

Shoalhaven Tourism Advisory Group

Meeting Date: Monday, 10 May, 2021
Location: Council Chambers, 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 - 24 March 2021 1
3. **Presentations**
 - TA21.11 Rockclimbing - Rob Crow (Owner) - Climb Nowra
A space in the agenda for Rob Crow to present on Climbing in the region as requested by STAG.
4. **Reports**
 - TA21.12 Tourism Manager Update.....3
 - TA21.13 Election of Office Bearers.....6
 - TA21.14 Visitor Services Update 13
 - TA21.15 Destination Marketing 17
 - TA21.16 Chair's Report48
 - TA21.17 River Festival Update.....50
 - TA21.18 Event and Investment Report.....52
5. **General Business**
 - TA21.19 Sports Board Update
A verbal update to be presented by David Goodman, Chair, Shoalhaven Sports Board
 - TA21.20 Industry Feedback
A place in the Agenda for Industry Members to provide any comments on trends, issues or matters they wish STAG to be aware of.
 - TA21.21 Councillors Update
A space in the agenda for Councillors to update STAG members on any tourism related information they have seen in the region (as requested by STAG).

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: Wednesday, 24 March 2021

Location: Email Meeting

Time:

The following members participated:

Mr David Goodman
Mr Robert Crow - Chairperson
Mr David Duffy
Ms Brenda Sambrook
Dr James Lin
Ms Juliet Barr
Mr Mark Thirlwall
Mr David Fleeting

Apologies / Leave of Absence

Nil

Confirmation of the Minutes

RESOLVED (By consent)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 15 February 2021 be confirmed.

CARRIED

Declarations of Interest

Nil

REPORTS

TA21.10 Shoalhaven Tourism Advisory Group - Extension of Membership

**HPERM Ref:
D21/100240**

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 the 19 April 2021 to 10 May 2021 to allow time for confirmation of new memberships via Council's Ordinary meeting.

RECOMMENDATION (By consent)

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 the 19 April 2021 to 10 May 2021 to allow time for confirmation of new memberships via Council's Ordinary meeting.

CARRIED

There being no further business, the meeting concluded.

Mr Robert Crow
CHAIRPERSON

TA21.12 Tourism Manager Update

HPERM Ref: D21/10277

Department: Tourism

Approver: Robert Domm, Director - City Futures

Reason for Report

To give a brief outline of the Tourism Manager's activity over January – March 2021.

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.

Staffing Update

Staffing

- Kate Selig has commenced in the role of Tourism Investment & Events Specialist. Kate comes from Destination NSW and has a diverse background in tourism.
- Coralie Bell is currently acting in the Media & Communication Managers role whilst Kate Crowe is on Maternity leave. Coralie is continuing to head up the Tourism Team.

General

Letters of Support given

Several grants have been available such as the Tourism Experience Enhancement Funds from Destination NSW and others:

- Paperbark Camp
- Jerrinja Aboriginal Land Council
- Worrowing Estate
- Bannisters Hotels
- Arty Farty Party (Kids Festival)
- Surfside Cudmirrah
- Laguna Lodge
- South Coast Food and Wine Festival
- Cupitts Winery
- Willinga Park

Provided feedback on Proposed Planning Changes:

There have been a number of proposed changes to NSW Planning legislation of late, to help bounce back after COVID and to make business easier. Tourism provides a submission to Council's planning department who prepare a combines response from SCC.

- Agritourism - we wrote a submission in support of the Agritourism planning changes which intend to simplify the planning process for small business activities and low-impact agricultural development on NSW farms, such as farm gate sales, farm stays and farm events. This will be considered internally and Council will consider a formal position in the near future.
- Building Back Better Business – we provided internal feedback to support the Industrial and Commercial planning changes that allow for flexibility and diversity in use of industrial areas such as warehouses as event, food and beverage and attractions.

Q3 KPI reporting:

Tourism Manager has reviewed Tourism related KPIs and comments have been submitted to Council's Corporate Performance & Reporting Team.

Memberships of the Shoalhaven Tourism Advisory Group

Following the STAG e-meeting on the 24th March 2021, a report was submitted to the Ordinary Meeting of Council held on Tuesday 27 April 2021 recommending to extend current memberships for the Shoalhaven Tourism Advisory Group. In accordance with the Terms of Reference of the Shoalhaven Tourism Advisory Group, the following members had their memberships resolved at Council Ordinary Meeting 27 April 2021.

- James Lin
- Brenda Sambrook
- Juliet Barr
- Rob Crow
- Mat Lock
- Mark Thirwall
- David Fleeting
- Neil Rodgers

The Chairperson and Deputy Chairperson are overdue for annual renewal, Shoalhaven Tourism recommends that these two positions to be extended another 12 months.

The full STAG Committee includes the following members:

All Councillors

Clr Gash – Voting Delegate

Clr Alldrick – Voting Delegate

Clr Mitchell Pakes - Alternate Voting Delegate

Clr Kitchener – Alternate Voting Delegate

Mr David Goodman, Sports Board Representative

Ms Brenda Sambrook

Ms Juliet Barr
Mr Mat Lock
Mr Mark Thirwall
Mr David Fleeting
Mr Rob Crow
Dr James Lin
Mr Neil Rodgers
Mr David Duffy - NPWS Representative

Attended or presented at

- Recovery Into Resilience Project Team weekly meetings
- Provided feedback to ISJO regarding key priorities on cycling tourism
- Huskisson Triathlon Festival meeting – 14 Jan 2021
- Various Nowra Riverfront Precinct meetings
- Nowra Golf Club meeting – 21 Jan 2021
- Meeting with Strategic Planning regarding Tourist Industrial Zone Berry Bomaderry – 28 Jan 2021
- Met with Berry Business Chamber – 8 Feb 2021
- Agritourism Discussion - 10 Feb 2021
- Feel Creative Tourism Website Strategy meeting – 16 Feb 2021
- AIRBNB Agritourism Webinar – 18 Feb 2021
- L'Étape Australia Communication Sub-Group – 19 Feb 2021
- iVenture and Shoalhaven Tourism meeting – 23rd Feb 2021
- Grand Pacific Drive Discussion – 8 March 2021
- Plantation point master planning workshop – 9 March 2021
- L'Étape Aus - Wet weather contingency – 15 March 2021
- Clubhouse Australian Tourism Happy Hour – 22 March 2021
- Economic Development Australia and Australian Regional Tourism Research into Local Government spend in Economic Development and Tourism – 28 April 2021

Out in region:

- Site visit to Bundanon with state and federal tourism stakeholders – 25 Feb 2021
- Met new Management Team with tour of renovations at North Nowra Tavern – 12 March 2021

Up Next

- Induction and training of our new recruit
- Recruitment of one (1) new STAG member
- Working with City Futures on key projects for the region including Nowra Riverfront Precinct
- Setting Action Plans for 2021/2022 Financial year
- Councillor Briefing Re: Cruise Ships
- LGNSW Tourism Conference Port Macquarie – Coralie Bell is presenting

TA21.12

TA21.13 Election of Office Bearers

HPERM Ref: D21/89108

Department: Tourism

Approver: Robert Domm, Director - City Futures

Attachments: 1. Shoalhaven Tourism Advisory Group - Terms of Reference [↓](#)

Reason for Report

To decide upon Executive positions on the Shoalhaven Tourism Advisory Group.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group

1. Extend the following Chairperson and Deputy Chairperson of the Shoalhaven Tourism Advisory Group to December, 2021 in line with the extension of membership of current members.
 - a. Rob Crow - Chair
 - b. Mark Thirwall – Deputy Chair

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 Chairperson and Deputy Chairperson of STAG and conduct election for new office bearers.

Implications: Recruiting new office bearers will potentially result in risks such as lack of continuity. Should a new Council be elected in September this year, they may decide to restructure the committee and new election for office bearers need to occur.

Background

In accordance with the Terms of Reference of the Shoalhaven Tourism Advisory Group, the Group appoints 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.

TA21.13

Election Process

At the time on the agenda when the election of office bearers is listed, the following process will be followed:

- (1) The chairperson to step down from the chair (unless their position is not up for election). An appropriate Senior Officer of the Council or other official should assume the chair for the nomination process.
- (2) Individually for each position the following is to take place:
 - a. Nominations are called for that position and are acknowledged by the chair
 - i. They may be received in writing prior to the meeting or provided verbally at the meeting
 - ii. The Chair shall confirm acceptance of each nominee prior to their inclusion in the ballot.
 - b. If only one nomination is received, that person is declared as elected
 - c. If more than one nomination is received, the Committee will be asked to resolve whether the election is to take place by open voting (i.e. show of hands) or ordinary ballot (i.e. written votes recorded and provided to the chairperson in secret)
 - d. Where a large number of nominations are received, the Committee may elect to proceed by a preferential ballot, whereby ballots are consecutively taken and the nominee with the least number of votes is excluded from running after each ballot, until there are two preferred candidates remaining and a final ballot is undertaken and declared
 - e. The nominee with the most ballots is declared as elected
 - f. In the event of an equal number of ballots being cast for nominees, the position shall be determined by draw. The name drawn by the chairperson will be appointed to the position

At the conclusion of the elections, the Chairperson shall reassume control of the meeting and proceed with other business.

Next Steps

Endorse the recommendation

Shoalhaven Tourism Advisory Group to endorse the recommendation or alternate option. Council staff have spoken to existing Chairperson and Deputy Chairperson separately who have advised verbally they are happy to continue their positions on the industry group.

Risk Implications

Following a difficult 2020 for the Shoalhaven tourism industry, guidance from an experienced industry group is important. Extension of current Chairperson and Deputy Chairperson allows for that stability and guidance to continue, at least until December when the new positions are appointed for the Group.

Council is assembled in September, resulting in unnecessary disruption of the industry group. Re-recruiting Chairperson and Deputy Chairperson may result in a lack of continuity and leadership for the Shoalhaven Tourism Advisory Group.



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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.

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.

TA21.14 Visitor Services Update

HPERM Ref: D21/90153

Department: Tourism

Approver: Robert Domm, Director - City Futures

Reason for Report

To give an update on Visitor Information Services activity from January 2021 to March 2021

Recommendation (Item to be determined under delegated authority)

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

Options

1. Receive the report for information.
2. Request more information.

Visitor Centres

Both Nowra and Ulladulla Visitor Centres have continued to be very busy during this last quarter, with many accommodation inquiries, and requests for things to do in the Shoalhaven.

- Accommodation bookings continue to be strong for the rest of the year.
- Many Shoalhaven operators have been reporting that this has been the busiest season for many years.
- There has been renewed inquiries for weddings in the area.
- SEC Ticket inquiries and sales are increasing as the Entertainment Centre releases new shows.
- Bookeasy sales are up 200% year on year, due to the agency agreement with Council and its camping grounds.
- Shoalhaven Visitors Services has introduced Live Chat to shoalhaven.com and has been testing its operation.

Volunteer Recruitment

Volunteer/Shoalhaven Ambassador Services have been suspended during the COVID-19 pandemic due to restricted activities at the visitor centre. This included the mobile pop-up centres at Huskisson, Vincentia and Sussex Inlet.

Since the relocation to the Nowra Administration Building, there is limited room and at this stage we have continued with the suspension of Volunteer Services.

A trial was run with the return of one volunteer at the temporary location in the Admin foyer over the last quarter.

The decision has been made to recommence volunteer services upon return to the Shoalhaven Entertainment Centre.

Supplementary Visitor Information Centres

Visitor Services supports ten supplementary visitor centres throughout the Shoalhaven.

The supplementary centres had been visited and stocked in March in preparation for Easter and the upcoming holiday season.

There has been some enquiry to establish some new supplementary centres within the area. This will be reviewed in coming months.

The supplementary centres have reported being very busy over the last three months, with many visitors calling in for some information on activities in the area, and maps.

Familiarisations

Familiarisation (famil) visits are an important part of our operations for the purpose of engaging with our operators and for staff to become familiar with properties, and the facilities that they provide.

However, due to COVID-19, all familiarisation visits to our operators had been suspended.

The situation has been reviewed and famil visits can now go ahead, following Covid-19 guidelines.

Famils will re-commence in the next quarter.

Nowra Visitor Centre Relocation

The Shoalhaven Entertainment Centre renovations have been progressing well. We expect to return to the Entertainment Centre in mid-May.

The Nowra Visitor Centre and Box Office has worked exceptionally well in its temporarily location in the Admin building foyer.

Visitor Centre staff have done an excellent job during this busy period, while maintaining their professionalism in dealing with customers and operators.

Financials

The table below shows income for January 2021 to March 2021, broken down into sales categories and compared to last year's results.

INCOME NOWRA

Description	Jan 2021 to Mar 2021	Jan 2020 to Mar 2020	Variance	YTD +/- *	YOY +/- **
Souvenirs	\$1,114	\$1,597	-\$453	-33%	-27%
Books/Maps	\$1,244	\$1,686	-\$442	+23%	+21%
Local Product	\$1,515	\$1,748	-\$233	-40%	-36%
Total	\$3,903	\$5,031	-\$1,128	-22%	-16%

*YTD +/- shows the % difference between the total income for the current financial Year to Date vs the same period last year.

** YOY +/- shows the % difference between the total income for the 12-month period vs the same period last year - Year on Year. This is useful to reflect impacts of seasonality.

Comments:

While operating in the temporary site, our full merchandise range could not be fully displayed. This has negatively impacted the sales.

We have been investigating the implementation of online sales to boost revenue.

Bookeasy sales have increased by 200% YTD, due to strong bookings at Council's showgrounds.

INCOME ULLADULLA

Description	Jan 2021 to Mar 2021	Jan 2020 to Mar 2020	Variance	YTD* +/-	YOY +/-**
Souvenirs	\$1,475	\$3,060	-\$1,585	-45%	-45%
Books/Maps	\$1,071	\$921	+\$150	-9%	-8%
Local Product	\$3,530	\$4,037	- \$507	-29%	-26%
Total	\$6,076	\$8,018	-\$1,942	-22%	-30%

*YTD +/- shows the % difference between the total income for the current financial Year to Date vs the same period last year.

** YOY +/- shows the % difference between the total income for the 12-month period vs the same period last year - Year on Year. This is useful to reflect impacts of seasonality.

Comments:

Due to COVID-19, merchandise stands were moved from the prime selling positions, and the amount of stock on display was reduced.

Sales have started to increase since COVID-19 has eased.

ENQUIRIES - NOWRA

Description	Jan 2021 to Mar 2021 Total Number	Jan 2020 to Mar 2020 Total Number	Variation Total Number	YTD* +/-	YOY +/-**
Counter	3,946	3,435	+511	-46%	-44%
Emails	1553	1,042	+511	-1%	-1%
Phone SEC	1,182	1,884	-702	-58%	-50%
Phone VIS	4,652	1,813	+2,839	+150%	+113%
Phone Total	5,834	3,697	+2,137	+30%	+25%
Volunteer	18	214	-196	-96%	-90%
Total	11,351	8,388	+2,963	-12%	-10%

*YTD +/- shows the % difference between the total number of enquiries for the current financial Year to Date (YTD) vs the same period last year.

** YOY +/- shows the % difference between the total number of inquiries for the 12-month period vs the same period last year - Year on Year. This is useful to reflect impacts of seasonality.

Comments:

Number of visitors to the counter have been affected by COVID-19, and to the temporary relocation of the Visitor centre. However, the year-on-year figure is improving.

Nowra has achieved a 35% increase in inquiries for this quarter compared to last year, due to the centre being very busy during this period as many more visitors have discovered the Shoalhaven.

There has been a large increase in phone calls to the Visitor Centre, with 14,406 calls been received to end of Quarter three. This figure is set to increase with the return of SEC ticket sales, as shows recommence in May.

ENQUIRIES - ULLADULLA

Description	Jan 2021 to Mar 2021 Total Number	Jan 2020 to Mar 2020 Total Number	Variation Total Number	YTD* +/-	YOY +/-**
Counter	3,137	2,582	+555	-8%	-8%
Emails	26	9	+17	+100%	0%
Phone	1,596	1,105	+491	-4%	+10%
Volunteer	0	0	0	0%	0%
Total	4,758	3,696	+1,062	-5%	-2%

*YTD +/- shows the % difference between the total number of enquiries for the current financial Year to Date vs the same period last year.

** YOY +/- shows the % difference between the total number of inquiries for the 12-month period vs the same period last year - Year on Year. This is useful to reflect impacts of seasonality.

Comments:

The Ulladulla area has been extremely busy over the period, resulting in more inquiries to the visitor centre.

What's Next – Quarter Four

- Continue support and review of Supplementary Visitor Centres.
- Maintain contact with operators, offering advice and information, including links to helpful resources and information.
- Return Visitor Services back to the Shoalhaven Entertainment Centre.
- Assess and introduce online shopping option for merchandise sales.
- Recommence volunteer services to the Visitor Centre.

TA21.15 Destination Marketing

HPERM Ref: D21/94644

Department: Tourism

Approver: Robert Domm, Director - City Futures

Attachments: 1. Tourism Adventure Campaign Strategy - Autumn 2021 [↓](#)
2. Aboriginal Advisory Committee Report - Tourism Marketing Update [↓](#)

Reason for Report

To provide a summary of Destination Marketing activity from January 2021 – March 2021

Recommendation (Item to be determined under delegated authority)

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

Options

1. Receive the report for information.
2. Request more information.

Industry News

Dine & Discover

Shoalhaven businesses topped New South Wales for pickup of Dine & Discover Vouchers with 187 businesses offering the vouchers to consumers in time for Easter.

New Precinct Marketing Partnerships

- Shoalhaven Film Project, a multi-part series on recovery of the community from bushfires produced by Michael Pignataro from Essential Film, and Allan Baptist featuring interviews and destination content.
- Cooperative of Business Events South Coast and Bangalay Luxury Villas and Dining to create a business events promo video for the region.

New Product

[The Social](#) - new small bar in Wason St, Ulladulla with relaxed vibe and gourmet snacks.

[Harvest Bar](#) - moved from Milton to the old grounds of St Isidore on Crooybar Rd.

[Island Sushi](#) - reopened in food truck at Lakeside Cudmirrah Park for now.

[South Yeast Brewing Co](#) - new brewery and brewpub with food trucks in South Nowra.

[Picnic Naturally Jervis Bay](#) - new picnic creator for beach and bush set ups.

[Brows and Bouquets](#) - Gypsy Carmen, florist and Batari Brows, brow bar in Ulladulla.

[Ookini Japanese Kitchen](#) - new Japanese food truck frequenting breweries and markets.

Publicity

Overview

A publicity campaign for Autumn Adventure has resulted in a large amount of diverse editorial earned, alongside a large number of organic articles for the region, totalling around 200 articles for the quarter.

Highlights

Publication	Reach	Links / Update
Nine Travel	1.08M	Australia's Favourite Beach Holiday Destinations - Including Jervis Bay
Vogue Living	34K	The Best Australian Coastal Towns to Visit Next - Including Mollymook
Urbanlist	1.2M	Level Up Your Next Local Escape, These are 12 Of the Best Regional Hotels in NSW - Including Shoalhaven Heads, Huskisson, and Mollymook
SBS Food	334K	Immerse yourself in Australia's bush tucker experiences - Including Berry
News.com.au	3.3million	NSW spots surprise in TripAdvisor's top 10 emerging destinations list
Daily Telegraph	280K	South coast eats: Here are some of the best places to eat in the Shoalhaven
Concrete Playground	747K	Twenty Romantic Getaways You Can Book on the South Coast and in the Southern Highlands - Including Bawley Point, Nowra, Termeil, Callala Bay, Nelligen, Kangaroo Valley, Pebbly Beach, Milton, Vincentia
Concrete Playground	747K	Nine Sports Where You Can Camp, Hike and Swim with your Dog in New South Wales - Including Bandalong and Currarong
Canberra Times	101K	Ten Great Spots to Soak Up the End of Summer - Including Bannisters
GQ	76K	14 Pit Stops Between Sydney and Melbourne You Can't Afford to Miss - Including Ulladulla, Huskisson, Berry, Worrigeer, Milton
Sitchu	75K	Long Weekend Getaways for the Whole Family - Including Berry, Mollymook, and Jervis Bay
Daily Telegraph	280K	Best NSW holiday destinations for Easter long weekend in 2021 - Including Jervis Bay
Time Out Sydney	1.03M	The best cheap holiday destinations in New South Wales - Including Huskisson
AWOL	1.3M	Why A Trip To Shoalhaven NSW Is So Much More Than Just Stunning Beaches - Including Kangaroo Valley, Cambewarra, Huskisson, and Currarong
Local Editorial		
ABC Illawarra Radio	8.1million	Interview piece with She Who Hunts Op Shops on her visit to Shoalhaven
South Coast Register	6K	Nowra Eateries Encourage Locals to Apply for Dine and Discover Vouchers

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Peak Season Marketing Strategies

- As usual, for peak season communication strategies were put in place to disperse visitors including targeted posts on social media, partner web updates, and live traffic posts. Conscious Traveller and 100 Beach Challenge messaging was the lead.

- Feedback from summer holiday pre-emptive marketing for Hyams Beach was positive with heavy utilisation in the village but no major issues.
- Easter pre-emptive marketing helped to disperse people on a very warm and busy weekend, no major issues were encountered.

Autumn Adventure Campaign – In Market

- During February and March, the Adventure campaign was in market promoting nature-based tourism with local guides to provide a deeper connection to place and country, and in turn more conscious and sustainable travellers.
- Top tier media famils with two-to-three-day itineraries were organised in March with Daily Telegraph ESCAPE, AWOL, Time Out Magazine and news.com.au.
- A full week Instagram meet up with five local up-and-coming photographers and professional Australian-based International photographer, Robert King (220K Instagram) was organised resulting in 25 posts, 8 reels and 200+ photos for the library.
- A key partnership with Australian Geographic and Australian Geographic Adventure was pivotal for campaign brand awareness, with two 10-page editorial pieces in each plus a double page ad and digital advertising.
- An editorial and advertising campaign with Wellbeing and Wild Magazines were booked to promote the wellness side of nature-based tourism.
- Google and social media ads were deployed to generate leads direct to the shoalhaven.com/adventure landing page.

Below is the double page ad for Adventure as well as a montage of images from the photographers instameet.



TA21.15



TA21.15

Visitor Guide – in Progress

- The team is currently working the next 64-page guide for release in September.
- Current stocks of the 2020 guide will last through, omitting the need for a 2021 guide altogether.
- 80 – 100,000 copies to be produced to allow for flexibility in demand for print material in a post-COVID world.
- The advertising response has been very positive (approximately total 18 pages at the time of the report).
- An editorial brief for external writer has been completed.

- The request for a quote for print is in market.

Wine and Whales - Planning

- The wine and whales campaign will lead our marketing activity for winter and spring 2021.
- This campaign ran in 2020 with exposure in publications such as Gourmet Traveller, Channel 7, and Broadsheet but was cut short due to COVID-19.
- This years’ editorial and famil targets include SMH Traveller, The Australian, Concrete Playground.
- Digital media advertising and press release will be launched in late-April.
- An additional food tourism angle will run alongside wine and whales with focus on Slow Food South Coasts’, ‘Snail of Approval’ and ‘Chef’s Alliance’ program.

Below is an example a print and digital placements for wine and whales:



TA21.15

Aboriginal Product Development

- The Marketing team is working with around 13 Aboriginal operators one-on-one to assist the development of cultural product in the region.
- Discussions are ongoing with Destination NSW (Sandy Wilkins) regarding support through their ‘First Program’ including potential in-region workshops with NATOC (National Aboriginal Tourism Operators Council).
- The team is investigating new resources in region due to the Aboriginal Business Advisory Initiative such as referrals to the local [AEDO](#) Network (Aboriginal Enterprise Development Officer) to improve training, education, employment and business outcomes.
- Operators in the region would find value in mentorship programs, therefore the team is investigating the [NIAA](#) (National Indigenous Australians Agency)

programs which have tourism grants and a national mentoring program (\$10 million over four years).

- A report was prepared and is attached for the Aboriginal Advisory Committee (meeting 3 May) consisting of marketing and product updates as well as discussions around collaboration with STAG as discussed at the February meeting, see Attachment 2. At the time of writing this report the committee had not yet met to discuss this report.

Other Projects

- Business events product development
- Refreshing inclusive tourism content
- Grand Pacific Drive collaboration
- Digital Asset Management project (content library)

Digital Marketing

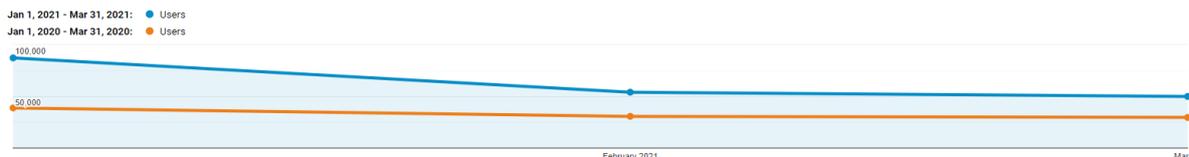
Highlights

- Shoalhaven.com users continue to grow considerably year on year as we recover from bushfires and COVID-19 (up 92%) and quarter on quarter (up 6%). This is a great indicator of our strong recovery and industry position in 2021.
- The website is currently undergoing a refresh to allow for new functionalities and a move over to a WordPress CMS as there are new features and enhancements available that were not available when the site was built four years ago. There will also be some improvements to design, mainly to make the site more mobile-first as 70% of users are on mobile.
- Growth in Instagram followers continues to outperform Facebook, with an average of 1,000 new followers per month. This can be attributed to the target markets for the Adventure Campaign being younger and heavy users of Instagram, as well as the photographer family and lifestyle influencers we hosted in February creating and sharing beautiful content.
- Both the Tourism Talk and Visitor email newsletters are performing above average industry open rates, with Tourism Talk at a high open rate of 34% and the Visitor email at 32% (industry average is 21.33%). This can be attributed to the extra demand for interstate travel as well as a large number of government initiatives and grants for operators we are communicating.

TA21.15

Shoalhaven.com

Year on year comparison:



	January – March 2020	January – March 2021	Difference
Users	95,981	184,329	Up 92%
News Users	93,113	179,752	Up 93%

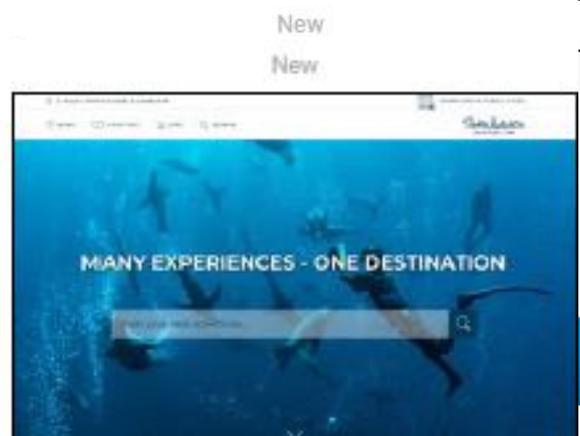
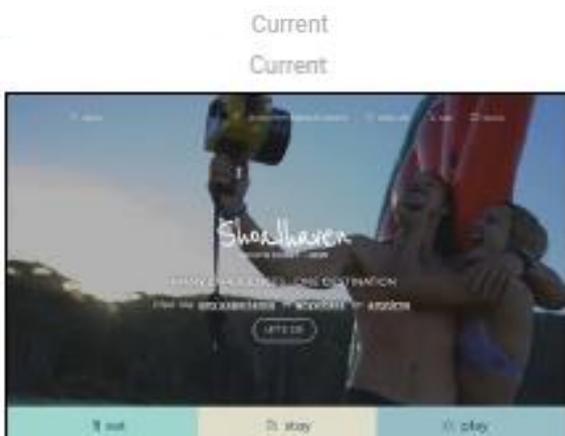
- Unique users to shoalhaven.com are up by 92% from January – March 2021 compared to the same time in 2020, with new users also up by 93%. This is an

extraordinary increase which can be attributed to the influx of visitors in a COVID-free and bushfire-free environment and the re-sparked interest in domestic travel.

- Visitor Guide downloads and mail outs from the site amounted to 23,751 during this quarter which is a 44% increase in downloads in comparison to the previous quarter and a 42% increase year on year. This can be attributed to our digital advertising campaigns targeting downloads as well as the increase in campaign activity to stimulate off-season visitation.
- A refresh in functionality and move across to WordPress CMS for Shoalhaven.com is underway. A new mobile-first look and feel will also be factored in, to give the site a better user experience and refresh the look and feel.

Website refresh example features to be launched by July 2021:

- Wishlist Itinerary: This will allow visitors to use the 'love heart' feature on each product, which will add it to a list feature at the top of their page. We are aiming to remove the pressure that the language 'build my trip' may present.
- Search: Search will be presented in the middle of the homepage to help prompt users. We are deploying a search experience program, [Elastic](#), which allows for intuitive customisation features helping control search relevance.



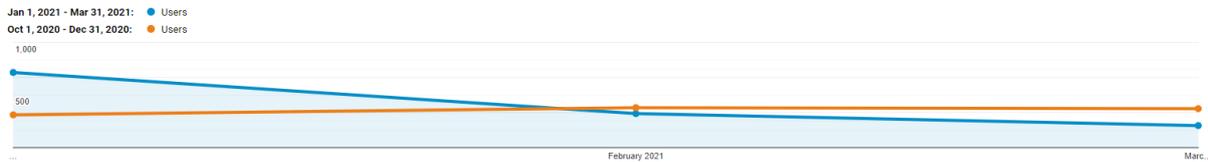
IAZ1.15

Top 10 Visited Pages of the Quarter:

1. [Honeymoon Bay](#)
2. Cart
3. [100 Beach Challenge](#)
4. [Home Page](#)
5. [Free and Low-Cost Camping](#)
6. [Best Snorkelling Spots Jervis Bay](#)
7. [What's on this Weekend](#)
8. [Events](#)
9. Booking Results
10. [Berry Showground Camping](#)

100 Beach Challenge

Quarterly Comparisons:



	October – December 2020	January – March 2021	Difference
Users	1,025	1,215	Up 19%
News Users	1,003	1,192	Up 19%

- 100 Beach Challenge had its biggest month for summer in January with 715 users on the site playing the game. Total users for the quarter were also up by 19% compared to the previous quarter and up 68% year on year.
- The paid advertising campaign targeting Sydney, Canberra, local and regional audiences contributed to 10,459 total link clicks to the 100 Beach Challenge landing page with an increase in 25% more clicks compared to the previous quarter.
- User generated content continues to grow for us with over 11,682 uses of the #100beachchallenge hashtag.
- Web development is in progress to fine tune the online/offline check-in beaches feature.

Facebook:

- Facebook followers are at 52,729 with an increase of 929 followers since last quarter with a continued growth of 6% year on year.
- Overall, 638,388 were reached by posts in this period with 20,074 total engagements which is on par with the previous quarter.
- Engagement spiked in January with 8,248 interactions which can be attributed to traffic during the summer period and paid advertisements that corresponded with the busy period i.e., 16 White Sands of Jervis Bay, conscious traveller, and low-cost camping.

Top 3 Facebook Posts for the Quarter:

TA21.15

Visit Shoalhaven is at Moona Moona Creek.
Published by Demi McGregor · March 5 · Sydney, NSW · 🌐

Morning from Moona Moona Creek 🌊

The entrance to the creek is a popular family spot with shallow places to swim. It's a wonderful picnic area with BBQ facilities, outdoor showers and shady areas on a hot day.

Whilst you're close by stop by **NEW thehookulicebar** to start you off with a freshly squeezed juice and raw sweet treats before you start the morning.

📍 IG@ethanbrookes_ Visit NSW Australia.com



19,464 People Reached 1,974 Engagements **Boost Post**

👍👎👁️ 316 72 Comments 35 Shares

Visit Shoalhaven is at Jervis Bay.
Published by Kristy Mayhem · January 13 · Falls Creek, NSW · 🌐

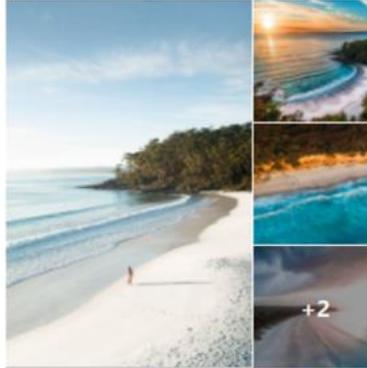
📌 Positive News: Restrictions have eased and now only apply to 11 local government areas in Sydney. Visitors from Wallongong and Central Coast can now enter the Jervis Bay Territory which is defined as Booderee National Park, Wreck Bay, HMAS Creswell and a small handful of accommodation options.

We've had lots of enquiries about whether Sydney is able to access the majority of Jervis Bay and the answer is yes! We're here to assure you that most of the Jervis Bay area including Huskisson, Vincentia etc. remains open for business and welcoming all visitors to the region.

Did you know that 11 out of the 16 White Sands Beaches of Jervis Bay (including Hyams) are all outside of the JBT area? See the full list in our comments below.

The 11 Sydney local government areas that are unable to enter from the gates at Booderee National Park onwards are available here 📍 <https://bit.ly/3rEJ6B4>

📍 Photo credit provided in captions



24,872 People Reached 3,779 Engagements **Boost Post**

👍👎👁️ 362 64 Comments 91 Shares

Visit Shoalhaven
Published by Demi McGregor · March 7 · 🌐

Looking to #adventureshoalhaven on foot? Ben's Walk from Nowra Showground is an easy grade walk, with an insta-worthy suspension bridge and is even an on-leash pet friendly walk. The walk loops around the Shoalhaven River, through its gorges, forests and grassy shores taking just under 2 hours to complete.

After a rewarding stroll and even zen practice in nature, head to the nearby restaurant **The Grovers Shoalhaven Worrigeer** for a hearty meal to finish off your day.

Check o... **See More**



16,270 People Reached 1,494 Engagements **Boost Post**

👍👎👁️ 232 92 Comments 41 Shares

Top 3 Instagram Posts for the Quarter:



visitshoalhaven
Greenfield Beach

visitshoalhaven Maldives? Philippines? Nope... Shoalhaven 🌊 Comment below if you think we have the bluest waters in @australia!

📍 @jordan_robins

#Shoalhaven #rejuvenateshoalhaven #SeeAustralia #holidayherethisyear #LoveNSW #NewSouthWales #ExploreNSW #100beachchallenge #dronephotography

👍👎👁️

Liked by king_roberto and 2,177 others

JANUARY 25

Add a comment... Post



visitshoalhaven
Greenfield Beach

visitshoalhaven in a galaxy not so far away, a little creative dreamland sky made by @josh_burkinshaw complimenting the Greenfield Beach white sand and clear blue water 🌊 We love seeing your shots, tag us and #shoalhaven #100beachchallenge to be featured.

#Shoalhaven #rejuvenateshoalhaven #SeeAustralia #holidayherethisyear #LoveNSW #NewSouthWales #ExploreNSW #100beachchallenge #jervisbay #dronephotography

👍👎👁️

Liked by tracystaceysteps and 2,206 others

MARCH 13

Add a comment... Post



visitshoalhaven
Meroo National Park

visitshoalhaven Unique places and open spaces... this is why we are #8 on @tripadvisor's top 10 emerging destinations for 2021. Next to mention, world-class surf, coastal wineries, fine dining, beautiful wildlife and friendly locals 🌊

*This little spot is near Meroo Head Campground and can be accessed at low tide from Meroo Head Walking Track.

📍 @elishahina

#Shoalhaven #rejuvenateshoalhaven

👍👎👁️

Liked by kristy_mayhem and 1,344 others

FEBRUARY 28

Add a comment... Post

TA21.15

Instagram

Instagram continues to outperform our Facebook content across likes, comments, shares, and video views. However, Facebook still produces higher reach figures across both organic and paid posts.

- Instagram followers have grown by 3,250 in just three months, averaging over 1000 new followers each month.
- In this quarter there was 38,659 total engagements which is up 37% year on year.
- Videos continue to be the hero content on Instagram with 60,267 video views generated across 13 videos for the quarter.

Adventure Campaign Influencers

As a result of working with key lifestyle influencers [Najima Rasool](#) (58.3K), [Allana Ferguson](#) (78.1K) as well as inspiring photographers [Robert King](#) (223K), [Somethings Wild](#) (23.8K) and [Trent Micallef](#) (14.5K) posting itinerary-like content and stunning visuals we have managed to gain a significant increase in followers by increasing awareness of the Shoalhaven and what we have to offer as a holiday destination for the younger demographic.

- Najima Rasool – [top performing post](#)
- Allana Ferguson – [top performing post](#)
- Robert King – [top performing post](#)
- Trent Micallef – [top performing post](#)

Earned Social Media Engagement

- Strong relationships with Tourism Australia and Destination NSW marketing teams have resulted in more content posted. An Easter post highlighting Booderee National Park posted across their platforms was their top performing post for the first week of April.

Facebook:

- Reach: 437.3k
- Engagements: 16.1k
- Video views: 157.5k

Twitter:

- Impressions: 117.9k
- Reach: 79.2k
- Engagement rate: 1.6%

Instagram:

- Views: 736,409
- Comments: 809

The above figures were provided to Shoalhaven by Tourism Australia



australia • Following

australia Follow us, we know where all the #Easter eggs are hiding! 🐰📱 The locals at Booderee National Park in #JervisBay were all too happy to give @jacobmhanna a guided tour of the beaches in the @visitshoalhaven region. This part of @visitsnw is a three-hour drive south of @sydney and is known for its beautiful national parks (#BoodereeNationalPark and #JervisBayNationalPark) where you can pitch a tent and spend your days relaxing on the white sandy beaches with a book and a kangaroo or two 🐨📖 #seeaustralia #NewSouthWales #shoalhaven #holidayherethisyear

1w

johnnevanschef @gazrussel

736,367 views

- As a result of our 100 Beach Challenge famil in April, Robert King secured a [carousel post](#) on the 100 Beach Challenge lesser-known beaches on [Earth Focus](#) (6.4M) resulting in 45,000 likes and 342 more followers to [@visitshoalhaven](#).

earthfocus • Following Shoalhaven Coast

earthfocus Last year @king_roberto participated in the @visitshoalhaven's #100beachchallenge. Here are 10 of his favorite photos from the adventure. Let us know your favorite photo in the comments below! (1-10).

blueskiesdontdie @_swci_ sorry but please understand to delete your @billboardcharts comment see the message dm I sent you on @prim_starr.52 I agree with what you said but lets not attract more hate towards RTS. There's

Liked by king_roberto and 45,488 others

JANUARY 31

Add a comment... Post

TA21.15

Paid Advertisements Overview

- This quarter we continued to push Shoalhaven Visitor Guide engagement and 100 Beach Challenge advertisements across Google and social media as well as the Adventure campaign which launched mid-February.

Google

- In November last year we employed Dynamic Search Ads which uses our website content to target ads and fill in the gaps of keyword-based campaigns this resulted in an increase of 140% conversation rate and 37% less cost per click (CPC).

Social Media Advertising

- Social media ads for the quarter reached around half a million people with a total of almost 1.4 million impressions leading to 19,480 clicks to shoalhaven.com.
- Ads in January totalled 5,601 link clicks overall at a cost per result of \$0.14.
- The Adventure campaign generated 3,677 link clicks across February and March with a lowest cost per result of \$0.31 which is impressive for a new campaign.
- Overall, our paid advertising campaigns contributed to 21,616 click through to our website which is 11% of our total users to the website for the quarter.

Tourism Talk Newsletter

- Total subscribers for Tourism Talk is 1,700 subscribers.
- Most popular content was the first Tourism Talk sent in January highlighting the new government grants followed by the bespoke advertising call out. Open rate hit a high of 36% and a low of 32% for this period, which is higher than the industry average of 21.33% according to [Mailchimp](#).

Visitor Email Newsletter

- Subscribers to our Visitor email database sits at 7,876 subscribers resulting in an increase of 10% compared to last quarter with a 32% high open rate and low of 31%.

Up Next

- Marketing Plan for 2021/22 financial year
- Grand Pacific Drive collaboration
- Business Events product development
- Wine and whales campaign roll out
- Finalising Visitor Guide content



Adventure Campaign Plan

One destination

#unspoilt

Shoalhaven
SOUTH COAST - NSW

Research – Nature Based Tourism

- The Nature-based tourism (NBT) industry is currently experiencing positive and sustainable growth in some regions - increasing 4% per annum since 2010. 2015 saw significant growth in the number of international visitors to state and national parks (13% growth from 2014).
- The potential of NBT growth is yet to be fully realised. Globally, immersive experiences in nature are one of the fastest growth areas and Australia needs to continue to focus on tourism products and experiences that appeal to both international and domestic travellers, rather than relying on passive viewing of nature.
- Additionally, whilst the industry is strong, only select regions are receiving the benefits. This can be attributed to NBT not being executed properly – reflected in Australia dropping from its global position #1 to #9.
- Regional Australia is suffering from declining resource sector jobs and investment, a dwindling revenue base and demographic shifts as people move to seek employment opportunities in cities. The
- Nature-based tourism industry can assist regions to grow sustainable employment, resilient economies and incentives for growth.

Source: Ecotourism Australia Manifesto

Research – Wellness Tourism

- Estimated at \$639.4 billion in 2017, wellness tourism is a fast-growing tourism segment that has been growing by 6.5% annually from 2015-2017 (more than twice the growth rate for general tourism)
- Growth has been driven by an expanding global middle class, growing consumer desire to adopt a wellness lifestyle, rising interest in experiential travel, and increasing affordability of flights and travel options.
- Wellness travelers spend more per trip than the average tourist, and this holds true for both domestic and international travelers. In 2017, international wellness tourists on average spent \$1,528 per trip, 53% more than the typical international tourist.
- Importantly, the nature and focus of wellness tourism marketing and development has become more targeted and authentic.
- As more consumers adopt wellness as part of their value system, they will increasingly filter their travel experiences through a holistic wellness lens, and they will increasingly become interested in the wellbeing of the people in the places that they visit.

https://globalwellnessinstitute.org/wp-content/uploads/2018/11/GWI_GlobalWellnessTourismEconomyReport.pdf

Background

Key Issues + Challenges	Opportunities + Motivation
<ul style="list-style-type: none"> Shoalhaven and Jervis Bay is under-represented in media and industry in terms of Paid/Guided Adventure experiences 	<ul style="list-style-type: none"> Product development has us at a place where we do have some key product across a number of areas, not a lot but there is more waiting if we stimulate demand
<ul style="list-style-type: none"> We have numerous Adventure landing pages but nothing that brings it all together online 	<ul style="list-style-type: none"> After 2020 our world has changed. People are more stressed and disconnected from themselves, the outdoors and each other. We can provide experiences to remedy this.
<ul style="list-style-type: none"> Seasonality and intention to travel in cooler weather. 	<ul style="list-style-type: none"> Yield – guided adventure creates yield of nature product

Campaign rationale

- Nature-based adventure is a key feature of the South Coast's offering
- Autumn is the perfect time to adventure with warm waters yet cool for longer adventures
- Adventure gets your out in nature and promotes wellness and wellbeing, wither soft or epic adventure, it's the perfect way to feel, look and get better after a tough year
- The Shoalhaven is 70% National Parks and Forests, with 100 beaches
- Guided nature experiences provide a deeper connection, higher yield and promote a more responsible and connected traveller
- Dovetail into DNSW Roadtrips campaign that has a strong push toward bookable experiences and continued Holiday Here This Year campaigns
- Work with operators to get them to the next level of bookable or commissionable, and get new product onboard

Look & Feel

- In our normal diamonds style
- Lots of browns and blues from inland to the sea!
- Active people in shots but also reflective imagery to show wellness
- Showcase wildlife and epic landscapes
- Work with dichotomy of soft and hard aspects, wet and dry aspects
- Mainly Millennial and Gen Z audience with a touch of family
- Think instagramable!
- Bring a softness to the adventure – so less sweaty men and more peaceful young ladies



Shoalhaven

Product

CULTURE

Djiriba Waagura
Nura Gunyu
Gadu
Bugiya Narway
Booderee NP
Ngaran Ngaran
Coomee Nulunga

shoalhaven.com/discovery

*Much is bookable bespoke but still developing online presence

KAYAK

Jervis Bay Kayak and Paddle Sports
Kangaroo Valley Kayaks
Kangaroo Valley Safaris
Paddle and Portage
Shoalhaven.com/kayak

SUP

Sussex Inlet SUP
Jervis Bay Stand Up Paddle SUP with George
Coastal Paddle Sport

BIKING

Australian Cycling Tours
*not much guided tours available but we have good tracks in State Forest and accessible pathways in or cute towns
shoalhaven.com/cycling-and-mountain-biking

BUSHWALKING

Big Nature Adventures
Region X
*Many self Guided walks here too
shoalhaven.com/walks

EVENTS

Cool Climate Wines, Canoes,
Canpaes
Elite Energy Triathalons

CLIMB

Climb Nowra
Outdoor Raw – who also do cliffnics
Big Nature Adventures
South Coast Indoor Climb

SURF

Pam Burridge
Mollymook Surf School
JB Surf School
Busted Surf Co
Shoalhaven.com/surf

FAMILY / INCLUSIVE

Summer Boomnetting on Jervis Bay Wild
Dolphin watch
Trees Adventure

Shoalhaven

Objectives

Industry / Brand	Visitation
Drive awareness of Shoalhaven guided adventure product	Drive year round visitation
Inspire generation of new products and experiences	Spend more, stay longer in region
Drive nature-based product awareness	Attract a sustainable, environmental visitor
Promotion of bookable product and packaging	Encourage itineraries and trails
Fresh new product in market	Inspire repeat Visitation

Target Markets

Profile/Demographic	Key Channel	Messaging
Gen Z Under 25	Social media Insta + Tik tok Website PR – blogs + Youth Mags	<ul style="list-style-type: none"> - Breathe. Adventure in nature to reconnect - Find yourself in Unspoilt coastal waterways, and ancient hinterland escarpments - Connect with country, authentic local guides, and return home fresh and rejuvenated
Gen Y Under 40	Social Media – Insta + FB Website PR – Blogs +	<ul style="list-style-type: none"> - Breathe. Adventure in nature to reconnect - Find yourself in Unspoilt coastal waterways, and ancient hinterland escarpments. - Connect with country, authentic local guides, and return home fresh and rejuvenated
VFR All ages including Gen X + Baby Boomers	Local Radio Brochures PR – Local	<ul style="list-style-type: none"> - Find a new perspective of the Shoalhaven with a local guide - Find a new adventure playground or buy an experience as a gift
Families Syd/Canberra/regional centres	Facebook Website PR – traditional TV, papers	<ul style="list-style-type: none"> - Have fun and get wild in the Shoalhaven - Breathe fresh clean air and try new nature adventures that both you and the kids will enjoy

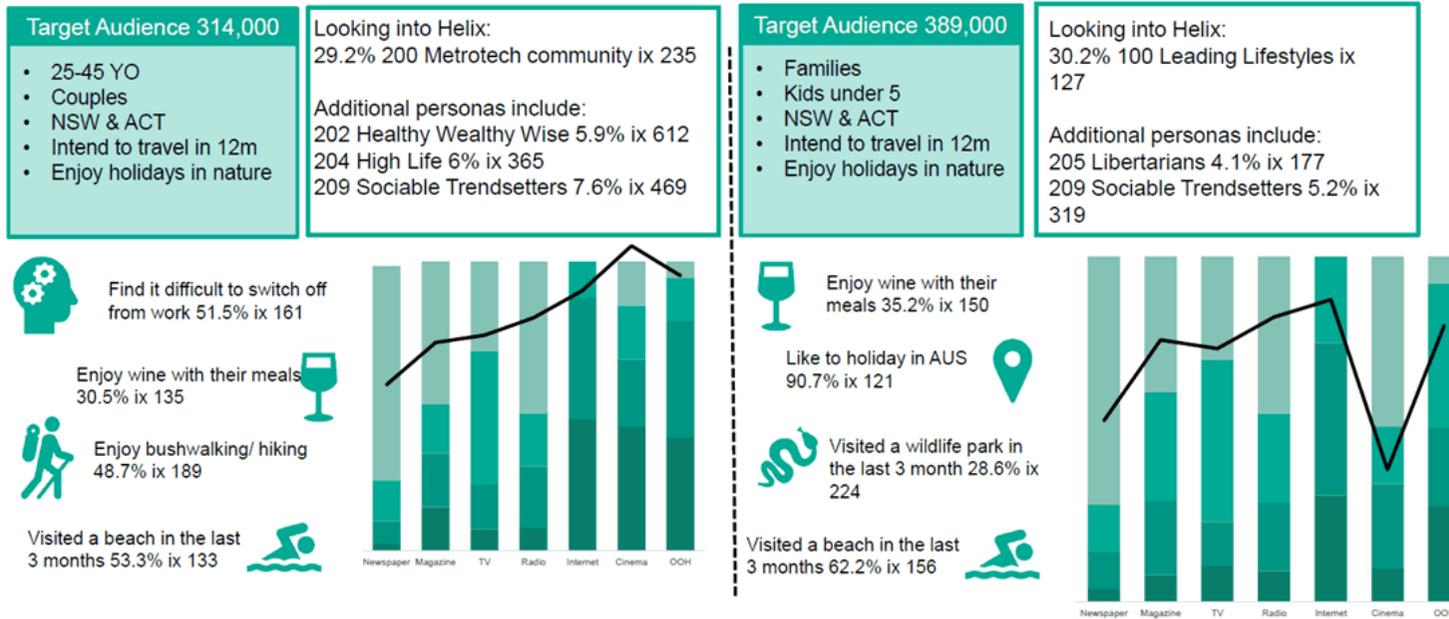


Psychographics

	Primary: Intrepid Couples	Secondary: Progressive Families
Geographic	Residing in Sydney, Regional NSW, ACT and Regional VIC	
	 <p>Intrepid Couples (1,762,000)</p>	 <p>Progressive Families (1,756,000)</p>
Travel Behaviours and Attitudes	Escaping is the main motivation behind their holidays with 77.5% like to take holidays away from crowds	66.5% said their last trip was based around a particular activity with keeping the children entertained as a key priority
Travel Activities	What matters most when deciding on a destination? Activities, deals and special offers, life time experience and price	What matters most when deciding on a destination? Price, deals and special offers, activities and culture
Digital Media Behaviours	77.9% identify the internet as the most useful channel for travel	85.2% identify the internet as the most useful media for travel bookings



Top Helix Personas



Key Actions

- Develop in time for the Autumn
- Promote experiences with guides (80% of content to be guided)
- New website landing page, compile, refine content
- Video + content creation and organisation
- Limited publicity famils with media / Influencers
- Advertising in magazine or nature-based blogs
- Wellbeing, Being group
- Australian Geographic +Aus Geographic Adventure
- Digital campaign – social and search
- Inclusion in 2020 Visitor Guide
- Celebrate and help develop local operators

Success Measures

Measure / Results	Channel / Who / When
Strong brand recognition of Adventuring Shoalhaven	Publicity / Media / June 2020
5 media articles. 2 blog mentions. 3 ads	Publicity, partnerships / TMS / June 2020
Refine Webpage content and create Adventure landing page out of various landing pages and blogs	Website / DMA / Jan 2020
500K reach social engagement and pageviews	Website / DMA / May 2020
20K Unique visits to landing page / year	Website / DMA / Dec 2020
5 bespoke itineraries / trails online	Website, social / DMA / June 2020
1 x instameet or 5 x influencer posts	Website, social / DMA / June 2020
Double Click advertising own site	Website, social / DMA / Feb 2020

Key Stakeholders

- Shoalhaven Tourism Advisory Group
- Aboriginal Advisory Group
- Local Aboriginal Businesses
- NPWS
- State Forests
- Local Operators
- Destination NSW
- Destination Sydney Surrounds South
- Tourism Australia

Budget

Action	Cost
Australian Geographic	\$10K
Wellbeing Group	\$10K
Influencers	\$7K
Search and Social	\$5K
Video production and assets	\$5K
Online blogs	\$10
Radio + Traditional	\$5K
TOTAL	\$52K

AA21.7 Tourism Marketing Update

HPERM Ref: D21/136189

Department: Tourism
Approver: Robert Domm, Director - City Futures

Attachments: 1. Aboriginal Tourism Product Overview (Confidential)
2. DRAFT Aboriginal Spread - 2022 Visitor Guide (Confidential)

Reason for Report

To provide an update on Aboriginal-related tourism marketing activity from Council's tourism team and provide feedback to the Shoalhaven Tourism Advisory Group (STAG).

Recommendation (Item to be determined under delegated authority)

That the Aboriginal Advisory Committee

- a. receive the tourism marketing update for information and note the draft content to be included in the 2022 Visitor Guide.
- b. provide the following feedback to the Tourism Advisory Group
 - i. > to be included in the meeting after discussion <

Options

1. Receive the report for information
2. Request more information

Background

The Shoalhaven Tourism Team works closely with Aboriginal tourism operators and would like to provide an update to the Aboriginal Advisory Group and seek any advice on other potential Aboriginal tourism businesses to work with.

Marketing Update

The 2022 Visitor Guide

Shoalhaven Tourism create a Visitor Guide annually, and as usual practice bring relevant content to the Aboriginal Advisory Committee for information and feedback if relevant. The 2022 Visitor Guide draft content on Aboriginal tours and experiences is included as Attachment 1.

Since 2016, the Shoalhaven Visitor Guides have included an Acknowledgment of Country as the first editorial spread, followed by the double page spread of Aboriginal tourism experiences.

Aboriginal Product Development

The Tourism Team works directly with Aboriginal businesses who want to build their business in the tourism industry. From initial meetings to assisting with free photography and videography, to advice on listing and booking platforms, all the way through to workshops and opportunities via Destination NSW and Tourism Australia, support is available for any local Shoalhaven Aboriginal business. This is an established KPI for the team, and any business referrals are welcomed. The product development process is tracked in Attachment 2.

The Tourism Marketing Unit is assigned an Action and KPI in the DPOP to provide the following:

- Action: Provide product development, marketing, and trade support to Aboriginal Tourism Operators
- KPI: Number of additional Australian Tourism Data Warehouse listings for Aboriginal Tourism Operators

The Aboriginal Advisory Committee is welcome to provide any potential new Aboriginal tourism businesses to the tourism team, or provide the tourism team contacts to share, please email: kristy.mayhew@Shoalhaven.nsw.gov.au or phone 0439 591 329.

Active Promotion of Culture

The Tourism team actively work on opportunities to promote culture in partnership with local businesses. A recent example was the Walking On Country Project, where the team worked closely with Margaret Simoes on the project, which now has 115,000 views and has been put in for a National Heritage Award as well as a Local Government Award this year.

The Shoalhaven Tourism Advisory Group

The Shoalhaven Tourism Advisory Group (STAG) is an Advisory Group of Council that operates in a similar capacity to the Aboriginal Advisory Committee (AAC), but serves to advise Council on tourism industry matters. In recent meetings, the importance of Aboriginal heritage and respectful tourism has been discussed anecdotally and informally, including the following key points:

- a. Members have expressed a desire to recognise and acknowledge the importance of Aboriginal heritage to our region.
- b. Generally, members have discussed the importance of storytelling in tourism promotion and recognise that Aboriginal culture is a critical part of the Shoalhaven story.
- c. Members have raised concerns about the potential conflicts between the industry broadly with aboriginal culture. Individuals have expressed a particular interest in how the industry can better engage or work with local aboriginal communities.

The Shoalhaven Tourism Advisory Group have asked staff to seek advice from the Aboriginal Advisory Committee on ways to share information and collaborate regarding tourism matters. Industry members have expressed an interest in learning more from, and collaborating with, the Aboriginal Advisory Committee in order to be more educated and supportive of Aboriginal tourism product development, job creation, and any other matters relating to tourism or culture.

Some ideas suggested from the discussion included:

- Extend an open invite to the Chair of the Aboriginal Advisory Committee to present to the Shoalhaven Tourism Advisory Group on key issues and opportunities for collaboration now and into the future.
- Extend an invite to the Aboriginal Advisory Committee to have a permanent position on the Shoalhaven Tourism Advisory Group to ensure Aboriginal voice has representation in tourism strategic conversations, with the AAC to delegate the appropriate representative.
- Request that the Aboriginal Advisory Committee provide any feedback on other ideas members may have and provide feedback on future collaboration opportunities.

Staff will be at the meeting to hear any feedback or thoughts from the committee about the above suggestions and the committee can provide feedback formally in the recommendation (above).

TA21.16 Chair's Report

HPERM Ref: D21/94828

Group: City Futures

Department: Tourism

Purpose / Summary

To update members of the Shoalhaven Tourism Advisory Group January 2021 – March 2021

Recommendation (Item to be determined under delegated authority)

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

Chair's report:

On Monday 15 February at 5pm STAG recommenced face to face gatherings and met for the first time in Council Chambers, along with a number of members attending online.

The extensive period of time, meeting solely as an online Committee in line with Councils best practice initiatives was observed to have created opportunities for flexibility in attendance and at the same time many members expressed relief in being able to attend in person sharing feelings of isolation as a result of social distancing.

Again, I would like to formally acknowledge each member of the STAG Committee in demonstrating resilience through these most challenging of times and echo their remarks in celebrating our return to attending meetings, where appropriate, in person.

With the day to day practicalities of the acceptance of previous minutes and the advertised reports as detailed in our agenda for the meeting, STAG continued to deliver expert guidance and to the Tourism Department upon topics including:

- A nationally supported shift towards domestic tourism with specific regard to booking regional travel and experiential/adventure tourism operators.
- It was noted in the STAG meeting on the 20 October 2019 that climbing and adventure sports are a booming industry. As a result of this, an action for the Shoalhaven Tourism was to invite me to give a presentation on climbing at a future date. Shoalhaven Tourism has now invited me to deliver a short informal presentation on climbing in the region to help inform STAG about the industry at this meeting in my role as an adventure tourism operator to which I agreed.
- Government support initiatives including vouchers and how to access them.

There were robust discussions regarding the pro's and con's of major events in the region and their impact upon communities (L'Etape cycle event being a prime example) and the importance of effective communication in enrolling the communities of Shoalhaven in the big picture benefits when hosting events of this scale.

Having received 36 days of rain in the year to date the impact of weather upon outdoor events was discussed at length. Following our meeting (as we know) a major weather event (rain) resulted in the last minute cancellation (and ongoing rescheduling) of L'Etape.

The issue of "access" to natural locations was identified as a growing area of concern for outdoor tourism operators and event organisers. The complexity and significance of "access"

issues lead to lengthy discussions and a recognition within the group that a process of education for STAG members would be a good starting point in better understanding the perspectives of all stakeholders (including our Aboriginal communities and their representatives) and the potentially far reaching implications for Tourism operators.

STAG working groups were identified as one of the mechanisms through which STAG members could contribute again now that COVID restrictions have been easing.

We completed our meeting with an impromptu presentation detailing online terminology to facilitate a deeper and shared understanding of the performance reports of the various tourism based websites and other online assets utilised by Council Tourism staff members.

Robert Crow

Shoalhaven Tourism Advisory Group Chair

14 April 2021

TA21.17 River Festival Update

HPERM Ref: D21/94843

Department: Tourism

Approver: Robert Domm, Director - City Futures

Reason for Report

To update the Shoalhaven Tourism Advisory Group on the Shoalhaven River Festival January 2021 – March 2021.

Recommendation (Item to be determined under delegated authority)

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

Options

1. Receive the report for information.
2. Request further information.

Chair's Report – Shoalhaven River Festival 2021

The Shoalhaven River Festival will be going ahead this year on Saturday 23 October, 2021. The Festival will operate from 12pm to 10pm. We are intending to re-name the Festival and refresh its image, the process of doing that including community engagement is currently being explored.

The site for the Festival will be on the eastern side of the Bridge, with activations along the southern river bank due to construction western side of the bridge. We intend to engage with the CBD Revitalisation Strategy Committee to ensure that if synergy exists, it is optimised, including lead up event(s) that will serve to heighten the public interest in the Shoalhaven River Festival.

At present there is a small organising committee that will definitely require increased numbers and extra support.

Launch

We are intending to have a public "launch" mid to late May to raise awareness, garner support, and receive ideas. This will precede a public notification/information package, distributed to potentially affected residents. We are intending to create a lighting/water/sound event to replace the traditional fireworks display, this may be a challenge and the committee will need additional support.

Event Permit process

We will be embarking on the permit process immediately including

- DA,
- Water permit
- Navy application, etc.

Funding

We will be re- applying to Council and Shoalhaven for “ traditional” grant funding as well as seeing whether or not extra funding may be available to assist with the ‘light/water/sound event’, including the placement of some permanent infrastructure such as power, toilets etc.

We are approaching this Festival as the first in a three year cycle until the bridge work is completed. Now that the date, and willingness to go ahead has been confirmed, we will be approaching potential financial sponsors.

Community Engagement

We want to encourage a strong community participation at each level, and engage the “breadth” of the Shoalhaven region. – Schools, Community organisations and interest groups, CCB committees etc.

Opportunities

We want the Festival to be part of a whole weekend of activities, particularly as the Festival finishes at 10pm on Saturday night. There is a sports day on Saturday in Huskisson, this we see this as complementary. Lets see what activities could occur or that we could emphasise, on Sunday and Friday to create a strong weekend.

We will be engaging with all river users to seek their involvement in the Festival, re-awakening their interest.

STAG involvement

We would appreciate STAG input into all of the above. We want to celebrate the Shoalhaven community and welcome visitors to the gateway to the region, and capture the spirit of the River that gave the region its name.

The Chair of Shoalhaven River Festival for STAG at the next committee meeting.

David Fleeting, on behalf of the SRF committee.
2021 Shoalhaven River Festival

Tourism continued involvement

- Shoalhaven Tourism will continue to provide support as needed and the Event Liaison Officer will attend meetings and provide advice as required.
- The River Festival will be required to formally update STAG at each meeting via a report. Minutes of meetings and any relevant reports will be provided to Council as needed via STAG.

TA21.18 Event and Investment Report

HPERM Ref: D21/149617

Department: Tourism

Approver: Robert Domm, Director - City Futures

Reason for Report

To provide a summary of Events and Investment activity from 1 January 2021 – 31 March 2021.

Recommendation (Item to be determined under delegated authority)

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

Options

1. Receive the report for information.
2. Request more information.

General

- Kate Selig has started as the new Tourism Investment and Event Specialist. Kate has come from Destination NSW where she spent three years working on a variety of projects within the Communications Team.
- The Nowra at Night Festival has been delivered in partnership with the Nowra CBD Revitalisation Strategy Committee with funding from the Festival of Place – Summer Fund. The event was designed to rejuvenate Nowra's night-time economy, bring the community together and support local businesses following a challenging 18 months.

L'Étape Australia

- The March L'Étape Australia event was cancelled due to an extreme rain event.
- The proposed new date is Sunday 28 November 2021 (pending approval).
- In the lead up to the March event community members raised significant concern around road closures. In response to community concerns, L'Étape event organisers have developed a community engagement strategy and revised communications plan to ensure that the community are consulted throughout the event planning stage.
- Shoalhaven Tourism will work closely with event organisers to provide feedback on the L'Étape communication and marketing plans. As a major international event this is a fantastic opportunity for the region and through a collaborative partnership with the event owners, we hope to maximise the economic and social benefits of the 2021 event.

Event Support

- Due to COVID-19 Big Country Music Festival has been postponed from May 2021 to May 2022. This event delivers an estimated \$1.9million in economic benefit to the region and we look forward to welcoming it 2022.

- Fairgrounds Music Festival were successful in their RISE grant funding application. We are excited to welcome back this hallmark event that delivers on average an estimated \$4.9million in economic benefit to the region.
- The new Event Support Funding Program will commence in the new financial year. The team are currently working through the communications plan for the launch.
- Staff continue to provide letters of support for Regional Events Acceleration Fund grant applicants.

Available Grants

Regional Events Acceleration Fund:

To support the social and economic recovery of our regions, the NSW Government's \$20million Regional Events Acceleration Fund will help attract new major international and domestic events to regional areas and support the growth of existing regional events. The fund is open until December 17 2021.

For more information visit: <https://www.nsw.gov.au/regional-growth-fund/regional-events-acceleration-fund>

Tourism Australia's Big Fund Program:

Tourism Australia has announced further commitment to the Bid Fund Program with an additional \$3 million to cover new pledges and confirmed bids for a further 12 months through FY21/22. The Bid Fund Program is designed to increase the conversion of bids for new international business events by offering financial support at the critical bidding stage.

For more information visit: [Business Events Australia Bid Fund Program](#)

In Progress

Business Events

Growing off-season and midweek visitation through business events is an ongoing focus for the team. We are currently working with marketing to finalise the business events brochure and campaign so we can grow visitation amongst the high yielding MICE Market.

Events:

Event Permits Issued 1 January 2021 – 31 March 2021

- January – Australia Day Breakfast – Berry
- January – Australia Day Breakfast – Callala Bay
- January - Australia Day Breakfast - Mollymook
- January – Moona Moona Duck Derby – Moona Moona Reserve, Huskisson
- January – Huskisson Park Run – Huskisson
- February – Huskisson Triathlon Festival – White Sands Park, Huskisson
- February – Richard Quinn Support Regatta – Vincentia
- March – Game Fishing Tournament – Woollamia / Huskisson
- March – L'Étape Australia – Kiama/Berry/Kangaroo Valley
- March – Fun Fair – Milton Showground
- March – Australian Surfboat Rowers League Nationals
- March – Game Fishing Tournament – Huskisson
- March – Ultimate Campers Muster – Kioloa
- March – Smith Family Challenge – Sussex Inlet
- March – Marriott Park Markets – Nowra
- March – Relay for Life – Nowra
- March – Rugby 7's - Ulladulla
- March – Hobie Kayak Bream Series – St Georges Basin

- March – Milton Food & Wine Festival – Milton
- March – Terra Nova Adventure Race – Callala Bay

Postponed/Cancelled Events 1 January 2021 – 31 March 2021

- January – Berry Show – Berry Showground
- January – Australia Day Breakfast – Nowra
- January - Epiphany, Blessing of the water - Vincentia
- January - Foodies Night Markets - Culburra Beach
- February - Nowra Show - Nowra Showground
- March - L'Étape Australia - Berry/Kangaroo Valley
- March - Shoalhaven Pro Junior - Culburra Beach

Event applications currently being assessed April– June 2021

- March – Nowra at Night – Junction Court, Nowra
- March – Anzac Day Services (x11) – Shoalhaven LGA
- May – KV Pump Track Opening – Kangaroo Valley
- May – South Coast Beef School Spectacular – Nowra Showground
- May – Nowra Water Dragons Regatta – Nowra
- May – National Motoring Heritage Day – Berry
- May – Ampol Huskisson Opening Event – Huskisson

Filming applications assessed, and permits issued 1 January 2021 – 31 March 2021

- January – Open for Business – Mollymook/Lake Conjola/Ulladulla
- February – Seafolly Shoot – Callala Beach
- March - Billabong Shoot - Huskisson

Filming applications currently being assessed April– June 2021

- N/A

Tourism Event Support Program

Supported Events October – December 2020

Event Name	Date of the Event	Economic Benefit
Highland Valley Forage	6 th March 2021	\$60,000
Milton Food & Wine Festival	27 th March 2021	\$768,000
Gymnastics NSW State Champs	26 th - 28 th March 2021	\$365,000
Terra Nova Adventure Race	27 th - 28 th March 2021	\$219,000
Australian Off-road Championship	27 th - 28 th March 2021	\$448,000

Events currently being assessed / approved:

- 2021 Beta International Climbing Festival

Up Next

- Launch of the new format Event Support Funding Program.
- Update Event Policy and Event Application, including public exhibition period.
- Working with event organisers around the delivery of events in a post COVID-19 environment. The team is supporting industry by directing them to relevant information and providing advice around possible opportunities.
- Industry and product development to upskill Shoalhaven event organisers.