

MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

Meeting Date: Monday, 10 May 2021
Location: Council Chambers, City Administrative Centre, Bridge Road, Nowra
Time: 5.00pm

The following members were present:

Clr Joanna Gash
Mr Robert Crow - Chairperson
Mr David Goodman
Mr Neil Rodgers (remotely)
Mr David Duffy (remotely)
Ms Brenda Sambrook
Dr James Lin
Ms Juliet Barr
Mr Mark Thirlwall
Mr David Fleeting (remotely)

Others present:

Mr Robert Domm – Director, City Futures
Ms Coralie Bell – Section Manager, Tourism
Ms Kristy Mayhew – Tourism Marketing Specialist
Ms Emelie Einarsson – Senior Administration Officer, Tourism
Ms Kate Selig – Tourism Investments & Events Specialist

Apologies / Leave of Absence

An apology was received from Mat Lock.

Confirmation of the Minutes

RESOLVED (David Goodman / Brenda Sambrook)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Wednesday 24 March 2021 be confirmed.

CARRIED

Declarations of Interest

Nil.

PRESENTATIONS

TA21.11 Rock Climbing - Rob Crow (Owner) - Climb Nowra

HPERM Ref:
D21/146329

Rob Crow - Climb Nowra, gave a presentation to the meeting on Climbing in the Nowra Region.

- Rob acknowledged the Council support and management of the sensitivity surrounding the use of Thompson Point as a climbing venue. Consultation was undertaken with Aboriginal elders and their communities with a positive outcome and resulting in the whole area being cleaned up.
- Neil Rodgers, and Rob identified that there is a targeted group base in Sydney, Wollongong and Canberra especially with international travel restrictions at the moment.
- Neil also noted that it is worthwhile combining suggested itineraries to draw likeminded people to the area such as combining visits to the Shoalhaven micro-breweries, wineries and the rock climbing activities, not necessarily including accommodation.
- The Shoalhaven Local Government Area is known to hold world class climbing sites throughout the rock climbing community worldwide.

REPORTS

TA21.12 Tourism Manager Update

HPERM Ref:
D21/10277

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

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Clr Gash / David Goodman)

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

CARRIED

TA21.13 Election of Office Bearers

HPERM Ref:
D21/89108

Rob Crow vacated the position of Chairperson, Robert Domm assumed the role of the Chair/Returning Officer and called for nominations.

Clr Gash and David Goodman nominated Rob Crow as Chairperson and Mark Thirlwall as Deputy Chair.

Robert Crow and Mark Thirlwall accepted the nomination.

Robert Domm called for further nominations, no further nominations were received.

Robert Domm declared Rob Crow as Chairperson and Mark Thirlwall as Deputy Chairperson.

Robert Crow assumed the Chair.

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 Thirlwall – Deputy Chair

RESOLVED (Clr Gash / David Goodman)

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 Thirlwall – Deputy Chair

CARRIED

TA21.14 Visitor Services Update

**HPERM Ref:
D21/90153**

Coralie Bell addressed the meeting and advised that there were no exceptions to the report.

Feedback from Visitor Services is that they have been really busy, particularly with a high number of incoming phone calls and that they are excited to be back in their space.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Clr Gash / James Lin)

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

CARRIED

TA21.15 Destination Marketing

**HPERM Ref:
D21/94644**

Coralie Bell addressed the meeting and advised that:

- Quorum was not reached at the last Aboriginal Advisory Committee meeting so there is no update. A summary has been added to the report for the next meeting regarding the need to hold a conversation with the Aboriginal community to get more feedback.
- Six Shoalhaven towns have been nominated for the Business NSW Top Tourism Towns –

Berry, Culburra Beach, Kangaroo Valley, Huskisson, Sussex Inlet in the under 5,000 residents category and Ulladulla in the over 5,000 residents. <https://www.businessnsw.com/media-centre/nsw-top-tourism-town-awards-2021>

- Website traffic has had a significant increase and is up 92%

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Juliet Barr / Brenda Sambrook)

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

CARRIED

TA21.16 Chair's Report

**HPERM Ref:
D21/94828**

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 (David Goodman / Mark Thirlwall)

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

CARRIED

TA21.17 River Festival Update

**HPERM Ref:
D21/94843**

The River Festival is scheduled to go ahead on 23 October 2021. This year will feature the steel bridge as part of the activities and fireworks will be replaced with a lighting and sound spectacular.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Juliet Barr / Brenda Sambrook)

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

CARRIED

TA21.18 Event and Investment Report**HPERM Ref:
D21/149617**

No exceptions to the report.

Kate Selig - Tourism Investments & Events Specialist, provided an update on upcoming events:

- Fairgrounds Festival, Berry has been postponed to 2022
- StoryFest, Ulladulla – 18 - 20 June 2021
- Viking Festival, Sussex Inlet – 12-13 June 2021
- L'Etape Australia has been postponed – proposed new date subject to approval is 28 November 2021
- Sporting events are coming back: Koori Knockout and Indigenous Football League (soccer) in October 2021
- Sth Coast Food & Wine, Huskisson – 15 -16 October 2021

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (James Lin / Mark Thirlwall)

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

CARRIED

GENERAL BUSINESS**TA21.19 Sports Board Update****HPERM Ref:
D21/94697**

David Goodman provided a Sports Board Update to the Shoalhaven Tourism Advisory Group.

- Winter sports have started very well this year, with competitions across soccer, rugby union, netball and rugby league.
- Positive feedback from the NSW Senior Golf championship which was held alternatively between Shoalhaven Heads and Nowra Golf courses. The competition brought 260 players to the region and general consensus was that the players were not aware of what the Shoalhaven has to offer and that they will return.
- Clr White advised she had attended the Golf Championship as representative of the Mayor. Shoalhaven Heads Golf Club is currently vying for the opportunity to hold one of the largest prestige golf tournaments which guarantees \$1.2 million to the hosting Club. Clr White advised that a Notice of Motion will be going to Council to try to secure funding to go towards the event.
- Members are needed to join the Sports Board

TA21.20 Industry Feedback**HPERM Ref:
D21/94774**

Members discussed the need for a boardwalk between Callala Bay and Callala Beach.

Clr White advised the existing boardwalk is in sections and that a continuous boardwalk which went from Callala Beach to Emmet Street would be greatly benefit the community.

Juliet Barr suggested the concept for a new Regional Gallery to be built around the River precinct in particular the Graham Lodge site. Robert Domm advised that a marketing campaign seeking expressions of interest for site including Graham Lodge has just been released, with the intention of restoring and reusing Graham Lodge.

Juliet raised the possibility of an Art precinct being established where members of the community could go from one gallery to the other (Bundanon) via ferry/boat.

Robert Domm advised that there has been interest for significant hotel development and other tourist facilities such as restaurants and cafes on the old caravan park site.

RESOLVED (David Goodman / Clr Gash)

That the Shoalhaven Tourism Advisory Group give in principle support for the construction of a Boardwalk on Callala Beach Road and the connection of other walks throughout the Callala creek area and receive reports on the progress.

CARRIED

TA21.21 Councillors Update

**HPERM Ref:
D21/94786**

The meeting received the following updates:

- Clr Gash congratulated the Tourism Team and Allan Baptist, and advised that the film – Living on the Coast was live and was a great show.
- Congratulations to all that was involved with the Nowra by Night
- Nowra – Junction Court to receive over \$900,000 for revitalisation through a successful Grant application.
- A Federal Budget announcement was made regarding the Highway works from Jervis Bay Road intersection to Sussex Inlet turn off.

There being no further business, the meeting concluded, the time being 6:45pm.

Mr Robert Crow
CHAIRPERSON