA Australian Senior Championships
- Fairgrounds
- Callala Ultimate Triathlon Festival
- Big Husky Triathlon Festival
- National Pop Up Cinema
- Shoalhaven Week of Golf
- Grapest 5km Run
- Willinga Park Open Day
- Nitro Circus
- Southern Cross SUP Festival

- Burradise Festival
- Culburra Beach Surf Bash
- NSW Country Junior Rugby Union Country Champs
- IRB Surf Lifesaving
- Winter Wine Festival
- AFL Junior Championships
- Motor Cross Nationals
- Family Fishing Carnival
- State Team Time Trials
- Melbourne Cup Tour
- Chilli and Chocolate Festival

## In Progress

- Events
  - Huskisson Running Festival – Huskisson 19 & 20/08/17
  - PGA Golf – Mollymook – 18-25/10/17
  - KV Folk Festival – Kangaroo Valley – 21 & 22/10/17
  - River Festival – Nowra – 28 & 29/10/17
  - National Indigenous Football – Nowra – 4 & 5/11/17
  - Garden Clubs of Australia National Convention – Ulladulla – 05-10/11/17
  - Long Course Weekend – Jervis Bay / Nowra – 10-12/11/17
  - Australian Junior Surfing Titles – Culburra Beach – 24-29/11/17
  - Fairgrounds – Berry – 9 & 10/12/17
  - For a full list of events in the Shoalhaven visit  
<http://shoalhavenholidays.com.au/events/>
- South Coast Food Alliance – Shoalhaven Food Event – Willinga Park – 27<sup>th</sup> October
- Consultant engaged in association with the Nowra Revitalisation Committee to work on community engagement and research for a Nowra Revitalisation event
- Continuation of the Business Events and Conferences Guide and associated information distribution
- DNSW Event Funding announced – Working with operators on suitable events.
- DNSW Conference Funding announced – Working through possible project ideas ahead of a submission.
- New event EOI for funding received – Escape ARTfest (\$3,000), The Bay Games (\$1,700)
- Accommodation Working Group – audit complete, surveys out to operators and result collection in progress. Engagement with wineries on glamping opportunities – Verbal report will be provided.

## Results

- AFL Junior Championships – Nowra – 1 & 2/07/17
  - *Participation*
    - 500 competitors – 80% out of region - average 2 night stay
    - 100 under 9's at albatross for the first time which was very successful
    - Spectator attendance of approx. 1,400
  - *Funding*
    - 2017 was the last year of 3-year funding agreement

- *Future Involvement*
  - Next year they are aiming for an extra 300 participants - have approached Canberra to bring players
  - Organiser has requested sponsorship for next year's event – currently working through assessment of application, including ROI
- The Motul Motor Cross Nationals – Nowra – 1-3/07/17
  - *Participation*
    - 120 competitors – 94% out of region – average 2 night stay
    - 407 accredited personnel - made up of team staff, event crew and event officials
    - Spectator attendance of 2,800, down slightly on previous year
  - *Funding*
    - The Motul MX Nationals has now reached the end of a three year sponsorship agreement
  - *Future Involvement*
    - At this stage, it is unknown if the event will return to Nowra as the venue requires significant upgrades in order to continue to cater for the championship in the future



- Family Fishing Carnival – Sussex Inlet – 7 & 8/07/17
  - *Participation*
    - Still waiting on final numbers
  - *Funding*
    - This event has received funding from the marketing precinct fund in the past, this was the first year it was supported from the events sponsorship fund.
  - *Future Involvement*
    - Event organiser will seek sponsorship for the 2018 event. A full assessment will occur when an EOI for funding is received.
- State Team Time Trials – Nowra – 16/07/17
  - *Participation*
    - 450 Competitors, first year Ride for Robbie has been part of the event
  - *Funding*
    - Sponsorship for the State Team Time Trials is part of an overall event agreement with Elite Energy as part of the Partnership Program
  - *Future Involvement*
    - The last year of the three-year funding agreement is 2018

- Chilli and Chocolate Festival – Nowra – 30/07/17
  - *Participation*
    - 3,200 attendees, 1,500 more than last year
    - 63 stall holders, increase of 50%
  - *Funding*
    - A one year sponsorship agreement was signed
  - *Future Involvement*
    - Organiser more than doubled expenditure in entertainment and advertising, profit up \$4,000 despite increased spend
    - Planning to hold the event again, very appreciative of the support from the tourism team and will be seeking more sponsorship and support for future events.



- Promotion of event and development funding sources through newsletter and targeted approach.
- National Parks and Wildlife Services placed the Morton State Conservation Area Draft Plan of Management on public exhibition. The document identifies important park values and provides direction for its future management. Feedback has been provided to Strategic Planning who will be collating comments ahead of a submission.
- Several meetings with Roads and Maritime Services, Shoalhaven Local Area Command, Council's Planning and Development Unit and Traffic Unit to provide formal feedback to the Winter Wine Festival Organising Committee and the Shoalhaven Wine Industry Association.
- Expression of Interest submitted to host the 2018 and/or the 2019 Australian Coastal Councils Conference (see attached) and successfully short listing. Decision will be made soon regarding the 2018 location and in September for the 2019 conference location.
- 100 Beach Challenge event – Large event promotion company from Melbourne is interested in developing an annual event based on the 100 Beach Challenge. An EOI went out to Event Companies (see attached) earlier in the year. Further work required to develop a concept and finalise the partnership.
- Willinga Park Events – providing Shoalhaven information to ticket holders with the intention of increasing length of stay.

### Up Next

- Events currently working on, not yet confirmed;
  - Music Festival – Nowra
  - Health / Wellness / Lifestyle Festival
  - Food / Wine / Local produce events
  - Surfing NSW event opportunities
- Flash Camp – Continue to work on more possible sites (both Council land and private), working with International tourism operators, creating the opportunity for a year-round product with scalable bed numbers to meet demand.
- Assessing new event opportunities from Sports Marketing Australia – Water Polo Junior Championships. The Beast 666, a high-profile endurance event.
- Queens Baton Relay and associated community event – Monday 5<sup>th</sup> February 2018.
- Review of Event Funding Application process, including investigating the use of SmartyGrants <https://www.smartygrants.com.au/>.
- Ticket sales through Bookeasy for supported events.
- Development of an Investment Funnel to track success.

**There are no exceptions to be reported**

## TA17.40 Visitors Services Update

**HPERM Ref:** D17/255424

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

### Purpose / Summary

To give an update of Visitor Information Services for June /July 2017 period.

### 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

### Nowra/Ulladulla Visitor Centre Statistics June /July 2017

	June 2017		July 2017	
	Nowra	Ulladulla	Nowra	Ulladulla
Bookeasy Sales	3520		5415	1150
Counter	1125	906	1046	1001
Emails	732	n/a	786	n/a
Phones	787	400	802	483
Merchandise Sales	2264	1166	2364	1846

### Note:

Local product sales have continued to perform well, now averaging 40% of all sales

BookEasy sales have been declining, due to more competition in the booking accommodation sector. However, it is pleasing to see an increase in online sales, as this is the growth area in accommodation bookings.

### In Progress

#### Ambassador Program

The ambassador program is proceeding well, with the volunteers developing the confidence to meet and greet visitors and provide them with knowledge of the area.

The ambassadors are now working with a new information sheet asking visitors where they are from, what attractions and activities they may be interested in, etc. This gives us more detailed information for further research, and thus, refinement of customer service delivery.

Two of our volunteers have managed to get full time jobs, which is a great achievement.

However, it means we must recruit more volunteers. The next recruitment drive will occur this September /October.

### **VIC /SEC Review**

A review of the operations of the VIS integration with the SEC is complete.

This review gives key insights of how the integration has progressed, and to identify and address any issues, and make recommendations to further cement the success of the new business operation.

Some key points include:

- Door counts are understandably much higher with the integration of SEC and VIS with many more people being exposed to VIS than ever before, although public holiday visitation is very low. VIS are investigating opportunities to be out in region for public holidays rather than in the centre as out in region VIS has been very successful for both visitors, community and staff.
- Local produce continues to be popular bestselling items are the team are considering updating the selection of merchandise, including introducing locally produced Aboriginal cultural product.
- Staff rosters need some updating and sales training has been identified as a key priority over the next 6 months
- Mystery shop reports have been great and all VIS team identify customer service and the team environment as positives about their job.
- Ticket sales are up 7.5% YOY
- Ticketek services will be reviewed in partnership with the SEC, ongoing issues with technology and customer expectations.
- On average 88% of phone calls are answered within 2 minutes and VIC phone reflects a consistent pattern, as per previous years, of inquiries showing a strong correlation with visitor numbers, i.e. quieter in the off season, increasing during the busy season.
- Bookeasy sales continue to be in decline (-24%YOY). Counter bookings have dropped from 78% of all bookings to 60% YOY, while online bookings have increased from 21% to almost 40% of all bookings. Bookeasy sales continue to drop with a key focus over the next 12 months with diversity of product and website upgrades key strategies to drive sales.

### **Team workshops**

The Nowra VIS team have all attended a workshop to look at key strengths and weaknesses with key actions put in to place for the next 12 months.

### **Merchandise**

The range of merchandise has been evaluated with a greater focus on local products.

Local products are continuing to be an outstanding sales performer, both at Nowra and Ulladulla.

Current stock is being reviewed and new lines are being investigated for sale.

### **2018 Visitors Guide Advertising**

Advertising for the new guide has been progressing well, with over \$33,000 committed to date. More businesses will be targeted over the next few weeks, as we approach the deadline at the end of August.

### **Storage**

Storage has been challenging within the new VIC /SEC environment.  
A working group has been established to investigate the optimal use of space.

### **Coming up**

- 2<sup>nd</sup> recruitment drive for volunteers
- Famils are ongoing on a bi-monthly basis
- The working group will provide an update on possible storage solutions
- Review of supplementary centres out in region and possible refresh of displays.

## TA17.41 Short Term Holiday Accommodation Opinion Paper Discussion

**HPERM Ref:** D17/256084

**Select:** Louise Hallum, Co-Deputy Chair STAG.

**Attachments:** 1. Short Term Holiday Letting Paper, 20 July 2017 (under separate cover)  
[⇒](#)

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

That

1. General discussion from STAG to form a position and way forward.  
Broadly speaking STAG would endorse the current regulatory framework and would not, at the present time, recommend or support changes or additions to this framework.

### Details

*Note from Louise:*

*I have a specific interest in this area as I operate a tourist accommodation business and am active both on Air B&B and Stayz etc.*

Short term holiday letting (SHTL) has a very long history across NSW.

STHL can (and does) bring significant economic benefits to local, state and national economies – especially in the Shoalhaven where tourism plays such a significant role. However, the rapid growth of the industry (particularly though online businesses such as Air B&B and Stayz) has led to a need to consider whether improved regulation of STHL is required to enable activity to continue to take place without unduly impacting on local communities, the safety of visitors or introducing unnecessary red tape.

The NSW Government's response to the Parliamentary Inquiry into the regulation of STHL supported putting in place a regulatory framework for STHL. The Options Paper (currently open for comment) is the next step in determining a policy framework.

Council will submit a response to the Options Paper and it is also the intention of STAG to submit a response – particularly given the importance of this sector to the economy of the Shoalhaven and to tourism in particular.

### The Options Paper Summary

The options paper gives governments the opportunity to adopt a revised framework for the regulation of STHL given the perception that STHL has the potential to impact on the community if it is not adequately managed. Potential impacts could include:

Noise (in particular Party Houses), additional waste generation, traffic and parking safety, security and the potential impact on housing and the broader industry in general.

It is noted that the potential impact of STHL can vary significantly between regional and metropolitan areas, and between detached dwellings and apartments (ref. Strata buildings vs houses) and that literature detailing these impacts is very thin. Therefore, one specified

response will not suit all areas, requiring a range of options for management that can be deployed as appropriate.

The Options Paper seeks feedback regarding the type and degree of impacts observed and the appropriate response by governments to these impacts. There have been a range of provisions raised in the Options Paper. These include:

- Development of a Code of Conduct (this is already partly in progress in the Shoalhaven).
- Education – of both Hosts and Guests
- Complaint Management – either self-managed as part of the Code of Conduct or regulated as part of the development process.
- Monitoring and Reporting
- Allowing Strata schemes to prohibit or restrict STHL in their schemes.
- Regulation through the planning system – Potentially considering factors such as length of stay; Number of bedrooms; Presence of a host; Compliance with a Code of Conduct; Waste management arrangements etc.
- Registration or Licensing

It is noted that several these measures have been ‘tested’ in various jurisdictions around the world with limited and varying success.

## Shoalhaven

The Shoalhaven has a long history of STHL with many holiday properties being used for this purpose over a great many years. The occurrence of STHL in Strata buildings would be significantly less than metropolitan areas (e.g. Sydney). There are over 4000 holiday homes in the Shoalhaven with only 2-3 compliance issues currently before council.

The current regulatory framework in relation to STHL in the Shoalhaven is as follows: Properties being used for STHL are typically ‘**Exempt**’ – meaning that the development does not require approval if it is ‘low impact’.

The next level of development is **Complying** meaning that a development needs a simplified approval from a private certifier or council, subject to meeting a set of provisions.

**Requiring consent** means a full development application must be lodged with the consent authority and a full merit assessment undertaken against a range of state and local planning provisions.

It should be noted that there are provisions within the DCP that identify ‘reasonable amenity’. This means that in rare instances where ‘reasonable amenity’ is being impacted the Compliance Unit has the regulatory capacity to investigate and take steps to resolve the situation.

## STAG Recommendation for discussion

Broadly speaking STAG would endorse the current regulatory framework and would not, now, recommend or support changes or additions to this framework.

The framework appears to be working effectively within our region and does not bring additional regulation where there is no proven need for additional regulation. Nor does it place a heavy burden on Council resources or add undue costs to the industry. It also appears to have provision to manage adverse situations as and when they occur. However,

it is noted that this situation may change in the future and ongoing monitoring is essential to ensure that the framework continues to be effective.

STAG would also recommend a focus on Education – both of Guests and Hosts. Either through a Code of Conduct or Best Practice. Part of this may be the development of a Toolkit that reinforces the role of ‘Hosts’, their responsibilities and obligations.

It is also noted that the retention of the current framework perpetuates a perceived inequality for some traditional operators such as Hotels and Motels who must comply with specific regulations to operate but essentially ‘compete’ with operators who do not have to comply with these regulations as they are classified as STHL. This reflects the changing nature of the market place with the fast growing share economy and a shift by the consumer away from the traditional business model.