

# Shoalhaven Economic Growth & Advocacy Group

**Meeting Date:** Wednesday, 15 March, 2023

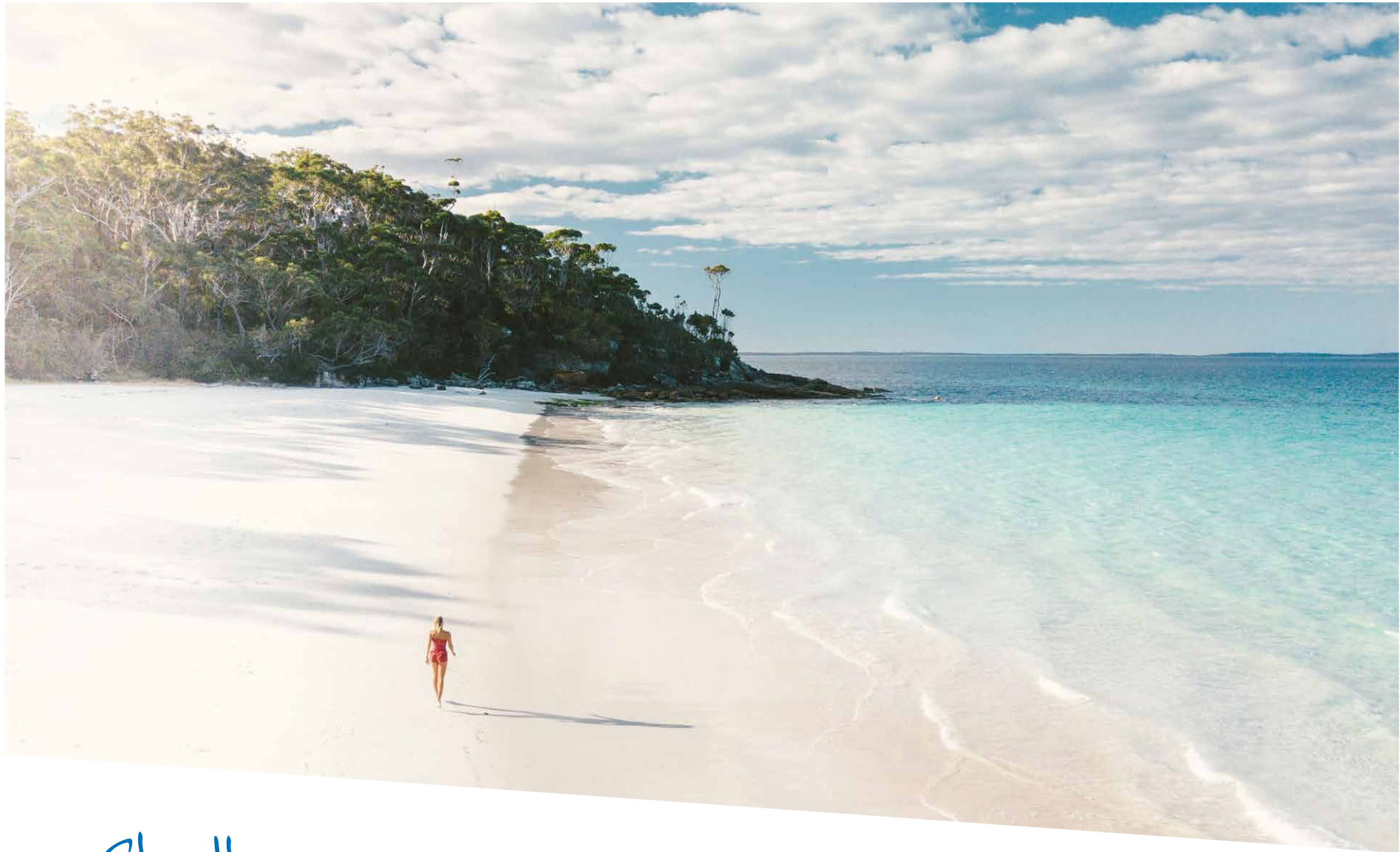
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra

## Attachments (Under Separate Cover)

### Index

#### 5. Reports

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| EG23.4       | Advocacy and Growth - Staff Update                          |    |
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## 1. Why this Plan Exists

This plan highlights the priority actions to reactivate the Shoalhaven as a “year-round destination, valued for its quality environment and visitor experiences” (Shoalhaven DMP2018-2023) in the changed context of living with covid 19 and increasing environmental pressures. These actions focus on delivering a strong, resilient, and vibrant tourism industry that actively contributes to the wellbeing of community, the sustainability of Shoalhaven’s natural environment and the return of visitor expenditure to pre-pandemic (YT to Sep 2019) levels by the same quarter in 2024.

## 2. What the Review Highlighted

The review insights were gathered from workshops, interviews, and a survey of the tourism industry in the Shoalhaven, alongside a literature review of key documents and reports and insights from the MyTravelResearch.com database of 50+ trends impacting tourism.



### a) General Insights and Observations

- Both industry priorities and current market needs are still well aligned with the DMP in many areas. Most recommended actions relate to the urgency or level of priority of activities in that plan.
- Better alignment in the activities and processes of Shoalhaven Tourism (ST) with those of other parts of Council would increase Return on Effort for ST.
- Some of the barriers to reactivation are not within the control of ST, making advocacy an important role.
- If the challenges around data collection can be overcome, Shoalhaven 360 has the capacity to play a key role in developing a resilient tourism industry and positioning Shoalhaven as a leader in sustainable destination management.

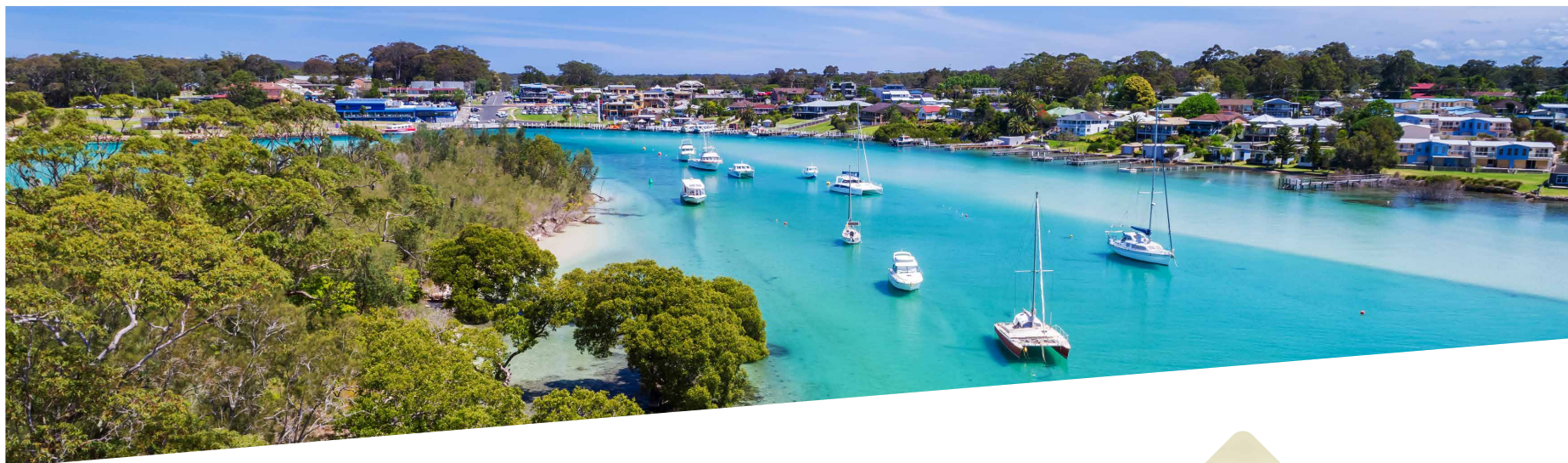
### b) Industry Development

- Activities in the plan need to align with the differing needs of operators which is influenced by business type (e.g. accommodation vs tour operator), size, longevity, and motivations. Supporting the diversity of industry needs and maintaining awareness of its activities place significant pressure on ST resources.
- Attraction and retention of a well-qualified workforce is a critical barrier to Shoalhaven becoming a 7-day a week, year-round destination. But this is a true ‘wicked’ problem.

### c) Attracting Visitors

- Tourism sustainability (environment & community) is growing more important, especially to high yield customers. Focusing on attracting visitors who align with Shoalhaven values is more important than ever. There is potential to dial up targeting of wellness, food and wine and adventure travel markets.
- The destination attracted many new and high yielding customers due to border closures in 2020. Retaining these ‘covid new’ customers, especially those with potential to travel outside peak demand periods is a priority.
- To reduce fluctuations in visitation as domestic and international borders reopen, attracting high yield repeat customers is critical, working with businesses to attract this customer base will be important to success.





### 3. The Road to Recovery

Based on the issues highlighted by the review the following actions have been identified to help ST support the reactivation of the destination.

#### 3.1 The Approach

The actions are considered in two focus areas:

- **Industry Development and Advocacy.** Focus on supporting industry will create the conditions for recovery by ensuring industry is agile, resilient, and capable and thus ready to seize opportunities as tourism returns.
- **Driving Demand.** Focus on attracting the right visitors to reduce fluctuations in visitation once borders reopen and international travel returns.

Some activities are important to both focus areas.

#### 3.2 Strategy and Priority Actions to Drive Recovery

As noted in the review above, many of the actions are not new to ST's Strategy but are reprioritised to drive the most effective road to recovery.





### Industry Development and Advocacy

### Progress Update

Strategy - Support industry and improve ST return on effort by centralising industry development content and assets so they are easily accessible.

- Consider creating a centralised industry resource that provides a one-stop shop for relevant activities and initiatives. This should include: what are we doing (e.g. regional touring routes), how industry can work with us, a link to our events calendar, key things happening with industry and links to other resources (e.g. NSW First, DSSS, DNSW) including access to training. Once created promote regularly as the 'first place to look' prior to more personal engagement.
- Two longer term activities to consider that will enable ST to better manage expectations and delivery
  - a) develop a 'what to expect' charter that clarifies mutual expectations
  - b) upgrade CRM systems to provide a more interactive and personal update on initiatives that does not unduly burden staff.

Currently this is in the ideation phase. Tourism continue to send monthly industry newsletters to ensure industry is informed on key opportunities. With the Economic Development and Tourism merge this will be a priority consideration entering 2023.

b) CRM - developing a tourism CRM has been discussed for some time, awaiting Council's own technology solutions as well as potential restructure to work with Economic Development and other complementary data.





## Industry Development and Advocacy

## Progress Update

### Strategy - Visitor Services activities to support industry in recovery

- Promote that VIS staff are available 7 days a week to support with industry assistance.
- Dial up the importance of Visitor Services as the frontline support via famil visits, checking the status of ATDW and Google My Business listings and to assist industry where appropriate.
- Explore opportunities for one-on-one meetings and/or workshops to assist operators with online listings and to receive product updates from operators.

Google listings up to date with current opening times for VIS, print media shows opening times, industry EDM's, Live Chat is another option to push.

Famils program back on track in 2023, engaging directly with operators for all expiring ATDW listings, working with new operators to create new listings. During face to face brochure drops reinforcing to contact the VIS for any assistance.

Attending Tourism after hours, assisting with workshops e.g. Aboriginal experiences workshop, engaging with operators directly to create listings, proactively reaching out and working one on one with operators if listings are incorrect, expiring or need updating.

### Strategy - Work with SEGA on the key barriers to recovery facing the industry that are beyond ST's control i.e.,

- ST and SEGA to develop/update an advocacy strategy with these issues.
- Review with SEGA the potential to develop a leadership position on workforce planning to ensure the availability and capability of highly skilled staff.

Advocacy document has been established in line with the 2023 election. This includes key strategic regional projects, many of which will benefit the visitor experience when people travel into region.

SEGA has replaced STAG and members have been recruited with HR and workforce planning skills to ensure this maintains a high priority and ongoing discussion within this group.



| Driving Demand   | Progress Update  |
|--|--|
| <p>Strategy - Make simple adjustments to existing campaigns which target high yielding travellers, so that they also consider changes in consumer travel patterns post covid 19 and drive consistent visitation once borders reopen.</p> |  |
| <ul style="list-style-type: none"> <li>Continue to attract high-yielding visitors in the off-season with the aim to increase spend.</li> </ul>   | <p>Spend per customer has increased from \$456 YTD Sept 2020 to \$616 YTD Sept 2021.* Length of stay has also increased to almost 4 days due to targeted off-season campaigns with promotion to appropriate Sydney and Canberra demographics. *Tourism Research Australia Shoalhaven and Jervis Bay Monitor YTD September 2021 and September 2022.</p> |
| <ul style="list-style-type: none"> <li>Region lends itself well to attracting the 'living with covid' traveller i.e. strong nature, wellness and adventure offering.</li> </ul>  | <p>Autumn 2022 campaign 'Adventure into Wellness' saw product development and grouping of product for promotion, followed by a deeper-diving Wellness Campaign in Autumn of 2023 with considerable budget and promotion.</p>   |
| <ul style="list-style-type: none"> <li>Seek to retain covid new customers especially those who came out of season via Retargeting.</li> </ul>  | <p>Retargeting measures across all active campaigns Post-COVID connected both websites: 100beachchallenge.com and shoalhaven.com; with social media users; and those on the google network. A new campaign to target subscribers to the monthly visitor newsletter for direct marketing was deployed on shoalhaven.com and social media in 2022.</p>   |
| <ul style="list-style-type: none"> <li>Consider partnerships to extend the reach of the campaign with travellers in their databases.</li> </ul>  | <p>A partnership with WellTraveller website and network helped define and extend the promotion of our Wellness Campaign, and also provided advice and product development for product.</p>   |



### Driving Demand

Strategy - Greater cross and intra-regional promotion to expand dispersal across the LGA.

- Continue to support initiatives to promote tourism beyond LGA borders.
- Raise awareness of existing intra Shoalhaven regional drives by giving more prominence on the website.
- Strengthen promotion of itineraries in order to encourage road trips and existing lesser-known routes.
- Leverage the opening of the new experiences at Bundanon to drive greater dispersal across the region and promote Shoalhaven's Art and Cultural offerings.

### Progress Update

In 2022 Shoalhaven was the lead partner in a 7 LGA FeeINSW Campaign pitch for a high level campaign with Destination NSW. Over \$400K was spent to promote the South Coast as an attractive off-season destination, at the top level, package 4.

2 x suggested itineraries from guests created on shoalhaven.com and promoted in the Visitor Guide. Content and blogs updated across Main Rd 92, The Waterfall Way (Southern Highlands) and the Sydney to Melbourne route.

2 x food and wine itineraries promoted with Destination NSW FeeINSW Package 3 campaign for visitnsw.com.au increasing content on that site. Investment in Grand Pacific Drive itineraries and promotion.

2022 Autumn Arts and Culture campaign backed heavily on the opening of Bundanon, featuring numerous media famils, articles, and promotional materials, as well as ongoing support by way of meetings and advice with the Bundanon Marketing team.





| Driving Demand   | Progress Update   |
|--|---|
| <p><b>Strategy - Continued promotion of ST Events Calendar as a way to drive visitation, support community and unite people in the off-season.</b></p> <ul style="list-style-type: none"> <li>• Increase the visibility of the Shoalhaven Events Calendar through the ongoing promotion of 'What's On' in marketing activity.</li> <li>• Encourage locals to attend events consider including them in future campaigns where appropriate.</li> </ul>   | <p>Plans to increase What's On Promotion are in Motion. Doing PR around upcoming June Events. What's On Page is one of the most visited on the website.</p> <p>Push out relevant events through SCC community newsletter. Encourage event owners to promote through local media as well as out of town.</p>   |
| <p><b>Strategy - Leverage the growth of the Conscious Traveller as these customers are best aligned with the regions offering and create the strongest potential to retain social licence with residents.</b></p> <ul style="list-style-type: none"> <li>• Target in relevant current campaigns via profiling.</li> <li>• Encourage visitors to treat the Shoalhaven with respect and to travel sustainably.</li> <li>• Review the potential to reactivate the Shoalhaven 360 initiative by focusing on what is deliverable now. In the longer term, identify a pathway to expand the measures included, and embed sustainability messaging/principles in marketing and product development.</li> <li>• Wellness, Indigenous experiences are known to cater to people's desire to reconnect and be in nature. Developing partnerships to help develop wellness and outdoor experiences to meet the market will be critical for long-term off-season growth.</li> </ul> | <p>Customer profiling for all tourism campaigns focusses on travellers who appreciate sustainability, nature, and have a high disposable income. The psychographics largely resembles adult couples who are 'Metrotechs' via Roy Morgan helix personas.</p> <p>The Conscious Traveller graphic and promotional material featuring 10 ways to be a conscious traveller was promoted via radio, social media, website and outdoor advertising, focusing budget on peak season within the region.</p> <p>The existing 360 website has been refined and redeveloped and requires work on the possible data input and measures. More data is now available which can be fed in over the following months. Sustainable travel is a key message in campaigns including tread lightly messaging in the 2023 Visitor Guide.</p> <p>There is dedicated time and valuable Aboriginal partnerships that have been created, specifically in product development and promotion. Research and development led to the creation of an Autumn Wellness campaign, partnered with Well Traveller and many new Shoalhaven operators in 2023.</p> |



### Cross-focus Initiative

Strategy - Identify opportunity areas for product development through collaboration with industry.

- Generate conversations around how to best drive investment in tourism infrastructure, events, grant opportunities, and development of prospective high yielding markets.
- Ensure tourism priority infrastructure across the region is considered in council planning.

### Progress Update

In partnership with DNSW/DSSS we have been part of the Business Event Workshops, attended AIME and Get Local. This work is to attract mid week visitation from high yielding markets. Continue to liaise with operators on grant opportunities through region. Going forward combination of ED and Tourism will allow for a more collaborative approach to investment attraction in region.

Tourism continues to be a part of internal conversations feeding into policy and planning.



# Post Event Completion Report FY21/22



shoalhaven.nsw.gov.au f @ y t



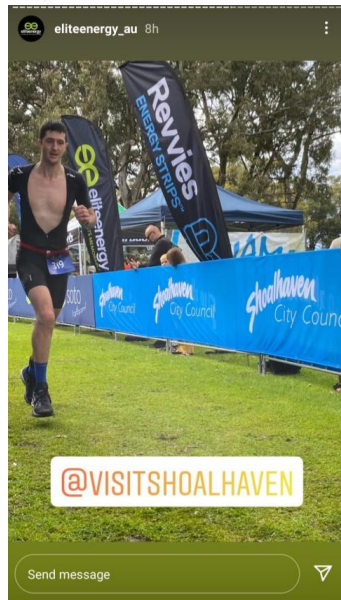
## Overview FY 2021/2022

- 15 events, attracting over 28,000 participants to the region, delivering a total economic benefit of \$27 million
- First event of FY held in November due to COVID-19 restrictions.
- Targeted destination content to over 28,000 event goers, encouraging them to stay longer and spend more.
- Council Logo used across events.

| Total ROI Per Quarter FY2021/22 |           |                      |
|---------------------------------|-----------|----------------------|
| Q1                              | \$        | -                    |
| Q2                              | \$        | 5,518,000.00         |
| Q3                              | \$        | 7,097,000.00         |
| Q4                              | \$        | 14,879,000.00        |
| <b>TOTAL</b>                    | <b>\$</b> | <b>27,494,000.00</b> |



# Tri Husky & Husky Running Festival



Visit Shoalhaven is in Huskisson, New South Wales. 10h · 🌐

Events are back! To kick us off, the **Husky Running** and **Tri Husky** Festivals have events on 6th - 7th November 🏃🏻‍♂️

Take part in one of the 'Fun Runs' at the **Husky Running Festival** along our beautiful Huskisson-Vincentia coastal path. Register at [bit.ly/huskyrunning](https://bit.ly/huskyrunning)

If you want an extra challenge, check out the **Tri Husky Festival** schedule which includes ocean swims and triathlon races. Register at [eliteenergy.com.au/event/husky-triathlon-festival/](https://eliteenergy.com.au/event/husky-triathlon-festival/)

Find all our spring events at [shlhn.com/21fbkswd](https://shlhn.com/21fbkswd) 🐦🐼

Elite Energy Events Visit NSW



## PARTNERS



### LOCAL COUNCIL

Shoalhaven City Council is committed to delivering high quality services and facilities for our community to sustain and develop our unique environment.



### PART OF SHOALHAVEN COUNCIL

Shoalhaven Water manages the collection, treatment and distribution of water in the Shoalhaven City. We also collect, treat and dispose of wastewater safely back into the environment.



Download Travel Guide

Visit Trip Planner

## EXPLORE



Shoalhaven Tourism, in conjunction with Shoalhaven City Council, hope you enjoy our great surf beaches, amazing bushwalks, local culture and our many annual food, wine and arts festivals and events. Visit [shoalhaven.com](https://shoalhaven.com) for more information, and download the [Guide to the Shoalhaven](#).

**Post Event ROI: \$4,159,000**

**Number of attendees: 5,026**

### Highlights:

- Links to [shoalhaven.com](https://shoalhaven.com) and Visitor Guide in EDMs and website.
- Multi-channel marketing campaign across social, radio, print and digital media pushed out.
- Increase in participation from years prior.
- Roughly 70% of attendees from out of region.
- Organiser collaborated with local businesses to ensure community benefited from event.



[shoalhaven.nsw.gov.au](https://shoalhaven.nsw.gov.au) f i y t

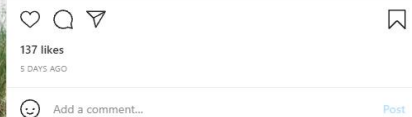
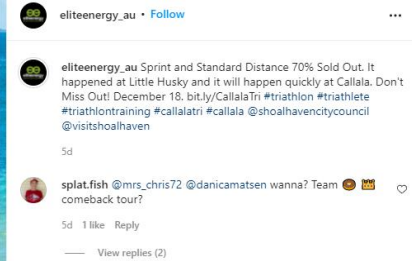
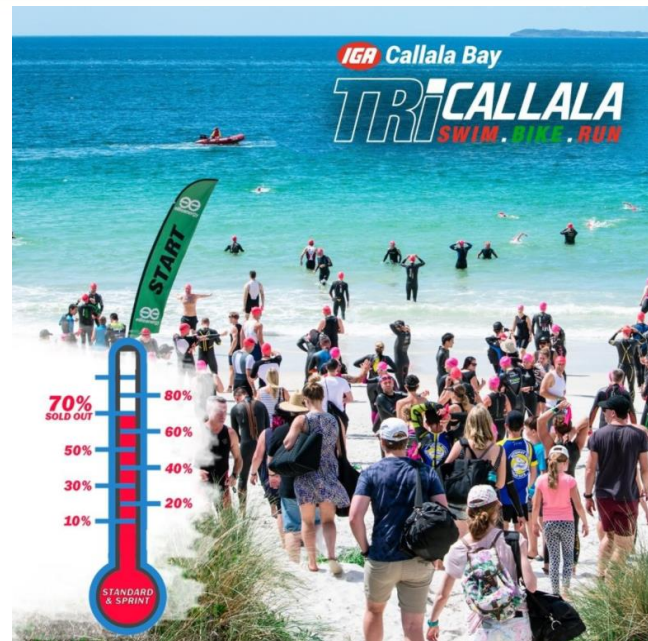
# Tri Callala Bay

**Post Event ROI: \$1,357,000**

**Number of attendees: 2,038**

## Highlights:

- One of the few events on calendar in Callala Bay.
- 298 more registrations than 2020.
- Positive coverage across print, radio and social.
- 85% of participants from out of region, 73% of whom stayed overnight (on average for 2 nights).
- Organiser collaborated with local clubs on catering and food stalls.



shoalhaven.nsw.gov.au f i g t



# Red Hot Summer Tour

**Red Hot Summer Tour**  
December 15, 2021 at 6:22 PM · 🌐

🔥 Head to the [Visit Shoalhaven](#) page NOW and leave a comment to take part in this great giveaway for our upcoming Berry show!



Visit Shoalhaven is in Berry, New South Wales.  
December 15, 2021 at 6:11 PM · 🌐

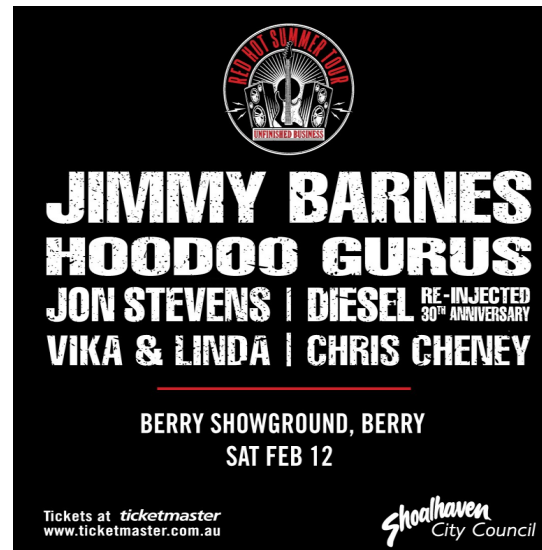
🎁 GIVEAWAY 🎁 WIN tickets to **Red Hot Summer Tour - Berry** on Saturday, 12 February 2022. We've got two adult standard tickets valued at \$260. Enjoy a powerhouse of... See more

**Post Event ROI: \$4,360,000**

**Number of attendees: 6,000**

## Highlights:

- Coverage featuring the Shoalhaven across various music publications, radio and social.
- Strong Shoalhaven presence at the event.
- Positive feedback received, despite rain with occurred for entire duration of event.



Wednesday 19:59

Patron Event Information - Red Hot Summer Tour Berry! Weather 24c Chance of Showers. Please come prepared with Poncho / Jacket and remember umbrellas are not permitted. There are No Pass Outs, and strictly No BYO. Please visit the RHST Website for all event information and artist playing times: <https://bit.ly/3srUWYr> Whilst in Berry please enjoy this magnificent region and head to [www.shoalhaven.com](http://www.shoalhaven.com) for information on what to do and see whilst you are here. On behalf of the Artists, RHST Staff and Crew we thank you for your support and hope you have a fantastic day!



[shoalhaven.nsw.gov.au](http://shoalhaven.nsw.gov.au) f i y t


## NSW Beach Volleyball Tour - Junior Beach Championships Final

**Post Event ROI: \$151,000**

**Number of attendees: 272**


### Highlights:

- 60% increase in athletes when compared to year prior, 85% of participants came from outside of the region.
- Come and Try community sessions included during the weekend on 2 courts.
- Links to shoalhaven.com and encouraging people to stay and spend including across event marketing.



YBVT Championships - Mollymook

### The Championships is in Mollymook



read more >

### Stay and play - Top things to Eat, See & Do around Mollymook

- [Pets on Holiday](#)
- Want to bring your surfboard that weekend or next time check their [spots](#)
- Build fun Family Memories with the [Shoalhaven 100 Beach Challenge Itinerary](#)
- Get amongst some **Nature** while [cycling or hiking](#)
- Come back for the very unique pairing of [Wine and Whales](#) between May and November

[read more >](#)

### Healthy Road trip

Please make your way through the region by sampling their finest local ingredients. The foodie trail offers gastronomic experiences galore and constantly changes with the seasons. There are opportunities to harvest crops at local farms, shuck your oysters straight from the leases and sample the delights at local markets. The South Coast food scene is alive with innovation and creativity, with numerous growers and producers expertly honing their craft in the lush Shoalhaven soils. So don't forget to bring your picnic basket and esky because your taste buds are in for a treat!


[Restaurant and cafe for the weekend](#)

[Local Produce](#)

[read more >](#)


### Accommodation

If you haven't already booked your accommodation, now is the time. Check out the options. There is something for every taste. Not a bad place to come back and relax in Mollymook. Plus a very good option when we come back next year for the Youth Championships!



[read more >](#)

Follow us on social media




# Bowls NSW Women's State Carnival



## STATE CARNIVALS HEAD SOUTH FOR 2022

By BILLY JOHNSON

The biggest events on the Bowls NSW calendar will have a new home in 2022, with the Women's and Men's State Carnivals heading south to the Wollongong and Shoalhaven regions.

From 2-6 May, bowlers from across New South Wales will come together to enjoy the competition, the camaraderie and everything that the Wollongong and Shoalhaven regions have to offer. It will also mark the first time that a Women's and Men's State Carnival are run over the same week, maximising the opportunity for bowlers to take part in one of the best events of the year.

The even more popular Women's State Carnival will take place in the Shoalhaven region in 2022, with Shoalhaven City Council set to host the event. Located on the beautiful central south coast and surrounded by mountains, coastal parks and magnificent beaches, Shoalhaven has a range of activities available to visitors and will be a fantastic host region for the Women's State Carnival.

In its inaugural year, the Men's State Carnival will be run across the Wollongong region, with a plethora of clubs in the area. Destination Wollongong emerged as an ideal choice to host the inaugural event on the Bowls NSW calendar.

Last Host of Wollongong, Gordon Brinkley AM is delighted to have the Men's State Carnival take place within the region. "We look forward to welcoming the bowling community to Wollongong in 2022, where many of our bowling clubs are in stunning coastal locations that make up the special fabric of our coastal villages. We hope they get to enjoy the great outdoors, amazing scenery, and relaxed culture of the Wollongong region."

Bowls NSW Ltd is thrilled to be working with Shoalhaven City Council and Destination Wollongong as hosts for the 2022 State Carnivals. Simultaneously running a women's and men's Carnival will be an historic first for our sport, and it is fantastic to have both activities on board for this momentous occasion.

Further event details, including entry forms and travel costs, will be announced in due course.

To explore things to do, places to stay, or delicious eats and drinks, book your trip today at [your destination](#).

To see just what the Shoalhaven has to offer, visit the [Shoalhaven pages](#).

To view the full media release, [click here](#).



**Post Event ROI: \$3,093,000**

**Number of attendees: 2,075**

## Highlights:

- 93% of participants from outside the region.
- 5-day event operating Mon-Fri across eight Shoalhaven locations.
- Live stream viewed by 65 900 and reached over 85 900.
- View link to Event Page: [2022 State Carnival - Bowls NSW](#).



**Bowls NSW**  
14 April · 🌐

Looking for activities to do during your stay at the State Carnival?

Shoalhaven has a Trip Builder function which can help you plan your time down on the wonderful South Coast! Custom build your own itinerary to suit your time, budget and tastes.

View the Trip Builder here 📍 [www.shoalhaven.com/trip-planner/](http://www.shoalhaven.com/trip-planner/)

#Shoalhaven Visit Shoalhaven



**Bowls NSW**  
5 May · 🌐

We'd like to say a huge thank you to our wonderful event sponsor Shoalhaven City Council for all your support throughout our Women's State Carnival! #Shoalhaven #statecarnival Visit Shoalhaven





# ACT Brumbies - Rugby Sevens



## 2022 South Coast Sevens

Mon, 17/09/2023, 03:36 pm



South Coast 7s

**2022 marks the 3<sup>rd</sup> instalment of South Coast 7s in the Shoalhaven City Council catchment. The Ulladulla Sports Complex will remain the tournament venue, utilising all 3 quality playing surfaces.**

Teams from across the ACT, Southern NSW and South Coast will converge upon Ulladulla for what has now become a vital opportunity to expose new and existing junior rugby players in a Pre-Season setting.

- Saturday 19<sup>th</sup> March will feature Boys U14s, U16s & U18s
- Sunday 20<sup>th</sup> March will feature Girls U14s, U16s & U18s

With the disruption of not only Rugby, but Community Sport, we're confident that the tournament will provide an environment that the residents will be eager to support in a spectator capacity.

Tourism manager at Shoalhaven City Council, Coralie Bell said, "We are excited to continue our partnership with Brumbies Rugby for the South Coast 7s event, which will attract over 900 visitors to the harbourside town of Ulladulla in March."

"Sporting events continue to play an important role in the local visitor economy and we are excited to ha

**Post Event ROI: \$799,000**  
**Number of attendees: 666**  
participants, 1,300 spectators  
**Highlights:**

- 100% increase in participation compared to previous event.
- Utilised a Council owned venue - Ulladulla Sporting Complex.
- Collaborated with Milton Ulladulla Rugby Club in delivery.



## 2022 Aerobic Gymnastics NSW State Champs



**Post Event ROI:** \$722,000

**Number of attendees:** 917 total attendees

**Highlights:**

- 100% of attendees from outside of region.
- Social Media – 53,310 engagements and 4,164 interactions.
- Supported Bomaderry Sporting Complex for an entire weekend.
- Targeted Destination content to participants with links to Shoalhaven.com
- Event received fantastic feedback from Sports Complex.





# Australian Beach Volleyball Tour

**Australian BEACH VOLLEYBALL TOUR**

HOME TOUR INFO COMPETITION EVENTS OUR TEAM VOLLEYBALL AUSTRALIA

The event is finished.

**DATE**  
Feb 18 - 20 2022

**LOCATION**  
Mollymook Beach  
Mollymook

**ORGANIZER**  
VOLLEYBALL AUSTRALIA  
EMAIL  
trent.clarke@volleyball.org.au

**Mollymook**  
Friday 18th - Sunday 20th February 2022

**NOMINATE**



**australlian • Follow**  
Mollymook Beach

**australlian** We're so excited for the Australian Beach Volleyball Tour to make its debut in the Shoalhaven on Mollymook Beach this weekend!

Looking for things to do while in town? Why not get out and explore the Shoalhaven, surf at Mollymook Beach, explore Murrumbidgee National Park or take on the #100beachchallenge.

Support local and visit one of the nine wineries in the region or dine at one of the many of the many restaurants and cafes. Find things to do at @visitshoalhaven and @shoalhavencitycouncil

@destination\_nsw #shoalhaven #visitnsw #nsw

**craig.caracher** Awesome for all. We did compete in 1999 at Mollymook & NZL for the COULDER CUP in a Davis Cup format winning a 110. Matches men and women in what became the Continental Cup format for a Olympic Qualification over 20 years later. Mollymook well ahead of its times. Good luck to all teams back at Mollymook Beach.

**sandstormbrisbane** Looks beautiful

Liked by shoalhavencitycouncil and 329 others



**Post Event ROI: \$851,000**

**Number of attendees: 213 participants, 3,000 spectators**

## Highlights:

- First Volleyball Australia event held in Regional NSW.
- Huge success and large spectator numbers.
- Good coverage across local media secured.
- Local volleyball club received a lot of traction following event, memberships increased.
- Given success, Council has now secured the Asian Tour Championships 2023 – an international televised event.





# Shoalhaven Celebration of Food

**Post Event ROI:** \$1,478,000

**Number of attendees:** 2,847

**Highlights:**

- Event included 32 micro events in 31 days across the entire region - most events sold out.
- Engaged hatted Chefs including; Giovanni Pilu, Alessandro Pavoni, Massimo Mele, Peter Doyle and Doug Innes-Will.
- Industry networking and hospitality training was included in program.
- Given short timeline, and an exhausted industry – event was a success and organisers did a good job at motivating and uniting key players.



[shoalhaven.nsw.gov.au](http://shoalhaven.nsw.gov.au) f i y t



# Shoalhaven Ulladulla, Yoga, Health & Wellbeing Festival

**Post Event ROI:** 294,000

**Number of attendees:** 361

## Highlights:

- Over thirty yoga instructors from all over Australia came together and offered 30+ classes across four Council managed spaces.
- Over 400,000 paid digital impressions across FB, IG and Google.
- 84% of attendees from out of region, ACT and Far South Coast made up largest proportion of visitors.



## TESTIMONIALS

- Cate Boyle Davey**  
It was such a wonderful event. Well done to everyone who was involved in pulling it together. I'll definitely be back next year.
- Whitley Jay**  
Such an amazing weekend. Thank you to all involved in the organisation, smooth running, and brilliant classes.
- Benedicte Henry Teteris**  
Thank you Rosie for putting together such a successful event. I hope it is the first of many to come. Thank you to all participants and the offering of their open heart and enthusiasm, who made this weekend so fulfilling. Thank you to all the presenters for their beautiful offering, their time and energy. I have found my tribe and made many new friends, and for all this I am extremely grateful. — Benedicte from Launceston to connect
- Jody Vassallo**  
It was a wonderful weekend thank you for allowing me to be part of it.
- Caroline Gate**  
I did 3 yoga classes on the Saturday and a workshop and it was really great.





# Viking Festival




**VIKING FESTIVAL**  
**SUSSEX INLET**  
*A Celebration of our Scandinavian Heritage*

**JUNE LONG WEEKEND**  
**Saturday 11th June - 9am to 7:45pm**  
Viking Village • Viking Beer Garden and Live Music  
Food Stalls • Kids Zone with Fun Activities  
**Sunday 12th June - 12:30pm - 4pm**  
Viking Long Table Lunch



**Limited Tickets - Book Now!**  
**[www.vikingfestival.com.au](http://www.vikingfestival.com.au)**

**Post Event ROI: \$2,629,000**

**Number of attendees: 4,625**

## Highlights:

- Coverage across Print Media, Digital Media and Radio.
- Just under 50% of visitors came from outside the Shoalhaven.
- Activated Sussex in Winter.
- Great case study of an engaged Chamber of Commerce who established a sustainable event model that supports local industry and attracts visitors.
- Event ran across 2 days, reaching a broad audience from families to Viking enthusiasts.



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# Huskisson Beer and BBQ Festival

**Post Event ROI:** \$700,000

**Number of attendees:** 1,650

**Highlights:**

- Tickets sold out 2 weeks prior to the event.
- Occurred during the winter months when visitation tends to be lower.
- Paid marketing and media campaign across social, print and radio which drove ticket sales.
- Local food and beverage businesses had stalls and benefited from the event.
- This was one of many events of this style the Huskisson Hotel is looking to establish.



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# Big Country

## Big Country Festival

Looking for accommodation options? Visit [Shoalhaven](#) has put together a guide on the places to stay nearby. Our free shuttle buses depart from Shoalhaven Heads, Gerroa, Nowra + Gerringong and are all part of the fun 🚌

Stay at the charming coastal town of Shoalhaven Heads (10 mins from the festival) with direct access to Seven Mile Beach for pre-festival swims. Alternatively, stay in Nowra (20 mins from the festival) with trendy cafes and breweries to check-out! Nowra is also ... See more



**BIG Country**  
SAT 7<sup>TH</sup> MAY 2022  
BERRY SHOWGROUND, NSW

**HOEDOWN SHOWDOWN**  
**AMBER LAWRENCE KIDS SHOW**  
**LINE DANCING W/ MADDISON GLOVER**  
**THE SULLI-VANS**  
**DJ RONNIE TEE**  
(PLAYING COUNTRY GREATEST HITS)

**ENTERTAINMENT**  
\$10,000 PRO BULL RIDE • 30 RIDERS & 40 BULLS  
HOEDOWN SHOWDOWN BARNYARD LINEDANCE  
LITTLE COUNTRY KIDS ENTERTAINMENT  
RIVERSIDE CAMPING

**FINAL TIX ON SALE**

**FOOD**  
RYAN GOZLEME • DONUT PUFF BALLS  
SOUTH COAST PIELLA  
ROLLING SCHMITZEL  
+ MANY MORE

TICKETS AND INFORMATION AT [BIG-COUNTRY.COM.AU](#)

Australian Government NSW Regional NSW Shoalhaven City Council PINK SALT moshtix

**Post Event ROI: \$6,685, 000**

**Number of attendees: 9,229**

### Highlights:

- 70% of attendees from out of town.
- 4,000 more ticket sold than previous event in 2019.
- Average age of attendee 45-59, with large proportion being female.
- Strong Shoalhaven presence at event and in the lead up to the event.

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# Grant Program Promotion

## INSIGHTS NSW VISITOR ECONOMY NEWS



### SHOALHAVEN CITY COUNCIL LAUNCHES EVENT SUPPORT PROGRAM

Event organisers are invited to apply for up to \$20,000 in funding from Shoalhaven City Council if they can prove their event will encourage visitors to experience the region during autumn, winter or spring.

Situated just two hours from Sydney and Canberra on the South Coast, Shoalhaven boasts a variety of venue options, ranging from parks to scenic showgrounds and sporting venues, as well as heritage halls, acclaimed restaurants, and state-of-the-art conference spaces.

Shoalhaven City Council Tourism Manager Coralie Bell said: "Through attracting events at times that are typically quieter, this program is designed to attract new visitors to the Shoalhaven and increase the supply of year-round local jobs, helping to prevent employers from laying off summer staff."

"Surrounded by mountains, national parks and magnificent white sand beaches, you are choosing a world-class destination when you choose the Shoalhaven."

Applications will be assessed based on their economic impact, ability to drive visitation, benefits they offer the local community and marketing reach.

## micenet

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### Shoalhaven City Council opens event support fund for applications



January 18, 2022 | By Bronwen Largier | Image credit: White Sands Events Jervis Bay / Amber Jenks

Shoalhaven City Council's Event Support Program, offering grants of up to \$20,000 per event for both business and public events coming to the region, opened yesterday.

Eligibility criteria for the fund position it to attract more events outside of the region's peak seasons of summer and school holidays throughout the year.

Applications will be assessed on their ability to bring intrastate and interstate visitors to the region, make a positive economic impact in the Shoalhaven, to become an ongoing event and to be financial sustainable.

"Tourism is a leading source of employment in the region, and in 2019 the Shoalhaven's total tourism expenditure surpassed \$1 billion," said Shoalhaven City Council's Tourism Manager, Coralie Bell.

"The past two years have been particularly challenging for the tourism and events industry, who, among many things, have been forced to deal with loss of income and numerous event postponements and cancellations."

"Through attracting events at times that are typically quieter, this program is designed to attract new visitors to the Shoalhaven and increase the supply of year-round local jobs, helping to prevent employers from laying off summer staff."

"We encourage event organisers everywhere to consider the beautiful Shoalhaven for their next event. Surrounded by mountains, national parks, and magnificent white sand beaches, you are choosing a world-class destination when you choose the Shoalhaven," she said.

Located on the South Coast of NSW, two hours from both Sydney and Canberra, the region has a variety of spaces suitable for public events and conferences and already has a healthy calendar of public events, including the Huskisson Triathlon, The Viki Festival, Fairgrounds Festival and The South Coast Food and Wine Festival.

Applications for the current round of funding are open now until February 16, with the next round of funding to open in July.



### Shoalhaven City Council launch Event Support Program

Shoalhaven City Council is calling event organisers to host their Event in the Shoalhaven this Year. From January 17, 2022, event owners from across the country can apply for up to \$20,000 in funding if they can prove their event will encourage visitors to come and experience the treasures of the Shoalhaven in autumn, winter, or spring. [Read more »](#)

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## Industry news



### Shoalhaven lures event organisers with lucrative funding program

Event organisers can now apply for up to \$20,000 in funding for events that will boost visitation to the region.

18 JANUARY 2022



### NSW Government's \$43 million lifeline for major events

The Event Saver Funds offers funding support to organisers of major events that have been cancelled or significantly disrupted by public health orders.

17 JANUARY 2022

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### Shoalhaven lures event organisers with lucrative funding program

8 January, 2022

Event organisers can now apply for up to \$20,000 in funding for events that will boost visitation to the region.



Huskisson Triathlon

Shoalhaven City Council has launched an **Event Support Program** to entice event organisers to host their event in the Shoalhaven this year and attract visitors to the Shoalhaven region.

Event organisers from anywhere in Australia can now apply for up to \$20,000 in funding for events that will boost visitation to the Shoalhaven in autumn, winter, or spring.

Tourism is a leading source of employment in the region, which Shoalhaven City Council tourism manager Coralie Bell said brought in more than 1 billion dollars in 2019.

"The past two years have been particularly challenging for the tourism and events industry, who among many things, have been forced to deal with loss of income and numerous event postponements and cancellations," Bell said.

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### The A2 guide for organising events

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## Key Learnings and Challenges



- COVID created a challenging environment for events this FY, many events had a short lead time from going LIVE to the event date (some 3 or 6 weeks).
- Some sporting events saw a reduction in participants, however looking broadly sentiment towards attending events was strong with Husky Tri, Big Country, Yoga Festival, Viking Festival, ABVT and Brumbies Rugby all attracting more patrons than forecasted.
- As our events calendar becomes less volatile there is an opportunity to promote "What's On" and leverage community aspects of events going forward.
- Increased costs and higher insurance premiums following floods and COVID continues to be a significant challenge for organisers, and acts as a barrier to new events becoming established.
- Whilst event attendance spiked in this period following COVID lockdowns, consumer confidence is dropping and some organisers are reporting difficulty in selling tickets, many are experiencing surges in sales a week out, or the day of, making planning difficult.



## Other Grants Secured in 21/22 FY



- **Summer Night Fund** - \$15,000 secured – went towards two community events – Summer at Sussex and Burradise Live at Culburra Beach.
- **Small Business Month** - \$2,500 secured – partnership with Berry Chamber to deliver Berry Better Business Forum.
- **Sport Australia** - \$50,000 Secured – to support delivery of 2022 Aboriginal Knockout.
- **Kangaroo Valley Recovery Grants** - rolled out the Kangaroo Valley Recovery Grant program throughout June. Events still ongoing.

