

Shoalhaven Tourism Advisory Group

Meeting Date: Monday, 26 February, 2018
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

- Shoalhaven Tourism Advisory Group - 30 October 2017 1

3. Presentations

- TA18.1 Presentation by Destination Sydney Surrounds South - Greg Binskin & Steve Lawson

To provide STAG members with an update on the activities of the Destination Sydney Surrounds South network.

4. Reports

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- TA18.9 Support Request - Byron Shire Council - Tourism Accommodation Levy (Bed Tax)..... 47

5. General Business

Membership

Ms Lynn Locke - Chairperson

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

Mr David Goodman

Ms Annie Cochrane

Mr Matthew Forbes

Ms Catherine Shields

Ms Louise Hallum

Mr Paul McLeod

Mr Rob Crow

Mr Neil Rodgers

Mr David Duffy – 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, 30 October 2017
Location: Osprey Training Room, Level 1, City Administrative Centre, Nowra
Time: 5.03pm

The following members were present:

Ms Lynn Locke - Chairperson
Clr Joanna Gash
Clr Mark Kitchener – left 6.37pm
Ms Annie Cochrane
Ms Catherine Shields
Mr Neil Rodgers
Ms Louise Hallum
Mr Robert Crow

Others Present:

Coralie Bell – Tourism Manager
Kristy Mayhew – Tourism Marketing Specialist
Shannan Perry-Hall – Tourism Investment and Events Specialist

Apologies / Leave of Absence

An apology was received from Clr Alldrick, David Goodman, Matthew Forbes, Clr White and David Duffy.

Confirmation of the Minutes

Recommendation (Robert Crow / Clr Gash)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 28 August 2017 and the Special Shoalhaven Tourism Advisory Group held on Monday 25 September 2017 and the Special Shoalhaven Tourism Advisory Group held on Monday 09 October 2017 be confirmed.

REPORTS

TA17.55 International Marketing Analysis

**HPERM Ref:
D17/345093**

The Committee held a discussion on the International Marketing Analysis.

Recommendation (Item to be determined under delegated authority)

That the 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.

RESOLVED (Clr Gash / Annie Cochrane)

That the Shoalhaven Tourism Advisory Group:

1. Commit to 12 months (up to end of June 2018) as per the existing contract with international marketing business partner Discover Jervis Bay;
2. As part of the contract:
 - a. Transparency on the spend be detailed and reported on quarterly basis to STAG;
 - b. A member of the tourism team work closely with Discover Jervis Bay to understand the international market and trade shows.

CARRIED

TA17.48 Chair's Report**HPERM Ref:**
D17/344650**Recommendation (Item to be determined under delegated authority)**

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

RESOLVED (Clr Gash / Robert Crow)

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

CARRIED

**TA17.49 Membership Resignation - Jo Thomas - Shoalhaven
Tourism Advisory Group****HPERM Ref:**
D17/319504

Note: Clr Kitchener left the meeting at 6.37pm

Recommendation (Item to be determined under delegated authority)

That:

1. The Shoalhaven Tourism Advisory Group accept the resignation from Jo Thomas; and
2. The Tourism Section send a letter of appreciation to Ms Thomas thanking her for her contribution to the Committee.

RESOLVED (Clr Gash / Catherine Shields)

That

1. The Shoalhaven Tourism Advisory Group accept the resignation from Jo Thomas; and
2. The Tourism Section send a letter of appreciation to Ms Thomas thanking her for her contribution to the Committee.

CARRIED

TA17.50 Visitors Services Update**HPERM Ref:
D17/336792****Recommendation (Item to be determined under delegated authority)**

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

RESOLVED (Louise Hallum / Neil Rodgers)

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

CARRIED

TA17.51 Events and Investment**HPERM Ref:
D17/337341**

The Committee acknowledged and thanked Lynn and Catherine for their work involved in the Riverfest. It was a huge success and was an exceptional event.

The Committee also thanked Shannan and George for their work contributing to the Riverfest event.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Clr Gash / Robert Crow)

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

CARRIED

TA17.52 Tourism Manager's Report**HPERM Ref:
D17/338032****Recommendation (Item to be determined under delegated authority)**

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

RESOLVED (Robert Crow / Clr Gash)

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

CARRIED

TA17.53 Future Meeting Dates for 2018**HPERM Ref:
D17/338355****Recommendation (Item to be determined under delegated authority)**

That the Shoalhaven Tourism Advisory Group decide on how often meetings are to be held and agree to the proposed dates.

RESOLVED (Neil Rodgers / Louise Hallum)

That the Shoalhaven Tourism Advisory Group determine the following meeting dates for 2018:

1. Monday 26 February 2018 – Nowra
2. Monday 30 April 2018 – Ulladulla
3. Monday 25 June 2018 – Nowra
4. Monday 27 August 2018 – Ulladulla
5. Monday 22 October 2018 - Nowra

CARRIED

TA17.54 Destination Marketing**HPERM Ref:**
D17/340575

Note: The new website is up and running, it's been a lot of work for the staff involved.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Annie Cochrane / Catherine Shields)

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

CARRIED

TA17.55 INTERNATIONAL MARKETING ANALYSIS**HPERM REF:**
D17/345093

Item dealt with earlier in the meeting.

GENERAL BUSINESS**TA17.56 Working Groups Update****HPERM Ref:**
D17/344159

Note: this item was not dealt with and deferred to a later meeting.

TA17.57 Sports Board Update**HPERM Ref:**
D17/344778

Note: this item was not dealt with and deferred to a later meeting.

TA17.58 Shoalhaven Tourism - Staffing Update

Coralie Bell – Tourism Manager advised that there are some staffing changes within the Tourism section. Katherine Hewson has resigned and is moving to the Waste and we will be recruiting for a

new Visitors Services Supervisor. Georgia Herring has resigned and will be moving to USA. Digital Marketing position currently being recruited.

TA17.59 Destination Network

Coralie Bell – Tourism Manager advised that the Minister has put together a Taskforce for a Destination Plan for across the State of NSW.

Coralie as the Tourism Manager has been elected to the Australian Regional Tourism Board. Destination NSW are holding workshops for those interested in attending;

- Regional Destination Management Plan with Destination Sydney Surrounds South
- Food and Wine Tourism Strategy Workshops

TA17.60 Community Announcement

Lynn Locke advised that Ann Sudmalis Member for Gilmore made a Community Announcement at the River Festival that the Bridge will not be taken down when the new river crossing is built.

TA17.61 Short Term Holiday Lettings - Submission

Louise Hallum asked the Members present if STAG and/or Council made a submission to the State Government in relation to short term holiday lettings.

Clr Gash advised that Council had made a submission to endorse the current framework.

There being no further business, the meeting concluded, the time being 6.52pm.

Ms Lynn Locke
CHAIRPERSON

TA18.2 Invitation - Shoalhaven Arts Board Representative

HPERM Ref: D18/3944

Group: Finance Corporate & Community Services Group
Section: Human Resources, Governance & Customer Service

Attachments: 1. Shoalhaven Arts Board Terms of Reference [↓](#)

Purpose / Summary

To advise the Shoalhaven Tourism Advisory Group (STAG) that the Shoalhaven Arts Board (SAB) resolved to invite a member of the STAG be a Tourism representative at the Shoalhaven Arts Board meetings.

Recommendation (Item to be determined under delegated authority)

That:

1. (insert name) be nominated as the Shoalhaven Tourism Advisory Group representative on the Shoalhaven Arts Board.
2. The Shoalhaven Tourism Advisory Group appoint Barbara Dawson as the member representing the Shoalhaven Arts Board on the working group considering cultural tourism opportunities.

Options

1. As recommended.
2. The Shoalhaven Tourism Advisory Group resolve to not accept the invitation to nominate a Tourism Representative.
3. Adopt an alternate recommendation.

Background

The Shoalhaven Arts Board at its meeting of 7 December 2017 resolved as follows:

That:

1. *A representative from Tourism be invited to attend the Shoalhaven Arts Board meetings.*
2. *The Shoalhaven Arts Board (SAB) nominate Barbara Dawson to be the SAB representative on the Shoalhaven Tourism Advisory Group working group considering cultural tourism opportunities.*

The STAG are therefore invited to nominate a representative to attend the SAB.

Barbara Dawson currently holds the role of Community Representative on the Shoalhaven Arts Board, to which she was appointed in July 2017. Barbara is a practicing artist who regularly exhibits her work and has extensive experience as an Arts Educator.

The SAB meet on a quarterly basis and the meetings have been scheduled as follows (subject to change):

Day / Date	Time
Thursday 8 February 2018	1.00pm
Thursday 21 June 2018	1.00pm
Thursday 20 September 2018	1.00pm
Thursday 29 November 2018	1.00pm

The SAB Terms of Reference are attached for information.



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

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

Email: council@shoalhaven.nsw.gov.au

Website: www.shoalhaven.nsw.gov.au

For more information contact the Finance Corporate & Community Services Group

Shoalhaven Arts Board - Terms of Reference

Policy Number: POL16/267 • **Adopted:** 17/03/2015 • **Amended:** 23/06/2015, 27/06/2017 • **Minute Number:** MIN15.147, MIN15.426, MIN17.565 • **File:** 2123E • **Produced By:** Finance Corporate & Community Services Group • **Review Date:** 1/12/2020

1. STATEMENT

Council recognises the value and place of creative expression, cultural facilities, innovative arts activities and embraces a strategic direction to facilitate progressive cultural development across the City. To guide this development each Board member will be responsible for maintaining and reporting on a specific portfolio.

2. PURPOSE

- a) To contribute to and develop strategy and policy both for the Shoalhaven City Council as well as in alignment with the Region.
- b) To develop and implement policy, planning and vision for the broad arts within existing resources and use a co-opted panel of peers for professional advice. They include:
 - Visual Arts
 - Heritage and Museum Sector
 - Literature
 - Performing Arts
- c) Advocate and maintain specific arts related portfolios.
- d) Advocate and promote Board recommendations.

3. TERMS OF REFERENCE

3.1. RELATIONSHIP TO COUNCIL

The Shoalhaven Arts Board is a Section 355/377 Committee of Council (Local Government Act 1993). It is a strategic advisory committee to advocate for and inform Council's decision making process.

3.2. DELEGATED AUTHORITIES

- Act within adopted budgets aligning with Council's strategic plans and document, and make recommendations on the arts to Council
- Appoint suitable representatives to fill casual vacancies on a set term basis
- Inform and recommend policy for arts related funding programs, and where required by Council, vote on related matters

Shoalhaven Arts Board – Terms of Reference

- Establish a peer panel of professionals, experts and practitioners across art forms, heritage and cultural platforms to be co-opted as needed for input and advice to the Shoalhaven Arts Board
- Establish a Shoalhaven Arts Foundation:
 - To support the development and enrichment of broad arts across the Shoalhaven including visual, heritage, literature & performing arts
 - To ensure that the Foundation in its governance, membership and charter are independent/ and at arms-length from Council yet works in concert with the Shoalhaven Arts Board, Council and the community needs
 - To fundraise and develop a sustainable principal investment to generate ongoing grant funds

Relevant staff will work collaboratively with the Shoalhaven Arts Board to:

- Develop and implement activities to achieve objectives in line with the Shoalhaven Arts Board recommendations, the Council's policies and corporate plan

3.3. MEMBERSHIP

- The membership of the Shoalhaven Arts Board to be nine (9) members in total and to include community member representatives from Health & Well-being, Education, Arts Institutions, Artists, Corporate/Business and a maximum of three (3) skills based Councillors (one from each of the three (3) wards). To ensure inclusion in the membership of the board of a range of strategic capability, expertise and advice from within the arts. One of the positions community member representatives is designated as an Aboriginal Local Member.
- Community member representatives of the Board are appointed through an Expression of Interest process with the exclusion of casual vacancies should they arise.

3.4. ELECTION/APPOINTMENTIndustry Representatives

- Appointment to the Board can be for a maximum four (4) years with a set commencement and finish date
- Vacancies will be advertised locally via media, Council communication channels and industry networks
- Applications will be actively sought from appropriately skilled industry representatives,
- Council will manage the application process,
- An interview panel will consist of a Council staff member, the Chairperson of the Board and one (1) suitably qualified independent representative to assess the applications and make recommendations for appointments to the Board and Council.

Councillors

Council will advise Shoalhaven Arts Board of its appointed representatives. Council at its discretion can replace representatives at a time of its choosing.

*Shoalhaven Arts Board – Terms of Reference***3.5. CASUAL VACANCIES**

Should there be a casual vacancy; the Shoalhaven Arts Board will seek applications by appropriate means to fill these vacancies to align with finish dates.

3.6. TERM OF APPOINTMENT

- Appointments will be for a term of two (2) years
- If representative is terminated or resigns an early substitute will be appointed only until the fixed finish date as a casual vacancy

3.7. SUB COMMITTEES/WORKING GROUPS/PORTFOLIOS

The Board will have the right to establish sub groups as deemed appropriate to assist in fulfilling their role and purpose.

3.8. BOARD MEETING PRACTICE AND PROCEDURES

- The administrative provisions of Council's adopted Code of Meeting Practice shall apply subject to any amendments by the Terms of Reference.
- Formal Board Meetings will be held quarterly in a form and format as determined by Shoalhaven Arts Board
- To hold Arts/museum/culture industry forums for feedback and ideas that might inform the Annual strategic plan will be held
- Agenda and minutes from previous meetings will be circulated to members at least seven (7) days prior to the meeting
- Members must declare in writing any interest in any report tabled at the meeting covered by the Code of Conduct and Pecuniary Interest
- Informal Board meetings, special meetings will be held as and when required or set by the Board
- Planning and costs associated with conducting meetings will be borne by Council and funded from a line item in the Arts & Culture budget.
- The Chairperson will be appointed by the Board, the position will be limited to a two (2) year term and is open to all members of the Board.
- The Quorum will consist of at least half plus one (1) of the members.
- Voting and Recommendations are made by consensus and all decisions must be stated precisely for the inclusion of the minutes
- Where a consensus cannot be reached at two (2) consecutive meetings, then the majority of 60% of those present can adopt a recommendation
- Alternative views are to be minuted
- The Board shall ensure that an agreed written record of each of their meetings is forwarded to Council.

3.9. CODE OF CONDUCT

- All members of the Board are to abide by Council's Code of Conduct.
- Board members should act in a professional and responsible manner with the information they obtain as a member, as the Board requires openness and honesty to function well.
- Board members should feel free to express their opinions and views without fear of recrimination

Shoalhaven Arts Board – Terms of Reference

- It is essential for Board members to accept collective responsibility, remain loyal to decisions of the Board, even where they may not have agreed with the final decision.

3.10. CONFIDENTIALITY AND PRIVACY

Members may have contact with confidential or personal information retained by Council. If so, members are required to maintain the security of any confidential or personal information and not access, use or remove any information, unless the member is authorised to do so.

3.11. COMMUNICATION

- All issues must be clearly communicated including priorities, limitation and benefits to the community
- Members of the Board are not permitted to speak to the media as Committee of Council representatives of the Board unless approved by the Chairperson
- Where approval has been given by the Chairperson, views and opinions expressed are those of the Board and not of Shoalhaven City Council
- Where endorsement is required from Shoalhaven City Council, approval must be sought through the formal processes
- The Chair of the Board is the point of contact for communication between Board members and Council staff.

3.12. PARENT ADVISORY GROUP

Ordinary Council

3.13. STAFF ATTENDANCE

Executive staff are normally required to attend the meetings of the Board. Other staff at the Directors' discretion or at the Board's request can attend meetings as required. Staff have no voting privileges.

3.14. EXPECTATIONS OF BOARD MEMBERS

- Board members will undertake the prescribed Induction process
- Pecuniary Interest Returns are required on appointment and annually as required by the Office of Local Government and Council

3.15. RESPONSIBILITY OF COUNCIL

Council will provide secretarial support to arrange meetings and take minutes and provide professional officer support where required.

Council at its discretion may review and change the Terms of Reference, Role and Structure of the Board.

4. IMPLEMENTATION

The Finance Corporate and Community Services Group of Council is allocated responsibility for the administration of the policy.

Shoalhaven Arts Board – Terms of Reference

5. REVIEW

To be reviewed within one (1) year of the election of a new Council, or earlier at the discretion of Council.

TA18.3 Events and Investment

HPERM Ref: D18/8690

Group: Finance Corporate & Community Services Group
Section: Tourism

Attachments: 1. Final Report - Nowra CBD Potential Winter Festival (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)

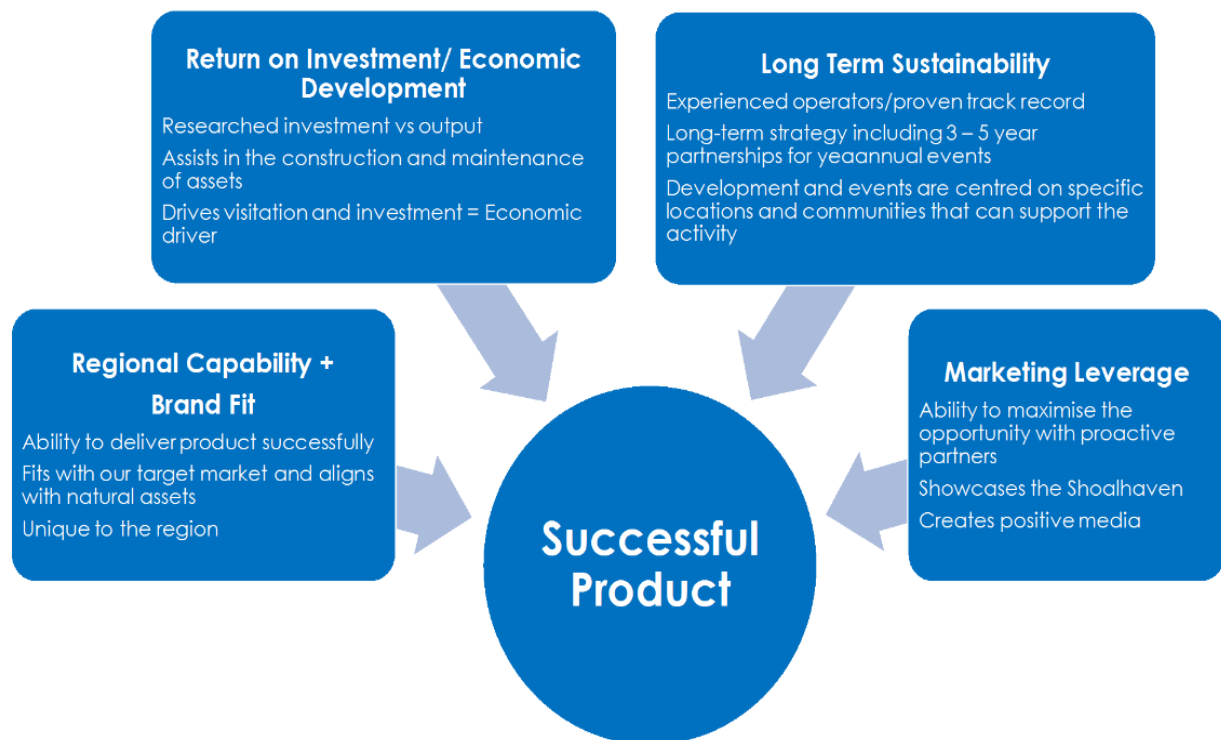
- Surf Lifesaving NSW IRB State Championships
- 2016 Motocross Nationals
- AFL Junior State Championships
- Surf Lifesaving IRB National Championships
- State Team Time Trials Weekend (Cycling)
- Husky Running Festival
- Men's Bowls State Pennant Finals
- Women's Bowls State Pennant Finals
- Shoalhaven 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
- Huskisson Running Festival
- Escape Artfest
- PGA Golf
- KV Folk Festival
- Long Course Weekend
- River Festival
- National Indigenous Football
- Garden Clubs of Australia National Convention
- Australian Junior Surfing Titles
- Water Polo Junior Championships
- Callala Ultimate Triathlon
- Fairgrounds
- Outrigger State Championships

In Progress

- Selected to be part of the DNSW Flagship Funding Assessment Panel – results for this funding will be announced soon.
- DNSW Conference Funding – Meeting with DNSW Conference Team to progress funding application.
- Industry website development and supporting information creating a one stop shop for event development and approval information.
- Queens Baton Relay Event Organisation - Monday 5th February 2018
- Accommodation Working Group – Audit complete, surveys out to operators and result collection still progressing. Engagement with wineries on glamping opportunities taking place.
- Goodnight Island Tourism Accommodation Development – Working with owner and potential investors to re-ignite discussions and opportunities.
- DA submitted for 20 tourist cabins and associated infrastructure at Willinga Park ancillary to approved equine outdoor recreation facility to provide short term guest accommodation
- Working with several property owners who are in the process of developing glamping products in the Jervis Bay area.
- Shoalhaven Arts Board have decided to support our recommendation of using \$4,500 towards funding two workshops focusing on social media marketing, and data collection to assist with event evaluation and eligibility for grant applications and the development of an Event Marketing Tool Kit.
- Events currently being developed / assessed
 - South Coast Soul Festival

- The Bay Games
- SeeChange Jervis Bay Arts Festival
- Sand N Sea Festival
- The Beast 666
- Events are assessed based on strategic aims and indicators (see below) and are funded specifically to create shoulder and off-peak visitation, resulting in a positive effect on year-round visitation and jobs.



TA18.3

Upcoming Events

- Queens Baton Relay – Nowra – 5th February
- Willinga Park Dressage by the Sea – Bawley Point – 22nd – 25th February
- Ultimate Husky Triathlon Festival – Huskisson – 16th – 18th February

Results

- Australian Junior Surfing Titles
 - *Participation*
 - The Surf Dive 'n' Ski Australian Junior Surfing Titles created significant mid-week visitation in a traditionally quite period in the lead up to Christmas, bringing \$1,043,420 in economic benefit. 220 competitors were joined by approximately 400 visiting friends and relatives. This event was not only important from an economic benefit point of view but aligned perfectly with our marketing campaign around surfing. Surfing NSW and Surfing Australia also have a large social media following that Showcased the region during the event.
 - *Future Involvement*

- Worked with Surfing NSW to successfully secure an annual World Surfing League event (run by Surfing NSW) which will be called The Shoalhaven Pro Junior. The first event will be held in May 2018.



- Water Polo Junior Championships
 - *Participation*
 - On average, a sports tourist will spend \$257 per person per day, this event delivered an economic benefit of \$655,350
 - *Future Involvement*
 - This was a one-off event for the region but we will continue to work with Sports Marketing Australia and sporting groups to attract these sorts of events at strategic times.
- Callala Ultimate Triathlon and Xterra
 - *Participation*

- competitors – 84% from out of the Shoalhaven region, including 19% from ACT and 1 person from VIC and QLD respectively and 2 from WA. Average 2-night stay for our of region competitors.
- *Future Involvement*
 - Elite Energy would like to continue this event annually, however there were some complications this year with the DA process



- Fairgrounds
 - *Participation*
 - 8,000 people to the Shoalhaven, with 90% of people travelling from outside the region, staying in accommodation and visiting local businesses as far as Jervis Bay, Kangaroo Valley and Shoalhaven Heads. It is one of Shoalhaven's flagship events, with an economic benefit to the region of \$1,858,000.
 - *Future Involvement*
 - There is one year left of a three-year agreement. We will consider further sponsorship options after the 2018 event. The event fits very well with our target market and attracts a significant percentage of out of region visitors.



Fairgrounds Festival

December 20, 2017 · 🌐



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- Outrigger State Championships
 - *Participation*
 - 200 competitors – 70% from out of the Shoalhaven region. Average 2-night stay for our of region competitors.
 - *Future Involvement*
 - We have supported numerous Outrigger events in the past and will consider future events based on their individual merit in terms of economic impact, regional capability and brand fit, sustainability and marketing leverage.

TA18.3

- Final report received from My Travel Research for the Potential Winter Festival as part of Nowra Revitalisation – see attachment
- Involved in the DNSW Flagship Funding panel to assess applications – results will be announced soon.

Up Next

- Finalise Business Events and Conferences Guide after meeting with DNSW Business Events Team.
- Implementation of SmartyGrants <https://www.smartygrants.com.au/> for event funding program.
- Flash Camp – continue to work on more possible sites (both Council land and private), proposal submitted to Gareth Ward and Amanda Finley to seek assistance for use of Holiday Haven land.
- Ticket sales through Bookeasy for supported events – meeting with Destination Wollongong as case study.
- Continue to grow the Investor Database for both events and accommodation developments.
- Event investor familiarisations – specifically focussing on Goodnight Island and Bendalong sites for now.

There are no exceptions to be reported.

TA18.5 Tourism Manager's Report

HPERM Ref: D18/19610

Group: Finance Corporate & Community Services Group
Section: Tourism

Attachments:

1. Deputation - Morgan Sant - Hyams Beach (under separate cover) [↗](#)
2. Deputation - Hyams Beach - Lois Sparks (under separate cover) [↗](#)
3. Mayoral Minute - Hyams Beach [↓](#)
4. Report - Ordinary Meeting - Christmas Activities - Huskisson, Hyams Beach and Bandalong [↓](#)
5. Notice of Motion - Addressing the Needs of Shoalhaven Residents during the Tourism Peak Season [↓](#)
6. Notice of Motion - Hyams Beach - Park & Ride [↓](#)

Purpose / Summary

To give a brief outline of the Tourism Manager's activity over October 2017 - December 2017

Recommendation (Item to be determined under delegated authority)

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

Options

1. Receive the report for information.
2. Request more information from the Tourism Manager.

Things I have been across:

<i>Throughout Council I have attended or presented at:-</i>	Section	Managers
Meetings		
- ID Census review of local region statistics		
- Assisted in job interviews for the recruitment of the Southern Leisure Centre Manager		
- I've also taken 4 weeks leave.		

Out in region:

- Shoalhaven Business Chamber; Business After Hours
- Berry Business Chamber
- Vincentia Matters CCB Meeting
- Tourism Workshops with Department of Premier and Cabinet, attended with Catherine Shields, Deputy Chair and industry representative.
- South Coast Regional Tourism Organisation Board meeting
- Australian Regional Tourism (ART) Board meeting, attended with Catherine Shields, Deputy Chair and industry rep.
- Keep Booderee Beautiful Campaign Launch
- Region visits with Destination Network Sydney Surrounds South team to some businesses in Bawley Point and Ulladulla
- Visitor guide deliveries throughout the region
- Fairgrounds Festival
- South Coast Tourism Manager Meeting
- Tourism Marine Strategy in partnership with Economic Development.

Tourism issues that have come across my desk:

- Kangaroo Valley signage on Berry bypass off ramp from community member. Destination NSW ensured that a Tourist Drive 7 sign was to be installed soon.
- Hyams Beach and ongoing infrastructure concerns (see more information below)
- Bendalong and concerns over potential tourism impact, although processes put in place had a positive result over the Christmas and New Year period, positive feedback has been received from the community.

Key priorities over the next few months:

- The Destination 360 Model delivery and implementation
- Culburra Beach and District Chamber of Commerce (February)
- Destination Canberra Conference (February)
- Region Famils in the north of the region

Summer holidays – Hyams Beach update

Tourism worked closely with internal stakeholders and the community in the lead up to the Summer School Holidays. Paid Visitor Services staff and Volunteer Ambassadors were on site at Huskisson, Hyams Beach, Bendalong, Vincentia and Sussex Inlet between 26th December and 14th January as well as 26th January.

Staff and Ambassadors spoke to approximately 4,500 people during this time, giving them information on the region.

Due to the significant feedback regarding traffic and parking received on the 5th January the below plan was actioned on Saturday 6th and Sunday 7th January. Staff praised Council for their quick decision making and action.

- VMS had stolen battery replaced and was not operational for a short time.
- Traffic Controllers were spoken to regarding requirements on the ground.

- A very experienced Ranger was placed in Hyams Beach to assist traffic control as required.
- A very experienced Ranger was placed at the top of Booderee Ave to let people know parking is full.
- Council did sponsor Facebook post letting people know to go elsewhere.
- Several other local media outlets did posts letting people know the other beaches available.
- Police were informed of the situation and were happy to assist if the situation became dangerous over the weekend.
- Rangers Unit Manager worked over the weekend to monitor the situation.

Key points to remember

- All our marketing and event support programs are aimed to grow our off-peak and shoulder season visitation. By creating a year-round destination, we can maximise the economic benefit of tourism in the Shoalhaven and create year-round jobs for our locals. Tourism is a very important economic driver for our region.
- We work closely with Destination NSW to showcase the whole region, including our growing food and wine industry.
- The Shoalhaven 100 Beach Challenge <https://100beachchallenge.com/> has been a very effective way for us to educate visitors and locals about all the amazing beaches we have in the region.
- Although Hyams Beach was very busy, and no doubt long term planning and improvements are needed, this year we have worked with council staff and the local community to implement many improvements, and both tourism staff and rangers have been publicly thanked, by Council and community, and congratulated on their hard work and this needs to be acknowledged.

Visitors Services were out in region at Hyams Beach, and there is a summary of activity in the Visitors Services Report.

There have been several reports to Council at both Strategy and Assets and Ordinary meetings of Council in January. Council resolved at the January Strategy and Assets Committee to work with community to workshop and plan for infrastructure solutions into the future. I will ensure STAG are kept up to date with details.

Council also discussed a Mayoral Minute and Notices of Motion at the Ordinary meeting in January in regard to Tourism and Hyams Beach. Please see attached:

- 1 & 2. Deputation presentations from the Village CCB
3. Mayoral Minute as submitted to January Ordinary Meeting
4. Report to Ordinary Meeting– recommendation may change
5. Notice of Motion – Addressing the Needs of Shoalhaven Residents during the Tourism Peak Season
6. Notice of Motion – Hyams Beach – Park & Ride

Quarterly Budget Review December 2017

There is nothing to report of significance in the Quarterly Budget Review. There has been adjustment in income estimates and an increase for River Festival.

Shoalhaven City Council										
Budget Review for the Quarter Ended 31st December 2017										
Program Report - General Fund										
			Approved Adjustments			December Review				
		Original Budget	Revote	Council Minute	Current Budget	Adjustment Recommended	Projected Year End Result	2017/18 Actual YTD		Comments on Adjustments and Variances
		\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000		
Revenue										
Finance, Corporate & Community Services										
Community and Cultural										
	Tourism and Even	204	-	20	224	84	308	223	72%	Take up of advertising for Shoalhaven Campaign greater than forecast, increase \$30K, Balance relates to increased sales at Tourism Centres
		204	-	20	224	84	308	223		
Operating Expenditure										
Finance, Corporate & Community Services										
Community and Cultural										
	Tourism and Even	2,377	506	20	2,903	101	3,004	1,422	47%	\$15K MIN17.1076 - increase River Festival subsidy, \$60K staffing at Visitor Centres (offset by revenue), balance depreciation
		2,377	506	20	2,903	101	3,004	1,422		

TA18.5

Southern NSW Marine Tourism Strategy – NSW Department of Premier & Cabinet

Tourism is working with Economic Development to identify key priorities for the future across all areas of Marine Tourism. The scope is wide, and could be everything from boat ramp upgrades, to whale viewing platforms to cruise ship and luxury liner development. Shoalhaven has met with the consultant to convey unique opportunities and priorities such as:

- Approved mooring buoy for medium size craft to tender in to Huskisson Wharf (Anchorage point)
- Refuelling Facility at Jervis Bay to attract high yield
- Birthing Facility for Super yachts (currently controlled by Navy) Trailer Craft market - boat ramps and facility (toilets etc)
- Wharves at the Zoo and Bundanon Trust
- Launching spot for boat building industry to trial in Callala
- Marine education - used to be TAFE course in the Shoalhaven

A paper will be created in collaboration with all South Coast LGAs from Wollongong to the border to investigate other opportunities.

Destination Network DMP and Sustainable Tourism Model

We are still waiting on feedback from the Destination Network Sydney Surrounds South (DNSSS) regarding their combined Destination Management Plan(DMP) for the DNSSS.

Workshops were held last year with the DNSSS throughout the region. Craig Milburn and I attended along with Louise Hallum and Rob Crowe as STAG Strategy Working Group representatives.

As a result, a discussion paper was released and circulated to the Strategy Working Group and feedback was given to the DNSSS as a result.

We look forward to receiving the draft DMP so we can circulate to STAG and provide formal feedback in due course.

Business and Economy

There have been very positive reports from Berry business over the busy period since the bypass. The word on the street is that town is still full but with people who have planned Berry as a destination and are there to browse and buy rather than have a quick stop. The only complaint seems to be the petrol station is a little down in sales as are some of the fast and easy food outlets, but this can be explained by the boost workers on the bypass provided.

Flowing on from the Berry bypass, Nowra CBD has been experiencing above average trade in town, due to visitors flying by Berry and stopping in Nowra to shop and revive. Retailers have been experiencing great sales and are reporting new demographics coming into town.

Proposed Visitor Services Part Time Staffing Restructure

There have been several issues identified with the rosters not meeting operation needs. We are currently working with the staff, HR and unions about how this can potentially be resolved.

Craig Milburn's Resignation

As I am sure everyone is aware, Craig Milburn, Director of Finance, Corporate and Community Services, has left the Shoalhaven to take up a position as General Manager for Kempsey Council. He has been a great advocate of tourism and will be missed. I would like to take this opportunity to say Thanks to Craig for all that he has contributed to tourism in our region.

Low Cost Camping Report requested by Council

Council have asked that tourism work with stakeholders to investigate low cost camping solutions in the Lake Conjola region. I am in the process of talking to various stakeholders and will report back their response to Council at the February Ordinary Meeting.

MM18.1 Mayoral Minute - Hyams Beach

HPERM Ref: D18/27489

Recommendation

That it is requested that the General Manager not to act immediately on any of the actions brought to Council to help alleviate the issues at Hyams beach UNTIL they have been referred to the community representatives at the meeting to be held soon.

Details

From the outset, I wish to thank all Councillors and Community members who have taken the time to engage in the issues that have disturbed Hyams Beach over the summer. There have been numerous suggestions from many as to what will and won't work to help alleviate the issues. My principal concern for this Mayoral minute is that we do not set in train any actions that may be contrary to the Strategic Plan that was developed by the community at Hyams to help map their future. I am also concerned that without open and frank discussion on the many issues that the very ambience that is loved by those who live and visit Hyams for could be destroyed. Although some would argue that it is already destroyed by the throngs of people who descend daily with little regard for the fragile environment to which they visit.

It is my intent that from the discussions to be had with the residents that there will be further low cost actions that may be taken prior to the Easter Holidays.

I also wish to take this opportunity to commend the work that was undertaken by all staff over the summer, often in less than ideal circumstances. You are exemplary in your undertaking of this work.

CL18.26 Christmas Activities - Huskisson, Hyams Beach and Bandalong

HPERM Ref: D18/7123

Group: Planning Environment & Development Group
Section: Building & Compliance Services

Purpose / Summary

To provide an update on the service provided to Huskisson, Hyams Beach and Bandalong by staff during the 2017/2018 peak summer holiday period.

Recommendation

1. That the report be received for information
2. That consideration be given to providing ongoing staffing for the 2018/2019 year. This will require a budget of \$126,000.00 and allocated as follows:

Area	Budget
Ranger Services	\$50,000.00
Tourism	\$20,000.00
Traffic management (including 2 VMS)	\$40,000.00
Waste services	\$13,000.00
Media / Communications	\$3,000.00
Total	\$126,000.00

3. That consideration be given to the purchase of variable message board signs (VMS) to assist with future peak summer holiday periods to reduce the costs of hiring. These signs can also be utilised by Council for other festivals, events and emergency situations.
4. That a working party be formed to assess long term strategic and sustainable infrastructure solutions to current and potential hotspots throughout the region, taking into consideration the Sustainable Tourism Model currently being created and that a report be prepared for Councils consideration later in the year.

Options

1. Council approve the recommendations
Implications: This will be a cost to Council but there are benefits including the good will and positive feedback for the region and businesses. There will be some offsets for penalties issued during this period.
2. Council not approve the recommendations
Implications: Council may be criticised for not doing enough in the highly visible tourist locations and this may have impacts on return visitation and business.

3. Council adopt an alternative recommendation.

Background

The Shoalhaven is increasingly becoming a destination for day trippers and holiday makers, to the point where, in peak visitation times, some coastal locations experience conditions where residential use is significantly impacted and pressures on infrastructure and service provision are extreme. Population estimates during the peak summer holiday period can swell from 100,000 to 400,000.

This increase in population puts pressure on services and facilities and this is particularly the case on some of our most popular areas such as Huskisson, Hyams Beach and Bandalong. These locations have experienced significant traffic congestion, lack of parking, illegal camping, high levels of waste generation and littering during peak visitation times.

A report to Council on 28 March 2017 resolved to provide funding for staffing at Huskisson and Hyams Beach and also to report back to Council following the 2017/2018 peak summer holiday period. Prior to the period commencing, it was agreed to include additional resources to Bandalong following separate representations from the Red Head Villages Association.

Report

The peak summer holiday operation commenced on Tuesday 26 December 2017 and was completed on Sunday 14 January 2018 (i.e. 20 days). Ranger staff also worked in the area for the remainder of January up to and including the Australia Day long weekend. The figures presented in this report deal with the period up to and including 14 January 2018.

The following additional services were provided:

- Six (6) tourist information staff, two each at Huskisson, Hyams Beach and Boat Harbour Beach in Bandalong.
- One (1) Ranger at Hyams Beach and another Ranger to move between Huskisson and Hyams Beach.
- One (1) Ranger on regular patrols at Bandalong.
- Three (3) traffic control officers at Hyams Beach.
- Three (3) commercial skip bins at Hyams Beach with each to be emptied daily.
- Variable message board signs (VMS) to be placed on Naval College Road advising tourists on the parking conditions at Hyams Beach and another at the Bandalong turnoff advising on no unauthorised camping.

Staff were very much “hands on” in regard to dealings with residents and visitors, with general feedback being the service was very much appreciated and certainly beneficial. Residents were encouraged to provide updates to staff and their concerns were addressed promptly. There were some negative tourist comments for Hyams Beach including the time it took to drive to the area, the lack of parking and traffic congestion.

Tourism

Tourism set up stalls in the northern park on Cyrus Street opposite Bamboo Avenue Hyams Beach, in White Sands Park Huskisson and in the reserve at Boat Harbour Beach Bandalong.

Tourism staff had 9 paid staff working over 55 shifts with 6 volunteers working 30 shifts (Local Ambassador programme). Staff also walked the main shopping precinct of Huskisson handing out tourist booklets.

It is estimated that tourism staff spoke to approximately 4000 people during the period providing them with information on activities and how to get to other attractions. They also fielded general questions on where to find toilets, carparking and the location of caravan parks. The 100 beach challenge was very well received.



Photograph No.1:- a view of Tourist Information at the White Sands Reserve Huskisson.

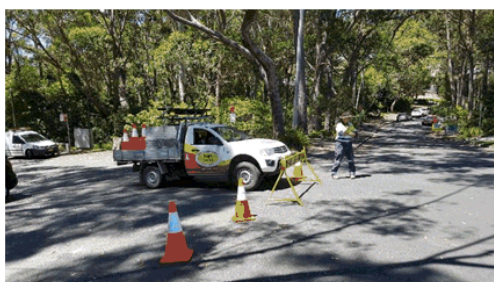
Traffic control at Hyams Beach

There are 3 main beaches at Hyams Beach, being Chinamans Beach, Little Hyams Beach and Seamans Beach. On the busy days, it was estimated that over 1500 people were on Seamans Beach alone.

Traffic control were located at the southern carpark entrance on Cyrus Street, at the "T" intersection of Cyrus Street and Booderee Road and at the northern end of Cyrus Street and Anemone Avenue. Once the village was filled at the southern end of Hyams Beach, cars were diverted to the northern end. This usually occurred by 10.30 am on each day.

Locals advised that Friday 5 January 2018 was the busiest day they had ever seen at Hyams Beach. The village was completely full and traffic was grid locked by 11.00 am. One resident started counting cars coming into Hyams Beach and estimated 200 cars per hour were entering with only 40 cars an hour leaving.

The variable message board sign (VMS) on Naval College Road was changed regularly to reflect the traffic conditions in the morning. The sign indicated there was limited parking at Hyams Beach and this was changed during the day to indicate when the parking was full. Many people ignored the VMS and continued to drive to Hyams Beach. On one day, the traffic was such that a Ranger was positioned at Navel College Road advising people not to enter because the area was full.





Photographs No 2, 3 and 4:- Views of traffic control at Seamans Beach carpark and Cyrus Street and a view of the VMS on Navel College Road.

Ranger activities

It was proposed to have one Ranger stationed at Hyams Beach and another to move between Huskisson and Hyams Beach each day. By the end of the first week it became evident that additional resources were required at Hyams Beach. An additional Ranger was provided to assist with traffic control and parking patrol officers were also engaged to provide assistance.

Rangers patrolled Huskisson, Hyams Beach and Bendalong between 5.30 am and 6.00 am and in the late evening to address illegal camping and garbage issues. In the evening, people were advised not to illegally camp and were provided with a pamphlet concerning fines that could be imposed should they choose to ignore the warnings. Fines were mostly issued to people found sleeping in their vehicles or on the beach. Rangers also moved more widely and visited other nearby beaches to address complaints received about illegal camping.



Photographs No. 5 and No.6:- A view of unauthorised camping on beaches

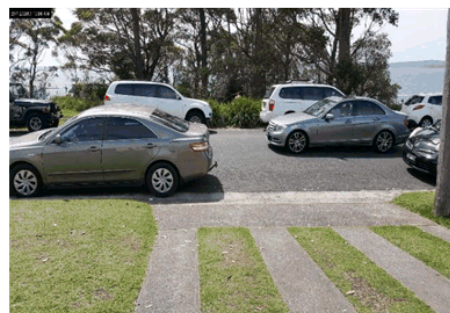
Ranger patrols of Bendalong were completed twice a day and these were sometimes as late as 9.00 pm in the evening. This brought council compliments and positive feedback for preventing unruly behaviour and patrolling beaches where dogs were creating a nuisance. The photograph below shows a fire that was lit by illegal campers and reinforces the need to have camping in approved designated areas.



Photograph No.7:- A view of campfire that had spread to bushland.

Parking was a major issue in Huskisson and Hyams Beach with both Rangers and Parking Patrol Officers kept very busy during the period. A significant number of cautions were issued to people and many people obeyed the advice given to them. Penalties were generally issued when the situation was dangerous or in obvious breach of the road rules. This includes parking over footpaths, too close to intersections and across driveways.

As there is no time restricted parking at Hyams Beach, motorists could legally park all day. This added to the lack of parking turnover and increased the frustration of many tourists. Consideration should be given to time limited parking during peak periods together with clearly delineating carparking spaces on the roadway so as to maximise car parking availability.



Photographs No.8, 9, 10 and 11:- views of unauthorised parking at Hyams Beach.

The following penalty notices were issued by Ranger Services during the period.

Penalty offence	Huskisson	Hyams Beach	Bendalong	Total fines	Rate	Total value
No stopping	16	40	7	63	\$257.00	\$16,191.00
Stop across driveway	1	20		21	\$110.00	\$2,310.00
Park in disabled zone	8	1		9	\$549.00	\$4,941.00
Not park in direction of traffic		40		40	\$183.00	\$7,320.00
Stop within 10 metres of an intersection		33	1	34	\$257.00	\$8,738.00
Not stand in marked space	12			12	\$108.00	\$1,296.00
Not park rear to kerb	49		1	50	\$110.00	\$5,500.00
Disobey sign / Illegal camping etc.	23	2	10	35	\$110.00	\$3,850.00
Other fines & animal related		54	11	65	\$330.00 (average)	\$21,450.00
Stop on path strip	12	13	4	29	\$110.00	\$3,190.00
Total	121	203	34	358		\$74,786.00

Waste Services

Rubbish removal at Hyams Beach had a high priority during the period, with 3 skip bins being full and overflowing daily. Waste Services provided a great response with their clean-up crew attending each site at 6.00 am, cleaning up rubbish and litter in the vicinity. They also prepared the area before visitors arrived. Each day started fresh.



Photograph No.12:- a view of the two bins located at Hyams Beach.

Media services

Council's media team have been active over the peak summer holiday period putting out many press releases and Facebook posts. Often these were completed on very short notice and they have been well received by the public and staff at the pinch areas.

WIN TV were also very supportive filming at Hyams Beach including interviews with local residents and Rangers.

Cost of the programme

Council approved a budget of \$50,000 at its ordinary meeting on 28 March 2017. The following costs were incurred for the service provided to Huskisson, Hyams Beach and Bendalong.

Item	Actual costs	Budget
Tourism wages (9 staff covering 55 shifts)	\$16,500.00	\$17,000.00
Marquees	\$1,300.00	
Tables and chairs	\$100.00	
Staff ancillaries (water, sunscreen, first aid kits, etc.)	\$400.00	
Waste Services	\$13,000.00	\$13,000.00
Traffic Control wages (3 staff per day at Hyams Beach)	\$32,000.00	\$7,000.00
2 VMS (2 @ \$800 per week for 5 weeks)	\$8,000.00	
Ranger Services wages	\$46,700.00	\$13,000.00
Bendalong (Contractor \$500 per day for 30 days)		
Huskisson/Hyams Beach (82 Ranger shifts including Parking Patrols Officer shifts) 19 extra overtime shifts.		
Media and Communications	\$2,500.00	
Total cost	\$120,500.00	\$50,000.00

Bendalong was not factored into the original budget and this alone has a cost implication of approximately \$25,000.00 of which \$15,000.00 was dedicated to Ranger services.

Tourism also had 6 volunteers sharing 30 shifts during this period. This was a saving of \$8,500.00 for Council.

When the income from penalties (\$74,786.00) is added to the budget (\$50,000.00) the total income is \$124,786.00. This is close to balancing expenditure.

Way forward

This programme has obviously delivered a range of benefits and provided a level of management which has mitigated the potential adverse impacts of the very high tourist visitation rates.

It is recommended that the programme continue for the 2018/2019 peak summer holiday period. Taking into account that there will be some offsets for infringement notices issued, it is recommended that a budget of \$126,000.00 be provided and split in the following areas:

Area	Budget
Ranger Services	\$50,000.00
Tourism	\$20,000.00
Traffic management (including 2 VMS)	\$40,000.00
Waste services	\$13,000.00
Media / Communications	\$3,000.00
Total	\$126,000.00

The VMS provide critical information for motorists. At \$800.00 per week per sign, this is a significant cost. It is recommended that Council consider the purchase of three VMS facilities with these being stored one each at Bomaderry, Woollamia, and Ulladulla depots. These can then be utilised throughout the year for other events.

Council also needs to focus on the long term parking and congestion issues at both Huskisson and Hyams Beach. It is recommended that the task force be created to discuss options and prepare a report for Council's consideration later in the year.

CL18.9 Notice of Motion - Addressing the Needs of Shoalhaven Residents during the Tourism Peak Season

HPERM Ref: D18/12832

Submitted by: Cllr Andrew Guile

Purpose / Summary

The following Notice of Motion, of which due notice has been given, is submitted for Council's consideration.

Recommendation

Part A

That Shoalhaven City Council acknowledges the shortfall in the planning and delivery of tourism infrastructure and management programs that led to unacceptable impacts on the amenity of some residents and communities during the summer tourism peak season.

Council particularly notes the continued forbearance and endurance of the residents of Hyams Beach as well as the diligence and commitment of 'on the ground' Council staff who have worked with limited resources to manage these challenges over previous weeks.

Council wishes to inform residents of its future intentions to address both these current and emerging issues by resolving the following policy positions:

1. Tourism in the Shoalhaven is a welcome economic and social activity that provides mutual benefits to both visitors and local residents.
2. Access to the Shoalhaven from the major population centres of Greater Sydney and Canberra has improved significantly in recent years leading to further increases in visitation.
3. The peak tourism season in some local communities such as Hyams Beach is having an unacceptable impact on the amenity of local residents.
4. Uncontrolled growth in tourist visitation is likely to put other local communities at risk of loss of amenity as well as suffering environmental damage without better planning and management.
5. More resources must be invested in tourism and community infrastructure as well as the management of the influx of visitors particularly during the peak season.
6. An ongoing failure to manage these issues will have a detrimental impact on the holiday experience of people choosing to visit the Shoalhaven.
7. Shoalhaven residents and business owners should not be expected by Council to entirely bear the increased costs of tourism infrastructure and management through ever increasing rates and charges.
8. The introduction of revenue raising measures that would allow for visitors to the Shoalhaven to make a financial contribution toward the costs of tourism infrastructure improvement and demand management.
9. Any revenue raising measures introduced to address tourism related infrastructure and demand management must be hypothecated or 'ring-fenced' to a fund dedicated solely

to the improvement of tourism infrastructure and demand management programs that improve the amenity of local residents and the experience of our visitors.

10. Any local introduction of revenue raising measures should be negotiated in partnership with local chambers of commerce or similar commercial representatives.

11. Systems introduced to facilitate these policy initiatives should make use of smart phone technology.

Part B

As a response to Part A of this motion, the General Manager is requested to give priority to reporting to Council measures suitable for implementation consistent with each statement in order to bring relief to Shoalhaven rate payers and residents.

These measures might include though should not be limited to:

- The introduction of paid parking on the condition that residents and ratepayers (who are already funding local government infrastructure and services) are exempted by way of the issuing of resident parking identification. (Note: while 'tip' vouchers are currently provided to rate-payers, parking passes should also be available to all residents.)
- Traffic and transport plans to control holiday traffic access to high demand areas with an initial focus on Hyams Beach.
- Permanent infrastructure and management plans for Hyams beach including shuttle services and header carparks.
- 24 hour ranger activity should be considered in identified areas during the peak tourism season to monitor disturbances, dogs on beaches and illegal parking and camping as well as other priority matters relevant to the tourism peak season.
- Waste management
- Public toilet facilities and maintenance of their cleanliness
- Facilities for parking of motorhomes, caravans, busses and vehicles with trailers / boats.

Note by the General Manager

The business paper provides an update on the service provided to Huskisson, Hyams Beach and Bandalong by staff during the 2017/2018 peak summer holiday period.

That report (CL18.??) provides a recommended way forward and Council may wish to consider this Notice of Motion in conjunction with that report.

CL18.10 Notice of Motion - Hyams Beach - Park & Ride

HPERM Ref: D18/22354

Submitted by: Cllr Kaye Gartner

Purpose / Summary

The following Notice of Motion, of which due notice has been given, is submitted for Council's consideration.

Recommendation

That Council prepare a report on potential solutions for the congestion of tourist vehicles in Hyams Beach during peak tourist seasons.

The report should:

1. Review the effectiveness of tourism Pop Up location with a view to relocating on Jervis Bay Rd.
2. Review the training and job description of Rangers directing traffic in the village.
3. Consider the feasibility of implementing a seasonal park and ride service for visitors wanting to enjoy the beach
4. Provide a budget for the cost of adding, during peak times, a temporary park and ride service to the existing visitor management strategies.
5. Consider any potential impacts on other communities of the redirection of traffic away from Hyams Beach

Background

Much has been made of congestion and dangerous traffic conditions at Hyams Beach, and indeed Sunday Jan 7 was chaotic.

Similarly on that weekend, the Fire Brigade was called to Greenfields beach where illegal fires were left smouldering, campervans were overnighing at Plantation Point, and residents complained about increasing noise from increasing numbers of jet skis off Nelsons Beach.

Thankfully, Red Head Villages are experiencing a quieter and more managed holiday season.

Volunteers on Tourism Pop Ups have noticed that visitors are happy to be directed to less congested beaches when they interact with locals and receive a brochure with maps.

Hyams Beach village and beaches will always be popular with visitors - Shoalhaven locals and tourists alike. However, like many historical towns and centres in Europe, its beach village design and character is not suitable for large volumes of cars and traffic.

Many European cities prohibit the entry of visitor cars in order to reduce congestion, and thereby maintain amenity. Further, the prohibition of visitor cars means the precinct character can be enjoyed maintained for the enjoyment of residents and visitors alike. (See Tourism and Transport: Issues and Agendas for the new millennium, ed Les M Lumsden)

Tourism and Transport: Issues and Agendas for the new millennium

<https://books.google.com.au/books?id=M7aoAgAAQBAJ&pg=PA95&lpg=PA95&dq=restricting+private+cars+in+tourist+locations&source=bl&ots=h1mdbjox91&sig=OzD6AmaWkcdS72NIRWPCBVIB5fw&hl=en&sa=X&ved=0ahUKEwjDI5GyrszYAhWGebwKHWO5CDsQ6AEITjAH#v=onepage&q=restricting%20private%20cars%20in%20tourist%20locations&f=false>

Note by the General Manager

The business paper provides an update on the service provided to Huskisson, Hyams Beach and Bendalong by staff during the 2017/2018 peak summer holiday period.

That report (CL18.??) provides a recommended way forward and Council may wish to consider this Notice of Motion in conjunction with that report.

TA18.6 Visitors Services Report

HPERM Ref: D18/19908

Group: Finance Corporate & Community Services Group
Section: Tourism

Purpose / Summary

To give an update of Visitor Information Services for September to December 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.

Sussex Pop Up Visitor Information Display

Sussex Inlet Tourism with the support of Shoalhaven Tourism have run the pop up Visitor Information Booth over the Christmas period in Sussex Inlet. The event was very successful and one we hope to continue to support and grow. Training in Sussex Inlet was performed in November and 10 members became 'official' Ambassadors of the Shoalhaven. It is very pleasing to have some of the community formally recognised as part of the Ambassador Program. They operated from their new mobile stand which has been a big hit with the tourists and local alike. The Sussex Inlet community have proven to be very passionate tourism advocates and we thank them for their ongoing support and commitment to this great service.

Vincentia Pop Up Visitor Information Display

The Vincentia community also held a mobile Visitor Information Booth for the first time this summer for two weeks with over 500 inquiries handled. There were 12 volunteers inducted into the Shoalhaven Ambassador program with a further 9 also turning up to assist. The Ambassadors performed an excellent service in providing local information to the visitors in a friendly and welcoming manner and we thank the Vincentia community for making the effort to be involved. We will continue to work with this community to assist in providing services in the region.

Huskisson Mobile Tourism Van and Mobile Tourism Booth at Hyams Beach

The Jervis Bay mobile stands were very well received by locals and visitors. Many locals were asking questions and collecting information for visitors that were coming to the area for their holidays. Great comments were received from visitors who appreciated any information that we could provide on activities, must see places and accommodation options.

Bendalong Mobile display

As a trial this year, a mobile tourism display was set up at Bendalong Beach for the first three weekends in the busy holiday period post Christmas. There were less enquiries than

expected, with most visitors at Bandalong there for a specific purpose; e.g. fishing; going to the beach. Many visitors were not interested in any extra information as they knew the area well.

Additional rangers and message boards were also in place in the area. On review of the trial, it is not recommended that Tourism continue being present in this location going forward.

Ambassador 2nd intake

The 2nd intake was held on the 18th October with 10 volunteers attending on the day. The day was a huge success with the volunteers expressing positive enthusiasm to be part of our program. The Ambassadors have begun assisting at the Nowra VIC, and many were part of our mobile tourism project out in regions. Two more intakes were performed in November and December for the specific locations of Sussex Inlet and Vincentia.

Visitor Centre Supervisor Updates

I am pleased to announce that Nikki McVeigh has been employed as the new Visitor Centre Supervisor. Currently relieving a Maternity leave vacancy, Nikki has done a fantastic job and has shown her ability to handle many and varied issues that come the way of a supervisor in such a busy location. We wish Nikki all the best and welcome her as part of our team.

Lindsay Conway is due back with us early March and George has been Acting in the supervisor role until her return. We have had nothing but positive feedback about George and the team. A huge thanks to George as well, who is doing an amazing job juggling such a busy summer region.

TA18.6

ENQUIRIES – MOBILE VISITOR CENTRES

Christmas 2017/2018	No of enquiries
Huskisson	1150
Hyam's Beach	2126
Bandalong	49
Vincentia	559
Sussex Inlet	887

Comments:

All centres were very well received by visitors to the areas.

Many inquiries were answered, mainly referring to directions, beaches, accommodation, nature-based and recreational activities.

FINANCIALS

The table below shows income and expenditure figures for Quarter 2 broken down into business units and compared to last year's results.

INCOME NOWRA

Description	Q2 2017/18	Q2 2016/17	Variation	YTD 2017/18	YTD 2016/17	YTD Variation	
Souvenirs	3321	2022	+1299	7459	3774	3685	+97
Books/Maps	3254	1884	+1370	6206	4715	1491	+31
Local Product	5677	3625	+2052	9562	6096	3466	+56
Total				23227	14585	8642	+59

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Comments:

Sales have shown a significant increase of over 50% year on year.

These figures indicate the increased recognition of the new location of the VIS, and the desire for local products.

INCOME - ULLADULLA

Description	Q2 2017/18	Q2 2016/17	Variation	YTD 2017/18	YTD 2016/17	YTD Variation	%
Souvenirs	4340	4838	-498	6770	8764	-1994	-22
Books/Maps	1702	1459	+243	2538	2066	472	+22
Local Product	6284	5709	+321	9938	6847	3091	+45
Total				19246	17677	1569	+9

Comments:

Income:

- Sales results for Ulladulla are up almost 10% Year on Year.
- The number of souvenir stock range has been physically reduced Year On Year (YOY) and as a result, an expected reduction in sales.
- Local product sales have increased considerably on last year. More local product has been sourced so we can grow this market and fill the demand for local product sought by visitors.

ENQUIRIES - NOWRA

Description	Q2 2017/18	Q2 2016/17	Variation	YTD 2017/18	YTD 2016/17	YTD Variation	%
Counter	5328	5311	+17	9765	8933	832	+9
Emails	1036	2843	-1807	2755	5459	-2704	-49
Phone	3848	3929	-81	6601	6928	-327	-4

Comments:

- The visitor numbers to the counter continue to increase, with a result of almost 10% year to date compared to last year. The new location of the Visitor Centre is becoming established in the marketplace.
- The trend to access information online is also continuing to increase, resulting in less email inquiries. Also, supervisor emails are no longer included in these figures which will impact on email figures for this year.

ENQUIRIES - ULLADULLA

Description	Q2 2017/18	Q2 2016/17	Variation	YTD 2017/18	YTD 2016/17	YTD Variation	%
Counter	4940	4858	+82	8182	8114	68	+1
Emails	29	10	+19	51	15	36	+240
Phone	1867	1810	+57	3417	3211	206	+6

Comments:

- Ulladulla is maintaining its position as a major destination within Shoalhaven Tourism.

BOOEASY

Description	Q2 2017/18	Q2 2016/17	Variation	YTD 2017/18	YTD 2016/17	YTD Variation	%
Sales	52187	51265	922	88527	91269	-2742	-3
Paid to Operators	46145	45368	777	78356	81079	-2723	-3
Commission earned	6042	5897	145	10171	10190	-19	

Comments:

- Sales for BookEasy have been down during the first quarter of the year. This is partly due to the intense competition from other online providers, and some issues associated with the increase uptake of Channel Managers. After a promotional campaign, sales were up for the month of September YOY and expected to grow with the launch of the new shoalhaven.com website. The second quarter of the year has been more positive with an improvement on last year, reversing some of the downturn in the first quarter.

GOALS FOR QUARTER 3

- Investigation of staff restructure at Visitor Services Nowra
- Continuation of volunteer recruitment
- Review of supplementary Visitor Centres

Exceptions

Hoping to check if there are any STAG members who wish to take a more active role in Visitor Services via:

- Joining the Volunteer Ambassadors, either as a volunteer or attending training sessions to welcome and coordinate volunteers?
- Being a part of a working group to look at Supplementary Centres. We have many businesses out in region who support tourism formally supplementary Centres. Joe has completed a review with recommendations for consideration. A 'sounding board' Working Group to give advice and any ideas on strategy would be welcomed before we report back to STAG formally.

TA18.7 Chair's Report

HPERM Ref: D18/28124

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 Group receive the Chair's Report for information.

A note from the Chair:

Welcome back everyone. I hope that this year we will see some great discussions and outcomes from our STAG meetings.

The summer has seen a wonderful influx of tourists into the Shoalhaven. I have been told that the Ambassadors have done an outstanding job and have been well received by visitors. The Visitor Information Centre has also been busy and have provided some fantastic customer service to visitors.

The Hyams Beach debate continues and the Tourism Manager, Coralie Bell, will provide an update as part of her Tourism Manager Report. There has been lots of media discussion and Council are investigating ways to improve this continuing problem. However, it was enlightening to hear that the Council Rangers have been highly praised by locals for their efforts over this busy period.

The 100 Beach Challenge has proved very successful and this initiative, on top of the Unspoilt campaign, are both instrumental in the increase in tourism and economic growth in the Shoalhaven.

I believe that the Unspoilt campaign results for 2017 are outstanding and although the figures aren't public I have it on good authority that the results have been great.

The Queen's Baton Relay should prove to be a great community event and once again raise awareness of our beautiful city. Welcome and thanks to Monica Willis who ran the Queens Baton Relay for Council and has been sitting with the Tourism Team for the organisation of this event.

Welcome and farewell to Lauren Beaufile who started as the new Digital Marketing Assistant, but after 8 short weeks has chosen to follow another direction. Recruitment has again started for this position so stay tuned to meet another new team member soon!

Some other great upcoming events are the South Coast Soul Festival and The Shoalhaven Surfing Pro Junior. These events are set to bring over \$14 Million in economic benefit to the Shoalhaven.

It was disappointing to hear that Craig Milburn, Director Finance Corporate and Community Services, will be leaving to take up another position with Kempsey Council. Craig has been a great support to both myself and STAG and although we wish him all the best, we will be sad to see him leave.

The LGNSW Tourism Conference 2018 will be held in Parkes from Monday 12 March until Wednesday 14 March. Hopefully some STAG members will be able to attend and submit a report back to STAG after the event.

It's also the time of year again when we recruit new STAG members. Thanks so much to everyone who has put time and energy into helping support tourism in our region and I look forward to seeing who will apply (or reapply) for the 4 now vacant positions.

I look forward to working with you all again in 2018.

Lynn Locke
Shoalhaven Tourism Advisory Group Chair.

TA18.8 Strategy Working Group Update - 360 Model

HPERM Ref: D18/45993

Group: Finance Corporate & Community Services Group
Section: Tourism

Attachments: 1. DRAFT Situation Analysis Report Dec 17 (under separate cover) [↗](#)

Purpose / Summary

To update on the progress of the Destination 360 Model.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group

1. Receive the report for information.

Options

1. Receive the report for information.

Implications: Shoalhaven Tourism staff and the Strategy Working Group will continue to work on the Destination 360 Model.

2. Request more information.

Background

Shoalhaven Tourism has in the past worked with a Tourism Master Plan, with the primary driver of success being economic, aiming to drive expenditure to \$1b by 2020.

It has been recognised by the Shoalhaven Tourism Advisory Group (STAG) in recent years that future long-term plans need to define success more broadly. The development of the DRAFT 360 model, yet to go to Council to be formally adopted, is based on the premise that long-term sustainability of the tourism industry overall should no longer just be measured on economic growth, but on 4 key pillars; healthy community, healthy environment, healthy economy and healthy customer experience. It recognises that each are corner stones, and important to the industry success.

The 360 Model sets out to measures 'acceptable ranges of optimal conditions' across all 4 pillars, with the aim that the model can be used as an early indicator of issues that may arise, so that adaptive planning and management can be implemented in partnership with relevant stakeholders. This is currently unprecedented in a regional local government area in NSW. Traditionally tourism and other areas (community / environment etc) often working in isolation from each other with competing priorities. This is an industry leading initiative of STAG and Shoalhaven Tourism and will ultimately be referred to Council with recommendations for strategic direction and adoption.

It is also important to remember that the model is not locked in and set forever. It can be grown, adapted and implemented differently as time goes by and we learn together. It is

intended that there be a 'management group' with key stakeholders set up to assist in adaptive management long term. Looking at tourism impacts across all key pillars and how we can better work together. It is not intended as a tool for only tourism but a starting point for a long-term collaboration and conversation.

Community Engagement

The stakeholder engagement has been used to:

- Inform stakeholders of the purpose and scope of the project, and how they can have input and be involved
- Seek ideas from stakeholders on what they believe healthy tourism in the Shoalhaven means (optimal conditions)
- Seek ideas from stakeholders on what could be measured to suggest healthy tourism (indicators)

Who was consulted?

The main opportunities for engagement to date have been extensive and include:

1. 30 face to face meetings in the region;
2. Telephone meetings for those unavailable during the face to face meetings;
3. A workshop with the STAG; and
4. A presentation at NR&FMC meeting at Sussex Inlet
5. 2 Community consultation workshops, one in Nowra and one in Ulladulla
6. Workshop with the STAG Strategy Working Group

Policy Implications

If recommended and adopted by STAG and Council, the Destination 360 model will have a significant change in the way Tourism success is monitored and planned for in the future, with success being measured of 4 key pillars of long term sustainability, economic, environmental, community and customer. Planning will be more collaborative and agile to adaptively manage the fast-paced needs of the industry.

Financial Implications

There are no specific budget implications at this time, implementation of the 360 Model is planned to be within the operational tourism budget.

Risk Implications

The Destination 360 model is designed to monitor key indicators to reduce risk to the industry overall long term.

Where are we up to?

The Working Group have been working with consultants to finalise the Optimal Conditions. See attached situation report and final optimal conditions below.

<ol style="list-style-type: none"> 1. Local coastal systems are healthy 2. Bushland systems are healthy 3. Waste management facilities and services meets peak period demands 4. Local beaches are clean of rubbish 	<ol style="list-style-type: none"> 1. Shoalhaven is a safe place to live and work 2. Special places are healthy for local residents to use 3. Traffic does not compromise access and amenity for local residents 4. Local residents value the visitor economy and its benefits to them
Economy	Visitor Experience
<ol style="list-style-type: none"> 1. Visitation is consistent throughout the year 2. Visitor yield is increasing at a greater rate than visitation 3. Businesses demonstrate vitality and resilience 4. Year-round employment opportunities exist for local residents 5. Destination marketing is effective 	<ol style="list-style-type: none"> 1. Overnight visitors come to experience the essence of the region 2. Overnight visitors experience the essence of the region 3. Overnight visitors are very satisfied with their experience 4. Shoalhaven is an inclusive tourism region

What now?

We are now working through the best ways to measure optimal conditions and agree on adaptive management options that are within budgets.

A report will be provided to STAG and to Council once complete.

TA18.9 Support Request - Byron Shire Council - Tourism Accommodation Levy (Bed Tax)

HPERM Ref: D18/28830

Group: Finance Corporate & Community Services Group
Section: Tourism

Attachments: 1. Support Request - Tourism Accommodation Levy Trial [↓](#)
2. Previous Council Report - Revenue Options [↓](#)

Purpose / Summary

Consider a request received from Byron Shire Council for support for the NSW Government to establish an expression of interest process for Local Government Areas (LGA's) to act as trial locations for possible tourism accommodation levy (bed tax).

Recommendation (Item to be determined under delegated authority)

1. That the STAG considers the report from the Strategy and Assets Committee and determine a recommendation for Council's further consideration.

Options

1. Recommend to Council that they do provide a letter of support.

Implications: There are minimal direct implications for Council at this stage. Byron Shire Council want the NSW Government to consider an expression of interest process for LGA's to trial a tourism accommodation levy. They have sought letters of support from Councils. Should they be successful then Shoalhaven could subsequently consider expressing an interest in being part of the trial. If not, then at the very least Council could learn from their experience, before reconsidering whether to pursue a similar approach in Shoalhaven.

2. Recommend to Council that they do not provide a letter of support.

Implications: There are minimal direct implications for Council, other than missing an opportunity to support a Council facing similar tourism issues as Shoalhaven. It should be recognised that 'bed tax' is a rather controversial topic and Council may receive backlash locally if Byron Bay is publicly supported in this request. Shoalhaven should closely follow the actions of Byron Bay without providing public support at this time.

Background

Council has received a letter (see **Attachment 1**) from Simon Richardson the Mayor of Byron Shire Council seeking Council support for the NSW Government to establish an expression of interest process for Local Government Areas (LGA's) to act as trial locations

for possible tourism accommodation levy (bed tax). The letter has been sent to all Councils in NSW.

This report seeks direction on the request given its relevance to Shoalhaven.

Council met at Strategy and Assets in January and have requested a recommendation from STAG on this issue.

Proposal/Request Overview

The letter notes that in some LGA's considerable strain is placed on the local community (infrastructure etc.) due to growing visitor/tourist numbers. In Byron's case it is noted that the LGA has 32,000 residents and 15,000 ratepayers, but is visited by an extra 2.1M people a year. As such they believe there is a need to explore revenue raising options to help meet the demands outside normal mechanisms (special rate variations are mentioned).

The letter suggests that tourism accommodation levy (bed tax) has been used around the world as a way of raising revenue from visitors to help fund their infrastructure impacts. It is suggested that this type of levy has minimal negative impact on visitor numbers or their expenditure.

Byron Shire Council's website contains some additional information on this subject, see:

<http://www.byron.nsw.gov.au/faq/what-about-a-bed-tax-or-tourism-tax-why-not-bring-one-in>

The letter concludes that Byron Shire Council would welcome the opportunity to trial a tourism levy and is seeking support in this regard.

Previous Consideration

Council previously considered a report ('Revenue Options Follow Up Report') on the 18th July 2017 (see **Attachment 2**) that looked at the ability to apply a levy or similar on properties that supply accommodation to the tourism industry and are essentially a business. This was essentially aimed at short term holiday rentals.

Council resolved as follows (MIN17.617):

1. *Note the information in the report; and*
2. *Prepare a detailed motion and supporting documentation to the Local Government Conference for an amendment to the Local Government Act 1993, giving Council the authority to deem that business is being carried out on residential property in relation to applying commercial ratings and equity (Similar to those powers councils have to deem properties as rural).*

Short Term Holiday Rentals

The NSW Government has published an "Options Paper" seeking to provide a regulatory framework for short-term holiday rentals (STHL).

Council resolved in October 2017 to:

Make a submission to the NSW Government on the Options Paper: Short Term Holiday Letting in NSW consistent with the content of the report and continue to be involved as required in any outcomes that eventuates.

Council continues to be actively involved in this process, advocating for a State-wide approach that is flexible enough to respond to a variety of scenarios brought about by the growth of short-term holiday rental to metropolitan and regional parts of the State.

Councils submission concluded that: “Given the significance of STHL to tourism in Shoalhaven, Council has had an ongoing and active involvement in this issue and still supports our current approach or one that is similar (essentially “light-touch”) where the majority do not need consent or approval, but problematic ones can be regulated”.

At this point the outcome in this regard is unknown, but the NSW Government has indicated that following the release of the Options Paper and the responses to it, the government will decide whether to pursue the regulation of STHL.

It may be difficult to consider a tourism levy or bed tax on dwellings that are used for STHL if there is no system of formal registration or similar for such premises. At present Council’s resolved position is to not step in and fully regulate this type of use.

Bed Tax – Other Examples

Overall, the implementation of a bed tax has been controversial in other areas of Australia. There have been many reports in the Byron Shire media where associations and businesses are against the implementation of a bed tax. Some of the media commentary in this regard is available at the following links:

- <http://www.abc.net.au/news/2016-12-15/byron-bay-bed-tax-idea-opposed-by-accommodation-group/8123626>
- <https://www.dailytelegraph.com.au/news/nsw/byron-bay-proposal-to-hit-tourist-with-bed-tax-in-bid-to-fund-infrastructure/news-story/02f84b55915874d0472a7fdc5815b72c>
- <https://www.byronnews.com.au/news/bed-tax-idea-just-wont-lay-down/3138371/>

The Queensland Government has also been trying to introduce a bed tax for some time with some opposition and conflicting opinions. Some of the media commentary in this regard is available at the following links:

- <http://www.ttf.org.au/queenslands-proposed-bed-tax-the-national-aviation-network-and-trans-tasman-tourism/>
- <https://www.frasercoastchronicle.com.au/news/queensland-tourism-board/2273627/>
- <https://www.thechronicle.com.au/news/toowoomba-tourism-operators-reject-5-bed-tax-plan/3155860/>

Auckland, New Zealand, has recently passed a bed tax, also with mixed responses across the country. Some of the media commentary in this regard is available at the following links:

- http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=11867655
- <https://www.hotelmanagement.com.au/2017/07/21/aucklands-new-hotel-tax-slammed-new-zealands-tourism-minister/>
- <https://www.stuff.co.nz/business/94084938/Auckland-bed-tax-battle-highlights-search-for-tourism-funding>

Conclusion

Shoalhaven is a very popular tourist destination and STHL plays a significant role in the local tourism economy. The outcome of the NSW Government’s “Options Paper” on a possible regulatory framework for STHL is unknown, but it is hoped that any state-wide approach will be flexible enough to respond to a variety of scenarios brought about by the growth of short-term holiday rental to metropolitan and regional parts of NSW.

Given that Council has previously shown some interest in a tourism levy/bed tax, there may be some value in Council supporting Byron Shire Council trialling a Tourist Accommodation Levy and providing a letter in support of this proposed action. If the requested trial proceeds, Council could learn from its outcomes, before reconsidering whether to pursue a similar approach in Shoalhaven. However, it should be considered that there is a lot of public opinion regarding bed tax and there is potential for mixed reactions from business and community.

Community Engagement

No specific community engagement is required at this point as Council is only being asked for a letter of support. Should Council consider implementing a tourism levy in the future detailed community and industry engagement would be required and essential.

Policy Implications

The NSW Governments position on the regulation of STHL is not known at present.

Financial Implications

None at this point. This will require detailed consideration should Council consider implementing a tourism levy in the future.



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BSC File No: E2017/109566

29 November 2017

Dear General Manager, Mayor and Councillors

Seeking support for a trial of a Tourism Accommodation Levy (Bed Tax)

Council is writing to seek your support for the State Government to establish an expression of interest process seeking submissions from Local Government Areas to act as trial locations for the implementation and management of a trial tourism accommodation levy (bed tax).

Though grateful for the jobs and economic opportunities that tourism provides; for a Shire with only 32,000 residents and just 15,000 ratepayers, Council and our community are straining under the enormous weight of an extra 2.1 million extra people a year (and greater growth expected to come).

There is a need to explore revenue raising options not currently available to us; as what is currently on the table is insufficient for our needs and fails our community. We need to explore and implement processes to raise revenue that go beyond simply requesting locals pay more. The recent special rate variation ensured locals were required to pay more for our infrastructure improvements and this is fair-to a point. The problem with raising the funds through special rate variations though, is once more our base community is funding all of the infrastructure upgrade and renewal. Council had no alternative but to seek revenue from locals, now, we need to obtain more financial support from the visitors who use our infrastructure to assist the community to work on Council's infrastructure back-log of \$40M.

A tourism accommodation levy (bed tax) has been used around the world for decades as a way to raise revenue from visitors in order to fund the infrastructure impacts by visitation. This tax/levy has had minimal negative impact on visitation numbers and/or expenditure.

We would welcome the opportunity to trial the implementation of a tourism accommodation levy in Byron Shire to assist in alleviating the stress placed on our local communities and infrastructure and seek your support.

I look forward to your response.

Kind regards

Simon Richardson
MAYOR



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THE BUNDJALUNG PEOPLE

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SA17.176 Revenue Options Follow Up Report

HPERM Ref: D17/198634

Group: Finance Corporate & Community Services Group

Purpose / Summary

To report back to Council on resolutions from the Extraordinary Council meeting of 1 February 2017 in relation to possible alternate funding options, levy's and tourist accommodation charges.

Recommendation (Item to be determined under delegated authority)

That Council note the information provided in this report.

Options

1. Council adopt the recommendation as stated

Implications: No further action will be undertaken outside the normal operational practice of seeking all possible revenue opportunities.

2. Council can choose to make an alternate recommendation

Implications: The implications will be dependent on the actual resolution made.

Background

At the Extraordinary Council meeting on 1 February 2017 Council made the following resolutions as part of an 11 part resolution about the proposed Special Rate Variation

6. *The General Manager report back to Council on how Council could capture any business that is operating from residential premises and re-categorise to business and if there are any legislative hurdles should Council wish to pursue this as an ongoing part of revenue review. This should include the cost for resourcing such a project- this suggestion was put to Council by concerned ratepayers.*
7. *The General Manager report back if any other Councils apply a levy or any other mechanism to increase rates on those properties that are known to supply accommodation to the tourism industry and are essentially a business- these properties would be those listed by real estate agents and online mechanisms such as Air BnB and Stayz –this suggestion has been raised by concerned business operators.*
8. *The General Manager also report back on any measures that can be used to essentially pass some of the financial burden of maintaining assets onto the many tourist that come to the Shoalhaven, suggestions that have come through include parking meters for peak tourist times and places and bed taxes. The report should also include any legislative or resourcing issues for such matters.*
9. *In reporting back could the General Manager please comment on any timing issues that could be foreseen if such mechanisms were to be adopted by Council.*

SA17.176

TA18.9 - Attachment 2

This report provides information in response to these resolutions.

Under Sec 516 Land is to be categorised as residential if it is a parcel of rateable land valued as one assessment and:

- (a) its dominant use is for residential accommodation (otherwise than as a hotel, motel, guest-house, backpacker hostel or nursing home or any other form of residential accommodation (not being a boarding house or a lodging house) prescribed by the regulations), (the regulations prescribe that caravan parks and manufactured home estates are not to be categorised as residential and retirement villages, serviced apartments or time-shares are to be categorised as residential) or
- (b) in the case of vacant land, it is zoned or otherwise designated for use under an environmental planning instrument (with or without development consent) for residential purposes, or
- (c) it is rural residential land.

Under the current LG Act our options are extremely limited. Special rates and sub-categories are options available but staff do not believe Council could apply these to address this issue, due to this type of accommodation often being scattered amongst normal business and residential properties.

Special rates would need to apply to all land, which would benefit from any special rate not just those that are being used as tourist accommodation, that is, all the business or residential properties in the nominated area would be subject to the special rates.

A special rate category (sub-category) for tourist accommodation would also not be possible again due to the location of the tourist accommodation. Sub-categories must either be within a 'centre of population' for residential or 'centre of activity' for business. All land within that sub-category must be levied the same. Staff do not believe that Council would be able to create a residential sub-category for tourist accommodation using a 'centre of population'.

From a rating perspective staff do not believe that Council would be able to extract more dollars from tourists.

A tourism levy, as such, would not be possible under rating but perhaps it could be a fee of some sort that could be charged on these types of properties. This would then have to be charged by an invoice being raised by Accounts Receivable. If Council were to go down this path, Council would need to ensure that it had a system in place that would allow the tracking of tourist accommodation properties. Both the commencement of and termination of this type of accommodation being offered would need to be recorded and Council would also need to determine if it would be an annual charge or a seasonal charge depending on the type of tourist accommodation. Staff do not believe that rating systems are designed for this type of data collection.

Special Rates

OLG Council Rating and Revenue Raising Manual

Sec 495 of the Act enables council to make a special rate for or towards meeting the cost of any "works, services, facilities or activities" provided or undertaken, or proposed to be provided or undertaken, by council within the whole or any part of council's area, other than "domestic waste management services".

By virtue of Sec 495(2), the special rate is to be levied on such rateable land in council's area as, in council's "opinion":

- benefits or will benefit from the works, services, facilities or activities; or
- contributes or will contribute to the need for the works, services, facilities or activities; or
- has or will have access to the works, services, facilities or activities.

SA17.176

TA18.9 - Attachment 2

With respect to local rates, council is required to form a certain "opinion" as a necessary precondition to the making and levying of a special rate. It is the land which will benefit from, contribute to the need for, or have access to the particular works, services, facilities or activities the subject of the rate. Council must define, with some precision, the work, service, facility or activity in question which will benefit, etc., the land.

The opinion must correspond exactly with the "substance" and "effect" of the rate, that is, all land rated must be identical to the land which will benefit from, contribute to the need for, or have access to the particular works, services, facilities or activities the subject of the rate. Thus, the rate must not be levied on any land which will not, in council's reasonable opinion, benefit from, contribute to the need for, or have access to those works, services, facilities or activities. All land which will, in council's reasonable opinion, benefit from, contribute to the need for, or have access to those works, services, facilities or activities must be rated.

Sub-Categories

LG Act – Sec 529 Rate may be the same or different within a category

(1) Before making an ordinary rate, a council may determine a sub-category or sub-categories for one or more categories of rateable land in its area.

(2) A sub-category may be determined:

- (a) for the category "farmland"—according to the intensity of land use, the irrigability of the land or economic factors affecting the land, or
- (b) for the category "residential"—according to whether the land is rural residential land or is within a centre of population, or
- (c) for the category "mining"—according to the kind of mining involved, or
- (d) for the category "business"—according to a centre of activity.

OLG Council Rating and Revenue Raising Manual

It is for council to consider the definition when making decisions about sub-categories for the purpose of residential rating. Nevertheless the following guidelines are provided for councils:

- Separate towns or villages may be regarded as discrete centres of population.
- Wherever contiguous urban development exists the criteria that should be present in order to constitute a centre of population are:
 - that there is a discernible community of interest amongst the residents which differs from those living outside that part of the area; and,
 - that part of the council area is independently serviced by infrastructure which reflects the focus of that part of the area as a centre of population.
- A centre of population should not be a device intended to enable rating variations within an homogeneous suburb or suburbs, or by street, or by any special feature such as proximity to water.

It is clear that sub-categorisation on the basis of centres of population may have limited application within the suburbs of the main urban centres.

Other options

There has been discussion by some Council's about the introduction of a tourism levy or bed tax. No evidence has been found of any council undertaking this in a targeted manner that simply levies accommodation providers. Some Councils do have tourism levies. These are either across all commercial/business categories or across all ratepayers.

There are a number of opportunities that could be considered to seek additional revenue from the tourists who visit the Shoalhaven. These include:-

- Partnership deals with advertisers such as sign boards at key tourism locations that charge rent to companies like ohhh media

SA17.176

TA18.9 - Attachment 2

- Paid parking at key destinations; this could see income from the tourist/visitors. Locals would already have their own parking in their homes or Council could have a local free parking permit system. Such a strategy could reduce numbers of visitors.
- Lobby for state / federal governments to add a bed tax to websites, like an additional booking fee on sites like stayz, Airbnb and the other 50 plus booking channels, so that funds raised go back to LG infrastructure costs. EG "local tourism sustainability fee" on checkout per transaction.
- Fee for service;
 - Fees for operators to run on public land - like beach use for surf schools
 - This could impact how many operators who would want to move or work in the region

In considering this matter Council also need to be mindful of the fact that the tourist inject over \$800Million per year into the local economy. It could be argued that every resident in the Shoalhaven benefits either directly or indirectly from the tourist industry. Commercial, industrial and retail providers already pay rates and in some way they are here due to tourism and therefore are contributing to the costs of the city from business they derive directly and indirectly from tourists.

Community Engagement

Consultation has not occurred with the local community in relation to this report.

Policy Implications

There are no policy implications as a result of this report

Financial Implications

There are no financial implications as a result of this report

SA17.176

TA18.9 - Attachment 2