

SHOALHAVEN CITY COUNCIL
TOURISM DEVELOPMENT COMMITTEE

to be held on Thursday 7th February 2008
commencing at 12.30 pm

City Administrative Centre
Bridge Road
NOWRA NSW 2541

29th January 2008

Dear Member

NOTICE OF MEETING

You are hereby requested to attend a meeting of the Tourism Development Committee to be held on **Thursday 7th February 2008** commencing at 12.30 pm in **Committee Rooms 1 & 2**, City Administrative Centre, Bridge Road, Nowra for consideration of the following business.

Yours faithfully

R D Pigg
General Manager

BUSINESS OF MEETING

1. Apologies
2. Minutes of Previous Meeting
3. Report of the General Manager
 - Finance and Corporate Services
4. General Business

MEMBERSHIP – Quorum (3)

Clr G Watson
Clr J Young - Chairman
Clr J Anderson
Clr J Kerr
Clr J Willmott
Clr G Kearney
Available Councillors

General Manager or nominee
Mr Peter Harris
Mr Colin Waller
Mr Milton Lay
Mr Wayne Whitten

Cell Phones:

Council's Code of Meeting Practice states "All cell phones are to be turned off for the duration of the meeting".

Purpose:

To develop and implement tourism activities focusing on the promotion and co-ordination of citywide features. In addition it will review the various issues affecting the development of tourism facilities within the City.

MINUTES OF THE TOURISM DEVELOPMENT COMMITTEE MEETING HELD ON THURSDAY, 8TH NOVEMBER 2007 IN COMMITTEE ROOMS 1 & 2, CITY ADMINISTRATIVE CENTRE, BRIDGE ROAD, NOWRA COMMENCING AT 10.10 AM

The following members were present:

Clr Kerr - Chairperson
Clr Willmott
R Pigg - General Manager
Peter Harris - Allan Mulley - representing Milton Lay

Others Present:

Tom Phillips - Tourism Manager

Apologies:

Apologies were received from Clr Young, Clr Anderson, Clr Kearney, Milton Lay and Wayne Whitten.

1. Minutes of Previous Meeting

RESOLVED on a MOTION of Clr Willmott, seconded Peter Harris, that the Minutes of the meeting of the Tourism Development Committee held on Thursday, 21st June 2007 be confirmed.

REPORT OF THE GENERAL MANAGER

FINANCE AND CORPORATE SERVICES

2. Budget File 1080-02

Mr Pigg advised the Committee that following meetings with WorkCover it has been confirmed in writing that community groups could now be involved with Works in Kind for projects part funded by the Tourism Development Committee.

Mr Pigg explained to the Committee that Council could scope up works with the community groups, then leave the site for the community to work on. As long as there is no "paid" person on site the WorkCover legislation does not apply. Machinery could be used by ticketed members of the community. Council's blanket insurance cover for volunteers would cover any injuries that may occur and that WorkCover will have no jurisdiction over the site. If a tradesman is required community groups need to leave and the site becomes the "worksites" of the tradesman.

The Committee discussed the freedom this would give the community groups and that it would be worth revisiting previous projects that had not gone ahead because of WorkCover concerns. Other ideas discussed included:

- Whale watching signs - Council to purchase, community to erect, promoted via Information Centres
- Decommissioned Leopard Tanks in parks – Department of Defence "Sale"
- Electric BBQs – Crookhaven Heads

A MOTION was moved by Cllr Willmott, seconded Peter Harris, that the Tourism Development Committee make the following recommendation to Council:

RECOMMENDED that General Manager (Tourism Manager):

- a) Source information in regard to Whale Watching signs;
- b) Investigate, through the Defence Department, the availability of decommissioned Leopard Tanks and other military “hardware”;
- c) Correspond with Community Groups in regard to projects that can be attained through Works in Kind.

The MOTION upon being PUT to the meeting was declared CARRIED

3. Signs - Bundanon File 2221-02

Mr Phillips tabled pictures of the signs erected for Bundanon and advised the Committee that personnel at Bundanon were very appreciative of Council’s efforts.

RESOLVED on a MOTION of Peter Harris, seconded Cllr Willmott, that the report of the General Manager (Finance & Corporate Services) on the signage for Bundanon be received for information.

4. Information Evening Businesses in the Huskisson and Jervis Bay Area File 11259

Mr Phillips advised the Committee that only one business person had attended the Information Evening put on by Council for business associated with Tourism Jervis Bay, Jervis Bay Tourism and the Huskisson Chamber of Commerce. The evening was requested to address the issues that were raised within a survey conducted by Jervis Bay Tourism.

RESOLVED on a MOTION of Peter Harris, seconded Cllr Willmott, that the General Manager (Finance & Corporate Services) write to Tourism Jervis Bay, Jervis Bay Tourism and the Huskisson Chamber of Commerce and Tourism expressing the Tourism Development Committee’s disappointment in the attendance at the Information Evening.

5. Jervis Bay Tourism File 11259

RESOLVED on a MOTION of Allan Mulley, seconded Peter Harris, that the report of the General Manager (Finance & Corporate Services) on Jervis Bay Tourism’s Huskisson Tourism Project Strategy be received for information.

6. Signage for Tourism Accommodation File 2221-02

A MOTION was moved by Peter Harris, seconded Allan Mulley, that the Tourism Development Committee make the following recommendation to Council:

RECOMMENDED that:

- a) Council change the size for fingerboard signs in rural areas where speed limits are greater than 60 klm per hour to 160/120 mm uppercase/lowercase on blades of 200 mm;

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- b) Any new signs or replacement signs be at the cost of the requesting tourism operator at the existing cost of \$440.00 for five years.

The MOTION upon being PUT to the meeting was declared CARRIED

7. Signage Strategy - DCP 82 - Trailer Signs File 2221-02, 4102-06

RESOLVED on a MOTION of Clr Willmott, seconded Peter Harris, that the report of the General Manager (Finance & Corporate Services) on trailer signs be received for information.

8. Sussex Inlet and Districts Community Forum - Request for Signage File 2221-02, 4102-06

The Committee discussed the merit of pictorial signs/billboards and the fact that there would only be a small number of sites suitable for these large signs within the Shoalhaven. As the Sussex Inlet turnoff would be a suitable site it was suggested that community groups within the Sussex Inlet area be notified of the proposal and the availability of funding from the groups be investigated.

Members of the Committee agreed that the proposal would only be able to move forward under strict guidelines that covered the issues of cost of the sign and erection and long term maintenance requirements.

A MOTION was moved by Peter Harris, seconded Clr Willmott, that the Tourism Development Committee make the following recommendation to Council:

RECOMMENDED that the General Manager (Finance and Corporate Services) contact businesses within the Sussex Inlet area to determine the level of interest in funding and maintaining a large pictorial sign at the highway intersection to Sussex Inlet.

The MOTION upon being PUT to the meeting was declared CARRIED

9. Tourism Advertising at Bomaderry Railway Station File 2221-02

RESOLVED on a MOTION of Peter Harris, seconded Clr Willmott, that the report of the General Manager (Finance & Corporate Services) on tourist facilities at the Bomaderry Railway Station be received for information.

10. Public Moorings in Shoalhaven River File 4977-04

RESOLVED on a MOTION of Peter Harris, seconded Clr Willmott, that the report of the General Manager (Finance and Corporate Services) regarding Public Moorings in the Shoalhaven river be received for information.

11. Signage - Vincentia Golf Club File 2221-02

RESOLVED on a MOTION of Peter Harris, seconded Clr Willmott, that the report of the General Manager (Finance and Corporate Services) regarding Signage - Vincentia Golf Club be received for information.

GENERAL BUSINESS

12. Additional Item - Appreciation to Council File 2778

Mr Harris advised the Committee that the new eclectic BBQs constructed at Cudmirrah were well used and that he wished to pass on his appreciation, on behalf of the community, to Council staff involved.

A MOTION was moved by Peter Harris, seconded Clr Willmott, that the Tourism Development Committee make the following recommendation to Council:

RECOMMENDED that the General Manager (Finance and Corporate Services) write a letter of appreciation to Council staff involved in the construction of the new electric BBQs at Cudmirrah.

The MOTION upon being PUT to the meeting was declared CARRIED

13. Additional Item - Next Meeting File 1080-02

The Committee decided the next meeting of the Tourism Development Committee should be scheduled for February 2008.

There being no further business, the meeting concluded, the time being 11.02 pm.

Clr Kerr
CHAIRPERSON

REPORT OF GENERAL MANAGER
TOURISM DEVELOPMENT COMMITTEE
THURSDAY, 7TH FEBRUARY 2008

FINANCE AND CORPORATE SERVICES

1. Budget **File 1080-02**

See Budget attached.

RECOMMENDED that Council note the budget report for the Tourism Development Committee.

2. Whale Watching **File 1080-02**

At the last meeting of the Tourism Development Committee it was requested that the General Manager (Tourism Manager) source information in regard to whale watching signs.

A company by the name of Site Specific Pty Ltd produces whale interpretive panels designed to be installed at various key locations where whales can be seen.

Likenesses of these signs are attached to the report and colour versions will be shown to the meeting.

A quote for the production and delivery of the signs (3 sets of four) is \$11,200.00 (+GST) = \$12,320.00.

Estimates on the costs of installation have not been secured.

The signs themselves are 700mm x 300mm, full colour vinyl output with a 3mm polycarbonate cover and a 12mm frame. The supply includes a stand leg of 101mm x 76mm x 1300mm with backing plate and tamper proof nuts. The colour of the backing plate and stand is grey.

Recommended locations for the installation for a set of four signs are as follows:

- a) Culburra Beach - Penguin Head, at the end of Penguin Head Road (Lot 630, DP 12278 - Shoalhaven City Council)
- b) Vincentia - Plantation Point, right at the northern end of Plantation Point looking towards Long Nose Point across Jervis Bay (Lot 181, DP 536100 - Shoalhaven City Council).
- c) Ulladulla - Warden Head, at the end of Deering Street right at the Lighthouse location, signs to be located to the east of the Lighthouse (Crown Lands Office).

Plans showing these areas are attached.

In subsequent years possible locations for the installation of these signs could be:

- Crookhaven Heads Lighthouse, looking due east
- Berrara, in the vicinity of Beachway Avenue and Silversands Drive
- Bendalong, at the Holiday Haven Caravan Park looking east over Shellgrit Beach
- Bannister Point, looking north over Jones Beach
- Bawley Point, at Juwin Head at the end of Harrington Crescent

RECOMMENDED that Shoalhaven City Council purchase three (3) sets of four whale interpretive panels as described and request the Parks Operation Section of Shoalhaven City Council to install them at the locations details above.

3. Community Projects

File 32956

At the November meeting of the Tourism Development Committee a request was made to re-examine a process whereby community groups could identify and implement various projects for the improvement of parks and reserves for the benefit of residents and visitors alike. Having identified the projects the Tourism Development Committee to provide the funds and “hardware” and the community groups provide in-kind support by the way of labour.

On previous occasions when this program was initiated community groups found difficulty in providing the in-kind support because of various regulations under Workcover etc.

Council has been informed that the way is now clear for community groups to contribute in-kind support by way of labour to these projects as long as the projects are not defined as a work site.

A set of revised application forms are attached for consideration by the Committee prior to notices going out to community groups calling for suggested projects that could be funded by the Tourism Development Committee.

RECOMMENDED that

- The Tourism Development Committee adopt the application forms as attached.**
- The Tourism Development Committee allocate \$20,000 from its 2008/2009 budget for community assisted tourism projects.**
- The Tourism Development Committee contact all community groups that have expressed an interest in tourism and advise them of the program for 2008/2009.**

4. Shoalhaven Tourism Master Plan

File 32929

Shoalhaven City Council adopted the Shoalhaven Tourism Master Plan in April 2007.

An “end of year” review of the 119 key recommendations within that Plan has been completed.

In order to save paper, these recommendations have been transferred to a spread sheet without the supporting narratives or text.

- # The end of year review has been edited such that only those recommendations of “Interest” to the Tourism Development Committee are shown. A copy is attached.

RECOMMENDED that Shoalhaven City Council note and endorse the Tourism Development Committee review, to 31 December, 2007, of the Shoalhaven Tourism Master Plan.

P J Dun
DIRECTOR - FINANCE & CORPORATE SERVICES

R.D Pigg
GENERAL MANAGER