

## MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

**Meeting Date:** Monday, 26 February 2018  
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra  
**Time:** 5.00pm

The following members were present:

Ms Lynn Locke - Chairperson  
Clr Amanda Findley  
Clr Jo Gash  
Clr Annette Alldrick  
Clr Mark Kitchener – left 6.34pm  
Clr Nina Cheyne – arrived 5.20pm  
Clr Patricia White  
Clr John Levett  
Clr Bob Proudfoot  
Mr Robert Crow  
Mr Neil Rodgers  
Ms Louise Hallum  
Mr Paul McLeod  
Mr David Duffy  
Mr David Goodman – left 6.03pm  
Ms Catherine Shields – arrived 6.15pm  
Ms Annie Cochrane

Others present:

Coralie Bell – Tourism Manager  
Shannon Perry-Hall – Tourism Investments and Events Specialist  
Kristy Mayhew – Tourism Marketing Specialist  
Morgan Sant  
Greg Binskin - DSSS  
Steve Lawson - DSSS

### PRESENTATIONS

**TA18.10 Update on Hyams Beach - community presentation  
(Morgan Sant)**

**HPERM Ref:  
D18/41629**

Note: Catherine Shields arrived at the meeting at 5.15pm

Morgan Sant provided a presentation and an edited Video which was based on the clip that appeared on A Currant Affair.

The purpose of the presentation was to update members of the Shoalhaven Tourism Advisory Group on Hyams Beach issues from the CCB perspective.

**TA18.1 Presentation by Destination Sydney Surrounds South -  
Greg Binskin & Steve Lawson****HPERM Ref:  
D18/21368**

Greg Binskin from DSSS provided a presentation (to be circulated to members with the Minutes).

The purpose of the presentation was to provide STAG members with an update on the activities of the Destination Sydney Surrounds South network.

Note: David Goodman left the meeting at 6.03pm

**Procedural Motion - Bring Item Forward**

**RESOLVED** (Clr Gash / Catherine Shields)

That the matter of Support Request – Byron Shire Council – Tourism Accommodation Levy (Bed Tax) be brought forward for consideration.

CARRIED

**TA18.9 Support Request - Byron Shire Council - Tourism  
Accommodation Levy (Bed Tax)****HPERM Ref:  
D18/28830**

Note: This item was brought forward for consideration.

Coralie Bell – Tourism Manager addressed the information in the report regarding the requested letter of support for Byron Shire to have the bed tax trial.

**Recommendation**

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

**RECOMMENDATION** (Annie Cochrane / Robert Crow)

That the Shoalhaven Tourism Advisory Group request that Council respond to Byron Shire via a Mayoral letter stating the following:

1. At this time the Shoalhaven Tourism Advisory Group and Council does not support the request for a trial of a tourism levy; and
2. The Shoalhaven Tourism Advisory Group and Council support investigation into the issue of revenue raising for Council's to improve their infrastructure.

CARRIED

Note: Paul McLeod abstained from the vote.

**Apologies / Leave of Absence**

An apology was received from Matthew Forbes.

**Confirmation of the Minutes**

**RESOLVED** (Louise Hallum / Annie Cochrane)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 30 October 2017 be confirmed.

CARRIED

**Declarations of Interest**

Nil

**REPORTS****TA18.2 Invitation - Shoalhaven Arts Board Representative****HPERM Ref: D18/3944**

Note: Cllr Kitchener left the meeting at 6.34pm

**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.

**RESOLVED** (Paul McLeod / Cllr Alldrick)

That:

1. Rob Crow 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.

CARRIED

**TA18.3 Events and Investment****HPERM Ref: D18/8690**

Shannan Perry-Hall - Tourism Investments and Events Specialist provided an update to the meeting and advised the following:

The State Government have announced the second round of incubator funding for July-December and Council has been working with the Bay Games, Wallinga Park, South Coast Food Alliance, Elite Energy, Kangaroo Valley Craft Beer Festival and Writers Festival for possible grant opportunities.

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

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

**RESOLVED** (Clr Aldrick / Catherine Shields)

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

CARRIED

#### **TA18.5 Tourism Manager's Report**

**HPERM Ref:  
D18/19610**

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

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

**RESOLVED** (Clr Gash / Robert Crow)

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

CARRIED

#### **TA18.6 Visitors Services Report**

**HPERM Ref:  
D18/19908**

Coralie Bell – Tourism Manager addressed the meeting and advised that Council is looking for volunteers to be a part of a Working Group for supplementary Centres.

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

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

**RESOLVED** (Clr Gash / Catherine Shields)

That:

1. The the Shoalhaven Tourism Advisory Group receive the Visitors Services Report for information.
2. Clr Gash and David Duffy be invited to the Working Group.

CARRIED

#### **TA18.7 Chair's Report**

**HPERM Ref:  
D18/28124**

Noted: The following members have indicated that they will not be re-applying for their positions on the Tourism Advisory Group: Catherine Shields, Matthew Forbes and Annie Cochrane.

The Chair formally thanked the resigning members for their contribution to the Tourism in the Shoalhaven.

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

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

**RESOLVED** (Clr Gash / Catherine Shields)

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

CARRIED

**TA18.8 Strategy Working Group Update - 360 Model**

**HPERM Ref:  
D18/45993**

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

That the Shoalhaven Tourism Advisory Group

1. Receive the report for information.

**RESOLVED** (Annie Cochrane / Clr Alldrick)

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

CARRIED

**TA18.9 SUPPORT REQUEST - BYRON SHIRE COUNCIL -  
TOURISM ACCOMMODATION LEVY (BED TAX)**

**HPERM REF:  
D18/28830**

Item dealt with earlier in the meeting.

## **ADDENDUM REPORTS**

**TA18.11 Destination Marketing**

**HPERM Ref:  
D18/20068**

Kristy Mayhew – Destination Marketing Specialist provided an overview on the report.

An Arts and Culture Working Group is being established and Tourism staff are seeking volunteers. Robert Crow advised that he would volunteer. It was also suggested that Julie Sidlem be contacted.

Note: It was suggested there are many ways 100 Beach Challenge could be developed further going forward.

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

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

**RESOLVED** (By consent)

That:

1. The Shoalhaven Tourism Advisory Group receive the Destination Marketing Report for information.
2. Robert Crow be invited to the Arts and Culture Working Group

CARRIED

## GENERAL BUSINESS

### TA18.12 Destination NSW Flagship Funding Panel

Shannan Perry-Hall - Tourism Investments and Events Specialist - advised that in relation to the Event Funding Application, she has been given the opportunity to sit on the Destination NSW Flagship Funding Panel and was seeking feedback from the Group on some suggested changes she has in mind for Shoalhaven Tourism Event Funding support.

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

That the following members be invited to the Working Group in relation to Event Funding:

1. Lynn Locke
2. Catherine Shields
3. Louise Hallum
4. Robert Crow

CARRIED

There being no further business, the meeting concluded, the time being 7.13pm.

Ms Lynn Locke  
CHAIRPERSON