

## Shoalhaven Economic Growth & Advocacy Group

**Meeting Date:** Wednesday, 23 November, 2022  
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra  
**Time:** 4.00pm

**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**

Nil

**3. Declarations of Interest**

**4. Presentations**

EG22.1 City Futures Update

*Carey McIntyre, Director, City Futures will provide an update on;*

- *His vision for City Futures*
- *Opportunities for partnership with SEGA*

EG22.2 Presentation - Governance - Brief Induction

EG22.3 Corporate Performance & Reporting Presentation - Jim Fraser

**5. Reports**

EG22.4 Election of Chairperson and Notification of Council Resolution ..... 1

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EG22.7 Advocacy and Growth - Staff Update ..... 8

EG22.8 Open Discussion - Economic Growth ..... 18

**6. General Business**

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## Membership

Mayor

All Councillors - maximum of 3 voting (1 from each ward) to be determined at each meeting

Ms Anna Finch – Human Resources

Ms Brenda Sambrook – Tourism

Ms Holly Pastor – Education

Mr Iain Chalmers – Human Resources and Small Business

Mr John Lamont – Manufacturing

Ms Kaye Morris – Education –

Ms Michelle Bishop – Tourism

Mr Robert Crow – Tourism

Ms Sandra Gray – Small Business Operator

Quorum: Half + 1

Note: Any non-voting Councillor in attendance at any of the above Committees may act as an alternate voting member in circumstances where achievement of a quorum is required.

## Role and Purpose

- Inform the development, implementation, and review of council economic growth strategies
- Providing advice and make recommendations to Council on matters relating to business and economic growth in the Shoalhaven.
- Provide advice and recommendations on key advocacy opportunities to support business growth in the region

## Delegated Authorities

- Make recommendations on actions and priorities
- Provide feedback on economic growth key issues or growth opportunities
- Appoint suitable representatives to fill casual vacancies
- Research contemporary methodologies to achieve advocacy, business growth and economic development.
- Inform and recommend policy for business growth
- Partner and liaise with other Council Advisory Groups on key issues as required

## EG22.4 Election of Chairperson and Notification of Council Resolution

**HPERM Ref:** D22/430172

**Department:** Business Assurance & Risk  
**Approver:** Carey McIntyre, Director - City Futures

### Reason for Report

To allow for the election of a new Chairperson and Deputy Chairperson until the next Call Meeting (scheduled for September 2023). To determine a commencement time for quarterly meetings moving forward, and to advise the Committee of Council’s resolution in relation to the re-establishment of the Shoalhaven Economic Growth & Advocacy (SEGA) Group.

### Recommendation

That the Committee:

1. Receive the report regarding Council Resolution – Re-establishment for information.
2. Elect (insert name) as Chairperson and (insert name) as Deputy Chairperson for the period to September 2023, noting that the appointment will be reaffirmed by Council.
3. Determine the meeting commencement time to be (insert time) for future quarterly meetings as per the Council Resolution.

### Options

1. As recommended

Implications: The membership structure as specified in the Council Resolution is adopted for the period to September 2023.

2. The Committee request that Council consider changes to membership, purpose, delegation, quorum, or the number of meetings required for the committee.

Implications: Such changes would need to be considered as a change to the Terms of Reference of the Committee and endorsed by the Council.

### Background

Each year in September, Council reaffirms all its committees for the next 12 months. At that meeting Council has the option to: reaffirm its committees; make any change to membership, purpose, delegation, quorum, and the number of meetings required for those committees; or disband committees.

This report is provided to inform the Committee members of the resolution of the Council. At the Ordinary meeting on 26 September 2022 Council adopted (see MIN22.690) the following in relation to the Shoalhaven Economic Growth & Advocacy (SEGA) Group for the period to September 2023:

Meetings per year – Quarterly Commencement time – not yet determined	Quorum: Half + 1
	Terms of Reference: <a href="#">POL22/157</a>
<b>Role and Purpose:</b>	

EG22.4

- Inform the development, implementation, and review of council economic growth strategies
- Providing advice and make recommendations to Council on matters relating to business and economic growth in the Shoalhaven.
- Provide advice and recommendations on key advocacy opportunities to support business growth in the region

**Delegation:**

- Make recommendations on actions and priorities
- Provide feedback on economic growth key issues or growth opportunities
- Appoint suitable representatives to fill casual vacancies
- Research contemporary methodologies to achieve advocacy, business growth and economic development.
- Inform and recommend policy for business growth
- Partner and liaise with other Council Advisory Groups on key issues as required

**Chairperson** – Appointed by Committee

**2022-2023 Councillor / Staff Membership**

Mayor

All Councillors - maximum of 3 voting (1 from each ward) to be determined at each meeting

Note: Any non-voting Councillor in attendance at any of the above Committees may act as an alternate voting member in circumstances where achievement of a quorum is required.

**Community / Organisational Representatives**

Maximum of ten skills-based industry representatives

- Minimum of two positions to be held by representative/s from the tourism industry
- Maximum of six positions to be held by representatives from other industry growth areas
- Minimum of one position to be held by a representative from the education sector
- Minimum of one position to be held by a representative from the Aboriginal Business Sector

**Non-voting participants**

Political representatives

- All non-delegated Councillors
- Member for Gilmore (or nominee)
- Member for Kiama (or nominee)
- Member for South Coast (or nominee)

Cross government and advocacy representatives

- A representative of National Parks & Wildlife Service
- A representative of Regional NSW
- A representative of Department of Industry
- A representative of AusIndustry
- A representative of Regional Development Australia

Business Associations and / or Chamber representatives

- President, Shoalhaven Business Chamber
- President, Sussex Inlet District Chamber
- President, Milton Ulladulla Business Chamber
- President, Huskisson Business Chamber
- President, Kangaroo Valley Chamber
- President, Shoalhaven Professional Business Association
- Chair, Shoalhaven Defence Industry Group (SDIG)

EG22.4

Outlined below is the process that is followed for the Election of Office Bearers for Committees of the Council:

*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 appropriately 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 Officer conducting the election shall confirm acceptance of each nominee prior to his or her inclusion in the ballot. If the nominee is not present at the meeting and thus cannot confirm their acceptance of the nomination at the time of the election the nomination will not be accepted.*
  - 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, or emails from remote participants, 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.*

### **Policy Implications**

It is noted that as part of the above resolution Council also resolved that:

*Any non-voting Councillor in attendance at any of the above Committees may act as an alternate voting member in circumstances where achievement of a quorum is required.*

Therefore, the Terms of Reference will be amended accordingly to reflect the membership and voting rights of this Committee.

## **EG22.5 Shoalhaven Advocacy**

**HPERM Ref:** D22/459882

**Department:** Tourism  
**Approver:** Carey McIntyre, Director - City Futures

### **Reason for Report**

The purpose of this report is to update SEGA on the Advocacy document, recent announcements in the Federal budget, and to seek suggestions for projects for inclusion in future editions.

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

That the Shoalhaven Growth and Advocacy Group (SEGA)

1. Receive the report for information.
2. Suggest projects to be considered for inclusion in future editions.

### **Options**

1. SEGA provide feedback on the Advocacy document for consideration

Implications: Staff will consider feedback in the next version of the Shoalhaven Advocacy Guide

2. SEGA do not provide any feedback on the Advocacy document for consideration

Implications: SEGA do not have any feedback considered in the next version of the document.

### **Background**

In 2022, ahead of the Federal Election, Council produced the Shoalhaven Advocacy Projects 2022. This document highlighted the top Council projects which require Federal support to deliver, and was a key tool for staff and councillors to advocate to local Federal members in the lead up to the election.

The document showcased the potential for Federal amplification of a number of key NSW Government investments in the Shoalhaven such as the \$15billion over the next 20 years to duplicate the Princes Highway between Nowra and the Victorian border.

1. Already under construction are the:
  - o Albion Park Rail Bypass (\$630 million)
  - o Berry to Bomaderry upgrade (\$450 million)
  - o Nowra Bridge Project (\$310 million)
2. The improvement of this South Coast route between Sydney and Melbourne will bring a level of development not seen in the past, and meaningful partnerships are required with the State and Federal Government to capitalise on the potential for jobs and investment to our growing region.
3. The document includes
  - o Key Roads Projects
  - o Transport and Infrastructure
  - o Riverfront Precinct
  - o Social and Affordable Housing
  - o Improving Resilience and Facilities
  - o Regional Opportunities

The current document is shown [here](#).

### **Federal Election Budget**

Fiona Phillips MP, Federal Member for Gilmore, promised to fund a number of these key projects during her election campaign, and in the recent Albanese Labor Government Federal Budget many projects were confirmed as funded. It is noted that any new version of the document will now need to recognise that these projects are included in the Federal budget.

This includes:

- [\\$32 million for the Nowra Bypass](#) to start the pre-planning works and get this long-overdue project started, with a promise from the Member for Gilmore to continue to pursue the NSW Government for the further \$8 million promised for the bypass in April.
- [\\$40 million for Shoalhaven City Council to fix local roads](#) and ease the financial burden on Council in the wake of the recent weather.
- [\\$7.5 million for the new Sanctuary Point District Library](#) for a state-of-the-art learning, business and community facility for the Bay and Basin region.

### **Policy Implications**

Staff are seeking suggestions from SEGA for projects to be considered for inclusion in future editions of the Advocacy document. Projects to be considered should be regionally significant economic or social growth opportunities.

Should SEGA provide suggestions, they will be considered by the Executive Management Team of Council for inclusion.

## **EG22.6 Project Update: Nowra Riverfront Activation Taskforce (NRAT)**

**HPERM Ref:** D22/462393

**Department:** Tourism

**Approver:** Carey McIntyre, Director - City Futures

### **Reason for Report**

The reason for this report is to provide an overview of the Nowra Riverfront Activation Taskforce (NRAT) project and next steps.

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

That the Shoalhaven Economic, Growth and Advocacy Group receive the report for information.

### **Options**

1. As above

Implications: SEGA will continue to receive updates from staff as the project progresses.

### **Background**

The Nowra Riverfront Revitalisation Project has long been a strategic objective of Shoalhaven Council and the local community. To assist with the delivery of the vision, the Nowra Riverfront Advisory Taskforce (NRAT) was formed as a consultative forum managed and co-chaired by Department of Regional NSW (DRNSW) and Department of Planning, Industry and Environment (DPIE).

The terms of reference are shown [here](#). The NRAT was established on 12 November 2022 and is a cross-government collaboration.

The NRAT is tasked with undertaking the necessary investigations and planning required for the precinct to be developed in such a way as to provide a focus and amenity for the community, taking advantage of commercial and residential opportunities where they exist. There is a large and wide-ranging body of research on the site currently being undertaken.

## The project has 4 key stages

1. **CURRENTLY UNDERWAY** - Preparation of technical studies to support the planning proposal and redevelopment within the precinct. This includes:
  - *Flood Impact & Risk Assessment*
  - *Servicing assessment – water, sewer, drainage, electricity etc*
  - *Traffic & transport*
  - *Geotechnical / Acid Sulphate Soils / Contamination + more*
  
2. **CURRENTLY UNDERWAY** - Revise and update precinct masterplan
  - *This starts with a visioning exercise for the site. This will lead to need community participation and consultation*
  
3. Preparation of Planning Proposal, draft Development Control Plan, infrastructure requirements and associated contributions framework
  - *This sets up the planning controls that support development, like how high buildings can be and what types of things can be built. There are several stages to a planning proposal including:*
    - *Initial Council endorsement*
    - *Gateway determination*
    - *Public exhibition & agency referrals*
    - *Council endorsement & finalisation*
  
4. Riverfront central open space & precinct access roads
  - *Develop designs / seek community feedback / finalise design*
  - *Pursue funding opportunities (inc. grants)*
  - *Deliver upfront*

It is also recognised that there are several sub-precincts to the Riverfront, including Mandalay Ave, Pleasant Way and Graham Lodge and Paringa Park.

### Advocacy

Council has included Stage 4 - the delivery of central open space in its [Advocacy Document](#) as this will be a project that Council has the responsibility for delivering.

Final designs are not complete, and community and business consultation will be needed before any project commences.

### Community Engagement

There are many stages that will need consultation with business and community, both formally and informally.

## EG22.7 Advocacy and Growth - Staff Update

**HPERM Ref:** D22/463126

**Department:** Tourism  
**Approver:** Carey McIntyre, Director - City Futures

**Attachments:** 1. Labour Market Dashboard - October 2022 [↓](#)  
2. Localis Data sample - Mobility and Accommodation Data for Shoalhaven  
[↓](#)

### Reason for Report

The purpose of this report is to provide the Shoalhaven Economic Growth and Advocacy (SEGA) group with an update on key projects in the City Futures Directorate.

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

That the Shoalhaven Economic Growth and Advocacy Group receive this report for their information.

### Options

1. Receive this report for information

Implications: The SEGA group will be provided with a high-level overview of key priorities and projects.

2. Request additional information

Implications: Staff will provide additional information during the meeting if possible, or at a later time after further investigation.

### Growth Update

Council staff have participated or provided feedback towards the following:

- Meetings Council have attended and contributed to:
  - Illawarra South Coast Local Jobs and Skills Taskforce, see **Attachment 1** for the most recent labour market dashboard
  - Regional Economic Development Managers Working Group meetings
  - Launch of the South Coast Tourism Association
  - Launch of the ZIG ZIG hub
  - Energise Illawarra with offshore wind – Oceanex
  - Workforce Australia Providers introduction meetings
  - Australian Regional Tourism Board meetings, including National Conference
  - Attended Tourism and Jobs Summit, Canberra

- 
- Australian Chamber of Commerce and Industry (ACCI) Workforce Round Table
  - Southeast Forestry Hub briefing
  - Nowra Riverfront Action Taskforce – see report under separate cover
  - Origin Energy, proposed Shoalhaven Power Station Expansion, Kangaroo Valley
  - Vincentia Shopping Village reactivation project discussions
  - Shoalhaven Careers Advisors Network (SCAN)
  - Shoalhaven Chamber Women’s Conference
  - Shoalhaven Professional Business Association AGM (SPBA)
  - Shoalhaven Defence Industry Association events (SDIG)
  - CEO Forum reinstated
  - Centre of Excellence collaborations
- Strategy Reviews
    - The review of the Regional Economic Development Strategy including workshops and feedback sessions
    - The 6 Cities Strategy
    - The development of the Shoalhaven Community Wellbeing Plan
    - Updates to the Advocacy Guide for 2023, see report under separate cover.
- Defence and Manufacturing Sector Development
    - Shoalhaven Defence Industry and Manufacturing Workforce Round Table
    - Shoalhaven Defence Industry Group (SDIG), member of the steering Committee
    - Regional Defence Industry opportunities working group, cross government
    - Manufacturing Sector working groups and school’s visit
    - *Manufacturing Is Hiring* campaign, occurring from 17 October 2022 to 16 December 2022.
- Industrial Land
    - Ongoing development of Flinders stage 11 and AATP land, website updated
    - DPE meetings to discuss South Nowra Employment Precinct
- Flood Support
    - Farming and Agriculture Dairy Sector Support

- Oyster Lease support cross agency support
- Kangaroo Valley recovery

### Council Resolutions

- **CL22.548 Update and Proposed Next Steps - Land Use Planning Changes for Agritourism.** Council has been discussing proposed changes from NSW Government Planning and the impacts on the Shoalhaven, most recently at the October 31 Ordinary Meeting. You can see a copy of the [agenda online](#), and the meeting minutes [here](#). You can also watch the meeting back to hear the discussion [via this link](#).
- **MM22.17 Mayoral Minute - Development of a Shoalhaven Affordable Housing Fund & Other Measures to Increase Housing Availability in Shoalhaven** – you can see the [agenda online here](#) and the minutes of the meeting [here](#). You can also watch the meeting online to hear the discussion [via this link](#).

### Advocacy

- Tourism Talk After hours
  - Co-hosted an after-hours event in May at The Wildes Hotel in Kangaroo Valley. The first of many to be partnered with Shoalhaven Business Chamber, and particularly located at Kangaroo Valley to show support to the business community after serious flood events. 80 people attended including local businesses, councillors, local members, and staff.
  - Business after-hours in September was co-hosted between Council, The South Coast Centre of Excellence, Shoalhaven Business Chamber and Milton Ulladulla Business Chamber. Around 70 people attended a panel on how to retain staff and then attended informal networking after.
- Tourism Marketing Snapshot
  - Offseason campaigns being prepared for 2023 are: Autumn Wellness Campaign, featuring retreats, healing and therapies and aimed to align with the announcement of Australia being the world's top wellness destination; Food and Wine in Winter featuring new businesses established in the last two years and highlighting the brewery and distillery trail.
  - Peak Season Campaigns are rolling out to mitigate Summer issues: [100 Beach Challenge](#); [Conscious Traveller](#) and the new Visitor Guide that will be launch in early December with 80,000 copies in print. [It can be viewed here online](#).
  - [Aboriginal Product Development](#) is a key ongoing activity with workshops held in November with NATOC to support operators creating their online presence such as ATDW listings, booking platforms and content for social media.

- Recent Tourism Research Australia data shows that the estimated total expenditure for year ending June 2022 has reached the pre-bushfire and COVID milestone of \$1billion (\$1.09billion), showing that recovery of the industry is on track. Total visitors are still down at 2.64 million, but the growth in spend shows an overall spend per stay increase as well as an increased average length of stay to 3.9 days, which has been a key strategic priority for the region. (Tourism Research Australia, National and International Visitor Survey Year to date June 2022).
- Refer **Attachment 2** - Accommodation and mobility data from Localis is assisting in providing insights for the tourism industry, such as booking data, and movements of people in region. Shortly a spend element will be added into the dashboard to analyse the financial elements also. **Figure 1** and **Figure 2** below are two examples of the Localis dashboard: Accommodation Monthly Report which includes Occupancy Rates and Average Length of Stay year on year from 2019 – 2022; The Mobility Dashboard tracks devices in region to ascertain a number of metrics such as the place of origin and average demographics based on that, as well as activity whilst within region.

## Events

The Events Team (Greg and Kate) are responsible for all event approvals on Council Land and manage Councils [Tourism Event Support Program](#).

- 2022 Aboriginal Knockout
  - After two postponements this event went ahead over the October Long Weekend. The Events Team worked closely with organiser to support the delivery of the event.
- Event Support Program
  - The Event Support Program is designed to drive visitors to the Shoalhaven outside of peak season.
  - In 2021/22 FY there were 15 events, attracting over 28,000 participants to the region, delivering a total economic benefit of \$27 million. Given COVID-19 restrictions were in place for roughly six months of the year this was a strong result.
  - In the last quarter (June-Sept 2022), 11 events were supported with an ROI of \$7,545,870. Events included Summit Shoalhaven, Surf Life Saving Australia IRB Championships and Kangaroo Valley Beer and BBQ Festival.
- Last quarter (June-Sept 2022), 13 events were approved on Council land. Winter tends to be quieter for approvals, this figure will increase over the summer period.
- Events Policy
  - The new Events Policy was adopted in October. It can be viewed here: <https://doc.shoalhaven.nsw.gov.au/Displaydoc.aspx?Record=POL16/266>
  - This policy acts as a guide for events occurring on Council owned or managed land.



## Staff Updates

Updates to staff changes in Economic Development and Tourism

- **Greg Pullen** – currently on long service leave until early Jan 2023 when he will retire
- **Marianne Jones** – resigned from her role in ED to work in the property team
- **David King** – has been helping Economic Development on a contract that will end at Christmas time, we are very thankful for his time and help.
- **Ryan Schulter** has started as the new Senior Economic Development Officer
- **Demi McGregor** resigned to take on a role with Destination NSW
- **Payton Walsh** has started as our new Marketing Liaison Officer
- **Elizabeth Finch** resigned from the Grants Officer position and **Phil Schafer** has started in that role.
- **Emelie Einarsson** is due to return from maternity leave in January to the Visitors Centre Manager role, Lindsay Conway has been acting as the Manager and has just reached 10 years with Council!
- **Coralie Bell** continues to be in both the Tourism Manager and Economic Development Manager roles.
- *...stay tuned for more updates!*

## Grants Updates – Business Focus

### Regional Job Creation Fund – Ongoing

The Regional Job Creation Fund supports businesses to establish or expand in regional NSW. The \$140 million Regional Job Creation Fund supports existing businesses in regional NSW to grow and encourages interstate or overseas businesses to invest in regional NSW. Regional NSW is Australia's largest and most diverse regional economy and is home to thriving agribusiness, energy and resources industries and strong manufacturing, tourism and service sectors. The program is ongoing. Funding is \$100,000 to \$5Mill

### Investing in Women Funding Program – Closes 27 November 2022

Women NSW administer this program which aims to advance the role, status and contribution of women in our communities. Projects should address at least one of the three priority areas for women and girls, aligned with the NSW Women's Strategy (2023-2026)

Funding Available - \$5,000 to \$100,000

### R&D Fund – Application dates announced soon

Funding for small and medium enterprises (SMEs) and scaleups to commercialise products that address the health, social or economic impacts of the COVID-19 pandemic. Applications open soon. Technology-rich start-ups, scaleups or small to medium enterprises (SMEs) looking to commercialise innovative technology. Grants for each successful applicant will be in the range of \$250,000 to \$1 million.

**Primary Producer Grants** – NSW Severe Weather & Flooding 27 June 2022 onwards

The NSW and Australian Governments have announced additional assistance measures to support primary producers who have been impacted by the floods and severe weather that occurred from 27 June 2022 onwards. Primary producers recovering from the devastating impacts of floods are receiving vital support, with Special Disaster Grants of up to \$75,000 now available.

**Small Business Flood Recovery Grants** – Closes 30 June 2023

If you are a small business or a not-for-profit organisation in NSW and you have been directly impacted by storms and floods in June and July 2022, you may be eligible for a storm and flood disaster recovery small business grant. This disaster recovery grant of up to \$50,000 is to help pay for the costs of clean-up and reinstatement of a small business or not-for-profit organisation's operations.

**Regional Investment Activation Fund – Stream Two** – Closes 31 December 2024

The \$110 million Regional Investment Activation Fund will co-invest with eligible entities on projects that will deliver, significant economic, social and/or environmental benefits for a priority industry or location. Funding Available up to \$10Million, non- competitive round.

**Skilling Australia's Defence Industry Grants Program** – Ongoing

Open Non-Competitive Process. The Skilling Australia's Defence Industry Grants Program will provide grants to businesses over three years to help develop defence sector skills and human resources practices and training plans. The program aims to reduce barriers faced by Small and Medium Enterprises (SMEs) in the defence sector when upskilling or retraining staff, help develop skills within SMEs in the defence sector and support SMEs in the defence sector to establish human resources practices and training plans that will build lifelong learning activities into their business.



**Illawarra South Coast  
Employment Region  
New South Wales**

**Labour Market Data Dashboard**

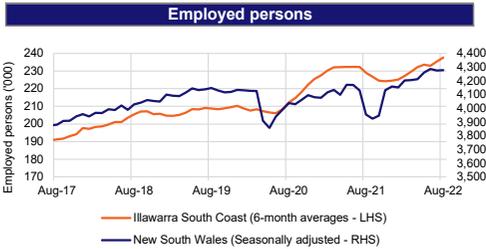
Data current as at 21 September 2022

Refer to source notes for data reference periods

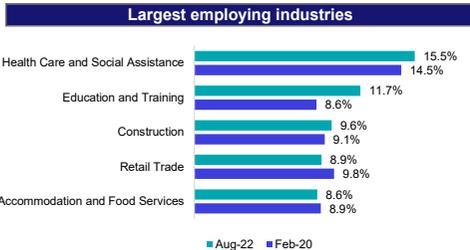
	Employment			Unemployment			Unemployment rate		Participation rate		Youth unemployment rate	
	Aug-22 ('000)	Mar-20 ('000)	Change (%)	Aug-22 ('000)	Mar-20 ('000)	Change (%)	Aug-22 (%)	Mar-20 (%)	Aug-22 (%)	Mar-20 (%)	Aug-22 (%)	Mar-20 (%)
Illawarra South Coast	237.7	208.4	14.1	6.9	14.1	-51.1	2.8	6.3	61.8	57.2	10.2	16.8
New South Wales	4,278.8	4,126.9	3.7	152.8	213.8	-28.5	3.4	4.9	66.0	65.4	8.5	10.5
Australia	13,592.1	13,002.2	4.5	487.7	719.4	-32.2	3.5	5.2	66.6	65.9	8.4	11.6

Source: ABS, Labour Force Survey, Aug-22. Employment Region data are 6-month averages of original estimates, except for the youth unemployment rate, which is a 12-month average of original estimates. State youth unemployment rates are 12-month averages of original estimates. Remaining data are seasonally adjusted.

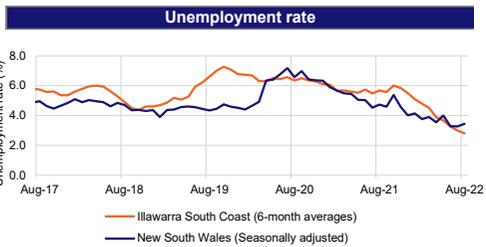
This Labour Market Data Dashboard provides key indicators for the labour market by Employment Region and is updated monthly.



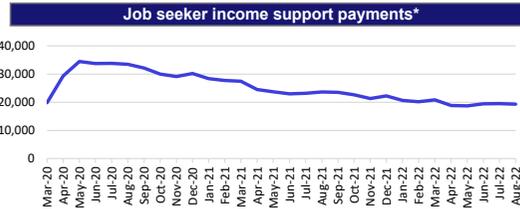
Source: ABS, Labour Force Survey, Aug-22



Source: ABS, Labour Force Survey, Detailed, four quarter averages, Aug-22 quarter



Source: ABS, Labour Force Survey, Aug-22



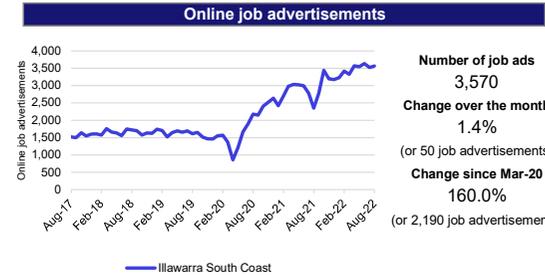
	Illawarra South Coast	New South Wales
Payments - Mar 2020	19,866	245,422
Payments - August 2022	19,306	257,377
Change from Mar 2020 to August 2022	-560	11,955
	-3%	5%

	total persons on job seeker income support	% of 15-64 year olds on job seeker income support
Illawarra South Coast	19,306	5.8%
New South Wales	257,377	4.9%
Australia	853,036	5.1%

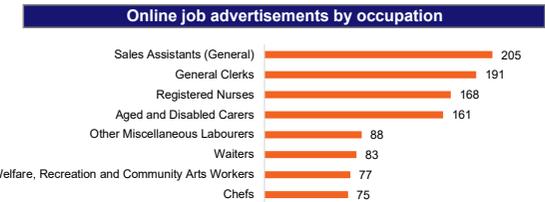
Source: Department of Social Services, JobSeeker and Youth Allowance (other) payment recipients, data.gov.au, Aug-22; ABS, Estimated Resident Population (ERP), Jun-21

Local Government Area (LGA)	Mar-22	Mar-20
Eurobodalla	10.2	7.2
Bega Valley	8.6	5.0
Shoalhaven	7.3	10.4
Shellharbour	5.4	7.1
Wollongong	4.8	6.3

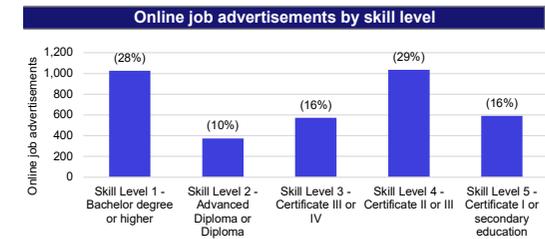
For more insights, access SALM data via Imp.gov.au. Source: National Skills Commission, Small Area Labour Markets, smoothed data, Mar-22 quarter



Source: National Skills Commission, Internet Vacancy Index, seasonally adjusted, Aug-22



Source: National Skills Commission, Internet Vacancy Index, 3 month average of original data, Aug-22



Source: National Skills Commission, Internet Vacancy Index, seasonally adjusted, Aug-22

Note: Data are not readily available by Employment Region. ABS Labour Force Survey data are based on the combined SA4s of Illawarra; and Southern Highlands and Shoalhaven. The Internet Vacancy Index (IVI) and income support data are apportioned to Employment Regions using an SA2 based concordance. \*With the cessation of jobactive and the commencement of Workforce Australia, caseload data is temporarily unavailable. Department of Social Services (DSS) data on job seeker income support payments has been included instead. Note that not everyone in receipt of income support is on the caseload. \*\*DSS job seeker payments include those who are in receipt of either JobSeeker (aged 22 and over but under the Age Pension qualifying age) or Youth Allowance (other) payments (those aged 16 to 21). Data are published on data.gov.au. \*\*ERP estimates are only available by standard 5 year age groups. For more information about the data in this dashboard, refer to the Employment Region Labour Market Dashboard data sources and quality document on labourmarketinsights.gov.au. For enquiries related to this dashboard, contact EmploymentPathwaysAnalysis@skillscommission.gov.au.

Mobility Dashboard

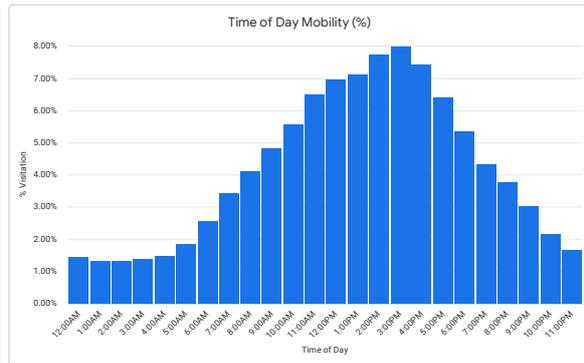
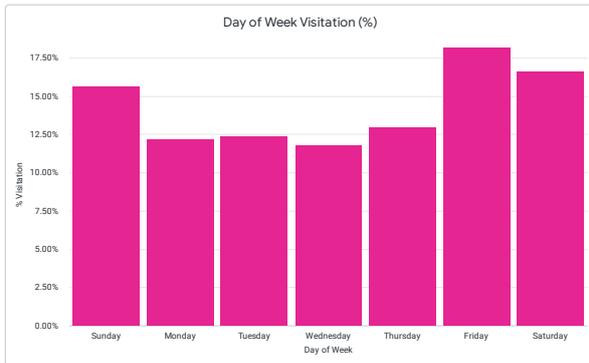
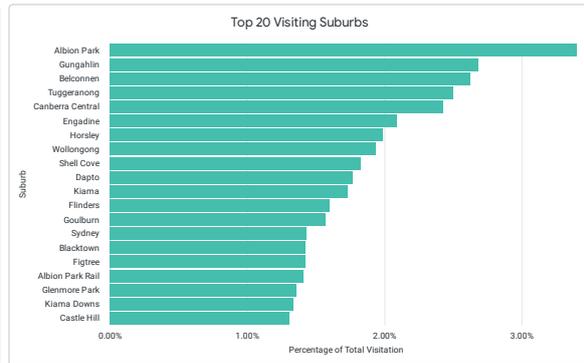
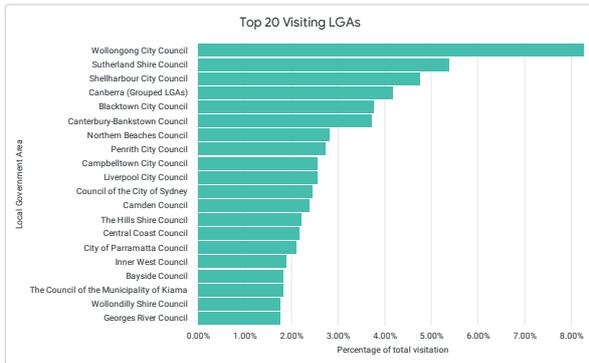
Visitation Local Government Area (LGA) is Shoalhaven City Council Visit Date is in the last 90 days Home LGA (To Exclude Locals) is not Shoalhaven City Council Home State is not null



Mobility Dashboard

Use this dashboard to view source markets for your region and find out what day of the week/hour has the highest visitation. Furthermore, use the visitor profile to discover characteristics about the average visitor to your region. If you are wanting to exclude locals to view non-local visitation, make sure to filter "Home LGA".

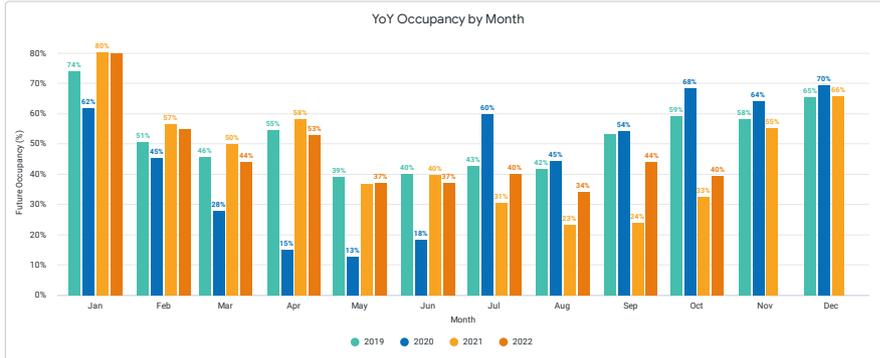
Visitor profile data from this dashboard is an extension of the most current Australian Census blended with our mobility data. As more census data is released by the ABS more traits will be added to the visitor profile.





### Accommodation Monthly Report

This report visualises the four top line metrics for accommodation, which have been collected through major OTA booking platforms and allows you to compare how metrics are performing month on month and year on year. The data in this report is up to date with the most recent completed month.

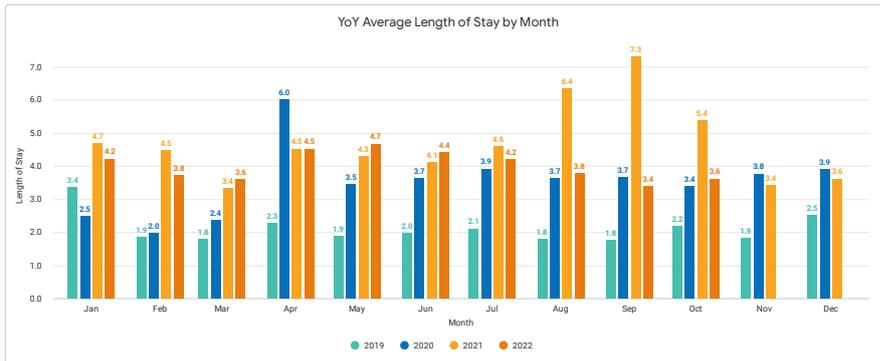


**-4%**

Last Month's Average Occupancy MoM

**7%**

Last Month's Average Occupancy YoY

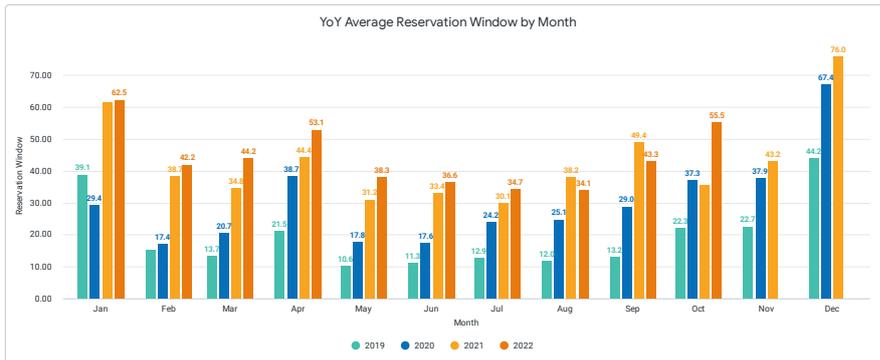


**6%**

Last Month's Average Length of Stay MoM

**-33%**

Last Month's Average Length of Stay YoY

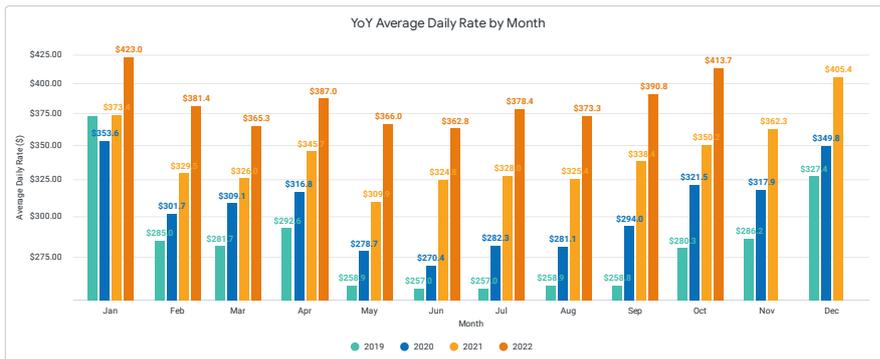


**28%**

Last Month's Average Reservation Window MoM

**54%**

Last Month's Average Reservation Window YoY



**6%**

Last Month's Average Daily Rate MoM

**18%**

Last Month's Average Daily Rate YoY

## EG22.8 Open Discussion - Economic Growth

**HPERM Ref:** D22/464538

**Department:** Tourism  
**Approver:** Carey McIntyre, Director - City Futures

**Attachments:** 1. Economic Snapshot - Shoalhaven Economic Growth & Advocacy Group  
↓  
2. Situational Analysis ↓

### Reason for Report

The purpose of this report is to provide the Shoalhaven Economic Growth and Advocacy (SEGA) Group with attachments to facilitate open discussion, led by Carey McIntyre, Director, City Futures.

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

That the Shoalhaven Economic Growth and Advocacy Group receive this report and attachments for their information and participate in an open discussion about the strengths and opportunities for the regional economy.

### Options

1. Receive this report and attachments for information.

Implications: The SEGA group will receive the relevant attachments to facilitate open discussion.

2. Request additional information.

Implications: Staff will provide additional information during the meeting if possible, or at a later time after further investigation.

### Open Discussion

The following report attachments will be utilised to facilitate an open discussion within the SEGA Group:

- **Attachment 1** - Shoalhaven Economic Snapshot – facts and figures
- **Attachment 2** – Situational Analysis – staff brainstorm

Shoalhaven Economic Growth and Advocacy Group  
23 November 2022

Shoalhaven Economic Snapshot

2021 Highlights	Shoalhaven	NSW Comparison
Population*	108,497	NA
Population forecast 2031*	117,499	NA
Population in labour force*	48.8% (44,477)	58.7%
Unemployment rate*	4.9%	4.9%
Local jobs*	40,582	NA
Local businesses*	7,618	NA
Median weekly household income*	\$1,270	\$1,849
Households with a mortgage*	26%	31%
Median weekly mortgage repayment*	\$399	\$500
Households renting*	23%	31%
Median weekly rent*	\$350	\$420
University qualification*	16%	28%
Trade qualification*	27%	18%
Public transport to work*	1%	16%
Residents that live and work in LGA*	88.1%	NA
GRP*	\$5.28b (+5.2% 2020)	+1.23% 2020
Top 5 industries by employment*	<ol style="list-style-type: none"> <li>17.2% - Health Care and Social Assistance</li> <li>11.4% - Retail Trade</li> <li>10.6% - Public Administration and Safety</li> <li>10.3% - Accommodation and Food Services</li> <li>10.1% - Construction</li> </ol>	<ol style="list-style-type: none"> <li>14.4% - Health Care and Social Assistance</li> <li>9.0% - Retail Trade</li> <li>8.9% - Professional, Scientific and Technical Services</li> <li>8.7% - Education and Training</li> <li>8.6% - Construction</li> </ol>
Top 3 industries by output#	<ol style="list-style-type: none"> <li>17.9% - Construction</li> <li>14.7% - Manufacturing</li> <li>14.0% - Public Administration and Safety</li> </ol>	<ol style="list-style-type: none"> <li>14.9% - Manufacturing</li> <li>12.9% - Construction</li> <li>9.8% - Financial and insurance Services</li> </ol>
Total overnight visitor capacity&	29,194	NA
Total accommodation listings&	4,477	NA

Data sources: \* .id

# Remplan

& Localis

- Develop an Industrial Lands Strategy and collaborate with cross government agencies to support new and existing industries to grow and attract new business.
- Leverage export opportunities – link big business with new and upcoming export opportunities.
- Continue to reduce fluctuations in tourism visitation through strategic marketing and event investment which encourages visitors to disperse and visit outside of peak seasons.
- Encourage collaboration and networking opportunities within and between industries.
- Expansion of affordable housing.
- Opportunity to advocate for funding through State Elections i.e., road and infrastructure upgrades etc.
- Drive forward NRAT which will increase supply of housing and investment in Nowra, contributing to its revitalisation.
- Proximity to Sydney and Canberra provides an opportunity to attract people to relocate and invest in the area.



- High inflation rates and no associated increase in wages. Inflation projected to keep increasing to 7.4%
- Inflation and interest rates are impacting consumer spending - economic activity is anticipated to slow over the coming 12 months.
- Consumer confidence may impact when and how people travel.
- Rising unemployment rates.
- Skills Shortages continues to be a significant challenge for businesses.
- The housing shortage and unaffordable rental prices are impacting the cost of living, furthermore it's challenging for skilled workers looking to relocate.
- Small businesses (specifically tourism and retail businesses) continue to struggle with the uncertain economic climate. Further to this, ongoing flood damage and rain are impacting visitor bookings and access to some areas.
- Industry continues to be tired, overworked, understaffed and sick of constantly having to adapt to various challenges.

- Strong relationships with Chambers and Industry and relevant State Government Agencies.
- Proactive advocacy for strategic projects and infrastructure development across the region.
- Business support services including Business Connect that are available in the region.
- Diverse economy which includes construction, tourism, manufacturing, agriculture, public administration, health care, and so on.
- City Futures directorate focused on region wide growth
- An adopted *Economic Development Strategy*, to guide a strategic approach to economic development in the Shoalhaven.