

## Shoalhaven Tourism Advisory Group

**Meeting Date:** Monday, 25 February, 2019

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

**Time:** 5.00pm

**Please note:** Council's Code of Meeting Practice permits the electronic recording and broadcast of the proceedings of meetings of the Council which are open to the public. Your attendance at this meeting is taken as consent to the possibility that your image and/or voice may be recorded and broadcast to the public.

### Agenda

#### 1. Apologies

#### 2. Confirmation of Minutes

- Shoalhaven Tourism Advisory Group - 29 October 2018..... 1

#### 3. Presentations

##### TA19.1 Industry Feedback

*A place in the Agenda for Industry Members to provide any comments on trends, issues, matters they wish the STAG to be aware of or discuss.*

##### TA19.2 Sports Board Update

*A verbal update to be presented by David Goodman, Chair Sports Board.*

##### TA19.3 Councillor Updates

*A space in the agenda for Councillors to have the opportunity to update STAG members on any tourism related information they've seen in the region (as requested by STAG).*

#### 4. Reports

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TA19.9 Beyond Tourism 2020 Steering Committee Report to Government ..... 38

#### 5. General Business

**Membership**

Ms Lynn Locke - Chairperson

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

Ms Louise Hallum – Co-Deputy Chair

Mr Rob Crow – Co-Deputy Chair

Mr David Goodman (Chairperson - Shoalhaven Sports Board)

Mr Neil Rodgers

Mr Paul McLeod

Ms Brenda Sambrook

Dr James Lin

Ms Kylie Pickett

Ms Juliet Barr

Mr David Duffy – NSW National Parks & Wildlife Service representative

Quorum – 7

**Role and Purpose**

- Inform the development, implementation and review of council priorities from the Shoalhaven Tourism Master Plan and councils corporate plan
- Represent the tourism industry and advise and make recommendations to Council on matters relating to tourism, the development of tourism and the future of tourism in the Shoalhaven.
- Promote the direct and in-direct value and benefits of tourism within the Shoalhaven and on a regional, state and national basis.

**Delegated Authority**

- Make recommendation on the expenditure of the annual Shoalhaven marketing budget as provided by Council.
- Appoint suitable representatives to fill casual vacancies
- Inform and recommend policy for tourism related funding programs, and where required by Council, vote on related matters.

## MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

**Meeting Date:** Monday, 29 October 2018  
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra  
**Time:** 5.07pm

The following members were present:

Ms Lynn Locke - Chairperson  
Clr Joanna Gash  
Clr Annette Alldrick  
Clr Mark Kitchener  
Mr David Goodman  
Mr Rob Crow  
Dr James Lin  
Mr Neil Rodgers  
Mr David Duffy  
Ms Brenda Sambrook  
Ms Louise Hallum  
Ms Juliet Barr

Others present:

Clr Greg Watson  
Clr Patricia White  
Mr Stephen Dunshea – Director Finance, Corporate and Community Services  
Ms Coralie Bell – Tourism Manager  
Ms Kristy Mayhew – Tourism Marketing Specialist  
Ms Shannan Perry-Hall – Tourism Investments and Events Specialist  
Mr Gordon Clark – Strategic Planning Manager

### PRESENTATION

**TA18.48 Presentation by Natalie McDonagh, PhD - SeeChange 2019**

**HPERM Ref: D18/347979**

Natalie McDonagh provided a presentation and videos in relation to the 2019 SeeChange Festival.

The event is becoming an annual event and this year attracted approximately 10,000 visitors which is an increase from the 2016 event.

The pop-up theatre in White Sands Park used for the performance troupe was well received. Dolphin Watch provided a special offer for the period of the Festival.

25 Exhibitions were on the Art Path and ticket sales for performers estimated at \$65,000 of economic activity.

The SeeChange Festival for 2019 has been booked in for 1-10 June and are currently applying for Grants.

**Apologies / Leave of Absence**

Nil

**Confirmation of the Minutes**

**RESOLVED** (Robert Crow / James Lin)

That the Minutes of the Shoalhaven Tourism Advisory Group held on Monday 27 August 2018 be confirmed.

CARRIED

**TA18.61 Update - Proposed NSW Government Reforms - Short Term Holiday Letting****HPERM Ref:  
D18/331358**

Brenda Sambrook – less than significant non pecuniary interest declaration – she owns a holiday let – remained in the room and took part in discussion.

Juliet Barr – less than significant non pecuniary interest declaration – she owns a holiday let – remained in the room and took part in discussion.

Dr James Lin – less than significant non pecuniary interest declaration – he owns a hotel – remained in the room and took part in discussion.

Gordon Clark – Strategic Planning Manager addressed the meeting in relation to the report content.

The Group held a discussion in relation to the options for limiting the amount of days for short term holiday rentals.

Clr Watson advised that many villages in the Shoalhaven are bushfire prone and questioned about the restrictions on letting a cottage. Staff advised that BAL29 or below are exempt. There standard limit in the LEP and there are standard controls. Clr Watson stated that the provisions need to be regulated.

Concerns were raised about the ability of a land owner to make BAL Assessments.

Staff advised that in the legislation, unless council states otherwise the number days will be 365.

Louise Hallum advised that the community is concerned regarding potential implication of the proposals.

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

That the Shoalhaven Tourism Advisory Group:

1. Receive the Update Report on the proposed NSW Government's Short-Term Holiday Letting reforms for information; and
2. Provide any relevant feedback on the NSW Governments proposed planning framework for short term rental accommodation for Councils consideration

**RESOLVED** (Clr Gash / Clr Aldrick)

That the Shoalhaven Tourism Advisory Group:

1. Receive the Update Report on the proposed NSW Government's Short-Term Holiday Letting reforms for information; and

2. Indicate its support for a 365 day provision as part of the NSW Government Short-Term Holiday Letting reforms.

CARRIED

Note: David Duffy abstained from voting.

### Declarations of Interest

Brenda Sambrook – TA18.61 - Update - Proposed NSW Government Reforms - Short Term Holiday Letting – less than significant non pecuniary interest declaration – she owns a holiday let – will remain in the room and will take part in discussion and vote.

Juliet Barr – TA18.61 - Update - Proposed NSW Government Reforms - Short Term Holiday Letting – less than significant non pecuniary interest declaration – she owns a holiday let – will remain in the room and will take part in discussion and vote.

Dr James Lin – TA18.61 - Update - Proposed NSW Government Reforms - Short Term Holiday Letting – less than significant non pecuniary interest declaration – he owns a hotel – will remain in the room and will take part in discussion and vote.

## PRESENTATIONS

### TA18.49 Councillor Updates

HPERM Ref:  
D18/349143

No updates were received in relation to this item.

### TA18.50 Industry Feedback

HPERM Ref:  
D18/349151

Air BNB advised that an email was sent to all Air BNB hosts advising that their details will be sent/forwarded to the ATO.

2018 Riverfestival:

Rob Crow advised that the River Festival one day event went well.

The Advisory Group held a general conversation in relation to the River Festival.

The River Festival Committee stepped up should be congratulated for doing a great job. It was advised that more volunteers are needed. Even though other events were held on that day, the event was still a good result.

James Lin suggested getting the Navy more involved in the River Festival.

Lynn Locke advised that some events apply for funding from multiple avenues within Council and measures need to be put in place so that event organisers can't have funding not approved by one department and then go to Council directly for funding.

**TA18.51 Sports Board Update****HPERM Ref:  
D18/349157**

David Goodman spoke to the Group and advised the following:

- The Vision Statement is waiting to go to full Council
- The Par 3 Event at Nowra went well with 93 golfers in attendance
- The Pro-Am at Mollymook went well with 66 golfers in attendance, however didn't see any flags or promotional material/sponsor tents etc.
  - Shannan Perry-Hall will follow up regarding tourism material
- The Sporting Hall of Fame closes in 2 weeks, still seeking nominations
- Ongoing conversation about Sports Field Flood lighting.
- The new booking system has been updated
- The Shoalhaven is hosting a 3 day Soccer Tournament

**REPORTS****TA18.52 Future Meeting Dates for 2019****HPERM Ref:  
D18/331377****Recommendation (Item to be determined under delegated authority)**

That the Shoalhaven Tourism Advisory Group:

1. Agree to continue to meet bi-monthly with alternate locations between Nowra and Ulladulla
2. Agree to the following meeting dates and locations for 2019
  - a. Monday 25 February, Nowra
  - b. Monday 29 April, Ulladulla
  - c. Monday 24 June, Nowra
  - d. Monday 26 August, Ulladulla
  - e. Monday 28 October, Nowra

**RESOLVED** (Brenda Sambrook / Louise Hallum)

That the Shoalhaven Tourism Advisory Group:

1. Agree to continue to meet bi-monthly with alternate locations between Nowra and Ulladulla
2. Agree to the following meeting dates and locations for 2019
  - a. Monday 25 February, Nowra
  - b. Monday 29 April, Ulladulla
  - c. Monday 24 June, Nowra
  - d. Monday 26 August, Ulladulla
  - e. Monday 28 October, Nowra

CARRIED

**TA18.53 STAG Strategic Plan 2017/18 Update****HPERM Ref:  
D18/343186**

Coralie Bell – Tourism Manager advised that the Workshop has been completed and seeking assistance with the below working groups.

**Recommendation**

That the Shoalhaven Tourism Advisory Group adopt the Draft Strategic Plan and appoint Workshop members as follows:

1. Strategy and Planning Working Group:
  - a. Project lead: Louise Hallum
  - b. Members: Rob Crowe, Neil Rogers, Brenda Sambrook, Kylie Pickett
2. Industry Development Working Group
  - a. Project lead: *to be added in meeting*
  - b. Members: *to be added in meeting*
3. Product Development Working Group
  - a. Identified as a 2<sup>nd</sup> priority and no members appointed at this stage

**RECOMMENDATION** (Robert Crow / James Lin)

That Council commend the work of the Tourism Section and staff and adopt the Draft Strategic Plan and appoint Workshop members as follows:

1. Strategy and Planning Working Group:
  - a. Project lead: Louise Hallum
  - b. Members: Rob Crow, Neil Rogers, Brenda Sambrook, Kylie Pickett
2. Industry Development Working Group
  - a. Project lead: *Juliet Barr*
  - b. Members: *James Lin, Lynn Locke, Louise Hallum, Brenda Sambrook*
3. Product Development Working Group
  - a. Project Lead: David Duffy
  - b. David Goodman, Kylie Pickett

CARRIED

**TA18.54 Draft Destination Management Plan (DMP)****HPERM Ref:  
D18/343190****Recommendation**

That the Shoalhaven Tourism Advisory Group:

1. Accept the report for information
2. Formally endorse the Draft Destination Management Plan
3. Recommend to Council that:
  - a) The Draft Destination Management Plan 2018-2023 be placed on public exhibition for a period of 28 days
  - b) If no significant adverse comments are received at the close of the public exhibition period, the Draft Destination Management Plan 2018-2023 be deemed adopted.

**RECOMMENDATION (Clr Gash / Brenda Sambrook)**

That Council:

1. Accept the report for information
2. Formally endorse the Draft Destination Management Plan
3. Recommend to Council that:
  - a) The Draft Destination Management Plan 2018-2023 be placed on public exhibition for a period of 28 days
  - b) If no significant adverse comments are received at the close of the public exhibition period, the Draft Destination Management Plan 2018-2023 be deemed adopted.

CARRIED

**TA18.55 Tourism Manager's Report****HPERM Ref:  
D18/343664**

Coralie Bell – Tourism Manager advised that she has just returned from the Tourism Conference and was named Chair of the Australian Regional Tourism body (ART).

Clr Gash – raised a question in relation to who has spoken regarding the Economic Service Review. Staff advised that some staff and various stakeholders have. Clr Gash advised that she is concerned that some staff were questioned when others haven't been, staff assured more interviews were scheduled with Economic Development and Tourism.

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

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

**RESOLVED (David Goodman / Juliet Barr)**

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

CARRIED



**TA18.56 Destination Marketing****HPERM Ref:  
D18/345154**

Coralie Bell – Tourism Manager provided a verbal update on the status of the unspoilt campaign.  
The 100 Beach Challenge is nominated for the Destination Marketing Awards.  
The Website is almost 12 months old and the numbers have doubled since last year.

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

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

**RESOLVED** (Clr Gash / Brenda Sambrook)

That the Shoalhaven Tourism Advisory Group:

1. Receive the Destination Marketing Report for information.
2. Support collaboration on the unspoilt campaign where possible and support Shoalhaven completing a second separate application to Destination NSW if necessary.

CARRIED

**TA18.57 Events and Investment****HPERM Ref:  
D18/345995**

Shannan Perry-Hall advised that Destination NSW flagship funding is open for events in first half of 2019 and incubator funding is open.

Council is recruiting new Event Liaison Officer

The NSW Golf Championships which is held in May is a 4 day event

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

That the Shoalhaven Tourism Advisory Group receive the Events and Investment Report for information.

**RESOLVED** (David Duffy / Juliet Barr)

That the Shoalhaven Tourism Advisory Group receive the Events and Investment Report for information.

CARRIED

**TA18.58 Request appointment of Inclusion and Access  
Committee Representative****HPERM Ref:  
D18/348325**

Coralie Bell – Tourism Manager advised that the Inclusion and Access Advisory Group are seeking representation on the STAG as they feel they can add value from an access perspective when it comes to Tourism.

Clr Gash advised that there used to be a Sub-Committee of STAG that Jackie Kay was a part of.

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

That the Shoalhaven Tourism Advisory Group (STAG):

1. Consider the request from the Inclusion and Access Advisory Group for a representative.
2. Having considered the request, resolve to advise the Inclusion and Access Advisory Group (IAAG) of STAG's decision.

**RESOLVED** (David Goodman / Clr Gash)

That:

1. The Shoalhaven Tourism Advisory Group (STAG) submits relevant reports to the IAAG including the STAG's Strategic Plan; and
2. Offer IAAG members to sit on any of STAG's Working Groups; and
3. Welcome any submission or representation that the IAAG wish to submit to STAG.

CARRIED

**TA18.59 Visitor Services Update**

**HPERM Ref:  
D18/348816**

Coralie Bell – Tourism Manager advised that the VIC is business as usual and is getting ready for Christmas.

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

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

**RESOLVED** (David Goodman / Brenda Sambrook)

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

CARRIED

**TA18.60 Chair's Report**

**HPERM Ref:  
D18/355433**

The Chair advised that all information is in the report, however noted that the Shoalhaven Wonders campaign was great.

Note was made about the quality and value to the industry of the Tourism Talk Newsletter

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

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

**RESOLVED** (Louise Hallum / Brenda Sambrook)

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

CARRIED

**TA18.61 Update - Proposed NSW Government Reforms - Short  
Term Holiday Letting**

**HPERM REF:  
D18/331358**

Item dealt with earlier in the meeting.

## GENERAL BUSINESS

### **TA18.62 HomeAway Workshop**

Kristy Mayhew – Tourism Marketing Specialist advised that she will be attending a Workshop hosted by HomeAway on 12 November 2018 and welcomed any questions from the Advisory Groups members.

### **TA18.63 Congratulations - Tourism Advisory Group and Staff**

Brenda Sambrook congratulated the Advisory Group on the quality of the meeting/s reports and the conversations and industry input.

There being no further business, the meeting concluded, the time being 6.55pm.

Ms Lynn Locke  
CHAIRPERSON

## TA19.4 Chair's Report

**HPERM Ref:** D19/39457

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

### Purpose / Summary

To provide an update from the Acting Chair, Rob Crow.

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

That the Shoalhaven Tourism Advisory Group receive the report for information

### Options

1. Request more information.

### Update from Rob

A warm 2019 welcome to all.

Another Christmas/New Year period has come and gone and from all reports activity related to Tourism in the region has increased in line with expectations.

Having completed our most successful year to date culminating in our Tourism Team winning Nationally recognised campaign awards, 2019 is poised to challenge and reward the Shoalhaven in a range of interesting ways.

Including and not limited to:

- On our radar in the coming months are both State and Federal elections
- Announcement that the NSW Government has initiated a programme to promote the value of the night time economy as part of the overall visitor experience for regional NSW
- The Shoalhaven Destination Management Plan 2018-2023. Implementation following public exhibition phase (Coralie)
- Nominations are open for Shoalhaven Tourism Advisory Group (STAG) as the two-year term draws to an end for some members. We are calling for nominations and/or formal re-application (existing members) by the 27th of February
- "Pop Up" Visitor Services have been reported to be well received (Joe) demonstrating flexibility in methodology and location of delivery
- Strategic Working Group within STAG has been established to proactively interact with the "Beyond Tourism 2020 Steering Committee" (reporting to and created by the Federal Government). Discussion document circulated (Coralie & Rob)
- The first Sod has been turned on the Albion Park By-Pass
- The recent announcement of \$15.97 million for upgrades to the Illawarra Regional Airport

As always there are heaps of good things going on in (and around) the Shoalhaven City Council Local Government Area.

Happy 2019.

## TA19.5 Tourism Manager's Report

**HPERM Ref:** D19/15888

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

### Purpose / Summary

2018.

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

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

### Options

1. Receive the report for information.
2. Request more information from the Tourism Manager.

### Things I have been across:

*Throughout Council I have attended or presented at:*

- Section Manager's Meetings,
- Council has launched Core Values with related training throughout the organisation,
- Presented at the Council Community Consultative Body (CCB) community meeting on destination management planning,
- Meeting with Wollongong Uni regarding their tourism planning research project,
- Review of the Donations Policy discussions.

*Out in region:*

- The General Manager and I met with the Hon. Adam Marshall, MP. Minister for Tourism and Major Events, and Assistant Minister for Skills to discuss infrastructure shortfall challenges,
- Launch of the slow food producers guide at Cupitts,
- Spoke to TAFE tourism students at the open day about tourism career opportunities and pathways,
- We attended the NSW tourism awards in Sydney (winning gold in the Destination Marketing category),
- Met with Kiama and Shellharbour Tourism to move forward the unspoilt campaign,
- Facilitated workshops to develop an Australian Regional Tourism National Agritourism Strategy in Canberra,
- Facilitated the State Tourism Organisations quarterly meeting,
- Various media interviews.

*Tourism issues that have come across my desk:*

- Hyams Beach and ongoing infrastructure concerns,
- High profile media impacting brand including Hyams Beach and PFAS water contamination in Jervis Bay,
- Events and DA approvals, challenges with Crown Land reserves now needing DA approval,
- Ongoing challenges with shortfalls in infrastructure to meet demands of the visitor and community,
- Ongoing access issues at Drawing Room Rocks, with meetings on site with NPWS,
- Nowra Showground, ongoing onsite accommodation challenges with many customers commenting on the need for an onsite manager over peak times,

*Key priorities over the next few months:*

- Finalising the DMP,
- South Coast Drive Strategy,
- The ongoing review of Tourism and Economic Development,
- Ongoing project management of tourism hot spots and related grant funding applications,
- National Tourism Awards in March for the 100 Beach Challenge.

**Summer holidays update**

Overall, anecdotal feedback from business operators is that trade of the Christmas Holidays has been very strong although many have commented that our visitors are booking short stays and very last minute, creating some logistical challenges. This seems to have had a flow on impact to illegal camping with many beach areas reporting high numbers of illegal campers on beaches or campervans in neighbouring streets.

The Tourism Project Officer has made significant headway working collaboratively across council to manage traffic and stakeholders at Hyams Beach. Initial feedback has been positive, and a full report will be provided to Council with a summary of activity and a recommendation on next steps.

**The Destination Management Plan Update**

Council resolved to put our DMP on public exhibition and the period ended 31 January. Staff are in the process of sorting through feedback and will report back in due course. Should no significant adverse feedback be received, the DMP will be adopted without reporting to Council.

## TA19.6 Visitor Services Update October to December 2018

**HPERM Ref:** D19/27399

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

### Purpose / Summary

To give an update of Visitor Information Services from October to December 2018.

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

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

### Options

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

### Visitor Centres

The Visitor Centres at both Nowra and Ulladulla have been very busy over the Christmas period with many visitors and phone calls. Customers have been asking for information on activities in the Shoalhaven.

Ulladulla reported that the Fossil Walks were booked out every day.

The main questions this year were regarding camping, one night's accommodation, and, Honeymoon Bay. Other questions included topics such as surfing, kid's activities, outdoor and water sports, and the ever-popular question about walks in the Shoalhaven.

### Volunteer Recruitment

Volunteer training has continued throughout the quarter, with another 6 trained at the Nowra Visitor Centre and another 12 and 8 at Vincentia and Sussex Inlet respectively.

Volunteers at the Nowra Visitor Centre have handled 202 visitor enquiries for the September quarter.

Currently there are 40 'regional' Ambassadors who operate the mobile centres at Vincentia and Sussex Inlet, with 8 regular ambassadors working from the Nowra Visitor Centre.

### Supplementary Visitor Information Centres

Sanctuary Point and Greenwell Point centres have been upgraded with the new stands looking great. Both have been well received by visitors to the centres.

## Mobile Services

The mobile visitor centre was established at Huskisson for approximately 2 weeks around the busy Christmas /New Year period and handled over 2,700 inquiries.

Additionally, pop up visitor services were offered at Vincentia and Sussex Inlet, provided by local committees, with our support. Vincentia handled almost 600 inquiries, with Sussex Inlet servicing 239 enquiries.

The centres were very well received by visitors who primarily spent time asking for 'things to do' while in the area.

The ability to have the teams out in region has, in a friendly and welcoming way, the assisted many visitors to enjoy themselves, do more activities, and spend more while they were here with us over the summer.

Volunteers reported many questions were asked regarding, walking, nature, and water sports, fishing and beaches. Visitors wanted to know about kid's activities, dining options and things to do in the area.

## FINANCIALS

The table below shows income for Quarter 2 broken down into business units and compared to last year's results.

### INCOME NOWRA

Description	Q2 2018/19	Q2 2017/18	Q2 Variance YOY	YTD +/- *	YOY +/-**
Souvenirs	\$2,129	\$3,321	-\$1129	-30%	+22%
Books/Maps	\$2,597	\$3,254	-\$657	-11%	+6%
Local Product	\$6,795	\$5,677	+\$1118	+10%	-5%
<b>Total</b>	<b>\$12,221</b>	<b>\$12,252</b>	<b>-\$31</b>	<b>-9%</b>	<b>+5%</b>

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

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

#### Comments:

Year on Year (YOY) figures are showing a 5% increase on last year.

A standout this year has been the increased sale of Christmas Hampers.

### INCOME ULLADULLA

Description	Q2 2018/19	Q2 2017/18	Q2 Variance YOY	YTD* +/-	YOY** +/-
Souvenirs	\$3,473	\$4,340	-\$867	-15%	+9%
Books/Maps	\$1,597	\$1,702	-\$105	+25%	-10%



Local Product	\$5,903	\$6,284	-\$381	+3%	-2%
<b>Total</b>	<b>\$10,973</b>	<b>\$12,326</b>	<b>-\$1353</b>	<b>0%</b>	<b>+1%</b>

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

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

#### Comments:

Local product sales such as scarves, soaps, beeswax wraps and indigenous products are still selling well. Food products such as honey and chocolates also remain strong.

### ENQUIRIES - NOWRA

Description	Q2 2018/19 Total Number	Q2 2017/18 Total Number	Q2 Variation YOY Total Number	YTD* +/-	YOY** +/-
Counter	5064	5328	-264	+11%	+5%
Emails	1358	1036	+322	+5%	+2%
Phone	3512	3848	-336	-10%	-5%
Volunteer	202	132	+70	+114%	+88%
<b>Total</b>	<b>10139</b>	<b>9035</b>	<b>-208</b>	<b>+5%</b>	<b>+2%</b>

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

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

#### Comments:

Counter inquiries are showing an increase YOY, as the centre is established in its current position. 20,215 inquiries have been handled by Visitor Services to end of December 2018. Additionally, VIS staff sold 7,403 tickets for the Entertainment Centre at the counter YTD.

A further 3,600 enquiries were handled by mobile centre set up over Christmas, at Huskisson, Vincentia and Sussex Inlet. Volunteers have provided much appreciated assistance with customer inquiries, handling 554 inquiries to date.

### ENQUIRIES - ULLADULLA

Description	Q2 2018/19 Total Number	Q2 2017/18 Total Number	Q2 Variation YOY Total Number	YTD* +/-	YOY** +/-
Counter	4016	4569	-553	-8%	-3%
Emails	37	17	+20	+46%	+25%
Phone	1509	1702	-193	11%	-5%
<b>Total</b>	<b>5023</b>	<b>5134</b>	<b>-727</b>	<b>-9%</b>	<b>-4%</b>

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

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

**Comments:**

Ulladulla performing well, handling 10,245 enquiries to end of December 2018. Ulladulla staff continue to assist with library functions.

**GOALS FOR QUARTER 3 2018/2019**

Continued volunteer recruitment  
Continued upgrade of supplementary visitor centres  
Continuation of famil visits  
Review of Merchandise

## TA19.7 Events and Investment

**HPERM Ref:** D19/28498

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

### Purpose / Summary

To update the Shoalhaven Tourism Advisory Group on events and investment in the Shoalhaven region.

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

That the Shoalhaven Tourism Advisory Group receive the Events and Investment Report for information.

### Options

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

### In Progress

- New information regarding the wording in the LEP around events as an exempt development has required the re-introduction of DAs for Events on Crown Land. The current wording of “Temporary events on public land and public roads and associated temporary structures” in Schedule 2 of Shoalhaven Local Environmental Plan 2014 excludes the operation of that clause to any land to which the *Crown Land Management Act 2016* applies, including where Council is the Crown land manager or is responsible for the care, control and management of that land pursuant to the provisions of that Act.  
  
This has resulted in a considerable amount of work to update information for effected event organisers and transition them to the new process. Work has commenced on the best way to support event organisers who use Crown Land in partnership with the Development Planners.
- Ultimate Huskisson Triathlon Festival Update – Due to the abovementioned change the Ultimate Huskisson Triathlon Festival was assessed through the Development Approval process. As previously reported considerable work was undertaken by Shoalhaven Tourism, the event organiser and key stakeholders to reach an agreement on a new route in response to the traffic complications caused by the 2018 event. Unfortunately, the agreed route was not possible due to safety concerns around the closure of Jervis Bay Road. The new route was placed on public exhibition and consent was issued on 13<sup>th</sup> February. All information relating to the DA can be found on [DA Tracking](#) - DA18/2345/2.
- Industry website development and supporting information creating a one stop shop for event development and approval information.
- Website updates with relevant event information including helpful templates.
- DNSW Conference Funding - Regional visit by Business Events and Conference team due soon – Will arrange meeting with DSSS and DNSW team.

- Destination Network Sydney Surrounds South (DNSSS) are currently undertaking some work around the economic impact of weddings in the Sydney Surrounds South area, Shoalhaven Tourism will liaise with DNSSS during this process to ensure Shoalhaven information is captured accurately.
- Event Support Program Funding implementation – updating forms, website information and communicating changes to industry has been on hold but will commence soon.
- Meetings with Shoalhaven Water and Holiday Haven as part of the Event Support Program funding and assessing events as required.
- Working with NSW National Parks and Wildlife Service to support event opportunities on park.
- Full review of Event Policy as well as associated support material and templates.
- Liaising with event organisers who are proposing to use public land for events. As well as assessing and permitting events on public land and assessing and issuing filming permits.
- Event Applications currently being assessed;
  - Seaside Feast – Currarong, 9th February 2019
  - Nowra Show – Nowra, 8th & 9th February 2019
  - Makai Cup – Ulladulla Foreshore, 9th February 2019
  - Kangaroo Valley Show – Kangaroo Valley, 15th & 16th February 2019
  - Ultimate Huskisson Triathlon Festival – Huskisson, 22nd – 24th February 2019
  - Choppers for Charity – Sussex Inlet, 22nd – 24th February 2019
  - Milton Show – Milton, 1st & 2nd March 2019
  - Mollymook Outrigger Canoe Club – Ulladulla Foreshore, 9th March 2019
  - Sussex Inlet Endurance Ride – Sussex Inlet, 9th & 10th March 2019
  - Relay for Life - Nowra, 29th to 31st March 2019
  - Big Country - Berry Showground, 11th May 2019
  - Huskisson Mother's Day Classic – Huskisson 11th May 2019
  - South Coast Food & Wine Festival – Berry Showground, 13th – 15th September 2019
  - Hobie Kayak Bream Series – St Georges Basin, 5th & 6th October 2019
- Other Event Enquiries and/or Meetings
  - Ulladulla Skate Park local band showcase – Event advise / application forms supplied to organiser
  - Sydney Film festival – Venue suggestions requested / phone call and email correspondence.
  - Circus – Event location enquiry / suggestions given
  - Bondi2Berry – Meeting regarding 2019 event
- Filming Applications assessed and permits given – November – January
  - Saban Brands Australia – 20th & 21st November 2018

- Fuji x MTV – 22nd & 23rd November 2018
- Reef Lifestyle, LLC – 5th to 7th December 2018
- Everyone We Know Pty Ltd – 10th & 11th December 2018
- Helpful Vs Harmful Doco – 25th & 27th January 2019
- Current economic impact based on event REMPLAN reports for secured 2018/19 events is **\$18,882,000.00**
- Upcoming Supported Events:

Event Name	Date of the Event	Venue/Location	Economic Benefit (with accompanying partners)
<b>February</b>			
Husky Long Course Tri	17th - 19th	Huskisson	\$3,005,000.00
Shoalhaven Week of Golf	12th - 17th	Various	\$135,000.00
<b>March</b>			
EASTER long weekend			
<b>April</b>			
EASTER school holidays			
<b>May</b>			
Big Country	12th	Berry	\$1,953,000.00
Burradise / Surf Bash	12th - 13th	Culburra Beach	\$1,268,000.00
Masters Swim - Ulladulla	10th - 11th	Ulladulla	\$124,000.00
National Motoring Heritage Day	20th May	Berry	\$201,000.00
Shoalhaven Pro Junior	25th - 27th	Culburra Beach	\$425,000.00
<b>June</b>			
SeeChange Festival	1st - 10th	Bay and Basin	\$1,150,000.00
Athletics NSW	23rd - 24th	Nowra	\$981,000.00

For a full list of Shoalhaven events visit <https://www.shoalhaven.com/events>

## Results

- Supported 10 event organisers to submit Flagship Event Funding Applications, including reviewing applications, providing links to strategy, information and letters of support. This is the most applications that the Shoalhaven has submitted in one round.
- Recruitment and training of a new Event Liaison Officer, Greg Winchester.
- Shoalhaven Local Area Command updates included in event process, including new requirements around liquor licencing and Police notifications.
- Events that impact the road were required to obtain a Section 138 Approval. This process was found to be incorrect and added extra paper work and expense to the process. Event organisers will now receive Section 144 approval under the Roads Act at the same time they receive their no objection from Council's Traffic Unit.

- Huskisson Christmas Carnival – Council implemented an alcohol prohibited zone at the request of Shoalhaven Local Area Command for Huskisson Oval for the duration of the Carnival. All reports to date indicate that this was a success, along with the increased security and changes made by the Carnival organisers.
- Change in event approval process to ensure all events on Crown Land have a Native Title Assessment completed, worked in partnership with Council's Property Unit to update the Temporary Licence Agreement template.
- Detailed Application submitted to the Environment and Tourism Fund for **Shoalhaven Sustainable Tourism Infrastructure Package**. This \$6.8 million-dollar tourism infrastructure package consists of the following;

The Shoalhaven Sustainable Tourism Infrastructure Package is a showcase of the iconic coastline of the Shoalhaven. It promotes sustainable nature-based, cultural and accessible tourism through a series of foreshore walks and other projects across the local government area. These projects highlight a range of natural areas, enabling the sustained growth of tourism in the area through a diversified offering that actively manages existing tourism hot-spots, while encouraging visitors to explore new opportunities.

The project focuses on three key areas – nature-based attractions, Indigenous heritage and equal access opportunities – all of which are recognised as being foundations for attracting and integrating tourism to the area in a way that is both respectful and engaging to a wide audience.

In undertaking the project there are several key projects that will be delivered including (from north to south):

- **Deliverable 1** – Vincentia / Plantation Point Inclusive Beach Access Project – The Plantation Point area is a popular beach access location on the shores of Jervis Bay. The project is located on the Barfleur Beach side of the Point, which is home to the Vincentia Sailing Club and a beach which is known for its gentle and protected access point. The facilities will enable equitable access for all and be a key inclusive tourism drawcard for the area. Funding has been received for part of these works, though the remaining elements as set out in the project costs at Appendix C are identified for implementation of the entire project. The works include:
  - Beach access ramps down to the beach (funding already available)
  - General amenities including disability access facilities (partial funding available)
  - Adult lift and change amenities facility
  - New accessible pathways between change facilities, parking and beach access ramps
  - New accessibility compliant car parking spaces
- **Deliverable 2** – Sanctuary Point / Palm Beach – A waterfront public open space in one of the most popular fishing and boating destinations on the NSW South Coast – St Georges Basin. The project will provide upgraded equal access from the amenities (disabled compliant) to the car parking area, beach and open spaces areas, where a loop pathway and new accessible BBQ and picnic shelter facilities are to be provided. The works will include:
  - BBQ and shelters in two locations
  - New accessible pathways and loop between carpark, open space, beach and amenities

- New access pathway from Palm Beach up to the adjoining Greville Avenue and through to other shared paths and to Bherwerre Wetlands (see further below)
- Upgrades around the existing compliant amenities building
- Carpark improvements
- **Deliverable 3** – Basin Walking Track – This project will see the upgrade of the existing basic track to a regional level raised boardwalk / waterfront walkway connecting the western end of the existing Basin Walking Track to Palm Beach and beyond to the Bherwerre Wetland walks, and further again to the shared pathways that connect on to the Round the (Jervis) Bay walk further north. The paths would generally be, or be near to, disability compliant standards wherever possible, again focusing on nature-based attractions with high levels of accessibility. Works would include:
  - A mixture of gravel and raised boardwalk style trails traversing low-lying areas around St Georges Basin waterbody
  - A new shared pathway to link Palm Beach to the Bay and Basin Shared Path network via the Bherwerre Wetland
- **Deliverable 4** – Bherwerre Wetland – The Bherwerre Wetland area connects to the Basin Walking Track and shared path which in turn connects Jervis Bay and Sanctuary Point / St Georges Basin. The grant works would facilitate the construction of the hard infrastructure whilst not jeopardising the site as a future biodiversity stewardship and offset site in the future. The area contains several vegetation types and is ideal for nature-based activities including bird watching, bush walking and environmental education. Part of the project will provide disability compliant parking and pathways around the eastern portion of the site. Works will include:
  - A mixture of gravel and raised boardwalk style trails, including fully accessible component
  - New disabled compliant parking spaces connecting to the accessible pathway on the eastern edge of the wetland
  - Viewing and rest areas with seating and interpretative information
- **Deliverable 5** – Hyams Beach – As a high-profile tourism hotspot, the Hyams Beach project will provide a range of infrastructure works to support a more sustainable level of visitation to what has become one of the most iconic destinations on the NSW South Coast – famed for the ‘whitest sand in the world’. Project works will include a range of accessibility improvements, including all-access amenities, pathways and viewing opportunities. Works will include:
  - Carpark redesign and re-surfacing (partly funded)
  - Road widening and design to incorporate peak season one-way traffic flow system
  - Footpaths and pedestrian access into existing open space / parklands
  - Playground improvements and provision of new accessible BBQs and shelters
  - Provision of a new amenities block at Chinaman’s Beach
  - Additional funding for the Seamans Beach amenities extension (partly funded)
  - New beach access stairs and paths
  - Additional car and parallel parking areas

- **Deliverable 6** – Ulladulla Headland / Warden Head walking trails – To be undertaken in conjunction with the Ulladulla Local Aboriginal Land Council (ULALC) and incorporating the Coomee Nulunga Cultural Trail, the project will support Indigenous tourism opportunities and incorporate the local Aboriginal community's guided tours. The project includes provision of comprehensive improvements to both the North Head Walking Trail and to the Warden Head on the southern headland – with existing pathways and recently constructed links being used to provide access between the two. Both projects will seek to improve accessibility through re-surfacing and other improvements, with "One Track for All" being upgraded with a view to increasing accessibility and compliance with disability standards wherever possible. The works will include:
  - Replacement of the Bunaan sculpture (current commission by the ULALC as in-kind contribution to the project)
  - New boardwalks and track improvements in areas of Coomee Nulunga Cultural Trail
  - Viewing area and interpretative signage on both headlands
  - Resurfacing and trail improvements to the North Head Walking Trail
- **Deliverable 7** – Murramarang Coastal Walk – Which will see the substantial expansion of the Murramarang Coastal Walk, which has received partial funding via National Parks and Wildlife Service within the existing national park areas, particularly the Murramarang National Park. The project is a significant opportunity for the southern Shoalhaven area, with links provided from the north and to the south to extend the walk from Narrawallee / Mollymook through to Merry Beach / Kioloa – a total distance of approximately 45km. The proposed works include:
  - New or upgraded beach access points
  - A section of new track construction
  - Directional bollards and interpretative signage

There is no doubt that the proposed infrastructure works will have the consequence of growing, diversifying and sustaining growth in the visitor economy of the Shoalhaven and South Coast areas through highlighting areas of nature-based, cultural and accessible tourism opportunity.

- Event Permits Issued – November – January
  - Little Huskisson Triathlon Festival – 3rd & 4th November 2018
  - Vincentia Village Artisans Sprint Table – 3rd November 2018
  - The Bay Games – 10th & 11th November 2018
  - Freedom of Entry – 23rd November 2018
  - Beyond Festival – 23rd to 25th November 2018
  - Navy Surf Riders Carnival - 26th to 29th November 2018
  - Fairgrounds – 30th November 2018 to 1st December 2018
  - Sanctuary Point Lions Xmas Carols – 1st December 2018
  - Sussex RSL Children's Christmas Carnival – 1st December 2018
  - Basin Flathead Classic – 2nd December 2018
  - Milton Community Carols – 4th December 2018



- Callala Triathlon Festival – 8th December 2018
  - Huskisson Santa Ride – 13th December 2018
  - Vintage Car Show – 15th December 2018
  - Carols in the Park (Nowra) – 16th December 2018
  - Huskisson Christmas Shopping Day – 16th December 2018
  - Carols at Callala – 22nd December 2018
  - Currarong Christmas Party – 23rd December 2018
  - Sussex Inlet RSL Carols by Candlelight – 24th December 2018
  - Huskisson Carnival – 26th December 2018 to 26th January 2019
  - Ulladulla Carnival – 26th December 2018 to 2nd January 2019
  - Currarong NYE Fireworks – 31st December 2018
  - Huskisson NYE Fireworks – 31st December 2018
  - Ulladulla NYE Fireworks – 31st December 2018
  - Shoalhaven Heads NYE Fireworks – 31st December 2018
  - Monster Slam Nowra – 4th to 6th January 2019
  - Blessing of the Water – 6th January 2019
  - Shoalhaven Heads Monster Charity Day – 6th January 2019
  - Nowra Triathlon – 19th January 2019
  - Australia Day Duck Derby – 26th January 2019
  - Callala Australia Day – 26th January 2019
  - Australia Day Breakfast – 26th January 2019
- Events referred / cancelled / no approval required
    - Under the Southern Stars – Shoalhaven City Turf Club – 26th January 2019: Traffic approval was required
    - Berry Nice Festival – Berry Showground, 23rd February 2019: Cancelled/postponed
- Supported Event Results
    - The Bay Games – 10<sup>th</sup> - 11<sup>th</sup> Nov
      - Participation – 59 Official Crew, 630 athletes, an entourage of a further 1,401. Approximately 510 of the 630 athletes (80%) were from outside the Shoalhaven area, most notably Sydney, Canberra and Melbourne.  
Estimated 'other' spectators over the course of the festival were 2,600 (adding to the total attendance), of these, it is estimated that approx. 800 were from outside of the region. Resulting in approx. 902 nights of accommodation booked within the local area.
      - Future Involvement – This relatively new event has seen a rapid growth in interest over the last few years and we are looking forward to continuing working to help support and grow the event.



**The Bay Games**  
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January 16 at 1:02 PM

Breaking News: Fiji Airways will also be showing the Warriors Rise on their inflight entertainment system this year!!  
We're flying a mile high right now! The whole of the Asia Pacific region will see what goes on in Jervis Bay when an army of athletic warriors come to play!  
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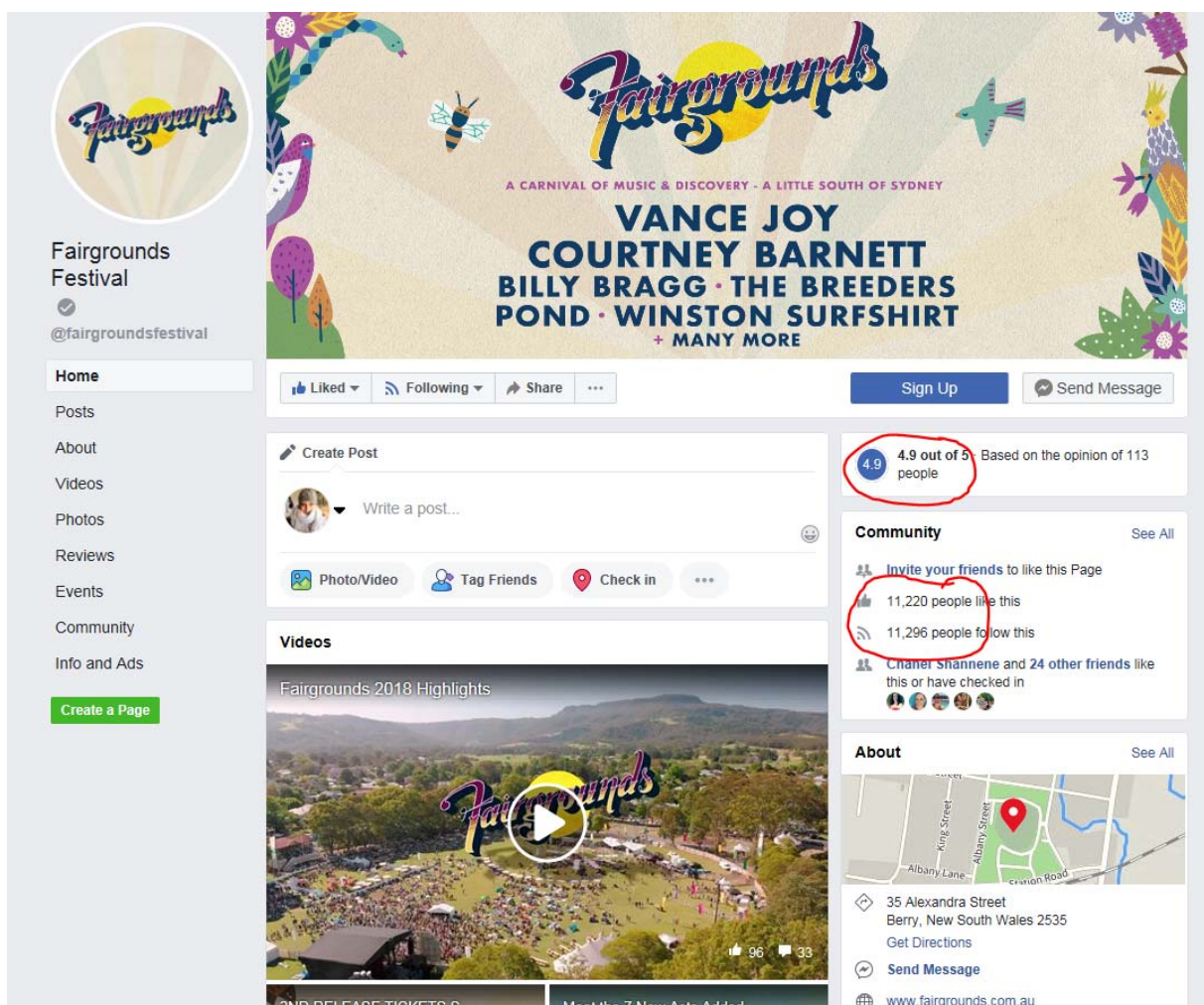
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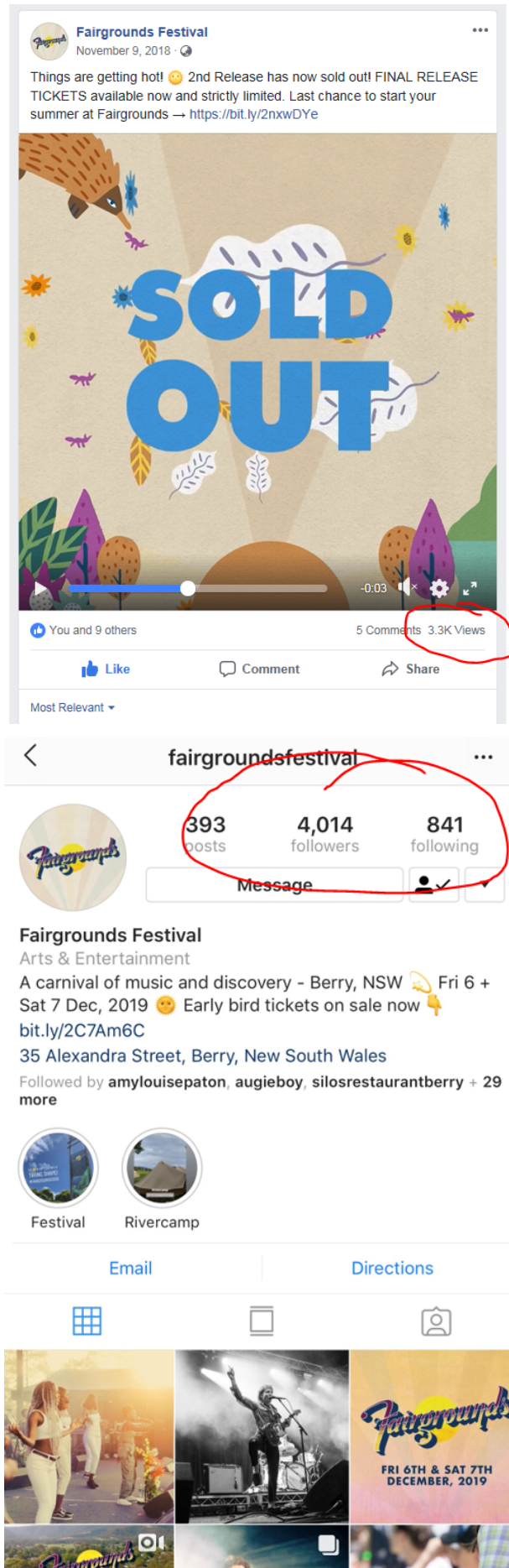
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- Fairgrounds Festival – 30<sup>th</sup> Nov – 1<sup>st</sup> Dec
  - Participation – Approximately 8,000 people attended the two-day event in Berry, a significant increase on previous years. Full post event report figures, including a breakdown of out of region visitation will be provided soon.
  - Future Involvement – We will continue to work with Fairgrounds to grow and develop the event. The lack of large scale near-by accommodation is a factor inhibiting growth, but we will continue to work to overcome this. Fairgrounds is a successful recipient of DNSW Flagship Funding and we will continue to assist with future funding applications.



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FAMILY FRIENDLY: Berry's Fairgrounds Festival had more young families in attendance this year than any other year. Photo: Charlie Hardy.

## Berry booms

**BUSINESS**  
BY MADELINE CRITTENDEN

MORE than 6000 people hit the Shoalhaven over the weekend for the fourth annual Fairgrounds Festival.

The festival, which caters for both young and old, generated almost \$3 million in the local economy, according to Shoalhaven Tourism manager Coralie Bell.

"This year the festival generated about \$2.9 million and that's been growing every year," she said.

"The event organisers work really closely with the local business chamber to benefit our business owners."

Ms Bell said accommodation was booked out in areas like Jervis Bay, Shoalhaven Heads and Kangaroo Valley for the festival, which created flow-on effects for a lot of the Shoalhaven.

"There are cafes, restaurants, equipment hire companies, cleaners, supermarkets, petrol stations, trains that all feel the effects," she said.

"All jobs in these areas are impacted by the festival."

The festival was held on November 30 and December 1, which is traditionally a quieter period for the Shoalhaven region.

"Shoalhaven Tourism actively tries to bring big events to the Shoalhaven in early December because that is our quieter period," Ms Bell said.

"Big events like this keep people spending and even out those peaks and troughs in visitation."

While Fairgrounds saw some huge names like Vance Joy and Billy Bragg, it wasn't just about music, it also showcased the Shoalhaven region.

"We are hearing that people were arriving on Thursday and staying until Sunday or Monday which gives them an extra day or two to explore and spend in the Shoalhaven," Ms Bell said.

The festival was backed up by the Berry markets on Sunday, which kept people spending in the local economy.

Continued on page 7

**COMMUNITY**  
TRUE LOVE LASTS FOR 60 YEARS  
P16

**FEATURE**  
GIVING SEASON ARRIVES  
P17

TA19.7

## TA19.8 Destination Marketing

**HPERM Ref:** D19/35783

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

### Purpose / Summary

To provide a summary of Destination Marketing activity for Q4: October – December 2018.

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

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

### Options

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

### Background

#### Industry News

##### Tourism Awards:

Shoalhaven had a great night at the 2018 NSW Tourism Awards, with the Tourism Marketing team winning Best Destination Marketing Campaign for the 100 Beach Challenge, one of the most competitive categories in the awards. The team is now heading to the National Finals in Launceston on 1 March. Cupitts won two gold and a bronze at the awards and are also heading to Nationals for Best in Food Tourism and Best Winery/Brewery. Other finalists include Mt Hay Retreat, Bannisters by the Sea, and South Coast Nannies. Shoalhaven Tourism is also entering the Mumbrella Travel Awards for “Best Breakout Destination” to be decided in April.

##### Conference Attendance:

Coralie and Kristy are going to the “Experience Changes Perceptions” LGNSW Tourism Conference in Terrigal in March, and will be making a half hour presentation on the topic of “Shoalhaven rebrand from board shorts and thongs to many experiences, one destination including case study of the 100 Beach Challenge and the effects of overtourism” Sarah is attending the Tourism Australia Conference in Brisbane, also in March.

##### 360 Model / Hot Spot Support:

Marketing has worked with the team on launching the 360 website and trialling surveys for the pillar of Customer Experience in Holiday Haven's in Huskisson. Further work will be done in 2019 to collect more customer data for the model. This data doesn't exist, so we will have to target visitors digitally. <http://shoalhaven360.com/>

A multi-faceted Communications Plan was created to coordinate and manage the hot spot of Hyams Beach, such as Live Traffic Alerts, sponsored and targeted social media posts with white sand beach alternatives, industry communications with operators on the ground, Tourism and Chambers of Commerce, Destination NSW and Tourism Australia. Feedback from locals and media was positive.

### Hotspot social media report:

Hyams Beach and Honeymoon Bay both attract a huge amount of attention on social media for their beauty, with influencers, who are not supported in any way by SCC, coming during peak season and posting on their networks of huge followers. This will continue to be an ongoing challenge that is not able to be managed. The below table demonstrates the power of social media and the reach from influencers. Although we have a solid communications and dispersal plan to deal with hotspots, the reality is that the millennial audience will continue to influence their followers via digital media to go attend these locations.

Location	Influencer	Followers	Engagement
Hyams Beach	@lillymaymac	3.8M	1.6M
	@australia	3.3M	84K
	@nolovehowll	499K	90K
	@_tomnoske	28K	19K
	@artofvisuals	1.5M	15K
Honeymoon Bay	@nolovehowll	499K	45K
	@sydney.unseen	8.7K	3K
	@australia	3.3M	92K
<b>TOTAL</b>			<b>2.245M</b>



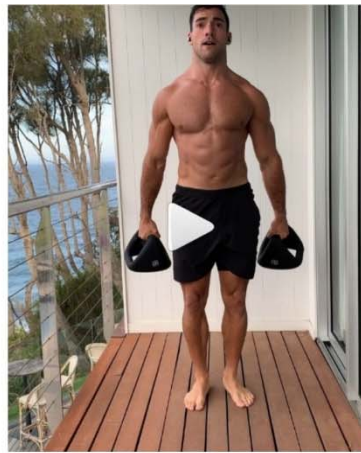
## Publicity

### Additional Social Media / Influencer engagement:



@australia

3.2m followers | 83k likes  
Hyams



@andrew\_pap

143m followers | 27k likes  
Bannisters By The Sea



@\_markfitz

78km followers | 25k likes  
Ulladulla, Jervis Bay, White Sands Walk

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Channel	Followers	Post	Engagement
Instagram @australia	3.3m	Hyams within the Top 30 Posts of 2018 (also shared on Twitter)	83k likes 517 comments
Instagram.com @_MarkFitz	77.7k	Ulladulla, Mollymook, Cupitts, Hyams, White Sands Walk.	25k
Facebook @visitnsw	1.2m	Cupitts via @justmarek	10 likes 15 comments 9 shares
Instagram @renaeayris	191k	Bannisters By the Sea	4620 likes
Instagram @australian_architecture	291k	Kangaroo Valley, tiny home at @cabn.life	2600 likes
@krystalhipwell	90.8k	Paperbark Camp and Hyams	3145k
@andrew_pap	143k	Bannisters	28k
@pipinghot	17.5	Swimsuit launch at Jervis Bay	244
@stellacrick	11.5	Swimsuit launch and holiday snaps at Shoalhaven Heads, Jervis Bay	1500
@iamlaurawells	78.1		

### Significant Publicity / Media Articles

Publication	Reach	Links / Update
Australian Traveller	400K	<a href="#">Interesting and new accommodation such as Bangalay Villas, The Cove, Paperbark Camp etc.</a> <a href="#">Six Quirky NSW South Coast stays you need to book</a>
Time Out	1.2M	New interesting product like Cliffnics, the Cove etc <a href="https://www.timeout.com/sydney/travel/a-guide-to-the-south-coast">https://www.timeout.com/sydney/travel/a-guide-to-the-south-coast</a>



The Upsider	1.4M	Wine pairing with Food with Silo's Raj Ray <a href="https://theupsider.com.au/pair-wine-cheese-expert-tips/11864">https://theupsider.com.au/pair-wine-cheese-expert-tips/11864</a>
Not Quite Nigella	250K	Food reviews – Queen Street Eatery, Silos Estate <a href="http://www.notquitenigella.com/2018/11/06/kiama-gerroa-berry-south-coast/">http://www.notquitenigella.com/2018/11/06/kiama-gerroa-berry-south-coast/</a>
Australian Traveller	400K	8 pages in print and online – road trip down the coast including Cupitts and JB Stand up Paddle. <a href="https://www.australiantraveller.com/nsw/your-ultimate-guide-to-the-nsw-road-trip/">https://www.australiantraveller.com/nsw/your-ultimate-guide-to-the-nsw-road-trip/</a>
Harper's Bazaar	180K	Berry, Jervis Bay and Kangaroo Valley as great weekend getaways from Sydney <a href="https://www.harpersbazaar.com.au/travel/sydney-weekend-getaways-17717">https://www.harpersbazaar.com.au/travel/sydney-weekend-getaways-17717</a>
Canberra Times, Tim the Yowie Man	55K	<a href="#">Main Road 92 – The original Wool road to the Coast from Canberra</a> <a href="#">This Summer, drive the original road to the coast</a>
Canberra Times, Tim the Yowie Man	55K	<a href="#">Lesser known beaches on the White Sands Coast – Nudist.</a> <a href="https://www.canberratimes.com.au/national/act/the-day-i-was-mistaken-for-a-nudist-20181127-p50im5.html">https://www.canberratimes.com.au/national/act/the-day-i-was-mistaken-for-a-nudist-20181127-p50im5.html</a>
The Iconic, Edition	1M	<a href="#">Large Fashion, sports retail, travel blogs</a> <a href="#">The Ultimate 4-day Melbourne to Sydney Road Trip</a>
Domain.com	1.2M	A feature on Mollymook as a getaway, featuring surf and Pam Burridge, food and architecture. <a href="https://www.domain.com.au/news/pristine-beaches-dining-drawcards-how-mollymook-became-the-perfect-sea-change-all-rounder-785748/">https://www.domain.com.au/news/pristine-beaches-dining-drawcards-how-mollymook-became-the-perfect-sea-change-all-rounder-785748/</a>
Vacations and Travel Magazine	700K	<a href="#">Three of the Best NSW Farm Stays includes Cupitts</a>

### 2019 Visitor Guide

The 2019 Visitor Guide was delivered on schedule, with 30,000 distributed both to local operators and regional visitor centres before Christmas. With a print run of 100,000 to be distributed throughout the year, the feedback has been very positive, with some saying this was the best guide yet. Once again, the 100 Beach Challenge fold out was included, for a third year running. Approximately \$62,000 of advertising offset the \$80,000 print cost. As this guide is designed and developed entirely in-house it is a great example of collaboration and economies of scale. Around 15,000 guides will be distributed in Cafes and venues across Sydney and Canberra in Autumn, Winter, as well as being “tipped on to” the back of 10,000 newsstand issues of Wellbeing Magazine in Apr/May.

### Unspoilt Update

The 2018 Unspoilt Campaign ran for 30 weeks from 7 May - 30 November 2018, with digital in market throughout the entire period including social media, search and native campaigns. Two two-week bursts of outdoor advertising (billboards and office spaces) activity occurred in May and August in Sydney and Canberra. The campaign also funded this year some new video content for Spring, partnering with We Are Explorers, and featured Kangaroo Valley, food and wine, Jervis Bay, White Sands Coast, and Bushwalking in Morton National Park. Early results from the campaign have been of success but are currently tabled confidentially and should be released by March at the State Ministers convenience.

The Unspoilt campaign grant for 2019 has been approved. Shoalhaven is the lead partner working with Destination NSW and alongside Shellharbour, Kiama and Sapphire Coast. Eurobodalla has unfortunately withdrawn from the campaign in 2019. The campaign will feature a slightly shorter period, focussing on Autumn and Winter and partners will collaborate on a campaign with equal baseline funding, as well as having individual elements tailored to each Local Government Area's needs. The strategy is being developed by Destination NSW's agency, Havaas, and should include digital, outdoor and a conversion partner.

### **Arts and Culture Campaign:**

The Arts and Culture brochure is coming along well with eight tailored Arts and Culture trails throughout the region in a beautiful 28-page A5 booklet. Collecting and categorising relevant cultural product has been challenging and marketing and visitor services will work with the operators throughout the year to get their online listings and photography updated where we can. The brochure should be ready by early April and will be launched complemented by Journalist familiarisations and web and social campaigns throughout April, May and June.

It is worth noting that there have been many articles in recent months documenting research that supports the importance of Cultural Institutions for A) the wellbeing of the millennial sector and B) for international visitor dispersal. See some examples below.

Arts Review: ["Australia's cultural attractions to take centre-stage in new global tourism initiative"](#)

[The Guardian: "Forget yoga, under-30s use museums and galleries to de-stress"](#)**International Marketing EOI:**

After distributing an EOI to market for approaches to our International Marketing and receiving nine responses, the team is discussing the needs and the recipients of a targeted tender to lock down the three-year agreement for a partner to represent the Shoalhaven in international markets. A decision will be made upon the receiving the responses to that tender process and staff will continue to work with the Strategic Working Group as the process continues.

### **Latest Visitor Survey Figures:**

The September 2018 figures have recently been released, showing a record in Total Visitor Nights at 5.27million for the period, up 3.8% year on year. The total Visitor Economy was valued at an estimated \$869M, showing that both length of stay and spend per stay are increasing in line with our marketing strategies. Other statistics of interest include: Total Visitors 3.39M, a 12.4% increase, although more analysis needs to be done, anecdotally this looks to be mostly growth in the offseason period (Apr – Oct); International Visitation has grown significantly, but off a low base – now at 62,000 for the period, growing 12% year on year.

### **Surfing Campaign Reboot:**

Marketing obtained three quotes to work with a surf brand to reignite the marketing from a very successful surf campaign in 2016/17. The pitch from Surfing World (Magazine) and Coastalwatch (online) was a success, pitching three videos created in region with local legends, targeting their markets in both print and online. Marketing will then use this new content to direct a fresh wave of traffic toward our owned resources – the A5 Brochure and surf landing page on shoalhaven.com. Surfing World will be filming in region in Feb - Mar and will be ready to release content for early winter.

### **Video content / Our Stories:**

We are continuing with the successful "Our Stories" video series, rolling out a video on Facebook and Instagram every week featuring a tourism operator who loves the Shoalhaven. Most videos are receiving around 10K views each, depending on the vibrancy of the character. Some highlights from Q4 2018 are: Phil Smart from Gondwana Fossil Walk; Hayden from Hayden Pies, Brent from Bangalay Villas; Beth from Cambewarra Lookout; and

Grant from SCUM bike riding group. Watch the full playlist of videos here:

[facebook.com/visitshoalhaven/videos/423538428186655/](https://facebook.com/visitshoalhaven/videos/423538428186655/)

**100 Beach Challenge:**

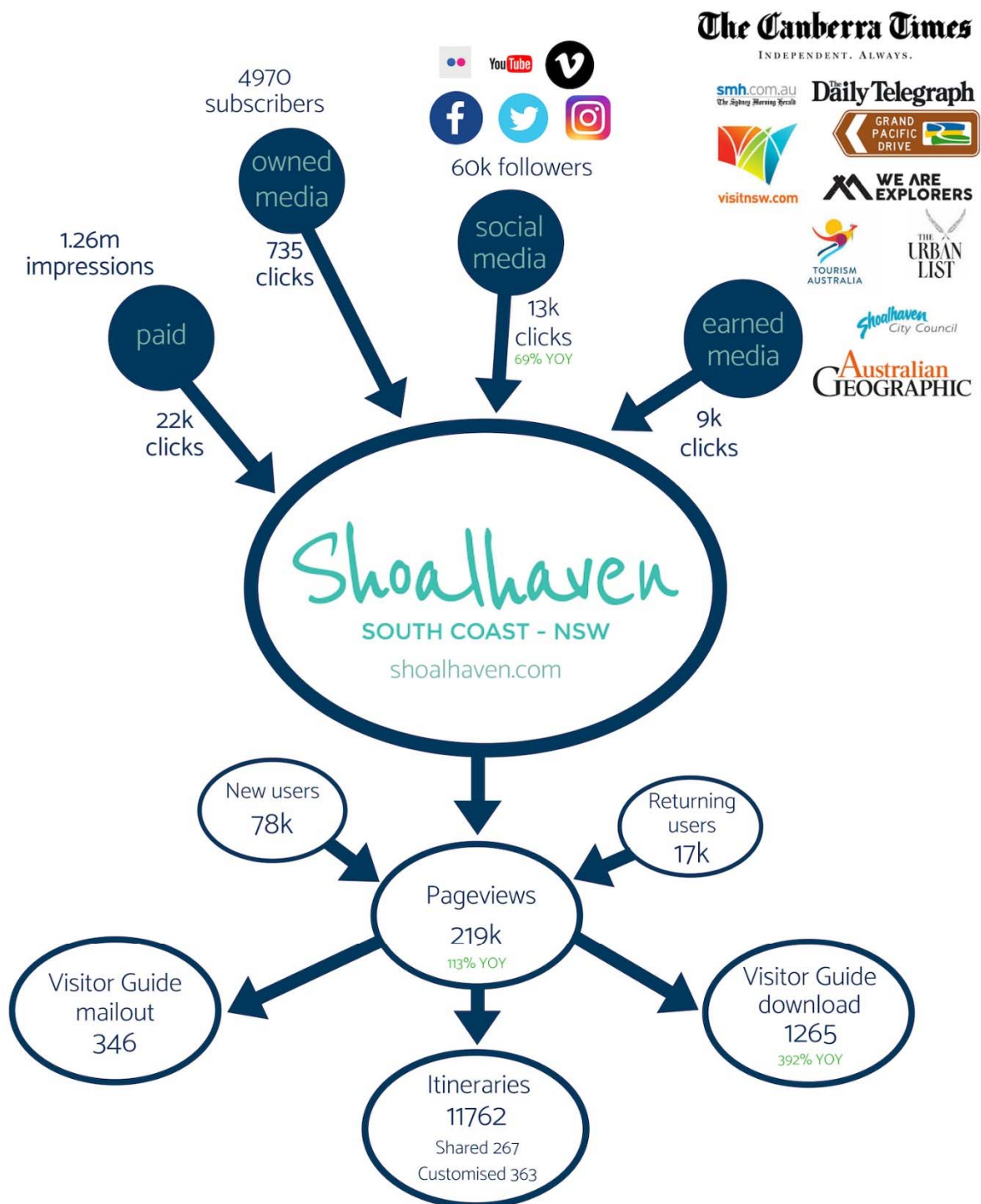
The Challenge has been a great tool for Summer dispersal of visitors, encouraging locals and visitors alike to visit a lesser known beach, focussing on the 16 White Sand Beaches of Jervis Bay. A sponsored post with White Sands alternatives ran throughout the Summer Holidays and was targeted to those within 30km of Huskisson (both visitors and locals). This post showed a carousel of other attractive white sands beaches such as Nelsons, Callala and Collingwood and gained 1,346 landing page clicks, 20,000 views and 56,000 impressions for a \$350 budget. As we move into the off-season we will continue to promote the challenge to our target markets using our five videos that demonstrate a suggested 3-day itinerary including food, wine and adventure experiences that were created last year. To review these videos again, click here: <https://www.shoalhaven.com/blog/100-beach-challenge-itineraries>

**Digital Marketing Report** (Prepared by Sarah Chenhall)

The diagram below is a representation of the flow of customers through our online channels.

Highlights:

- Website usage (visitors, sessions, pageviews) increased around 30% on Q2.
- 60% half our web users arrive by Google Search or typing
- YOY web increases users (92%), sessions (103%), average time on site is about the same AT 1:40min.
- Top rich content: Blog Main Rd 92, Glamping in the Shoalhaven, Best Lookouts of the South Coast.
- Top social: Coastal and Aquatic remains very popular content, seasonal blogs and events also ranked highly.
- Site loading times have been halved and continuing to improve.
- Itinerary analytics, visitor guide downloads analytics fully active.
- Leads to industry reporting is still in development.
- Instagram YOY growth is above 100% in 3 key areas of engagement, lifetime followers and new followers.



TA19.8

Oct - Dec 2018

**Paid Digital Advertising:**

Advertising is running at an average of 60c per lead back to Shoalhaven.com or 100beachchallenge.com, well below our \$1 cost per click benchmark.

Paid advertising has generated 22k clicks to our websites at an average cost of \$0.73 per click. Inspiration and brand awareness have been successful with Shoalhaven brand seen

1.26 million times on Google search, YouTube, Facebook and Instagram during this quarter. Google advertising has been particularly effective, leading two thirds of total traffic to the website. Advertising via pre-roll video has directed 18k YouTube views at a cost of just \$0.07c per view. Facebook and Instagram advertising has been seen by just under 1million people, generating 10k landing page views and 12k clicks, costing around 0.62 cents per action.

#### Website update:

Top line stats | shoalhaven.com

Q3 Website	2017	2018	Change
Unique users	37k	85.5k	122%
Pageviews	102k	219k	113%
Sessions	46k	107k	132%
Unique Pageviews	80k	177k	121%
Time on site	2:01k	1:38	18%

New strategies aimed to increase usability and functionality of the itinerary builder and key landing pages:

- Increased promotion of the experience itinerary builder on social media and circulation of suggested itineraries.
- Increased promotion of our hero landing pages via social media, blogs, EDM.
- Ongoing strategy to improve landing pages with listing paragraphs of bookable product or key attractions. i.e. <https://www.shoalhaven.com/100-beach-challenge>

#### Top 10 visited pages | shoalhaven.com

1. 2019 Visitor Guide (Promoted)
2. Honeymoon Bay (#1 in December)
3. Home page
4. Bookings
5. Events
6. Blog *Best Snorkelling Spots in Jervis Bay*
7. What's on this weekend
8. Our Favourite Walks
9. Blog *Insider's Guide to Hyams Beach* (promoted)
10. Bookings (results)

#### Top 10 products used in Shoalhaven.com itinerary builder:

Honeymoon Bay  
Marlin Hotel  
Tallwood Eatery  
Ritual Habitual Coffee  
Berry Sourdough Cafe  
Hyper Hyper Coffee  
Bottlerocket Bar and Cafe  
Dog and Mococle  
Depot Beach Campground  
Berry Donut Van

#### Itinerary Builder Usage:

the Shoalhaven.com website is performing very well in terms of traffic, but it's important that the user experience continues as intended with the new design, so we have measured the use of our itinerary builder, where people can add several 'products' from the 1500 available to their own personalised 3-day itinerary. They can view these in a list or map format and



share them with friends who can then customise those itineraries for themselves. In Q4 2018, almost 18K itineraries were built, 267 shared and 363 customised.

### Facebook Update:

Facebook continues to be a major platform for us, with a blend of daily posts and paid campaigns. The paid focus uses sophisticated marketing techniques to encourage downloads of our Visitor Guide, promote the 100 Beach Challenge. A drop in 'organic' or unpaid reach has been felt by brands across the globe as Facebook continues to favour posts from friends and family. Consequently, we have bridged the gap with paid and targeted advertising. A study of 43M posts from the top 20,000 found that pages had a drop of around 50%, with our brand fairing quite well.

Q4 Facebook	2017	2018	Change
Followers	43768	46652	6.5%
Engagement	60159	70048	16%
Reach	1304431	1281007	-1.7%
	Paid 520426	Paid 829259	59%
	Unpaid 823935	Unpaid 497635	-39%

Visit Shoalhaven  
Published by Sarah Chenhall (9) · September 22 at 6:29 AM ·

Here's some Ulladulla love for you! ❤️

ULLADULLA and surrounds...

Ulladulla & surrounds ❤️

01:42

Get More Likes, Comments and Shares  
Boost this post for \$50 to reach up to 8,900 people.

28,682 People Reached 1,156 Engagements 2,703 Clicks

Boost Post

88 16 Comments 187 Shares

Visit Shoalhaven recommends Bangalay Luxury Villas  
Published by Sarah Chenhall (9) · September 17 at 4:05 PM · Shoalhaven

Breaking news! Bangalay Luxury Villas and Bangalay Dining has opened at Seven Mile Beach! The vibe is amazing, think laid back coastal luxury, celebrated chefs who love local and native produce, and a local crew who have been dreaming of this moment for years. Click through for more details in the pic!

8,290 People Reached 454 Engagements 2,392 Clicks

Boost Post

Julie Jue, Katrina Barnett and 116 others 8 Comments 29 Shares

Visit Shoalhaven  
Published by Sarah Chenhall (9) · August 11 ·

What's the quickest route from Canberra to the white sand beaches of Jervis Bay? This!

SHOALHAVEN.COM

Road Tripping Along Main Rd 92: Canberra to Jervis Bay  
Enjoy the road less travelled from Canberra to the Coast

22,676 People Reached 540 Engagements 2,283 Clicks

Boost Post

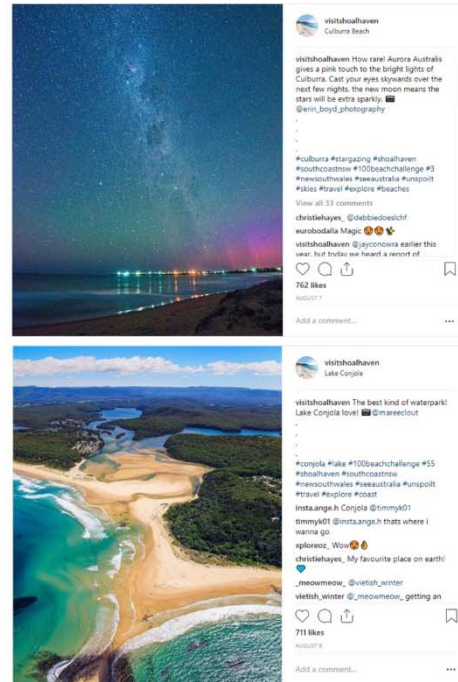
Matt Boyd, Ross Lawler and 205 others 56 Comments 55 Shares

TOP 3 FACEBOOK POSTS

### Instagram Update:

Instagram has now has over 1 billion users and remains a huge platform for younger demographics. Almost half of our audience is between the age of 25 to 34 (30%), with 35% hailing from Sydney and 69% women. From our daily posts, aerial imagery continues to be the most popular, particularly coastal aquatic with pink skies, and those sourced from high profile users. We are pleased to see continued significant year on year growth.

Instagram	2017	2018	Change
Followers	7500	12333	64%
Engagement	21623	26963	25%
Video Views	4600	8200	78%



TOP 3 INSTAGRAM POSTS @visitshoalhaven

### Visitor Email Newsletter:

The monthly Visitor EDM's have an above average open rate of 26.3% with the most popular content from the quarter being a *Best Bays and Quiet Inlets for Families, 2019 Guide to the Shoalhaven*, and *Free and Low-Cost Camping*, a blog designed to spread key messaging about camping availability over the peak period.

Up

Autumn  
360  
2019  
Tourism Networking events

Surf  
Model

Unspoilt

strategy

Campaign  
data

and

Next:

Activations  
collection  
activation

TA19.8

## TA19.9 Beyond Tourism 2020 Steering Committee Report to Government

**HPERM Ref:** D19/36131

**Group:** Finance Corporate & Community Services Group  
**Section:** Tourism

**Attachments:**

1. Media Release - Senator the Hon Simon Birmingham - Positioning Australia's tourism industry for the future [□](#)
2. Beyond Tourism 2020 Steering Committee Report to Government (under separate cover) [□](#)
3. Discussion Paper - Beyond Tourism 2020 [□](#)

### Purpose / Summary

the Group to consider and provide recommendations on the formal feedback.

### Recommendation

That the Shoalhaven Tourism Advisory Group:

1. Request Council consider endorsing the discussion paper as formal feedback from Shoalhaven Tourism Advisory Group to the Beyond Tourism 2020 report;
2. Pending Council approval, the Tourism Manager provide the feedback per the appropriate channels as agreed.

### Options

1. Provide no response to the Beyond Tourism 2020 Steering Committee Report  
Implications: National Strategy will continue without input from the Shoalhaven Tourism Advisory Group
2. Provide details of changes to the discussion document as advised and discussed during the STAG meeting.  
Implications: Shoalhaven City Council will consider advice from STAG as requested at the next meeting of Council.

### Background

#### Positioning Australia's tourism industry for the future

Consultations are now open on Australia's next national tourism strategy, with industry stakeholders encouraged to have their say on a draft report developed by the *Beyond Tourism 2020* Steering Committee.



Minister for Trade, Tourism and Investment Simon Birmingham has urged stakeholders, from local and state governments to peak industry bodies and individual tourism operators to have their say on the future direction of the industry.

Please refer to:

- Attachment 1 for a copy of the Press Release from Senator The Hon Simon Birmingham. Minister for Trade, Tourism and Investment.
- Attachment 2 for a copy of the Steering Committee Report.

Shoalhaven Tourism Manager has been working with the Shoalhaven Tourism Advisory Group Strategic Working Group to prepare the attached discussion document as a draft discussion paper for the STAG. Subject to any changes and subsequent endorsement by STAG, this document be considered and approved by Council as a formal response to the Beyond Tourism 2020 Strategy. This will ensure that Council, through STAG, provides formal feedback as part of the consultation process. Please refer to:

- Attachment 3 - Discussion Paper - Beyond Tourism 2020.

### **Community Engagement**

STAG is Council's advisory group representing the tourism industry and provides advice and makes recommendation to Council on matter relating to tourism and the development and future of tourism.

Seeking discussion and feedback from this Group on the Beyond Tourism 2020 strategy will ensure the views of the tourism industry in the Shoalhaven are presented as part of the overall Federal Government consultation process.

### **Policy Implications**

Substantial cross government funding and collaboration initiative came out of the Tourism 2020 report. The final document has cross government implications for the future of the industry.



**SENATOR THE HON SIMON BIRMINGHAM**

Minister for Trade, Tourism and Investment  
Deputy Leader of the Government in the Senate  
Senator for South Australia

**MEDIA RELEASE**

1 February 2019

**Positioning Australia's tourism industry for the future**

Consultations are now open on Australia's next national tourism strategy, with industry stakeholders encouraged to have their say on a draft report developed by the *Beyond Tourism 2020* Steering Committee.

Minister for Trade, Tourism and Investment Simon Birmingham urged stakeholders, from local and state governments to peak industry bodies and individual tourism operators to have their say on the future direction of the industry.

"Australia is currently experiencing a tourism boom with record numbers of international travellers flocking to our shores and spending record amounts," Minister Birmingham said.

"We've also seen strong recent growth on the domestic front with more Australians choosing to holiday at home and deciding to get a taste for the diverse and unique experiences on offer around our country.

"With tourism now attracting \$136 billion in expenditure each year and employing 1 in 13 Australians, it's vital we keep this momentum going by seizing on new market opportunities and ensuring Australia remains a must-visit destination in an increasingly competitive global tourism market.

"The *Beyond 2020 Tourism* strategy is an opportunity for Australia to develop a new long-term vision for the industry and address key challenges such as technology development, aviation access, attracting more investment in infrastructure, boosting regional tourism and meeting workforce needs.

"I look forward to hearing the feedback from stakeholders on the Committee's draft report about how we can continue to attract record numbers of visitors and position Australia's tourism industry for the future."

To read the Steering Committee's draft report and to make a submission, visit [www.austrade.gov.au/beyond2020](http://www.austrade.gov.au/beyond2020). Written submissions close on 8 March 2019.

**Media Contacts**

Benn Ayre: +61 428 342 325  
Kathryn McFarlane: +61 419 850 201

*Authorised by Senator the Hon Simon Birmingham, South Australia.*

## Discussion Paper – Strategy Working Group - Shoalhaven Tourism Advisory Group



To: Shoalhaven Tourism Advisory Group

Copy:

From: Coralie Bell - Tourism Manager + the STAG Strategy Working Group

Subject: Draft for discussion - Call for feedback - Beyond Tourism 2020 Steering Committee Report to Government

Date: 05/02/2019

File: 1490E (D19/36036) CONTACT: Coralie Bell Ext: 3241

### Overall Insights

The report identifies several opportunities for growth and the importance of the visitor economy to the country, however, greater consideration into the practical management of visitors into our towns and villages needs to be addressed as a key challenge and opportunity. The role Local Government plays is not adequately addressed, and the following key points need to be addressed as a matter of priority.

### Key considerations to be reported as feedback for discussion

Overall, the importance of sustainable tourism practices and maintaining a strong social licence cannot be over stated in the management of assets, infrastructure and communities for Local Government.

It is recommended greater consideration be given to the following:

1. Reinforce that Local Government are collectively a large and important stakeholder in the visitor economy and request that this be reflected in the Beyond 2030 Strategy.
2. It is strongly agreed that cross government collaboration is critical for success of the visitor economy long term.
  - a. It is critical Local Government have a voice in any policy making decisions and it is disappointing to see that there was no Local Government Representative on the Beyond 2020 Steering Committee;
  - b. Local Government representation needs to be present on all decision-making processes and policy making decisions going forward.
3. The Beyond 2030 should formally recognise the importance of Local Government in managing the impacts of the Visitor Economy as a key challenge and opportunity to 2030.
4. Recognising the role Local Government plays

- a. As a major investor in assets that directly drive visitation and overnight stays, like Entertainment Centres, pools, parks and reserves and caravan parks.
  - b. In managing the “on ground” visitor experience, influencing return visitation and quality of customer experience;
  - c. In attracting, directing and approving investment as part of strategic planning
  - d. In marketing and visitor attraction.
5. Formally recognising the challenges increased visitation puts on infrastructure and Local Government resources.
- a. With high importance placed on identifying the need for cross government collaboration in supporting and growing the visitor economy into the future;
  - b. Place high importance in cross government funding to support strategic built infrastructure to support tourism growth opportunities and every day management including roads, telecommunications, built attractions and hygiene infrastructure such as parking, toilets and signage.

Coralie Bell  
**Tourism Manager**