

MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

Meeting Date: Monday, 15 February 2021
Location: Council Chambers / Microsoft Teams
Time: 5.05pm

The following members were present:

Mr Robert Crow - Chairperson
Mr David Goodman
Mr Neil Rodgers – (Remotely)
Mr David Duffy – (Remotely)
Ms Brenda Sambrook – (Remotely)
Ms Juliet Barr
Mr Mat Lock – (Remotely)
Mr Mark Thirlwall – (Remotely)
Mr David Fleeting

Others present:

Coralie Bell – Section Manage - Tourism
Joe Puglisi – Visitors Services Manager
Demi McGregor – Digital Marketing Assistant
Greg Winchester – Event Liaison Officer

Apologies / Leave of Absence

An apology was received from Clr White.

Confirmation of the Minutes

RESOLVED (David Goodman / Brenda Sambrook)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 26 October 2020 be confirmed.

CARRIED

Declarations of Interest

Nil

REPORTS

TA21.1 Tourism Manager Update

HPERM Ref: D21/9697

Coralie Bell – Section Manager Tourism addressed the meeting and advised that there were no exceptions to the report.

The members were advised that recruitment for the Tourism Events & Investment Specialist Shannan's role is underway.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (David Goodman / David Fleeting)

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

CARRIED

TA21.2 Destination Marketing

HPERM Ref: D21/4645

Demi McGregor – Digital Marketing Assistant addressed the meeting and advised that there were no exceptions to the report and highlighted the following pages in the report:

- Page 17 – Users of the website
- Page 26 – Quarterly Overview

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Juliet Barr / David Goodman)

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

CARRIED

TA21.3 Events Report

HPERM Ref: D21/6639

Coralie Bell addressed the meeting and advised there were no exceptions to the report and highlighted that Greg Winchester is working in an ever changing environment due to changing restrictions by NSW Health.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Juliet Barr / David Goodman)

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

CARRIED

TA21.4 Visitor Services Update

HPERM Ref: D21/5152

Joe Puglisi – Visitors Services Manager addressed the meeting and advised that there are no exceptions to the report and highlighted the following:

- The comment from local providers is that it's one of their best summers ever.
- Feedback from local operators and people is that they are friendly locals and helpful.
- Starting to sell tickets for SEC events from May 2020

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (David Fleeting / Brenda Sambrook)

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

CARRIED

TA21.5 Chair's Report

**HPERM Ref:
D21/26997**

The Chairperson advised there were no exceptions to the report and thanked all the members and staff for maintaining the commitment to convene meetings going forward.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Brenda Sambrook / David Fleeting)

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

CARRIED

TA21.6 River Festival Update

**HPERM Ref:
D21/21579**

David Fleeting addressed the meeting and advised that as the event was cancelled last year, it has been difficult to keep the momentum going. The Committee is still thinking to aim for October this year, and there are a number of things that will need to take place for this to happen.

Trying to keep the event going regardless will be a challenge as will be how well it can occur even if it is a restricted event to a Region only event.

The River Festival Committee will develop a plan and report back to a future STAG Meeting.

At the last meeting, securing a briefing from the contractors of the Nowra Bridge project was raised. Fulton Hogan and Transport NSW have advised they are happy to provide a briefing.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Brenda Sambrook / David Duffy)

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

CARRIED

GENERAL BUSINESS

TA21.7 Councillors Update

**HPERM Ref:
D21/21509**

An update will be provided at the next meeting.

TA21.8 Industry Feedback

**HPERM Ref:
D21/21526**

The members held a discussion, and the following points were raised:

- Communication – Working Groups
 - Coralie advised that she is happy for the Working Groups to meet outside STAG meetings.
- With snap Border closures, what can we do to further reach NSW to shop Shoalhaven?
- Small walks brochure deserves visibility and more exposure.
- What's happening at the Arts Centre and Gallery
- Staff will touch base with Silo's regarding the impact of the Roadworks and their plan going forward.

TA21.9 Sports Board Update

**HPERM Ref:
D21/21531**

David Goodman advised that there was an event last week in the Shoalhaven, "Best Week of Golf", held at Worrigea, St Georges Basin, Shoalhaven Heads and Nowra. In attendance were 120 competitors from other parts of NSW. It was a success and will be back next year.

In April another big competition will take place for seniors and ladies over a 3 day event with approximately 200 golfers.

There being no further business, the meeting concluded, the time being 6.54pm.

Mr Robert Crow
CHAIRPERSON