

Shoalhaven Tourism Advisory Group

Meeting Date: Wednesday, 24 March, 2021

Location: Email Meeting

Time:

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 - 15 February 2021.....1

3. Reports

- TA21.10 Shoalhaven Tourism Advisory Group - Extension of Membership5

4. General Business

Membership

Mr Rob Crow - Chairperson

Mr Mark Thirlwall – Deputy Chairperson

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

Mr David Goodman (Chairperson - Shoalhaven Sports Board)

Mr Neil Rodgers

Ms Brenda Sambrook

Dr James Lin

Ms Kylie Pickett

Ms Juliet Barr

Mr David Duffy – NSW National Parks & Wildlife Service representative

Mr Mat Lock

Mr David Fleeting

Quorum – 7

Role and Purpose

- 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.

Delegated Authority

- 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, 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 Worrigeer, 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

TA21.10 Shoalhaven Tourism Advisory Group - Extension of Membership

HPERM Ref: D21/100240

Department: Tourism

Approver: Robert Domm, Director - City Futures

Attachments: 1. STAG Terms of Reference [↓](#)

Reason for Report

To formally extend the Shoalhaven Tourism Advisory Group memberships that are due to expire this year and the memberships that expired last year.

Recommendation

That the Shoalhaven Tourism Advisory Group request that Council:

1. Endorse the recommendation to extend current memberships for the Shoalhaven Tourism Advisory Group
2. Extend the following members to October 2021:
 - a. James Lin
 - b. Brenda Sambrook
 - c. Juliet Barr
3. Extend the following members to October 2022:
 - a. Rob Crow
 - b. Mat Lock
 - c. Mark Thirwall
 - d. David Fleeting
 - e. Neil Rogers
4. Formally acknowledge the resignation of Kylie Pickett and thank Kylie for her service and commitment as a member of the Shoalhaven Advisory Group.
5. Move the upcoming STAG meeting on 19 April 2021 to 10 May 2021 to allow time for confirmation of new memberships via Council's Ordinary meeting.

Options

1. As recommended above.

Implications: Approving this recommendation will provide STAG with a continuity of experienced industry-based representatives in line with the Terms of Reference.

2. Formally thank all STAG members who have retired and recruit nine (9) new members.

Implications: Recruiting nine (9) new members will potentially result in risks such as lack of continuity, recruitment of a Chair and Deputy Chair and not having a quorum in the upcoming STAG meeting. Should a new Council be elected in September this year, they may decide to restructure the committee and new recruitment need to occur.

3. Formally thank STAG members recruited in 2018 and recruit new members. Extend the memberships of those STAG members recruited in 2019 for another 18 months.

Implications: Recruiting three (3) new members will potentially result in risks such as lack of continuity and not having a quorum in the next upcoming meeting. Should a new Council be elected in September this year, they may decide to restructure the committee and new recruitment to occur.

Background

Membership for the Shoalhaven Tourism Advisory Group (STAG) consists of a maximum of nine (9) industry members, with a quorum of five (5). Membership is for two (2) years and is staggered between two groups of members as to always keep quorum and continuity.

The expiration of Shoalhaven Tourism Advisory (STAG) members was missed due to Bushfires and COVID-19 resulting in the cancellations of numerous 2020 meetings. In order to continue the function of the Shoalhaven Tourism Advisory Group (STAG) memberships must be resolved by Council.

With the Local Government elections this year, and new Council representatives appointed in September, recruiting new Shoalhaven Tourism Advisory Group (STAG) members before then is not preferable as a new Council may decide to make changes to committees. In an uncertain and changing tourism climate, an experienced industry group is important to guide Council and industry through this time and help to sustain jobs and economic growth.

STAG Membership

In accordance with the Terms of Reference of the Shoalhaven Tourism Advisory Group, the following members had their memberships resolved at Council's Ordinary Meeting on 27 March 2018. Their membership expired in March 2020.

- James Lin
- Kylie Pickett
- Brenda Sambrook
- Juliet Barr

The following members had their memberships resolved at Council's Ordinary meeting on 25 March 2019 and their memberships are due to expire on 25 March 2021.

- Rob Crowe (Chair)
- Mat Lock
- Mark Thirwall (Deputy Chair)
- David Fleeting
- Neil Rodgers

The Chairman and the Deputy Chair are also overdue for annual renewal. Shoalhaven Tourism recommend these two positions to be extended another eighteen (18) months, this can be decided by the group at the next meeting.

Next Steps

Endorse the recommendation

Council to endorse the recommendation or alternate option and advise the Shoalhaven Tourism Advisory Group (STAG) of the extension of membership or recruitment of new members. Council staff have spoken to existing members separately who have advised verbally they are happy to continue their positions on the industry group.

STAG to appoint a new Chair and Deputy Chair

Once memberships are confirmed Shoalhaven Tourism Advisory Group (STAG) will appoint a new Chair and Deputy Chair at the next meeting.

Resignation

Formally acknowledge Kylie Pickett's resignation and thank Kylie for her service and commitment to being a member of the Shoalhaven Tourism Advisory Group.

Recruitment

Should the recommendation be endorsed by STAG and Council, Shoalhaven Tourism will be calling for nominations for one (1) vacancy on the Shoalhaven Tourism Advisory Group. The position will be advertised and will be promoted in the Shoalhaven Tourism Newsletter.

STAG meeting date

Should the recommendation be endorsed by STAG, a report will be submitted to Council's Ordinary meeting on 27 April 2021. Should Council endorse the recommendation, the STAG new extended memberships will come into effect as of 27 April 2021. In the interests of members' voting rights and to ensure a quorum, Shoalhaven Tourism recommend the upcoming STAG meeting on 19 April 2021 to be postponed to 10 May 2021.

Risk Implications

Following a difficult 2020 for the Shoalhaven tourism industry, guidance from an experienced industry group is important. Extension of current memberships allows for that stability and guidance to continue and for the existing Shoalhaven Tourism Advisory Group (STAG) members to serve their full term after a number of cancelled meetings when their activity was on hold due to COVID.

If half or more of the members resign, the process of re-recruiting members will result in the lack of a quorum for upcoming meetings and new members could then be subject to more change when the new Council is assembled in September, resulting in unnecessary disruption of the industry group. Re-recruiting some or all new members of STAG may result in a lack of continuity and leadership for the tourism industry of which local tourism operators have already been through many disruptions and hardships.



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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

Terms of Reference - Shoalhaven Tourism Advisory Group

Policy Number: POL17/62 • **Adopted:** 29/07/2014 • **Amended:** 19/05/2015, 23/05/2017 • **Minute Number:** MIN14.511, MIN15.306, MIN17.431 • **File:** 1490E • **Produced By:** Finance Corporate & Community Services Group • **Review Date:** 1/12/2020

1. ROLE AND PURPOSE OF THE ADVISORY GROUP

- 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.

2. RELATIONSHIP TO COUNCIL

The Shoalhaven Tourism Advisory Group is a Section 355/377 Committee of Council.

3. DELEGATED AUTHORITIES

Tourism Advisory Group

- 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.

Shoalhaven Tourism Manager

Separate to the delegation of STAG, the Shoalhaven Tourism Manager, as an employee of Council will:

- Develop and implement activities to achieve objectives in line with STAG recommendations, the Shoalhaven Tourism Master Plan and Councils corporate plan
- Expend budget as authorised under delegated financial authority as defined by Council
- Review and allocate or decline funding program applications in line with approved policies and guidelines

4. MEMBERSHIP

The membership shall comprise of the following delegates:

- All Councillors (2 with voting rights as determined by Council)
- A maximum of 9 skills based Industry Representatives
- A representative of National Parks & Wildlife Service
- Chairperson of the Shoalhaven Sports Board
- The Mayor

Members will be formally appointed by Council.

5. ELECTION/APPOINTMENT

Industry Representatives

- Appointment to the Advisory Group will occur every 2 years
- 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 the Tourism Manager and suitably qualified and independent representatives (Minimum of 3 others) to assess the applications and make recommendations for appointments to Council

Councillors

Council will advise STAG of its appointed representatives. Council at its discretion can replace representatives at a time of its choosing.

6. CASUAL VACANCIES

Should there be a casual vacancy; the Advisory Group will seek applications by appropriate means to fill these vacancies.

7. TERM OF APPOINTMENT

- Appointments will be for a term of 2 years
- 50% of the industry representatives will be required to stand for reappointment every 2 years

8. EXPECTATIONS OF ADVISORY GROUP MEMBERS

- Represent whole of industry
- Actively participate in working groups
- Represent the Advisory Group at events
- Advisory Group members will undertake the prescribed Induction process

Shoalhaven City Council – Shoalhaven Tourism Advisory Group – Terms of Reference

- Pecuniary Interest Returns are required on appointment and annually as required by the Office of Local Government and Council

9. EXECUTIVE POSITIONS

The Advisory Group will appoint a Chairperson and Deputy Chairperson on an annual basis by a vote of members of the Advisory Group.

The role of Chairperson is:-

- To chair the meeting and exercise functions, as determined by STAG.
- To be the spokesperson for the committee, as directed by STAG.
- To advocate for STAG and represent its decisions.
- To sign off minutes endorsed by STAG.
- To call Extraordinary meetings of the Advisory Group

The role of the Deputy Chairperson is to act as Chair when the Chair is not present at meetings.

10. SUB COMMITTEES/WORKING GROUPS/PORTFOLIOS

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

The Group to co-opt individuals as and when required, to contribute to an expert panel or special reference group.

11. ADVISORY GROUP MEETINGS

- Formal Advisory Group Meetings will be held no less than quarterly in a form and format as determined by STAG
- Topics for the Agenda are to be forwarded to the Chairperson no later than 14 days prior to the meeting.
- Agenda and minutes from previous meetings will be circulated to members at least 7 days prior to the meeting.
- Members must declare in writing any interest in any report tabled at the meeting.
- Informal Advisory Group meetings or special meetings will be held as and when required or set by the Advisory Group.
- Costs associated with conducting meetings will be borne by Council on approval of the Tourism Manager.

12. QUORUM

The Quorum is seven (7) members.

Shoalhaven City Council – Shoalhaven Tourism Advisory Group – Terms of Reference

13. VOTING AND RECOMMENDATIONS

- 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 consecutive meetings, then the majority of 60% of those present can adopt a recommendation
- Alternative views are to be minuted
- Where the Tourism Manager deems a funding application requires Advisory Group guidance, an electronic vote via email will be conducted. Members will be required to vote within 72 hours of the vote request. Quorum rules apply in this instance. Results to be advised to the Advisory Group.

14. COMMUNICATION

- Members of the Advisory Group are not permitted to speak to the media as representatives of the Advisory Group unless approved by the Chairperson
- Where approval has been given by the Chairperson, views and opinions expressed are those of the Advisory Group and not of Shoalhaven City Council
- Where endorsement is required from Shoalhaven City Council, approval must be sought through the formal processes

15. PARENT ADVISORY GROUP

Ordinary Council.

16. CODE OF CONDUCT

All members of the Advisory Group are to abide by Council's Code of Conduct.

17. RECORD OF MINUTES

The Advisory Group shall ensure that an agreed written record of each of their meetings is forwarded to Council.

18. STAFF ATTENDANCE

Executive staff are normally required to attend the meetings of the Advisory Group. Other staff at the Directors' discretion or at the Advisory Group's request can attend meetings as required.

19. 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 Advisory Group.

Shoalhaven City Council – Shoalhaven Tourism Advisory Group – Terms of Reference

20. REVIEW

After each election of Council.