

Shoalhaven Tourism Advisory Group

Meeting Date: Monday, 19 July, 2021

Location: Council Chambers, City Administrative Centre, Bridge Road, Nowra

Time: 5.00pm

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

Agenda

1. Apologies

2. Confirmation of Minutes

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3. Reports

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4. General Business

TA21.30	Sports Board Update <i>A verbal update to be presented by David Goodman, Chair, Shoalhaven Sports Board</i>	
TA21.31	Councillors Update <i>A space in the agenda for Councillors to update STAG members on any tourism related information they have seen in the region (as requested by STAG).</i>	
TA21.32	Industry Feedback <i>A place in the Agenda for Industry Members to provide any comments on trends, issues or matters they wish STAG to be aware of.</i>	

Membership

Mr Rob Crow - Chairperson

Mr Mark Thirlwall – Deputy Chairperson

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

Mr David Goodman (Chairperson - Shoalhaven Sports Board)

Mr Neil Rodgers

Ms Brenda Sambrook

Dr James Lin

Ms Juliet Barr

Mr David Duffy – NSW National Parks & Wildlife Service representative

Mr Mat Lock

Mr David Fleeting

Quorum – 7

Role and Purpose

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

Delegated Authority

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

MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP

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

The following members were present:

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

Others present:

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

Apologies / Leave of Absence

An apology was received from Mat Lock.

Confirmation of the Minutes

RESOLVED (David Goodman / Brenda Sambrook)

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

CARRIED

Declarations of Interest

Nil.

PRESENTATIONS

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

HPERM Ref:
D21/146329

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

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

REPORTS

TA21.12 Tourism Manager Update

HPERM Ref:
D21/10277

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

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Clr Gash / David Goodman)

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

CARRIED

TA21.13 Election of Office Bearers

HPERM Ref:
D21/89108

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

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

Robert Crow and Mark Thirlwall accepted the nomination.

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

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

Robert Crow assumed the Chair.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group

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

RESOLVED (Clr Gash / David Goodman)

That the Shoalhaven Tourism Advisory Group

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

CARRIED

TA21.14 Visitor Services Update**HPERM Ref:**
D21/90153

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

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

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Clr Gash / James Lin)

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

CARRIED

TA21.15 Destination Marketing**HPERM Ref:**
D21/94644

Coralie Bell addressed the meeting and advised that:

- Quorum was not reached at the last Aboriginal Advisory Committee meeting so there is no update. A summary has been added to the report for the next meeting regarding the need to hold a conversation with the Aboriginal community to get more feedback.
- Six Shoalhaven towns have been nominated for the Business NSW Top Tourism Towns – Berry, Culburra Beach, Kangaroo Valley, Huskisson, Sussex Inlet in the under 5,000 residents category and Ulladulla in the over 5,000 residents. <https://www.businessnsw.com/media-centre/nsw-top-tourism-town-awards-2021>
- Website traffic has had a significant increase and is up 92%

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Juliet Barr / Brenda Sambrook)

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

CARRIED

TA21.16 Chair's Report**HPERM Ref:**
D21/94828

The Chairperson advised there were no exceptions to the report and thanked all the members and staff for maintaining the commitment to convene meetings going forward.

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (David Goodman / Mark Thirlwall)

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

CARRIED

TA21.17 River Festival Update**HPERM Ref:**
D21/94843

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

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (Juliet Barr / Brenda Sambrook)

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

CARRIED

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

No exceptions to the report.

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

- Fairgrounds Festival, Berry has been postponed to 2022
- StoryFest, Ulladulla – 18 - 20 June 2021
- Viking Festival, Sussex Inlet – 12-13 June 2021

- L'Etape Australia has been postponed – proposed new date subject to approval is 28 November 2021
- Sporting events are coming back: Koori Knockout and Indigenous Football League (soccer) in October 2021
- Sth Coast Food & Wine, Huskisson – 15 -16 October 2021

Recommendation (Item to be determined under delegated authority)

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

RESOLVED (James Lin / Mark Thirlwall)

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

CARRIED

GENERAL BUSINESS

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

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

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

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

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

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

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

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

Robert Domm advised that there has been interest for significant hotel development and other

tourist facilities such as restaurants and cafes on the old caravan park site.

RESOLVED (David Goodman / Cllr Gash)

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

CARRIED

TA21.21 Councillors Update

**HPERM Ref:
D21/94786**

The meeting received the following updates:

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

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

Mr Robert Crow
CHAIRPERSON

TA21.22 Tourism Manager Update

HPERM Ref: D21/215786

Department: Tourism

Approver: Robert Domm, Director - City Futures

Reason for Report

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

Recommendation

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

Options

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

Staffing Update

Staffing

Coralie Bell is acting in the Media & Communication Managers role whilst Kate Crowe is on Maternity leave. Coralie is continuing to head up the Tourism Team, Kristy Mayhew is assisting with some Tourism Manager duties.

General

LGNSW Destination and Visitor Economy Conference

Tourism Manager attended and presented at the 'LGNSW Destination and Visitor Economy Conference', presented on the 'New National Research: local government spend on Tourism' and was a part of the 'Agritourism Development' panel. Berry, Culburra Beach, Huskisson, Kangaroo Valley, Sussex Inlet and Ulladulla were finalist towns for '[Business NSW Top Tourism Town Awards 2021](#)' and winners were announced at the [conference](#) on 27 May. The winners were Berrima and Mudgee.

Shoalhaven Tourism Recovery Action Plan

Council is developing a Tourism Recovery Action Plan to address the impacts of bushfires and COVID on tourism businesses to help set the region on track for a strong recovery over the next 18 – 24 months. Shoalhaven Tourism and Carolyn Childs of 'MyTravelResearch.com'. Carolyn would like to discuss recent impacts on the tourism industry with STAG members and is available for catch up via an online session due to COVID affecting the face-to-face session that was planned in Huskisson on 24 June. Carolyn is also devising a survey for broad distribution, and meeting with tourism operators directly and via Business Chamber connections.

The Recovery Action Plan is due to be finalised in August 2021.

Tourism After Hours Networking Events

Shoalhaven Tourism hosted two successful tourism networking events in June, one in Huskisson and one in Mollymook. The attendance was great with a total of over 150 people attending the events. In a short 20-minute presentation, the Tourism Manager, Coralie Bell,

Rob Crow, Chair of STAG and the Deputy Chair, Mark Thirlwall shared some key points on industry news followed by a night full of networking opportunities, drinks, and food. Feedback from operators was very positive, on the opportunity to get together, their support from the Tourism Team, as well as the last 12 months of trading.

End of Financial Year - key achievements:

- We reached \$1billion in expenditure by the end of 2019, with 3.7 million total visitors which met Shoalhaven Tourism's 5-year goal one year early.
- The estimated loss from Bushfires and COVID is around \$216 million, however by December 2020 we were already back to \$878 million in expenditure.
- Nowra and Ulladulla Visitor Services Centre, tourism specific phone calls have increased from 9,854 to 21,715 in the current financial year, representing a 120% increase on the previous year.
- Shoalhaven.com had 500,000 visitors and 1.2 million pageviews in the last 12 months.
- Updated Event Support Program finalised and on track to be implemented in the new Financial Year.

Memberships of the Shoalhaven Tourism Advisory Group

Following the Ordinary Meeting of Council held on Tuesday 27 April 2021 recommending recruiting one STAG member, the casual recruitment of the vacant position was advertised via the Shoalhaven Tourism newsletter. Nominations were received, and two interviews were conducted by a selection panel which included the Tourism Manager Coralie Bell, Rob Crow, Chair of STAG and Mark Thirlwall, Deputy Chair of STAG. Following this meeting, and if endorsed by STAG, a report will be submitted to Council's Ordinary Meeting in July for endorsement of the two new memberships. This report must go to council due to it being outside the Terms of Reference to recruit two positions as this takes the membership to 10 Industry Representatives. This is addressed in a separate report to this meeting.

Attended or presented at

- Weekly Council Executive Management meetings
- Recovery Intro Resilience Project Team meetings
- Tourism Manager meetings with DSSS
- Councillor Briefing - Cruise Ship opportunities in Jervis Bay
- Sydney to Melbourne Tourism Route Board meeting – 11 May 2021
- 2ST Interview | Top Tourism Town Awards – 12 May 2021
- NSW Heritage Awards – 13 May 2021
- DSSS Visitor Economy Symposium – 19 May 2021
- LGNSW Destination and Visitor Economy Conference – 26 to 28 May 2021
- Shoalhaven Food Network and Shoalhaven Tourism Catch Up – 2 June 2021
- Coolendel Camp – meet new owners and site visit – 4 June 2021
- Internal Stakeholder workshop Access Areas for Dogs Policy Review – 9 June 2021
- Shoalhaven Tourism's After-Hours Event – 16 and 24 June 2021
- Aboriginal Product Development Workshop – 22 and 23 June 2021

Up Next

- Induction of the new STAG member/s
- Working with City Futures on key projects for the region including Nowra Riverfront Precinct
- Setting Action Plans for 2021/2022 Financial year including rolling out the Shoalhaven Tourism Recovery Action Plan

TA21.23 Destination Marketing

HPERM Ref: D21/245894

Department: Tourism

Approver: Robert Domm, Director - City Futures

Attachments: 1. Wine and Whales Marketing Strategy 2021 (under separate cover) [⇒](#)

Reason for Report

To provide a summary of Destination Marketing activity from April – June 2021

Recommendation (Item to be determined under delegated authority)

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

Options

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

Industry News

COVID-19 Update

- Once again, travel restrictions were in place for Greater Sydney from 26 June, which resulted in widespread cancellations in region - another blow for the industry.
- Shoalhaven was still able to receive visitors from elsewhere, however gathering, social distancing, and mask-wearing was essential in regional NSW from 26 June.

Dine & Discover:

- Dolphin Watch and the Shoalhaven Entertainment Centre have been identified by Service NSW as success stories for the Dine & Discover program.
- The program has been extended to July 31 state-wide.

New Precinct Marketing Partnerships:

- Kangaroo Valley Chamber of Tourism and Commerce (KVCTC) were awarded \$5,000 for the redevelopment of their website visitkangaroovalley.com.au.
- Discussions around grants are currently underway with the Shoalhaven Wine Association, Shoalhaven Food Network, and Culburra Beach Chamber.

New Product

[Ulladulla Electric Bike Hire](#) – Electric bike hire in Ulladulla with map and helmet included.

[Tawillah Milton Luxury Retreat](#) – New boutique farmstay converted from dairy/stables.

[Foxy's](#) – Ulladulla café with eat-in, takeaway, local delivery, and outside catering options.

[Seeking Serendipity Bar & Kitchen](#) – Relaxed bar and casual dining in Milton.

[Small Town Provisions](#) – Relaxed bar and deli in Milton from owners ex St Isidores

[Flamin Galah](#) – New brewpub in Huskisson with beer, wine, cocktails, food trucks and music.

[Gadhungal Murring](#) – Cultural tour in Huskisson, also available for events and school visits.

[El Horses](#) – New live music venue in Nowra CBD.

[The Casa Kangaroo Valley](#) – New luxury home stay partnering with South Coast Experiences.

NSW Top Tourism Town Awards:

- Collaboration with five regional chambers of commerce and tourism bodies to apply for NSW Top Tourism Town Awards on their behalf. This included curating itineraries, videos, and editorial for each town's entry.
- Berry, Huskisson, Kangaroo Valley, Culburra Beach and Sussex Inlet were finalists for NSW Top Tourism Town (population under 1000).
- Ulladulla was a finalist for NSW Top Tourism Town (population over 1000).
- A social media and email campaign encouraged community voting which resulted in 888 clicks to the voting page on Shoalhaven.com and 33,573 impressions in just over one week.
- Berrima and Mudgee won the Top Town Awards for New South Wales, however the collaboration with local business and development of content was a very valuable outcome.

Publicity

Overview:

Ongoing publicity efforts this quarter saw continued coverage on the Adventure Campaign, key local and national coverage on the NSW Top Tourism Town Awards, and organic inclusions for places to travel within driving distance from Sydney.

Highlights:

Publication	Reach	Links / Update
National Media		
Nine Travel	1.08M	Weekend guide to Mollymook, a resort town with major foodie credentials
Escape (Daily Telegraph online)	712K	21 things to do on the NSW South Coast - Including Jervis Bay, Kangaroo Valley, Berry, Booderee National Park, Ulladulla, Shoalhaven Heads, Sussex Inlet and Nowra.
Escape (Daily Telegraph online)	712K	Gadhungal Murring: the tour that changed my life - Including Huskisson
Daily Mail	1.1M	Secret seaside spot hidden between rocks at the top of a cliff is dubbed Australia's 'best kept secret' with incredible views - if you can find it - Including Jervis Bay
Escape (Daily Telegraph online)	712K	10 best family resorts on the NSW South Coast - Including Huskisson
Mirage News	704K	Vote Now – Six Shoalhaven Towns Finalists for NSW Tourism Town Awards - Berry, Culburra Beach, Huskisson, Kangaroo Valley, Sussex Inlet and Ulladulla
Marie Claire	10K	Immerse yourself in Australia's bush tucker experiences - Including Jervis Bay, Berry, Vincentia, and Huskisson.
Nine Travel	1.08M	A guide to the best family-friendly holidays in NSW - Including Shoalhaven
ELLE	1.2M	The Best Places To Visit In NSW This Winter - Including Jervis Bay
Urban List Sydney	747K	5 Cosy Cottages In NSW You Need To Visit This Winter - Including Shoalhaven, Kangaroo Valley
Nine News TV	9.4M	Sydney couple's close encounter with a humpback whale off NSW South Coast - Including Jervis Bay

The Australian	450K	Best Road Trips Under 3 Hours from Sydney - Kangaroo Valley
Sydney Weekender	180K	Bawley Point and Willinga Park episode
Local Media		
2ST	22K	Top Tourism Town Awards: Interview with Coralie Bell
ABC Radio Illawarra	350K	Top Tourism Town Awards: Interview with Amanda Findley
South Coast Register	76K	Vote Now – Six Shoalhaven Towns Finalists for NSW Tourism Town Awards
South Coast Register	76K	Shoalhaven City Council tourism manager says local tourism operators are beyond exhausted

Autumn Adventure Campaign – Complete

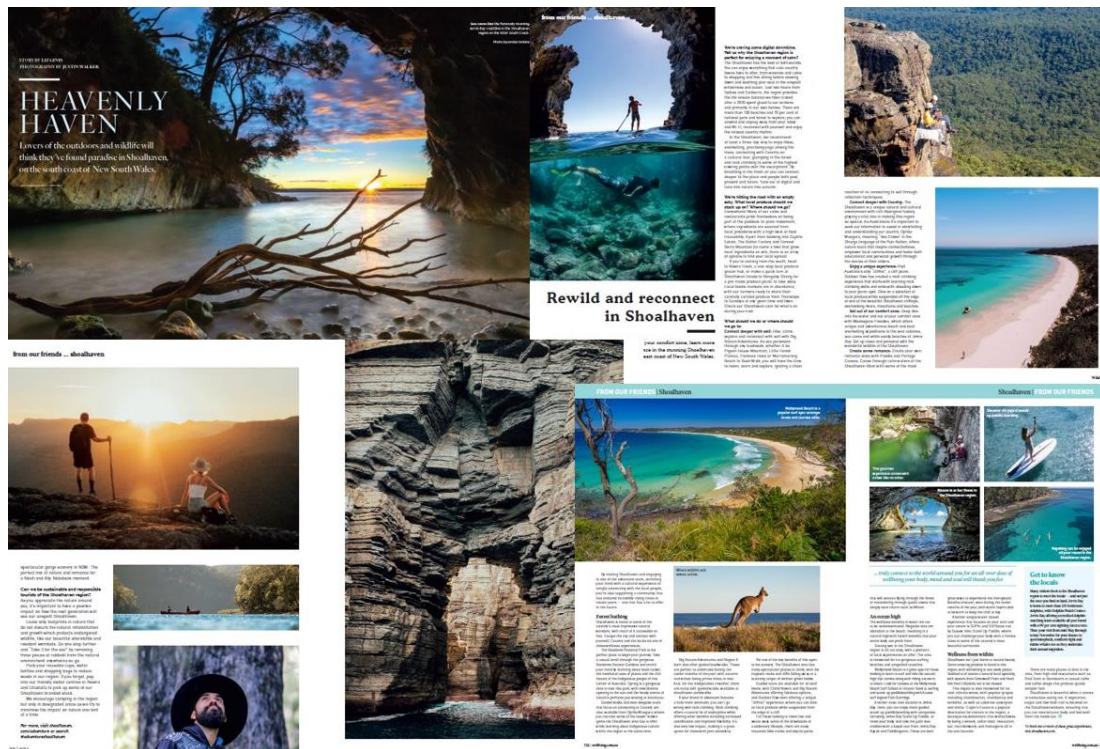
- The Adventure Campaign finished up in May, running for 3 months promoting nature-based experiences with connection to local guides and culture at the forefront.

Key Results:

- Achieved 13 key media placements across online and print with a total reach of 23,675,397 million.
- Placed 68 social media pieces via influencers and media with a total reach of 7,009,706 million, and growing @visitshoalhaven Instagram followers by 3,200.
- 333 images and videos were commissioned to contribute to the image library.
- Partnerships with WILD and Wellbeing Magazines as well as Australian Geographic and Australian Geographic resulting in 34 pages of editorial and advertising across the four titles with a total reach of 3,044,414 million.

TA21.23





TA21.23

Visitor Guide – In Progress

- A print supplier has been identified via EOI to deliver 80,000 copies.
- Advertising for the guide sold out, yielding \$77,283 in income across 24 pages of advertising, an indicator of business confidence amongst operators.
- Proofing and art-working scheduled for July.
- The guide will be available in September 2021.
- Digital campaigns across social and search will drive downloads and requests for mailed copies from September to February.

Wine and Whales Campaign – In Progress

- From May to October, Wine and Whales supported by paddock to plate, fine dining and cosy stays will be the key off-season campaign.
- Awaiting results of a \$50,000 matched funding marketing grant from Destination NSW which will amplify the existing campaign between July and September, hoping to confirm TV Advertising to go live during Prime 7's Tokyo Olympics program in July with 15 second ads on South Coast, Canberra and Regional NSW screens.
- In June, seven media famils were planned and executed with [Vogue Living](#), [Weekend Australian](#), [News Corp](#), [Australian Geographic](#), [Marie Claire/Elle](#), [So Frank](#) and [That's Life!](#), coverage set to go live by August 2021.
- In September, a second round of famils with photography influencers and media will take place to cover the second half of whale season.
- Paid advertising across Google and social media platforms are live from late May driving leads to the Shoalhaven.com/wine-whales landing page, current results can be found in the digital marketing report (below). NB: 'Vines and Whales' graphic was created to work around alcohol advertising restrictions

NB: See attached strategy for further information



TA21.23

Art & Culture Campaign – Coming Up

- Activating a small spring campaign to capitalise on the launch of Bundanon with the new gallery, café and accommodation offering.
- Refresh Art and Culture brochure for reprint and online distribution.
- Digital and social campaign from October to December.
- Publicity famils with journalists to visit Bundanon and existing art trails.

Aboriginal Product Development

- Aboriginal Experience Development Workshops with Destination NSW and NATOC were held in region 22 and 23 June – Shoalhaven Heads and Jervis Bay.
- Undertaken consultation with Aboriginal Advisory Committee surrounding Visitor Guide and cultural product.
- Walking On Country video nominated for a Heritage NSW and a Local Government Award.

Other Projects

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

Digital Marketing

Highlights:

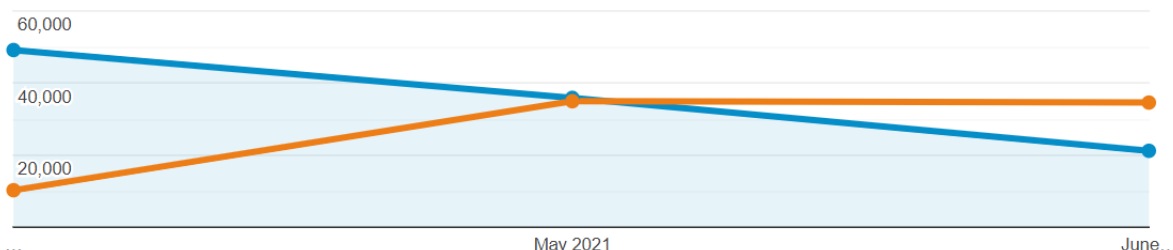
- Shoalhaven.com received 500,000 users and 1.2million pageviews in the past year.
- Total users are up 34% in this quarter compared to this quarter the previous year.
- The shoalhaven.com refresh is currently being tested, this new WordPress site with mobile first and increased searchability will be live in late July.
- The introduction of Instagram Reels into the strategy for the Adventure campaign saw videos hit a record of 67,470 views across six Reels and four videos within the quarter. This contributed to a big uplift in followers with a 43% increase in video views compared to the same quarter last year.
- Both our Wine and Whales, and Winter Getaway paid campaigns are performing well within the first six weeks in market averaging 30 and 20 clicks per day to the respective landing pages.
- The Tourism Talk newsletter open rate is 40%, 19% higher than the industry average this quarter.

Shoalhaven.com:

Year on Year comparison:

Apr 1, 2021 - Jun 18, 2021: ● Users

Apr 1, 2020 - Jun 18, 2020: ● Users



	April – June 2020	April – June 2021	Difference
Users	77,198	103,457	Up 34%
News Users	75,607	101,076	Up 34%

- Unique users to Shoalhaven.com are up 34% from April – June 2021 compared to the same time in 2020. This can be attributed to lock down in New South Wales in this same period the year before, but also shows considerable growth.
- The shoalhaven.com website refresh will change the content management system from Drupal to WordPress allowing for better functionality across search and itineraries, as well as being mobile first as 70% of our users are on mobile devices.
- The new website is currently in staging, going through internal and external testing with a go live date of July 2021.

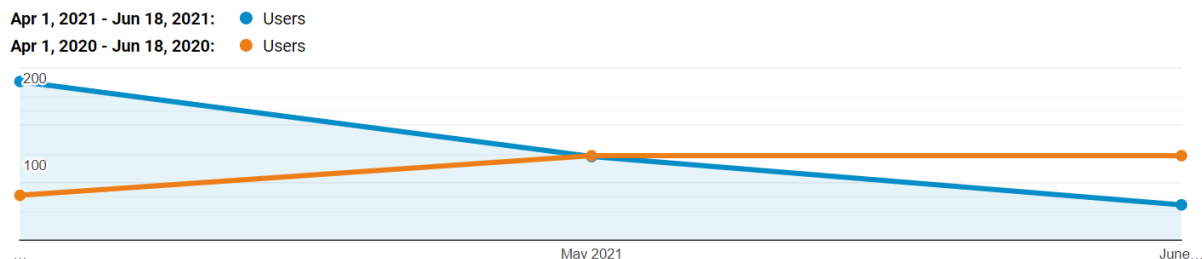
Top 10 Visited Pages of the Quarter:

1. [Honeymoon Bay](#)
2. [Home Page](#)
3. [What's on this Weekend](#)
4. Cart (itineraries)
5. [100 Beach Challenge](#)
6. [Events](#)
7. [Free and Low-Cost Camping](#)
8. [Bens Walk](#)
9. [Walks](#)

10. [Berry Showground Camping](#)

100 Beach Challenge

Year on Year Comparison:



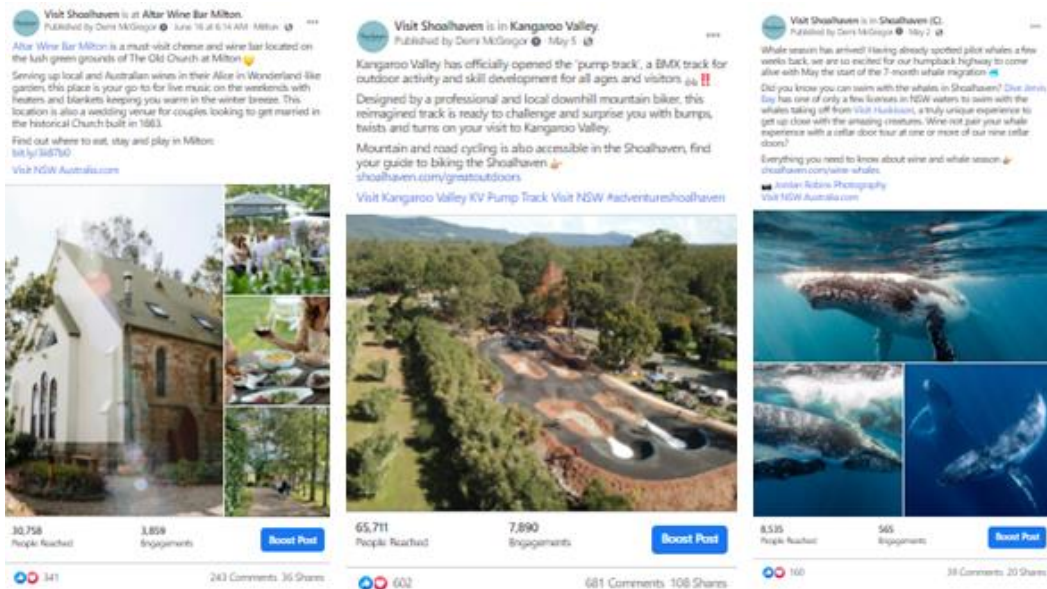
	April – June 2020	April – June 2021	Difference
Users	240	312	Up 30%
News Users	228	296	Up 30%

- The 100 Beach Challenge continues to grow steadily year on year despite seeing a slight decrease in users compared to the previous summer and autumn quarter.
- The paid advertising campaign targeting Sydney, Canberra, local and regional audiences has now contributed to 17,130 total link clicks to the 100 Beach Challenge landing page with 0.20 CPC from January – June.
- User generated content remains strong with over 12,129 uses of the #100beachchallenge hashtag which has increased by 447 posts since the end of the previous quarter.
- Improvements to the 100 Beach Challenge offline check in feature will go live this month, with the ability to download a map within data range and check-in to beaches in remote locations without internet.

Facebook:

- Facebook followers are at 53,073 with an increase of 2,777 followers compared to the same time last year which shows growth of 5.2%.
- Engagement type has fluctuated compared to the same time last year, with shares and likes slightly down but comments increasing by 21% showcasing that a call to action to tag your friend is the leading content.
- Facebook has been affected major shift in the past 6 months with the Australian news handles shutdown, the iOS update affecting data and an overall clutter of tourism content. It is now more important than ever to remain diversified in our social media approach to stay relevant.
- Similar to last quarter, best performing posts were new or changed product in the area, this shows how our Facebook page acts as a source of news to visitors particularly loyal visitors to the area who are interested in the region's development.

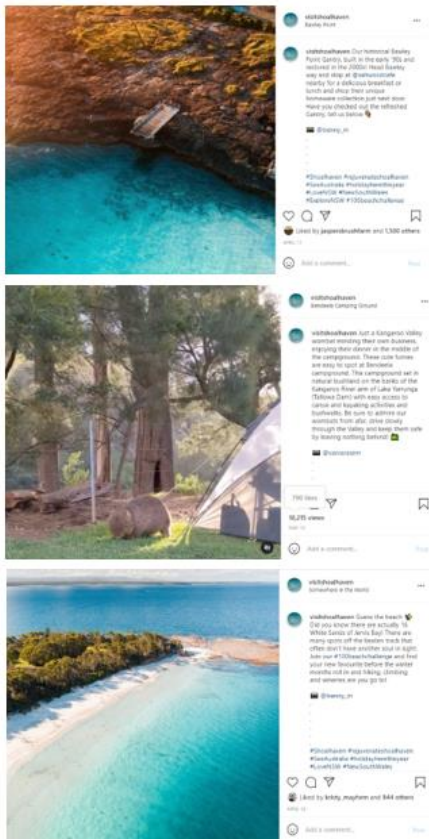
Top 3 Facebook Posts for the Quarter:



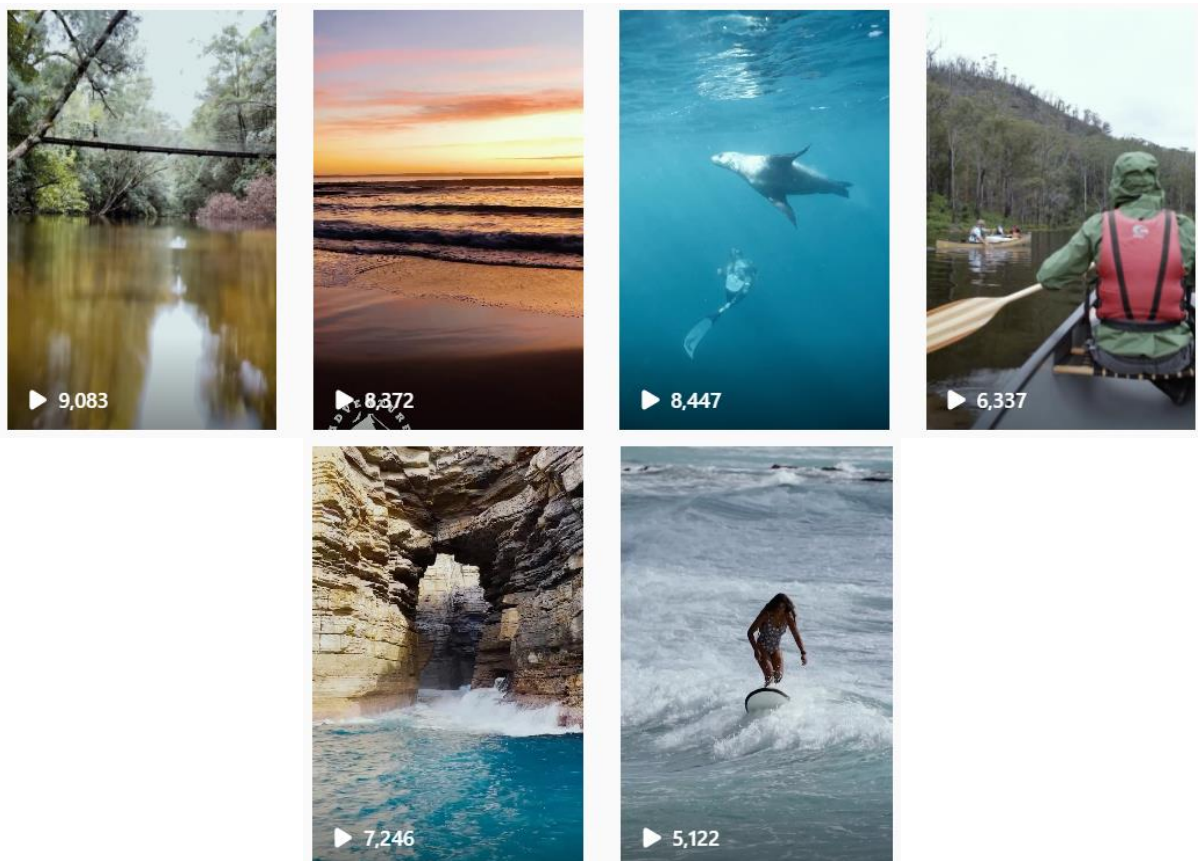
Instagram:

- Instagram followers are at 33,094 with a huge increase of 10,023 compared to the same time last year, showing 30% growth.
- This quarter there was 29,657 total engagements which is up 17% compared to the same time last year.
- Video views hit a record of 67,470 views up 3,517% compared to the same time last year with six reels released over three months generating 44,607 views alone.
- The increase in followers can be attributed to the introduction of reels into the strategy which are shown to audiences outside our network.

Top 3 Instagram Posts for the Quarter:



Adventure Campaign Instagram Reels:



TA21.23

Earned Social Media Engagement:

- As a result of our Adventure campaign famil in April, Robert King secured a carousel post on the cultural tour experience with Djiriba Waagura on [Earth Focus](#) (6.4M) resulting in 40,100 likes and 240 comments.
- More posts on Earth Focus are set to roll out over the coming months including a handful of our Reels content to help Shoalhaven continue to be at the centre of inspirational travel pages that broadcasts to an international audience.



Paid Advertisements Overview:

- This quarter we completed the Adventure campaign and 100 Beach Challenge campaigns in early May. As well as introduced the Wine and Whales and Winter Getaway campaigns in late May across Google and social media.
- Overall, our paid advertising campaigns contributed to 11,786 clicks through to our website which is 10% of our total users to the site for the quarter with approximately 1.14 million impressions across both advertising platforms.
- The Winter Getaway campaign is outperforming the Wine and Whales campaign in results vs budget allocated, this confirms our proposed strategy to introduce two campaigns in winter that complement each other to ensure we are appealing to a wide audience.

Adventure Results:

- Google: The Adventure campaign generated a total of 468 clicks with a click through rate (CTR) of 3.73% from February – May.
- Social: The Adventure campaign was well received on social with a total of 6,271 clicks, reached 168,139 people at an average cost per click (CPC) of \$0.38 from February – May.

Wine and Whales Results:

- Google: The wine and whales' campaign has built up momentum in June, averaging 30 clicks a day, with an expected 900 clicks a month and a strong CTR of 4.7%. The best performing key words include whale watching Jervis Bay, wineries Berry, wine tasting tours and whale watching.
- Social: The wine and whales' campaign has generated 876 clicks, reached 54,283 people at an average CPC of \$0.59. Social media ads were most popular amongst the over 45 age group followed by under 45 families and under 30.

Winter Getaway Results:

- The Winter Getaway campaign was introduced to replace the Visitor Guide and 100 Beach Challenge summer advertisements.
- The aim of this campaign is to showcase a Shoalhaven winter holiday and capture people with popular winter holiday search terms. This campaign pushes to our Shoalhaven.com home page with a call to action to 'plan your trip.'
- Google: The winter getaway trip has doubled in traffic from the start of June to now and is averaging 20 clicks a day, with an expected 600 clicks a month and a staggering 14.5% click through rate to the website, which is a very high return. The best performing key words include things to do in Berry, things to do in Kangaroo Valley, things to do in Huskisson and things to do in Jervis Bay.
- Social: The winter campaign has generated 1,378 clicks, reached 55,719 people at an average CPC of \$0.38.

Tourism Talk Newsletter:

- Total Tourism Talk subscribers are 1,700.
- Like last quarter the most popular content received are emails focused on grant announcements followed by the invitation to our after-hours networking event.
- Open rate hit a record high of 40%, which is 19% higher than the industry average of 21% according to [Mailchimp](#).

Visitor Email Newsletter:

- Subscribers to our Visitor email database sits at 8,010 subscribers which is a steady growth of 134 subscribers since the end of last quarter with an average open rate of 28%.
- At the end of April as part of our Adventure partnership Australian Geographic sent a bespoke EDM we created to their e-database of 63,016 resulting in 22,548 opens, 934 clicks and 22.3% open rate.

NB: All figures are based on 1 April – 18th of June due to reporting deadlines

Up Next

- Marketing Plan for 2021/22 financial year.
- Business Events product development.
- Wine and Whales campaign continued.
- Finalising Visitor Guide ready for print.
- Refreshed Website to go live.
- Art and Culture campaign preparation.

TA21.24 Event and Investment Report

HPERM Ref: D21/245839

Department: Tourism

Approver: Robert Domm, Director - City Futures

Reason for Report

To provide a summary of Events and Investment activity from April 2021 – June 2021.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group receive the Event and Investment report for information.

Options

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

General

- Prior to recent COVID uncertainty in NSW, medium to large events are beginning to resume in region. In June alone, the Event Support Program sponsored the Viking Festival in Sussex Inlet, StoryFest in Milton Ulladulla, and the Shoalhaven Junior AFL Championships. Together these events had an economic impact of \$2.28M.
- The program is also supporting four brand new events over the coming months. These include; Red Hot Summer Tour (in Berry previously in Kiama), the Beta International Climbing Festival, NSW Masters Water Polo and TEDx Jervis Bay.
- July through to September continue to be quieter months in the event calendar. The team is working collaboratively with event owners with the intention of securing more events throughout the quieter winter months to drive spend and visitation.
- The Events Team assisted [Milking Stool Events](#) in providing advice for their website. The first event occurred April and was a huge success. The team continues to work with the event owner around ideas and venues for future events in the series.
- The team continues to provide various letters of support, most notably for the following grants, the Regional Events Acceleration Fund, and the Restart Investment to Sustain and Expand.

Tourism Event Support Program

- Due to go live on July 21 (pending COVID 19 restrictions in NSW).
- In the lead up to Go Live, the events team has been working on a Communications Plan aimed at promoting the Event Support Funding Program to industry and event professionals, encouraging them to bring existing and/or new events to the Shoalhaven. A complete update on this program is provided as a separate report to this meeting.

L'Étape Australia

- After the event was cancelled in March due to extreme weather conditions, L'Étape Australia have formally announced that the 2021 event will go ahead on 27-28 November.
- The events team will be keeping community informed through Council's Get Involved page and working with organisers closely to ensure information is being communicated with tourism operators and community members.
- Road closures are yet to be announced.
- As a major international event L'Étape Australia presents a promotional and economic opportunity for the region, and the team continues to work closely with the organisers to maximise and publicise the benefits.

Koori Knockout

- Koori Knockout is an annual Indigenous NRL knockout competition. It is tradition that the winning team host the next event. The South Coast Cockatoos had their first win in 2019 and are therefore hosting the 2021 over the October Long Weekend.
- While Koori Knockout is not formally supported with financial funding, Council has supported the event with infrastructure upgrades and the events team have been working closely with organisers on providing input into the community engagement strategy.
- The event is anticipated to attract 30,000+ spectators across 6 days and deliver and estimated \$6.5 million in economic benefit.
- According to the event organiser, this is one of the biggest events in Aboriginal history.

In Progress

Business Events

Growing off-season and mid-week visitation through business events is an ongoing focus for the team. Kate will be attending the Get Local Expo with Business Events South Coast (scheduled for July, but now perhaps postponed), and in the new financial year will work with the marketing team to finalise the business events marketing plan aimed at growing visitation amongst the high yielding MICE Market. [Get Local](#) is a meeting and conference expo focused exclusively on the Australasian MICE market. This one-day event draws the industry together to give buyers and exhibitors the opportunity to meet with the right contacts, identify opportunities, increase awareness, and build relationships.

Supported Events

Supported Events April – June 2020:

Event Name	Date of the Event	Economic Benefit
National Motoring Heritage Day	16 May, 2021	\$201,000
Viking Festival	12 - 13 June, 2021	\$1,182,000
StoryFest	18 - 21 June, 2021	\$528,261
Shoalhaven Junior AFL	25 - 27 June, 2021	\$575,000

StoryFest and the Viking Festival have shared post event reports, with both events delivering outstanding results:

- StoryFest
1,318 people attended the event, and 2,047 tickets were sold, this being a 227.24% increase from 2019. In addition, the Schools Program engaged 1200 students.

- Viking Festival
3800 people attended the event with 60% of attendees coming from out of region and staying at least one night in the Shoalhaven.

Supported Events in FY2021/2022

As of 25 June 2021, the following events have received Event Support Funding. The team is in regular conversations with event owners and anticipate that this list will expand over the coming weeks.

- July - Summit Shoalhaven
- August - Husky Half Running Festival
- September - Burradise Festival
- October - Beta International Climbing Festival
- October - Red Hot Summer Tour
- October - South Coast Food and Wine Festival
- November - Huskisson Triathlon Festival
- November - The Bay Games and Tribal Movement Week
- November - TEDx Jervis Bay
- November - NSW Water Polo Over 30s Masters Tournament
- December - Callala Bay Triathlon
- March (2022) - Aerobic & Rhythmic Gymnastics State Championships

Available Grants

Regional Events Acceleration Fund:

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

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

Restart Investment to Sustain and Expand (RISE) Fund

The RISE Fund is supporting the arts and entertainment sector to reactivate. The program is targeting funding towards the arts and entertainment sector organisations to assist in the presentation of cultural and creative projects, activities, and events to rebuild confidence amongst investors, producers, and consumers.

For more information visit: <https://www.arts.gov.au/funding-and-support/rise-fund>

Tourism Australia's Bid Fund Program:

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

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

Event Approvals

Event Permits Issued 1 April 2021 – 30 June 2021:

- April – NSW Junior Beach Volleyball Champs - Mollymook
- April – Nowra at Night – Junction Court, Nowra

- April – Marriot Park Markets – Marriot Park, Nowra
- May – Mini Dulla Rally – Shallow Crossing
- May – South Coast Beef Spectacular – Nowra Showground, Nowra
- May – Huskisson Mothers' Day Classic – Voyager Park, Huskisson
- May – Nowra Water Dragons Regatta – Greys Beach, Nowra
- May – Charity Car Cruise – Huskisson Sportsground, Huskisson
- May – Tour De Cure – Shoalhaven
- June – Viking Festival – Sussex Inlet
- June – Shoalhaven Junior AFL Representative Carnival – Shoalhaven

Postponed/Cancelled Events 1 April 2021 – 30 June 2021:

- N/A

Event applications currently being assessed July – September 2021:

- July – NAIDOC Family Fun Day – Nowra Showground
- July – AMH Rally of the Bay – Shallow Crossing
- July – Summit Shoalhaven – Kangaroo Valley
- August – Rockstar Automotive Rally – Shoalhaven
- August – Yoga & Wellbeing Festival – Ulladulla
- August – Husky Running Festival – Huskisson
- September – Bondi2Berry – Berry
- September – Small Farm Field Day – Berry
- September – Berry Public School Movie Night – Berry
- September – VW Event - Berry

Filming applications assessed, and permits issued 1 April 2021 – 30 June 2021:

- April – Dock & Bay Beach Campaign – Callala
- April – The Artist Group – Vincentia
- April – Sevalie Fashion – Vincentia
- May – Better Homes & Gardens – Berry
- May – AMEX Domestic Travel – Berry
- June – Sydney Weekender – Bawley Point
- June – Life on the outside – Nowra
- June – Aje Fashion – Kangaroo Valley

Filming applications currently being assessed July – September 2021:

- Destination NSW trade shoot in Jervis Bay

Up Next

- Launch of the new format Event Support Funding Program.
- Update Event Policy and Event Application, including public exhibition period.
- Working with event organisers around the delivery of events in a post COVID-19 environment.

TA21.25 Visitor Services Update

HPERM Ref: D21/245771

Department: Tourism

Approver: Robert Domm, Director - City Futures

Reason for Report

To give an update on Visitor Information Services activity from July 2020 - June 2021

Recommendation (Item to be determined under delegated authority)

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

Options

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

Visitor Centres

Visitor Services have had another interesting year. The closures due to the COVID-19 pandemic and bushfires created a lot of uncertainty in the marketplace.

Hot spots throughout the year continue to create ongoing uncertainty, resulting in the cancellation of bookings.

The easing of restrictions of New South Wales in June last year, and the continuation of the international travel ban, resulted in one of the busiest twelve months the South Coast has ever seen.

Both Nowra and Ulladulla Visitor Centres have been very busy during this year, with many enquiries for accommodation, things to do, dining options, and activities in the area.

Many Shoalhaven operators have been reporting that this has been their busiest year and there has been no 'off-season'. Recent COVID outbreaks and restrictions in NSW now create ongoing uncertainty with mental health of small business operators an increasing concern.

Many small businesses are talking in quiet conversations about significant challenges with insurance. This includes huge and unaffordable increases in premiums and / or exclusions clauses that make operating difficult or in some cases impossible. Very few are wanting to talk openly for reputation risk in their business.

For example;

- one accommodation provider advises she can no longer accept direct bookings under her insurance policy and must only book with online platforms that take high commissions, this is impacting profit and does not allow for last min bookings, having to turn people away who call in because they see vacancy signs.
- a tour and hire business advises that exclusion clauses on what is covered vs not covered means that, if unresolved, he will be out of business in the next month after 36 years in the industry.
- several others have advised premiums to have risen so significantly, with bushfire exclusions, they are choosing to run the gauntlet and be uninsured.

- many have advised they have paid the high premiums, noting exclusions because *'we don't have a choice'*, and are just hoping something does not occur where they will be uninsured.

Nowra Visitor Centre

The Shoalhaven Entertainment Centre has been closed for most of the year due to COVID-19 and renovations. With the reopening in May, ticket sales have increased dramatically, heading for a successful year at the box office as trading returns to a more normal situation.

Shoalhaven Visitors Services introduced Live Chat to shoalhaven.com this year and will continue to trial its operation.

Phone calls have increased dramatically this year, reflecting the increase of business to the Shoalhaven, and a change in how visitors interact with Visitor Services.

Volunteer Recruitment

Volunteer/Shoalhaven Ambassador Services had been suspended for most of the year due to the COVID-19 pandemic. This includes hosting the mobile pop-up centres at Huskisson, Vincentia, and Sussex Inlet during peak season.

With the temporary relocation to the Nowra Administration Building, there was limited room, and the suspension of Volunteer Services was continued. With trading now returned to the Shoalhaven Entertainment Centre, volunteer services will recommence in July 2021.

Currently there are six applicants that have expressed interest in becoming Tourism Ambassadors.

Supplementary Visitor Information Centres

Visitor Services supports ten supplementary visitor centres throughout the Shoalhaven.

The supplementary centres had been visited and stocked throughout the year.

Two supplementary centres have been closed this year, with two new ones opening.

Bawley Point and Oscar's at Sanctuary Point have closed, with new centres opening at East Lynne and Wandandian.

The supplementary centres have reported being very busy over the last 12 months, with many visitors calling in for some information on activities in the area, and maps.

All supplementary centres have been upgraded with new display stands.

Familiarisations

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

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

Famils will re-commence during the next financial year, with a target of 50 businesses and attractions to be visited during the period.

Financials

The table below shows income for July 2020 to June 2021, broken down into sales categories and compared to the previous full year results.

INCOME NOWRA

Description	July 2020 to June 2021	July 2019 to June 2020	Variance	YTD +/- *
Souvenirs	\$5,302	\$8,124	-\$2,822	-34%
Books/Maps	\$7,224	\$5,755	+\$1,469	+25%
Local Product	\$5,919	\$9,468	-\$3,549	-37%
Total	\$18,445	\$22,553	-\$4,108	-18%

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

Comments:

Merchandise sales are down on last year by 18%. This is due to COVID-19 pandemic and the relocation of the visitors' centre. There was a limited allowed display of merchandise, restricting sales. With the temporary location, display of merchandise was limited due to insufficient space.

However, the last quarter showed an increase of 10% on last year, signalling a return to sales. This should continue as we continue to display more merchandise.

INCOME ULLADULLA

Description	July 2020 to June 2021	July 2019 to June 2020	Variance	YTD* +/-
Souvenirs	\$6,008	\$9,402	-\$3,394	-36%
Books/Maps	\$4,222	\$3,953	+\$269	+7%
Local Product	\$12,027	\$14,246	- \$2,219	-15%
Total	\$22,257	\$27,601	-\$5,344	-19%

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

Comments:

Ulladulla merchandise sales were down 19% in the year compared to last year. This was due to COVID-19 pandemic, where all the merchandise was moved away from the prime selling positions.

We have seen an increase of 140% in the last quarter indicating a return to normal trading and sales for the coming year.

OTHER INCOME

Description	July 2020 to June 2021	July 2019 to June 2020	Variance YTD	YTD +/- *
BookEasy Sales \$				
Nowra Office	\$253,093	\$95,619	+\$157,474	+164%
Ulladulla Office	\$12,293	\$6,718	+\$5,575	+82%
Online	\$169,023	\$34,519	+\$134,504	+400%
Operator Booking Engine	\$1,625	\$9,821	-\$8,196	-83%
Total	\$436,844	\$146,677	+\$290,167	+197%

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

Comments:

BookEasy sales are up almost 200% on last year. This is mainly due to Visitor Services becoming the agent for Council's campgrounds. Council is looking at developing its own booking service, which will adversely impact this figure over the next 12 months.

SEC tickets sales are down considerably on last year due to Covid-19 and renovations closing the centre for most of the year. Now that the centre has reopened, many tickets are being sold for upcoming shows, with the last quarter showing a large increase. Exact figures cannot be provided at this time. Recent COVID outbreaks and subsequent restrictions has resulted in the cancelation of shows and uncertainty in the events sector once again.

ENQUIRIES - NOWRA

Description	July 2020 to June 2021 <small>Total Number</small>	July 2019 to June 2020 <small>Total Number</small>	Variation <small>Total Number</small>	YTD* +/-
Counter	11,732	13,618	-1,886	-13%
Emails	5,150	4,090	+1,060	+25%
Phone SEC	6,088	7,327	-1,239	-16%
Phone VIS	16,778	6,286	+10,492	+166%
Phone Total	22,866	13,613	+9,253	+68%
Volunteer	30	612	-582	-95%
Total	39,563	31,933	+7,630	+24%

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

Comments:

Tourism phone calls have increased by over 200% this last quarter, compared to last year. This trend has continued during the whole financial year, resulting in a 166% increase for the year.

Shoalhaven Entertainment Centre (SEC) related phone calls have increased 250% this quarter compared to the last, from 988 to 3,459. Now that the SEC has reopened and shows are returning, this trend will continue over the next financial year.

While the full year result is showing a decline of 13% in counter enquiries, the last quarter showed a positive result of 1200% increase compared to the same period last year. The previous quarter also showed an increase of 49%, indicating a return of visitors to the area, seeking visitor information.

Volunteer services were suspended for most of the year. However, plans are being made to return the Tourism Ambassadors to the Centre.

ENQUIRIES - ULLADULLA

Description	July 2020 to June 2021 <small>Total Number</small>	July 2019 to June 2020 <small>Total Number</small>	Variation <small>Total Number</small>	YTD* +/-
Counter	10,895	9,214	+1,681	+18%
Emails	95	43	+52	+120%
Phone	4,937	3,586	+1,369	+38%
Volunteer	0	0	0	0%
Total	15,927	12,825	+3,102	+24%

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

TA21.25

Comments:

Ulladulla phone calls have shown an increase of 38% on last year. This reflects the increased number of tourists to the area over this period.

Counter enquiries also have shown a yearly increase of 18%, with a 300% spike in the last quarter.

What's Next – Quarter 1 – 2021/2022

- Continue support of Supplementary Visitor Centres.
- Re-commence familiarisation visits.
- Provide continuing support for operators during the virus pandemic period, including promotion of the importance of ATDW listings, Google listings and event promotion.
- Continue the trial of Live Chat.
- Support the smooth introduction of updated phone system.

TA21.26 Appointment - New Members to the Shoalhaven Tourism Advisory Group - 2021

HPERM Ref: D21/247465

Department: Tourism

Approver: Robert Domm, Director - City Futures

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

Reason for Report

To seek STAG and Council approval to appoint two new casual members to the Shoalhaven Tourism Advisory Group (STAG).

Recommendation

That the Shoalhaven Tourism Advisory Group request that Council endorse the following community members as casual memberships (until 31 October 2021) of the Shoalhaven Tourism Advisory Group:

- a. Michelle Bishop
- b. Sandra Gray

Options

1. As recommended above.

Implications: Appointing two STAG members when there is only one casual position available sits outside the terms of reference. However, both recruits are of a high standard and will be able to reapply for a permanent role in the next recruitment round in November 2021.

2. Revise the recruitment process, formally appoint one new member, and thank the unsuccessful applicant for their nomination.

Implications: Following a difficult 2020 for the Shoalhaven tourism industry, guidance from an experienced industry group is important, recruiting one member only may result in missed opportunity of experienced industry-based representative and would be not in line with the recommendation of the Chair and Deputy Chair.

Background

Membership for the Shoalhaven Tourism Advisory Group (STAG) consists of a maximum of nine (9) industry members, with a quorum of five (5). Membership is for two (2) years and is staggered between two groups of members as to always keep quorum and continuity.

It was resolved at the Ordinary Meeting of Council held on the 27 April 2021 (MIN21.254) that Council support STAG's recommendation to extend three of the current STAG committee members to October 2021 and five committee members to October 2022.

One (1) member of the Advisory Group had retired and in line with the Terms of Reference, the industry positions were advertised to be filled casually.

This position is nominated as casual and short term due to a number of existing positions becoming vacant in October, whereby the casual and expiring members can re-run for their positions alongside any external candidates.

Election/ appointment

The casual recruitment of the vacant position was advertised via the Shoalhaven Tourism Talk newsletter. Nominations were received and two interviews were conducted by a Selection Panel which included Tourism Manager Coralie Bell, Rob Crow, Chair of STAG and Mark Thirlwall, Deputy Chair of STAG.

The interview panel's recommendation is to appoint both candidates, which brings the full STAG Committee to 10 industry representatives. The applicants are:

Ms Sandra Gray

Ms Michelle Bishop

If the recommendation is approved, the full STAG Advisory Group will comprise the following members until October 2021:

All Councillors

Clr Gash – Voting Delegate

Clr Alldrick – Voting Delegate

Clr Pakes – Alternate Delegate

Clr Kitchener – Alternate Delegate

Mr Mat Lock

Mr Mark Thirlwall

Mr David Fleeting

Ms Juliet Barr

Mr Rob Crow

Dr James Lin

Mr Neil Rodgers

Ms Brenda Sambrook

Ms Michelle Bishop

Ms Sandra Gray

Mr David Goodman, Sports Board Representative

Mr David Duffy, NPWS Representative

Induction of new members

Priority will be given to creating a time for new members to meet with tourism staff to learn some more about the role of STAG, the team, and Tourism Destination Management Plan.



City Administrative Centre
Bridge Road (PO Box 42), Nowra NSW Australia 2541 - DX 5323 Nowra
Phone: (02) 4429 3111 - Fax: (02) 4422 1816

Southern District Office
Deering Street, Ulladulla - Phone: (02) 4429 8999 – Fax: (02) 4429 8939

Email: council@shoalhaven.nsw.gov.au

Website: www.shoalhaven.nsw.gov.au

For more information contact the Finance Corporate & Community Services Group

Terms of Reference - Shoalhaven Tourism Advisory Group

Policy Number: POL17/62 • **Adopted:** 29/07/2014 • **Amended:** 19/05/2015, 23/05/2017 • **Minute Number:** MIN14.511, MIN15.306, MIN17.431 • **File:** 1490E • **Produced By:** Finance Corporate & Community Services Group • **Review Date:** 1/12/2020

1. ROLE AND PURPOSE OF THE ADVISORY GROUP

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

2. RELATIONSHIP TO COUNCIL

The Shoalhaven Tourism Advisory Group is a Section 355/377 Committee of Council.

3. DELEGATED AUTHORITIES

Tourism Advisory Group

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

Shoalhaven Tourism Manager

Separate to the delegation of STAG, the Shoalhaven Tourism Manager, as an employee of Council will:

- Develop and implement activities to achieve objectives in line with STAG recommendations, the Shoalhaven Tourism Master Plan and Councils corporate plan
- Expend budget as authorised under delegated financial authority as defined by Council
- Review and allocate or decline funding program applications in line with approved policies and guidelines

4. MEMBERSHIP

The membership shall comprise of the following delegates:

- All Councillors (2 with voting rights as determined by Council)
- A maximum of 9 skills based Industry Representatives
- A representative of National Parks & Wildlife Service
- Chairperson of the Shoalhaven Sports Board
- The Mayor

Members will be formally appointed by Council.

5. ELECTION/APPOINTMENT**Industry Representatives**

- Appointment to the Advisory Group will occur every 2 years
- Vacancies will be advertised locally via media, Council communication channels and industry networks
- Applications will be actively sought from appropriately skilled industry representatives
- Council will manage the application process
- An interview panel will consist of the Tourism Manager and suitably qualified and independent representatives (Minimum of 3 others) to assess the applications and make recommendations for appointments to Council

Councillors

Council will advise STAG of its appointed representatives. Council at its discretion can replace representatives at a time of its choosing.

6. CASUAL VACANCIES

Should there be a casual vacancy; the Advisory Group will seek applications by appropriate means to fill these vacancies.

7. TERM OF APPOINTMENT

- Appointments will be for a term of 2 years
- 50% of the industry representatives will be required to stand for reappointment every 2 years

8. EXPECTATIONS OF ADVISORY GROUP MEMBERS

- Represent whole of industry
- Actively participate in working groups
- Represent the Advisory Group at events
- Advisory Group members will undertake the prescribed Induction process

Shoalhaven City Council – Shoalhaven Tourism Advisory Group – Terms of Reference

- Pecuniary Interest Returns are required on appointment and annually as required by the Office of Local Government and Council

9. EXECUTIVE POSITIONS

The Advisory Group will appoint a Chairperson and Deputy Chairperson on an annual basis by a vote of members of the Advisory Group.

The role of Chairperson is:-

- To chair the meeting and exercise functions, as determined by STAG.
- To be the spokesperson for the committee, as directed by STAG.
- To advocate for STAG and represent its decisions.
- To sign off minutes endorsed by STAG.
- To call Extraordinary meetings of the Advisory Group

The role of the Deputy Chairperson is to act as Chair when the Chair is not present at meetings.

10. SUB COMMITTEES/WORKING GROUPS/PORTFOLIOS

The Advisory Group will have the right to establish sub groups as deemed appropriate to assist in fulfilling their role and purpose.

The Group to co-opt individuals as and when required, to contribute to an expert panel or special reference group.

11. ADVISORY GROUP MEETINGS

- Formal Advisory Group Meetings will be held no less than quarterly in a form and format as determined by STAG
- Topics for the Agenda are to be forwarded to the Chairperson no later than 14 days prior to the meeting.
- Agenda and minutes from previous meetings will be circulated to members at least 7 days prior to the meeting.
- Members must declare in writing any interest in any report tabled at the meeting.
- Informal Advisory Group meetings or special meetings will be held as and when required or set by the Advisory Group.
- Costs associated with conducting meetings will be borne by Council on approval of the Tourism Manager.

12. QUORUM

The Quorum is seven (7) members.

*Shoalhaven City Council – Shoalhaven Tourism Advisory Group – Terms of Reference***13. VOTING AND RECOMMENDATIONS**

- Voting and Recommendations are made by consensus and all decisions must be stated precisely for the inclusion of the minutes
- Where a consensus cannot be reached at two consecutive meetings, then the majority of 60% of those present can adopt a recommendation
- Alternative views are to be minuted
- Where the Tourism Manager deems a funding application requires Advisory Group guidance, an electronic vote via email will be conducted. Members will be required to vote within 72 hours of the vote request. Quorum rules apply in this instance. Results to be advised to the Advisory Group.

14. COMMUNICATION

- Members of the Advisory Group are not permitted to speak to the media as representatives of the Advisory Group unless approved by the Chairperson
- Where approval has been given by the Chairperson, views and opinions expressed are those of the Advisory Group and not of Shoalhaven City Council
- Where endorsement is required from Shoalhaven City Council, approval must be sought through the formal processes

15. PARENT ADVISORY GROUP

Ordinary Council.

16. CODE OF CONDUCT

All members of the Advisory Group are to abide by Council's Code of Conduct.

17. RECORD OF MINUTES

The Advisory Group shall ensure that an agreed written record of each of their meetings is forwarded to Council.

18. STAFF ATTENDANCE

Executive staff are normally required to attend the meetings of the Advisory Group. Other staff at the Directors' discretion or at the Advisory Group's request can attend meetings as required.

19. RESPONSIBILITY OF COUNCIL

Council will provide secretarial support to arrange meetings and take minutes and provide professional officer support where required.

Council at its discretion may review and change the Terms of Reference, Role and Structure of the Advisory Group.

Shoalhaven City Council – Shoalhaven Tourism Advisory Group – Terms of Reference

20. REVIEW

After each election of Council.

TA21.27 Tourism Event Support Program

HPERM Ref: D21/269780

Department: Tourism

Approver: Robert Domm, Director - City Futures

Attachments:

1. Event Support Funding Guidelines [↓](#)
2. Council Ordinary Minute - November 2020 [↓](#)
3. Tourism Event Support Program Report - 26 October 2020 [↓](#)

Reason for Report

Vote in the Tourism Event Support Advisory Panel and update the Shoalhaven Tourism Advisory Group on the Event Support Program.

Recommendation (Item to be determined under delegated authority)

That the Shoalhaven Tourism Advisory Group (STAG) nominate the following three members of STAG who will form part of the Tourism Event Support Advisory Panel for the first assessment round.

1. >insert member name<
2. >insert member name<
3. >insert member name<

Options

1. That the Shoalhaven Tourism Advisory Group (STAG) nominate the following three members of STAG who will form part of the Tourism Event Support Advisory Panel for the first assessment round.

1. >insert member name<
2. >insert member name<
3. >insert member name<

Implications: The program goes live (aim for July pending ongoing COVID restrictions), and the panel review applications (aim for early September).

2. That STAG request more information and do not agree to nominate members to participate.

Implications: Recommendations will be considered and the go live date will be delayed.

Background

The revised Tourism Event Support Program intends to streamline the existing program by increasing transparency around funding decisions, allowing events to be better benchmarked against each other and increasing the reach and visibility of the program.

In 2020, the Events Team developed guidelines in collaboration with the Event Support Working Group. The revised Event Support Program format, Guidelines and Application Form were endorsed by STAG in October and Council in November. In the 2020 STAG

meeting it was agreed that implementation would occur in early 2021 (minutes from Council Ordinary and October STAG Report attached), however the ever-changing COVID environment has postponed this action.

The Events Team has been working on a launch plan, scheduled to 'go live' on July 20, 2021 (pending ongoing changes to restrictions in NSW). The guidelines and a digital application form will sit on the Shoalhaven City Council website and applications will be open for 30 days. To ensure a smooth transition away from the current process a rolling implementation will occur, and the first round will be open to events occurring after December 1, 2021. Once applications close, the Events Team, in conjunction with the Event Support Advisory Panel, will review applications against a set criteria.

Event Support Advisory Panel

The Events Team will do a preliminary review of applications and bring a recommendation to the panel. The panel will discuss recommendations provide feedback based on the criteria outlined in the guidelines. The Panel will aim to be involved in the July/August assessment round, and another round to occur in January.

Implementation Update

Rolling Implementation

To ensure a smooth transition away from the existing format, a rolling implementation will occur. It is anticipated that the application and assessment process in its entirety will take roughly 2 months. Therefore, the events team will review applications for events occurring between July 1 and November 30, 2021, outside of the new structure. The Team believe this is necessary in the first year, otherwise events falling over winter months will not have the opportunity to be considered in time to receive funding and the Events Team will not have sufficient time to maximise marketing leverage through events occurring in October/November. It is anticipated this rolling implementation will be phased out as the program progresses.

Minor Amendments

Upon recent review of the of the Guidelines and Event Application form minor changes in relation to the following points have been made. These amendments will not change the structure or purpose of the guidelines, they simply require removing certain details so the guidelines can be more flexibly applied (Guidelines attached).

- Removal of exact application dates (p.4)
- Removal of wording 'late applications will not be accepted' (p.4)
- Removal of a set pre and post percentage payment (p.5)

Amend reference to branding so it includes Shoalhaven City Council.

**Tourism Event Support Program
Guidelines**

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2 Grant Overview

Shoalhaven Tourism have funds available to provide grants to events and conferences that drive visitation to the Shoalhaven. These grants are provided to events that occur outside of recognised peak periods (summer, public holidays and school holidays), encourage out of area intra and interstate visitation, return visitation and overnight stays.

To be eligible for funding through the Event Support Program the event is subject to an application process and must meet the below criteria:

- the ability to increase tourist visitation to the Shoalhaven including intra and interstate visitors in the off-peak season
- the Event must occur outside of recognised peak periods
- demonstrate the ability to deliver significant and measurable economic benefit to the Shoalhaven
- the ability to facilitate business and community involvement in the event
- ability for the event to add to the diversity of the regions event calendar
- incorporate strategic and targeted marketing practices in its planning and implementation
- the capacity to be an ongoing event
- involvement of and consultation with local business, community and tourism groups; and
- the Organisation must acknowledge the Shoalhaven Tourism sponsorship via all advertising and marketing undertaken

Given the growing number and size of events in the region, these grants are highly sought after, so it is recommended to submit as much detail and supporting information as possible. Please use clear, simple language to outline your activity.

Your objectives must meet the identified criteria within the application, these must also describe how they support the Council's Key Themes in Council's Destination Management 2018-2023,

<https://doc.shoalhaven.nsw.gov.au/DisplayDoc.aspx?record=D18/440130>

2.1 Use of Grants

Tourism Event Grants to be used to focus on increasing tourism and overnight visitation in the Shoalhaven region. The grants are not to be utilised for the day-to-day operations of an event, but may be directed to areas such as;

- Out-of-area media campaigns
- Online marketing campaigns
- Increasing the saleability of the event (drawcards, artists, keynote speakers, improving quality/quantity of product/entertainment, etc.)
- Campaigns with other tourism operators and/or events to increase overnight and repeat visitation

3 Funding Assessment Process

On receipt of a funding application, the application and any supporting documents will be assessed by a member of the Council's tourism/events team and any further information or clarification will be requested and collated. Events that are not eligible for funding will be notified at this time.

In the case when two events, planned by the same event organiser, in conjunction with each other and with similar or the same groups of attendees, it is appropriate for these events to be assessed as one event.

3.1 Visitation Data

Events will be run through Council's REMPLAN software to assist with ranking the financial impact for the region utilising data such as;

- Anticipated number of domestic day visitors
- Anticipated number of domestic overnight visitors and number of nights
- Anticipated number of international visitors' and number of nights

3.2 Key Measurables

For eligible events, the collated information and summary will be reviewed by a panel from the Shoalhaven Tourism Advisory Group (STAG) who will assess the event and tourism benefits against key measurables under the following headings;

- Regional Capability and Brand Fit
- Return on Investment & Economic Development
- Long-term Sustainability
- Marketing Leverage

Using an algorithm, events will then be issued a score that will rank it under one of three possible funding tiers (where funds are available).

3.3 Shoalhaven peak visitation period

The peak periods for visitation to the Shoalhaven region are December to February and all public holidays and school holidays throughout the year. Any Events applying for sponsorship must occur outside these recognised peak periods.

Shoalhaven Tourism strongly encourage events to be held mid-week between May and August. Events proposed to occur in the off-peak season will score significant higher in the assessment process.

3.4 Supporting Documents:

As part of your application, you will be required to submit the following documentation:

- a copy of the organisation's Certificate of Currency and/or schedule for Public Liability Insurance to the value of \$20 million
- a brief description of the event, including marketing activity that demonstrates the benefits to Shoalhaven City Council
- Estimated Visitation data and explanation of metrics used to calculate the data
- Event Budget

3.5 Business Events

Business Events have the potential to bring significant economic and employment benefits to the region, these benefits may include local spend and the use of our local facilities, amongst other advantages such as, influential advertising for our local area. Our sponsorship strongly encourages events to be held midweek during the winter months.

4 Application Process

There will be two assessment periods per year. It is recommended that applicants get their applications submitted early to allow for any requests for further clarification or supporting information. Late applications will not be accepted. Applications are to be submitted to events@shoalhaven.nsw.gov.au.

Applicants will be notified in writing of the outcome of their application as per the below;

Funding category	Applications open/close	Outcome known
Round 1	1 st Jan - 31 st Jan each year	1 st March each year
Round 2	1 st July - 31 st July each year	1 st September each year

4.1 Funding Tiers

For eligible events and based on the assessment outcome they will be categorised into the funding tiers below. Being categorised is not a guarantee of funding, merely a guide and will be assessed with (and where necessary, against) other events of similar impact. Please note, it is likely that not all events will be able to receive funding support. Events in each tier will be assessed based on merit, demand and funding availability.

Funding Limits:

Funding Program	Maximum funding amount
Support Sponsorship	\$500 to \$5,000
General Sponsorship	\$5,000 to \$10,000
Flagship Event Sponsorship	\$10,000 to \$20,000

4.2 Successful applicants

The successful applicants will be notified in writing the monetary and non-monetary amounts that will be offered. Successful applicants will be required to sign a funding agreement that covers the following:

- **Acceptance:** The Sponsorship offer is valid for 14 days and a confirmation of acceptance must be presented in writing to Council. When the offer has been accepted the applicant must return a signed contract, and completed invoice
- **Payments:** Council's normal process is to pay invoices within 60 days
- **Publicity:** The Shoalhaven City Council must be acknowledged in any marketing/publicity collateral.
- **Post-event report:** This report is to provide an overview of the event, provide statistics such as ticket sales, out of area visitation and survey results.
- **Overdue acquittals:** If you have received a grant or administered a grant from Shoalhaven City Council in the past and that grant has not been satisfactorily acquitted, payment of new funding may be delayed until acquittal has been submitted and approved.

4.3 Staged Payments

Grants support will be paid in two instalments, with the final instalment to be made post-event unless agreed outcomes were not achieved.

First Payment	50% payment	Made pre-event after approval of grant
Second Payment	50% payment	Made post-event on receipt of post-event report and provision of any other required information.

4.4 Reoccurring/Annual Events

Reoccurring/annual events will be required to submit an application each year which will be re-assessed based on merit, demand and funding availability.

Ongoing data should be provided to support applications, including post-event report, ticket sales, survey results, social media statistics, etc.

Events receiving grants for longer than three (3) years will need to demonstrate strategic plans for ongoing development of marketing to different out of area markets and ways they are increasing the profile and attractiveness of the event to visitors and event patrons.

4.5 New and One-Off Events

As new and one-off events will not be able to provide evidence of such data as expected visitation and statistics of out-of-area visitors, these applicants will be

required to provide their method for calculating their estimations. These methods could include;

- Data from similar events
- Data from events in similar areas
- Database/targeted marketing
- Social media statistics
- Surveys
- Preliminary ticket sales, etc.

4.6 Reporting

All successful applicants will be required to provide an acquittal report within two months of completion of the sponsored event. The report must include outcomes of the event funded by Shoalhaven City Council, examples of promotional material and photos of the event, overview debrief of the event, provide statistics such as ticket sales, out of area visitation and survey results. Applicants will not be considered for future funding if the report is not completed and returned.

5 Other

5.1 Other Support Available

There are other in-kind and supplementary support opportunities available to event organisers including;

- ATDW listing: The Australian Tourism Data Warehouse is the national platform for digital tourism information, and it's also the pathway to list your business or flagship event on www.shoalhaven.com and www.visitnsw.com
- Images of the region
- Interactive PDF welcome message from the Mayor
- Use of Shoalhaven City Council "Proudly Supported by" Logo
- Use of Shoalhaven Banner mesh
- Tourism marketing promotion: Events can be published on Shoalhaven.com/events which has approximately 100k pageviews annually. The Events can also be selected for our monthly e-newsletter to a visitor database of 8k. Posts are shared and promoted on social media and regular radio segments with local stations
- Community groups may be eligible to utilise a small supply of "Stores" with basic event supplies including traffic control signage and pop-up marquees
- Council's Event Policy:
<https://doc.shoalhaven.nsw.gov.au/Displaydoc.aspx?Record=POL16/266>

6 Eligibility Criteria and Terms & Conditions

6.1 Eligibility Criteria

- The ability to increase tourist visitation to the Shoalhaven including intra and interstate visitors.
- To demonstrate the ability to deliver significant and measurable economic benefit to the Shoalhaven.
- The ability to facilitate business and community involvement in the event.
- The ability for the event to add to the diversity of the regions event calendar.
- To incorporate strategic and targeted marketing practices in its planning and implementation.
- The capacity to be an ongoing event.
- Involvement of and consultation with local business, community, and tourism groups.
- The acknowledgement of Shoalhaven Tourism sponsorship via all advertising and marketing undertaken.

6.2 Ineligible Applications

- Your proposed event falls within school holidays, public holidays or during the summer months.
- Your proposal is for retrospective funding or funding budget deficits.
- Your proposed event is to take place outside the Shoalhaven.
- Your organisation has not fulfilled previous sponsorship obligations, including provision of post event evaluation report and budget requirements.
- Your proposed event will give a significant amount of event profits to charity.

6.3 Terms and Conditions

- Submission of an application does not guarantee sponsorship.
- Fully completed application form and any additional requested documentation must be provided (including an Australian Business Number (ABN) or Taxation Office "Statement by Supplier" form).
- Applications must be received during the application period for that funding round. Late or submissions received outside this time will not be eligible to receive funding.
- Successful applicants must not receive funding from other Shoalhaven Council departments.
- The proposed event must be covered by a current Public Liability Insurance Policy to the value of \$20 million and include Shoalhaven City Council as an interested party.
- Events on Council owned, or managed lands must have relevant permits and meet all event related conditions.
- Events on private land must have all relevant approvals.
- Successful applicants must submit a post-event report in order to receive payment their second payment.

6.4 Exclusions & Conflicts of Interest

- Council will not provide support to events, individuals or organisations and their subsidiaries, that are in conflict with the objectives and mission of Council.
- Activities are not to compromise Council's ability to exercise its role impartially toward the community. Any persons found to have a conflict of interest should not be involved.
- Council does not consider the following suitable to receive assistance either financial or in-kind:
 - o Those involved in the manufacture, distribution and wholesaling of tobacco related products, pornography and addictive drugs
 - o Those found guilty of illegal or improper conduct by ICAC or any other legal authority
 - o Those whose services or products are considered to be dangerous to health
 - o Those involved in the political arena

TA20.22 Tourism Event Support Program**HPERM Ref: D20/429187****RESOLVED*** (Clr Gash / Clr White)

MIN20.857

That the Shoalhaven Tourism Advisory Group (STAG) formally request Council:

1. Recognise the importance of event partnerships to our visitor economy
2. Endorse the formalisation of the Event Support Funding Program, Guidelines, and Application Form, and
3. Proceed to implementation early 2021.

CARRIED

TA20.22 Tourism Event Support Program

HPERM Ref: D20/429187

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

Attachments: 1. Event Support Program Application Form (under separate cover)
2. Event Support Program Guidelines (under separate cover)
3. Report - June 2018 (under separate cover)

Reason for Report

To give an update on the Tourism Event Support review and seek endorsement from Shoalhaven Tourism Advisory Group and Council on implementation and next steps.

Recommendation

That the Shoalhaven Tourism Advisory Group (STAG) formally request Council:

1. Recognise the importance of event partnerships to our visitor economy
2. Endorse the formalisation of the Event Support Funding Program, Guidelines, and Application Form, and
3. Proceed to implementation early 2021.

Options

Option 1

That the Shoalhaven Tourism Advisory Group (STAG) formally request Council:

1. Recognise the importance of event partnerships to our visitor economy
2. Endorse the formalisation of the Event Support Funding Program, Guidelines, and Application Form, and
3. Proceed to implementation early 2021.

Implications: The changes to the Event Support Guidelines and Application Form are implemented and the updated process begins at the start of 2021.

Option 2

That the Shoalhaven Tourism Advisory Group

1. Recommend changes to the guidelines and form

Implications: Changes will be considered and reported to council for Consideration

Option 3

Request more information

Implications: The updates will not be implemented in the new year (2021) delaying the project.

Background

The Tourism Event Support Program has been identified as a priority to review and streamline and in early 2018, a working group of STAG was formed to assist and provide guidance on a way forward. In June 2018 it was resolved that the Shoalhaven Tourism Advisory Group endorse and support the Working Group's recommended changes to the Tourism Event Support application (TA18.28 – See Attachment 3). The approved changes have been made to the Tourism Event Support Application Form, and Guidelines have been drafted to reflect recommendations.

The events team met with the Working Group on 21 April 2020 to provide an update of progress to date. The Working Group provided their final feedback, the Event Support Program's Guidelines and Application Form have now been amended to reflect the feedback. See attachment 1 and 2.

Next Steps

Under the delegated Authority of Council, STAG is tasked with providing advice on the funding programs of Shoalhaven Tourism.

As such, STAG is being asked to provide support for the Event Support Guidelines and Application Form.

With the support of STAG, this report will go to the next Ordinary Meeting of Council for Council consideration.

Communication about the updates will then be provided to industry and implementation will commence early 2021.

Financial Implications

The Event Support Program is currently covered in operational budget of Tourism.

This will be allocated as part of Council's usual budget process.

There has been some discussion across Council teams about the possibility of an online platform that could manage the application process. If this was to be approved there may be some initial set up costs, also to be covered in existing operational budgets. If implemented, the time saving on processing applications manually vs online would be a key consideration.

Risk Implications

COVID-19 continues to present challenges to the events industry. With restrictions easing more event can take place. However, there is a need to have a flexible system that can support events that can pivot and continue to operate.

TA21.28 Chair's Report

HPERM Ref: D21/245814

Group: City Futures
Department: Tourism

Purpose / Summary

To update members of the Shoalhaven Tourism Advisory Group April 2021 – June 2021.

Recommendation (Item to be determined under delegated authority)

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

Chair's report:

Following a governance driven identification that various members of STAG had passed their anniversary date for serving on the Committee and a number of other members were close to being in a similar situation. We resolved the situation by moving to extend the entire committees anniversary to a date coinciding with the upcoming Councillor election. The motion was resolved unanimously. Advertisements were placed to fill a vacant position and two interviewees were recommended for appointment.

Tourism's outreach program (tourism Talk After Hours) commenced with a resounding success at Mollymook followed by a similar event at Huskisson. On behalf of STAG, I would like to congratulate all involved in these well-timed events.

Shoalhaven Tourism Advisory Group meeting, 10 May 2021

I was requested to presented an informal discussion regarding the health lifestyle practice of Rock Climbing in the Shoalhaven; the presentation was very well received. Further discussions regarding walking trails and mountain bike tracks were raised and a general recognition of the timely provision of domestic tourism infrastructure took centre stage.

Events bringing substantial visitor numbers including Golf were discussed and recognised as valuable tools in our growing COVID safe domestic strategy.

Councils Tourism Team nimble adjustment to domestic focus was acknowledged as were Coralie and Kristy for the key roles they played in adjusting in challenging times.

Robert Crow

Shoalhaven Tourism Advisory Group Chair
21 June 2021

TA21.28

TA21.29 River Festival Update

HPERM Ref: D21/245803

Department: Tourism

Approver: Robert Domm, Director - City Futures

Reason for Report

To update the Shoalhaven Tourism Advisory Group on the Shoalhaven River Festival April 2021 – June 2021.

Recommendation (Item to be determined under delegated authority)

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

Options

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

Chair's Report – Shoalhaven River Festival 2021 – Prepared by David Fleeting

Shoalhaven River Festival will take place on Saturday the 23rd of October 2021 - two weeks after the conclusion of school holidays. The site will be the foreshore on the south eastern side of the Nowra Bridge, it is intended that activities will be happening from 10:00am until 10:00pm, with "bump in" at 6:00am and "bump out" by 12am midnight. Some logistics will be initiated on Friday before, including toilets, waste, and traffic management drop-off, and some on the Sunday morning, including final tidy up, toilets, waste removal etc.

Shoalhaven River Festival has recently done a letterbox drop to the immediate neighbourhood informing them of the intention for the event, and offering a follow up briefing (timing yet to be determined).

Arising issues

Shoalhaven River Festival has encountered a few issues, and would appreciate STAG's assistance and guidance on the following matters:

1. Making a "whole weekend"; as the Festival is a morning till night single day "gateway" event, it is an ideal catalyst for a "whole weekend" in the Shoalhaven, working with Shoalhaven Tourism and co-ordinating with other activities in the region to attract "out of towners" Friday 'til Monday.
2. The proposal to replace fireworks with a Lighting/Water/Sound event (\$35,000 - \$50,000 budget). There appears to be a growing public sentiment in support of replacing fireworks from both an environmental "carbon footprint" / pollution position and that of sensitivity to the recent bushfires. As a spectacle however, fireworks are hard to beat; we believe however that we can create a very interesting and effective alternative that is both sustainable and more readily utilised – particularly if there is a progressive investment in future infrastructure. This may include the provision of power – 3phase (mains/wind/solar/hydro), the provision of lighting, the provision of water feature piping etc. Broadly, our thinking is to not to compete with fireworks in the vast umbrella of the sky, but rather exploiting the horizontal plane to a height of about 50 metres and using a combination of fixed up-lighting, moving projected lighting, mobile lit water sprays, water based mobile lit objects, fabric curtaining from the steel bridge, handheld lighting effects, and a foreshore landscape lighting array including an "afterglow".

3. The proposed siting on the Eastern side of the bridge, itself presents some very interesting challenges and opportunities. We believe that the Festival is likely to take place in this location for at least the next three years while the new bridge is under construction. It is appropriate to think in terms of a progressive three-year plan, featuring steel bridge (highlighting and contributing to the conversation about its future), and looking to create appropriate infrastructure on this side, similar to those provisions on the western side, such as 3phase power, landscape lighting, additional toilets, minor “staging” infrastructure, minor wharfage etc.

Council Support

The River Festival will be seeking support from Council in a number of ways:

- a) Assistance with our community engagement aspirations including the geographic engagement across the length and breadth of the LGA.
- b) Assistance with the logistics of the event to minimise outgoings plus infrastructure.
- c) General visible support for the event and its value to the community and as showcase for the region, and Nowra as its gateway plus engagement with DNSSS.
- d) Financial support from Council and Shoalhaven Water plus CBD committee, and any grant opportunities.

In the past the Council has provided \$20,000, Shoalhaven Water \$20,000, and in 2019 the CBD contributed \$5,000 to the Bridge lighting.

I note that this year marks the completion of Council/Shoalhaven Water’s Stage 1B of the very significant REMS wastewater recycling project, Australia’s largest local government-initiated project of its kind and, a truly world class achievement. A project that has had huge benefits to the Local Government Area, the marine and estuarine environment, the oyster industry and the dairy industry, the River Festival believe that this would be a singularly appropriate opportunity for Shoalhaven Water and Council to focus attention on this achievement via both their on-site presence and contribution to the Lighting/Water/Sound event and associated infrastructure.

Budget and Sponsorship

In 2019, the Festival cost approx. \$100,000 including bridge lighting. Funding for Shoalhaven River Festival 2021, will come from five areas:

- i. Council (Council, Shoalhaven Water and CBD Committee etc).
- ii. Corporate sponsorship including cash and in-kind services.
- iii. Grant funding; Destination NSW, State Government, Fed Government.
- iv. Gold Coin on-day donation from crowd and fundraising; raffles, merchandising.
- v. Savings on previous outgoings; security, traffic, waste, generator/toilet hire etc.

We currently do not have an “anchor” commercial sponsor. We are commencing discussion with Council with regards to the extent of their contribution.

Shoalhaven River Festival Launch

I note, with thanks, that the Bombaderry Bowling Club Ltd, has kindly agreed to hosting our Launch Event at the Nowra Golf Club on Wednesday 21st July 5:30pm ‘til 7:30pm. The Launch Event is seeking both participation in sponsorship and participation in activities.

David Fleeting, on behalf of the SRF committee.

2021 Shoalhaven River Festival

Tourism continued involvement.

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