

**SHOALHAVEN CITY COUNCIL**

**SHOALHAVEN TOURISM BOARD**

To be held on Monday 22 April 2013  
Commencing at 5.30 pm

City Administrative Centre  
Bridge Road  
NOWRA NSW 2541

4 April 2013

Dear Member

**NOTICE OF MEETING**

You are hereby requested to attend a Meeting of the Shoalhaven Tourism Board to be held on **Monday 22 April 2013** commencing at **5.30pm** 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. Tourism Discussion Topics
4. Report of the Assistant General Manager
5. General Business

**MEMBERSHIP – Quorum (1/3 of members)**

Catherine Shields – Chair  
Clr Joanna Gash – Mayor  
Clr Kearney  
Clr Kitchener  
Clr Tribe  
Clr Watson  
Clr Wells – Deputy Mayor  
Fiona Hatcher

Keith Greenwood  
Ken Banks  
Andrew Herring  
Michelle Bishop  
Melissa McManus  
Lynn Locke  
Kate Dezarnaulds

Cell Phones:

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

## **Purpose and delegated authority**

To oversee Tourism and events in the Shoalhaven in accordance with the delegation set out below:

- The primary function of the Shoalhaven Tourism Board shall be to promote tourist visitation to Shoalhaven city;
- To commit expenditure up to the limits determined by Council, including grant funding;
- To develop and implement tourism activities focusing on the promotion, coordination and review of issues affecting the development of tourism in the Shoalhaven City;
- To implement the Tourism Promotion Plan and Annual Action Plan where it is considered appropriate by the Board and recommend changes to these plans
- To provide recommendations to Council on strategic and financial matters relating to tourism in the Shoalhaven.
- To administer a co-funded grant program for minor tourism infrastructure development at strategic locations throughout the Shoalhaven.
- To consider and determine financial and other assistance for events being held in the Shoalhaven
- To determine and review the Shoalhaven Events Strategy annually;
- To strategically review resource allocation for events in the City and recommend funding levels to Council;
- To review the placement and timing of events in the Shoalhaven to maximize their positive impact on the economy, culture and environment of Shoalhaven City
- To commit expenditure up to the limits determined by Council, including grant funding.
- To provide recommendations to Council on strategic and financial matters relating to events in the Shoalhaven.
- To develop a branding strategy for the Shoalhaven, review pitches from branding agencies and recommend the further development and implementation of a Branding Strategy.

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**MINUTES OF THE SHOALHAVEN TOURISM BOARD MEETING HELD ON MONDAY, 25 MARCH 2013 IN COMMITTEE ROOMS 1 & 2, CITY ADMINISTRATIVE CENTRE, BRIDGE ROAD, NOWRA COMMENCING AT 5:37PM**

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The following members were present:

Ms Catherine Shields - Chairperson  
Clr Joanna Gash  
Clr Watson  
Clr White  
Clr Kearney  
Clr Kitchener  
Mr Keith Greenwood  
Mr Ken Banks  
Ms Fiona Hatcher  
Mr Bill Powell  
Rob Donaldson – Assistant General Manager

Others present:

Ben Harnwell – Acting Tourism Manager  
Emire Farrar – Events Manager

Community members from Kangaroo Valley and Vincentia were also in attendance.

Apologies:

Apologies were received from David Tarbert, Clr Wells, Clr Tribe and Andrew Herring

1. Minutes of Previous Meeting File 1490E

MOTION: Moved: Bill Powell / Second: Ken Banks

RESOLVED that the Minutes of the meeting of the Shoalhaven Tourism Board held on Monday 25 February 2013 be amended to show that Mr Keith Greenwood attended the meeting and confirmed.

CARRIED

**ASSISTANT GENERAL MANAGER**

2. Open Discussion – Kangaroo Valley and Surrounds File 1490E

MOTION: Moved: Clr Kearney / Second: Keith Greenwood

RESOLVED that the Kangaroo Valley and Surrounds discussion report be received for information.

CARRIED

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## CHAIRPERSON'S REPORT

### 3. Additional Item – Chairperson's Report

File 1490E

Catherine Shields presented her Chairperson's Report:

#### New Tourism Manager

- The Hon Gary Gray MP has been appointed the Federal Tourism Minister

#### LGSA Conference

- Attended the Conference with Ken Banks, Keith Greenwood, Clr Kitchener and Ben Harnwell. Reports from attendees are attached

#### TIRF Grants

- 65 applicants were successful in the first round and will share \$13.1m
- The Shoalhaven was unsuccessful

#### Equine Industry Study

- Regional Development Australia has completed a study into the economic development potential of the local equine industry

#### Tourism Developments

- DAs have been approved for the following new tourism development projects:
  - Quest Serviced Apartments – Nowra
  - Jaspers wedding venue and accommodation – Jaspers Brush
  - Tourist accommodation/restaurant development – Shoalhaven Heads

#### International Fleet Review

- Various international ships will be assembling in Jervis Bay on 2 and 3 October 2013 prior to a main event in Sydney Harbour over the October long weekend

#### Shoalhaven Branding Project

- A meeting will be held on Thursday 28 March 2013 to progress the first stage of the Branding Project.
- Expressions of Interest will be called from Branding and Advertising Agencies

#### Weddings Website

- Good progress is being made with the input of Council staff. A demonstration of the website will be provided at a future Board meeting

#### Tourism Manager Position – Shoalhaven City Council

- The General Manager has confirmed that preparation is underway for advertising and recruiting this role within the next 3 weeks

#### Outdoor Dining

- Council has resolved that there will no longer be fees associated with outdoor dining

# Attached are the conference reports from Clr Mark Kitchener, Ben Harnwell – Acting Tourism Manager and Keith Greenwood.

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## **ASSISTANT GENERAL MANAGER**

### **4. Shoalhaven Events Strategy Green Paper - Discussion File 42405E**

The Board received a presentation of the Green Paper from Ben Harnwell, Acting Tourism Manager and Steve Thompson of Locale Consulting.

MOTION: Moved: Bill Powell/ Second: Fiona Hatcher

RESOLVED that:

- a) The Acting Tourism Manager implement targeted consultation with key players in events and tourism sectors before presenting a Draft Events Strategy to the Shoalhaven Tourism Board for adoption;
- b) Shoalhaven Tourism Board members provide feedback to the Acting Tourism Manager on the key questions raised within the Green Paper on Events Strategy.

CARRIED

### **5. Round the Bay Walks – Branding and Promotional Investigations File 24693e**

MOTION: Moved: Clr Watson / Second: Ken Banks

RESOLVED that

- a) The Shoalhaven Tourism Board endorse the Round the Bay Walks branding concept 'in-principle'; and
- b) The Chairperson and Acting Tourism Manager be authorised to determine the sourcing of \$10,000 from the Tourism Board budget and the Tourism Development Fund to support branding and promotional investigations for the Round the Bay Walks.

CARRIED

### **6. Events Manager's Report File 42405E**

MOTION: Moved: Fiona Hatcher / Second: Keith Greenwood

RESOLVED that the report of the Events Manager be received for information.

CARRIED

### **7. Business Events Marketing Funding File 42405E**

MOTION: Moved: Clr Watson / Second: Ken Banks

RESOLVED that:

- a) The Shoalhaven Tourism Board further consider the priority to be accorded to business and conference event promotion and procurement within the context of

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the Tourism Master Plan and an Events Strategy (when adopted), and confirm any forward budget or resource allocation recommendations at that time.

- b) Council's Tourism Section staff continue to maintain and improve the effectiveness of the Shoalhaven Conference website within existing resource capacity.

CARRIED

8. Acting Tourism Manager's Report File 1490E, 43618E

The Chairperson thanked Bill Powell for his contribution to the Shoalhaven Tourism Board as well as the South Coast Regional Tourism Board.

MOTION: Moved: Clr Watson / Second: Catherine Shields

RESOLVED that the Shoalhaven Tourism Board:

- a) Acknowledge and thank those industry Board members who are finishing their two year term;
- b) Write to retiring Board members thanking them for their time and contribution to the Shoalhaven Tourism Board;
- c) Invite to current year retired members and partners to attend the Christmas dinner at the end of the year;
- d) Endorse the Shoalhaven Tourism Board Budget report for the year 2012/13 to date; and
- e) Appoint Catherine Shields as the new Shoalhaven tourism industry member for the South Coast Regional Tourism Organisation.

CARRIED

**ADDENDUM REPORT – CLR KITCHENER**

9. The 9th Annual Tourism Conference File 5359E, 4688E

MOTION: Moved: Clr Kearney / Second: Ken Banks

RESOLVED that the Shoalhaven Tourism Board:

- a) Receive the report for information;
- b) Take into account the foregoing comments in the report and submit the report to a future meeting of the Board canvassing the possibility of changing the way tourism information is distributed with a view to creating greater efficiency and better usage of funds which are available for marketing tourism in the Shoalhaven; and
- c) A Visitor Information Centre Working Group be formed to investigate operations, use of volunteers and digital tools and the integration for the Shoalhaven Tourism Master Plan. The Group to consist of:
  - Clr Gash

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- Clr Watson
  - Clr Kitchener
  - Keith Greenwood
  - Ken Banks
  - Fiona Hatcher
  - Ben Harnwell
  - Joe Puglisi

### **ADDENDUM REPORT – ASSISTANT GENERAL MANAGER**

10. Addendum Report – Holiday Rental Code of Conduct File 1490E

MOTION: Moved: Clr Watson / Second: Clr Kearney

RESOLVED that

- a) The Chair and Acting Tourism Manager invite key stakeholders to discuss the adoption of the Holiday Rental Code of Conduct for Shoalhaven holiday rentals;
- b) The costs of this meeting be covered within the Tourism Board Budget.

CARRIED

### **ASSISTANT GENERAL MANAGER**

11. Next Meeting File 1490E

MOTION: Moved: Clr Gash / Second: Fiona Hatcher

RESOLVED that the Shoalhaven Tourism Board hold its next meeting on Monday 22 April 2013 at the Shoalhaven City Council Administrative Centre, Bridge Road, Nowra.

CARRIED

There being no further business, the meeting concluded, the time being 7:37pm.

Catherine Shields  
CHAIRPERSON

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## **SHOALHAVEN TOURISM BOARD**

**MONDAY, 22 APRIL 2013**

### **ASSISTANT GENERAL MANAGER**

#### **1. New Members of the Shoalhaven Tourism Board**

**File 1490E**

**PURPOSE:** Delivery Program Activity: 3.1.1.6, 3.1.2.5

To note the appointment of members to the Shoalhaven Tourism Board.

**RECOMMENDED that the report be received for information.**

#### **OPTIONS**

1. Receive the report for information.
2. Seek further information or report.

#### **DETAILS**

The Shoalhaven Tourism Board is made up of ten (10) industry representatives, the Mayor, five (5) Councillors and the General Manager of Shoalhaven City Council.

The industry representatives are appointed on two year terms, and five of those positions become vacant each year (with the existing members eligible to nominate for re-appointment).

The five vacant positions as of 31 March 2013 were advertised in the local press, and the vacancies had also been notified to all members of tourism industry, all Chambers of Commerce and Tourist Associations and all community groups expressing an interest in tourism including the Community Consultative Bodies (CCB's).

Nominations were received and interviews were conducted by the Selection Panel. The Selection Panel consisted of the Mayor, the Director Finance & Corporate Services, the Chair of the Shoalhaven Tourism Board and the Acting Tourism Manager.

As a result of this process, the new members of the Shoalhaven Tourism Board are:

Mr Keith Greenwood – reappointed  
Ms Michelle Bishop – new member  
Ms Melissa McManus – new member  
Ms Lynne Locke – new member  
Ms Kate Dezarnaulds – new member.

The full Board is:

Ms Catherine Shields, Chair  
Clr Joanna Gash, Mayor



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Mr Ken Banks  
Ms Michelle Bishop  
Ms Kate Dezarnaulds  
Ms Fiona Hatcher  
Mr Andrew Herring  
Mr Keith Greenwood  
Clr Lynnette Kearney  
Clr Mark Kitchener  
Ms Lynn Locke  
Ms Melissa McManus  
Clr Jemma Tribe  
Clr Greg Watson  
Clr John Wells, Deputy Mayor

### **FINANCIAL IMPLICATIONS:**

There are no resourcing implications.

Direct expenditure by visitors to the Shoalhaven is \$629 Million per annum (June 2012).

This generates directly 5,080 full time equivalent jobs and a further 2,790 indirect dependent jobs bringing the total to 7,870 jobs.

### **COMMUNITY ENGAGEMENT:**

The Shoalhaven Tourism Board plays an important role in the marketing and development of local tourism operators and opportunities with critical input through industry representatives.

## **2. Destination NSW 2013 Marketing Campaign**

**File 47172E**

**PURPOSE:** Delivery Program Activity: 3.1.2.8

To review the proposed Shoalhaven Tourism Marketing Plan for 2013-14 and endorse the process and work completed to date.

**RECOMMENDED that the Shoalhaven Tourism Board endorse the Shoalhaven Tourism Marketing Plan 2013-14 process and outputs to date and authorise the Acting Tourism Manager and Chair to further develop and finalise the joint South Coast submission to Destination NSW.**

### **OPTIONS**

1. Adopt as recommended
2. Identify amendments to the Marketing Plan and adopt accordingly
3. Receive the report for information only
4. Request a further report on the Marketing Plan

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## DETAILS

Early in April 2013 Destination NSW announced changes to the marketing campaign budget and allocation process, consistent with the 2012 VET recommendations to State Government. The previously forwarded summary of the current opportunities is repeated below for the record:

*The board's previous marketing committee made a big contribution to the effectiveness of the advertising spend, so it is well worth the time and effort.*

**SCRTO (South Coast Regional Tourism Organisation)** is the regional tourism body and is the preferred contact point for **Destination NSW** (the peak funding and tourism body for NSW).

*SCRTO includes Wollongong, Shellharbour, Kiama, Shoalhaven, Eurobodalla and Sapphire Coast. Shoalhaven has traditionally been the biggest player in any joint funding exercises (this year we account for 54% of the total \$1.2M campaign) this gives us a competitive edge in the region.*

### **Funding Arrangements**

*The changes to the funding arrangements for 2013/14 are due in part to the Government's adoption of many of the recommendations from the Visitor Economy Taskforce (VET). The VET reviewed all aspects of tourism in NSW and has recommended various reforms. This year will be the first under the new regime.*

*The main difference from previous years is that regions previously received a set amount for joint marketing campaigns (\$560,000), which had to be submitted via the Regional Tourism Organisation (SCRTO in our case).*

*It was restricted to these bodies only and had to be a joint regional campaign. Next year the change is that only 70% (\$392,000) of the regional fund will be allocated to the joint campaigns. The remaining (\$198,000) and an additional \$2million (state-wide) is to be used in other forms of marketing or product development.*

*These funds will be available via competitive basis which opens May 1 and closes June 28. We have to act quickly to make sure we have any projects - marketing or product development - that we wish to get funding for.*

### **Suggestions what these projects might be:**

*Events & Weddings*

*Motorcycle Touring (with Sth Highlands, Kiama, Eurobodalla)*

*Cycling/Mountain Biking*

*Round The Bay Walk - signage and promotion*

*Business Events (with Wollongong, Kiama)*

*They may also come from private tourism providers such as:*

*Activity operators: Turf Clubs, Zoos, Fun Parks*

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Accommodation providers  
Sports/Cultural events

***The big changes from previous years:***

*The amount allocated for what I call the annual "Mass Market/Branding Awareness" - joint regional campaign which DNSW produces for us, has been reduced to \$392 (from \$560). In my opinion this is not a bad thing as the mass market approach, while still valuable, is not in line with our current marketing direction which is to take a more targeted approach to specific markets.*

*This means we will still be able to be placed well in the mass media streams (TVC, Digital, Outdoor etc) and maintain our branding (South Coast) across our major markets, while allowing us to focus on targeted niches or specific campaigns.*

*The other positive thing is we get more control over the targeted campaign strategy and creative which will mean we can hit those niches more accurately and see more of a call to action and "bums on seats/beds" as a result.*

*In the past it has concerned me that the ad agencies employed by DNSW, though top notch, were not as intimate with the attributes or challenges of our tourism product as they could be. The current campaign, which you may have seen on TV, follows the theme of "Unspoilt" and includes quite a big outdoor campaign (billboards, bus shelters) in Sydney Metro as well.*

*This campaign, although delivering great exposure for the Shoalhaven and the South Coast, does not drill down to the unique features or target specific markets like we want to.*

***Destination Management Plan***

*The other big change in the industry is that DNSW has asked all the regions for a **Destination Management Plan** as they want to force the regions to work together more. This makes sense from the consumer's point of view as they do not see council boundaries when planning a holiday or event.*

*What this means for us is that we are locked in to working with the other South Coast Council areas to get funding.*

*Our regional South Coast DMP is being prepared by Jenny Rand who also authored our Shoalhaven Tourism Masterplan. This is due for completion by end May. It meshes well with our TMP as many of the Actions from the TMP will be represented in the DMP. Ben has been working with Jenny on this.*

*There is much to get up to speed on when you join the board and it takes all of us at least 6 months to get the hang of what's going on - let alone the way the meetings work! Make sure you take up the opportunity to talk with Ben and go over the documentation you will receive on the past meetings.*

- # The Marketing Work Group is scheduled to meet on Friday 19 April to go over a draft Marketing Plan (attached) which will be presented to the South Coast Regional Tourism Organisation (SCRTO) on the morning of 22 April in draft format. If required an updated Marketing Plan will be presented to the Board at the meeting.

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# A summary of what has been achieved in 2012-13 is also attached for review.

The proposed plan is designed to create a 10-12 month South Coast campaign in conjunction with Destination NSW and the other members of SCRTO. The Marketing Plan is based on the Shoalhaven Tourism Master Plan and highlights the following key messages:

- Maintain the joint regional brand awareness campaign model at the reduced matched funding amount of \$392,000 (total \$784,000+), with the evolved theme of “Reconnection” (\$200,000 from Shoalhaven)
- Create targeted campaigns aligned with the overarching theme (Reconnection) and involving partnering other members of SCRTO aiming at a matched funding amount of \$500,000 (total \$1 million +) (\$200,000 from Shoalhaven). This will include target specific campaigns around the broader markets of;
  - Weddings
  - Cycling and Touring routes
  - Conferences and Events
  - Canberra-Specific
  - Product Development – “Round the Bay Walk”
  - Others as nominated by SCRTO members

It is expected that other targeted campaigns will be developed by the other members of South Coast Regional Tourism Organisation. These will be reported as required, as Shoalhaven may have an opportunity to join in these campaigns.

The Marketing Plan also highlights a priority list of Actions from the Tourism Master Plan to be completed in association with the Shoalhaven Tourism Board.

#### **FINANCIAL IMPLICATIONS:**

The Shoalhaven Tourism Board budget has not been set by Council, however, it is anticipated that the allocation will be similar to this year’s budget.

The allocation for this campaign would commit the majority of the Board’s marketing budget to the joint South Coast campaign. Although the campaign will represent a substantial Shoalhaven campaign, this expenditure commitment will limit the Board’s ability to take advantage of other potential marketing options that may arise.

#### **COMMUNITY ENGAGEMENT:**

The Marketing Plan is based on the Shoalhaven Tourism Master Plan, which was subject to a high level of community and industry involvement. The Marketing Plan will also involve input from interested operators for parts of the priority list and campaigns.

### **3. Friends of the Brush-Tailed Rock-Wallaby**

**File 1490E**

**PURPOSE:** Delivery Program Activity: 3.1.2.3

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To consider a request for additional funds for the Friends of the Brush-Tailed Rock Wallaby event to be held in June 2013.

**RECOMMENDED that the Shoalhaven Tourism Board assist the Friends of the Brush-Tailed Rock-Wallaby with an additional allocation of \$1,500 funded from the Shoalhaven Events Budget.**

### **OPTIONS**

1. Adopt the recommendation and allocate \$1,500 from the Shoalhaven Events Budget.
2. Resolve to not support the additional allocation.
3. Recommend that Council fund the request from an alternative budget (which would need to be sourced before recommending – Acting Tourism Manager is investigating alternatives).

### **DETAILS**

In February 2013 the Tourism Board resolved to support the Friends of the Brush-Tailed Rock-Wallaby through the Precinct Marketing Fund with \$1,075 towards the marketing and promotion of the event.

- # The organiser of the event (Pat Hall) has forwarded a request to the Mayor to increase the allocation to help cover the full costs of the promotional material and advertising as well as the hire of the hall at Kangaroo Valley. This amount is estimated at \$2,500 (or an additional amount of \$1,500).

The Precinct Marketing Fund Guidelines require matched funds up to \$5,000 for marketing and promotion only. The matched funds can come from a variety of sources fund raising, fees, advertising also including the general Tourism Board Budget, Shoalhaven Events Budget or other sources. The Board can allocate the matched funds from either of the two budgets it controls or recommend to Council that an alternative budget be sourced.

The Board may also choose to allocate funds from either the Tourism Board Budget or Shoalhaven Events Budget to cover the hire costs (\$500).

### **FINANCIAL IMPLICATIONS:**

The budget for Precinct Marketing has a balance of \$1,145 remaining available, and the additional request does not meet the guidelines.

There is currently capacity in the Shoalhaven Events Budget to support the additional allocation for this event.

At the time of writing an alternative budget has not been identified.

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## **COMMUNITY ENGAGEMENT:**

The community is heavily involved with this festival, which is aimed at attracting visitation from outside the Shoalhaven while also creating a sense of place, environmental awareness and promotion for Kangaroo Valley.

### **4. Development Control Plan 82 – Signage Strategy Section 2 (Amendment No 4)** **File 4102E**

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**PURPOSE:** Delivery Program Activity: 2.2.1.3

To inform the Tourism Board of the recommendation of Council's Development Committee regarding the public exhibition of Development Control Plan (DCP) 82 – Signage Strategy Section 2 (Amendment No 4). Section 2 of the strategy addresses commercial signage on private land.

**RECOMMENDED that the report regarding Development Control Plan 82 – Signage Strategy Section 2 (Amendment No4) be received for information.**

#### **OPTIONS**

1. Receive the report for information
2. Determine an alternative recommendation based on the report and discussions at the meeting
3. Request a further report on identified aspects of the DCP 82 exhibition process

#### **DETAILS**

As part of Council's requirement to review its policies, a review of DCP 82 – Section 2 has commenced. The following sections involve tourism signage and are of interest to the Tourism Board.

#### **Amendment for Tourist Businesses**

The proposed amendment to DCP 82 proposes to renumber the existing tables in Clause 3.9 to 3.9.1 (Performance and Acceptable Solution Tables), and insert a new clause 3.9.2.

Clause 3.9.1 – All Rural and Environmental Protection Zones – Table C, Free Standing Signs

For advertising signs that are directional signs for a tourist facility, the following dot point is added:

*“For advance direction signs located on private land that is not part of the tourist facility a separate development application is required”.* Refer to clause 3.9.2

#### **Clause 3.9.2 – Tourist Business Advance Direction Signs on Private Land**

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*Council may consent to a tourist business advance directional sign that is located on land whether owned or not by the tourist business subject to the following provisions:*

- a) The land on which the sign is to be located being rural or environmental protection zoned land.*
- b) The structure being free standing, located at least 5.0m setback from the road and in a location that does not obstruct sight distances for traffic.*
- c) The structure being a maximum height of 5.0 m above the ground and the sign being a maximum of 3.0 m x 1.5 m.*
- d) The sign wording being limited to include the name of the business or description of the business and the distance for turning to a road leading to the tourist business.*
- e) The background colouring of the sign to be in one of the themes:*
  - i. Winery – plum to dark red*
  - ii. Accommodation – mid to dark blue*
  - iii. Adventure activity – mid to dark green*
  - iv. Other – dark orange*
- f) The sign structure and sign being kept in good repair and the wording legible, and being removed when the business ceases to operate.*
- g) There being a maximum of two signs for a tourist business under this category.*
- h) The sign shall be separated by a minimum distance of 50m from any other advertising sign.*

This is a major change to DCP 82 and will potentially benefit many tourism operators in the Shoalhaven.

The exhibition period will commence shortly and will be advertised through various mediums including the Tourism Industry Newsletter.

#### **FINANCIAL IMPLICATIONS:**

There are no financial implications for the Tourism Board

#### **COMMUNITY ENGAGEMENT:**

DCP 82 has previously involved community consultation and the exhibition period allows interested parties to comment on the changes to the DCP.

## **5. Visitor Information Centre Activities**

**File 11726E**

**PURPOSE:** Delivery Program Activity: 3.1.1.5

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To report on the recent activities of the Visitors Information Centres at Nowra and Ulladulla

**RECOMMENDED that the Shoalhaven Tourism Board receive the report on the Visitor Information Centre activities for information.**

## **OPTIONS**

1. Receive the report for information
2. Request a further report on the Visitor Information Centres
3. Propose an alternative recommendation

## **DETAILS**

### **NOWRA**

#### **Enquiries February 2013**

- Counter = 3,935
- Phone = 651
- Email = 545

TOTAL = 5,421

#### **Enquiries March 2013**

- Counter = 4,375
- Phone = 898
- Email = 900

TOTAL = 6,173

### **ULLADULLA**

#### **Enquiries February 2013**

- Counter = 2612
- Phone = 464
- Email = 1

TOTAL = 3,077

#### **Enquiries March 2013**

- Counter = 3312
- Phone = 563
- Email = 1

TOTAL = 3,876

We have seen a lot more international visitors throughout the summer and throughout the year; previously we would notice them at only certain times of the year.

There still has been increased demand for shorter stays.

## **Nowra Visitor Information Centre Report**

### ***Familiarisations***

Recent "famils" visits by VIC staff to Sussex Inlet operators have resulted in an increase of booking productivity made, particularly by the staff at Nowra Visitors Centre.

'Famils' have begun this year. We first visited to the Sussex Inlet /Cudmirrah area going to nine properties and sites, where we were enthusiastically received by the operators. The opportunity was also appreciated by the staff.

Putting a face to a name builds a level of trust between the operators and the Visitors Centre; the comment most received from the operators was "good to see that you care about us". Upon return staff could more confidently suggest and recommend properties and activities, resulting in more bookings and thus convincing people to stay longer and experience what the region has to offer. We have also taken many images to add to our

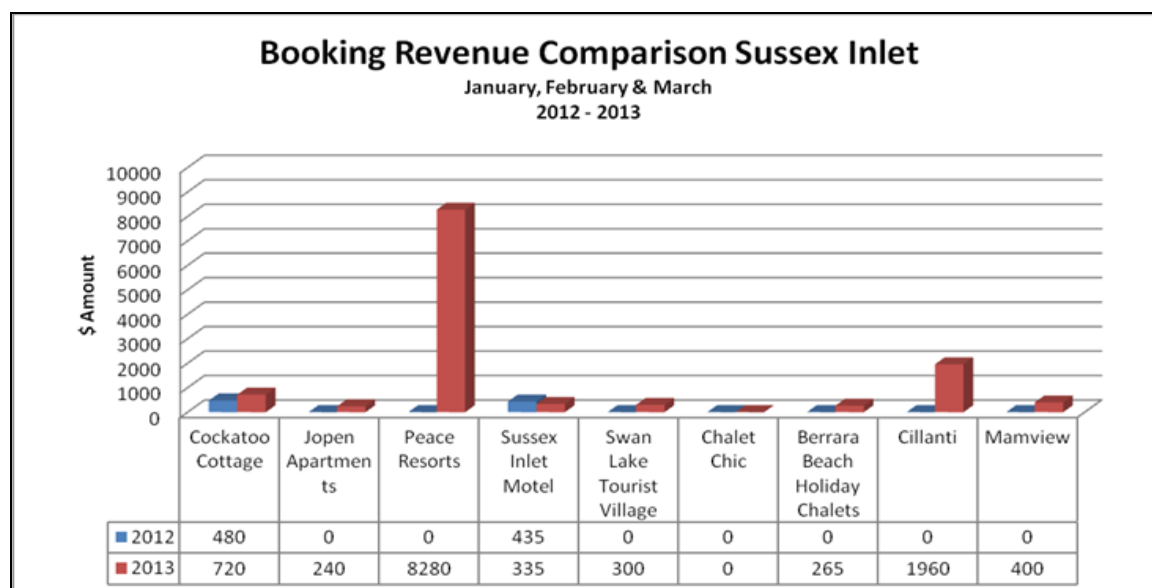


Shoalhaven collection which can be used to update our database and for use in any future promotion. One operator that we visited has since joined our booking system, and we have taken 4 bookings for them.

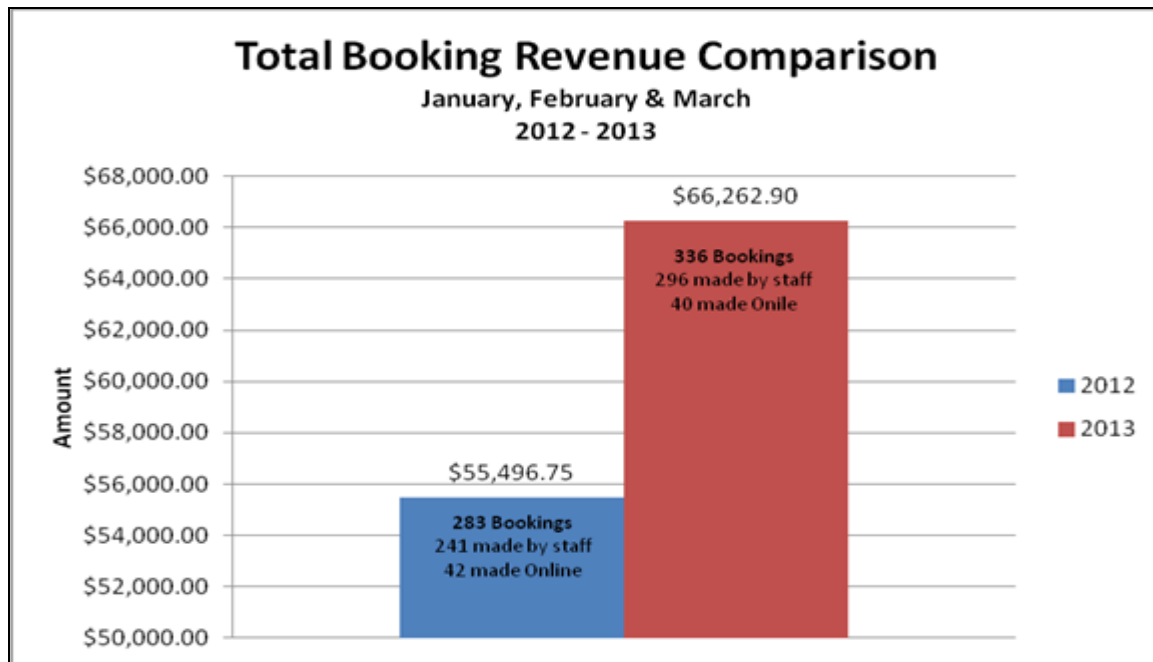
This is one of the best initiatives introduced by the Board and we hope they can continue.

Our second 'famil' saw staff visiting operators and properties in the Southern Shoalhaven area, namely in the Murramarang, Bawley Point and Ulladulla area. These visits were a great success, with staff visiting beautiful properties and continuing to strengthen our relationships with these operators. Again, we received incredibly positive feedback about our visits from all operators and the information we brought back to the Visitor Centres has been of great benefit in promoting the local area.

With these famils, we again added to our Shoalhaven image collection, and continue to use these images to both promote these properties to visitors and to inform other members of staff on the aesthetics of the properties they are promoting. Other operators in the local area, having learned that we have begun famils, have contacted us to express their excitement that we might visit their properties soon.



- 4 new operators to BookEasy
  - a) Cillanti Retreat (10 bookings made)
  - b) Mamview Apartment
  - c) Jopen Apartment 6
  - d) Peace Resort (16 booking made)
- Reactivation of Jopen Apartments
- Staff confidence in booking operators
- Total amount of commission taken on the above bookings \$1512.50 for 2013, total bookings valued at \$12,100, compared to the previous year where we saw \$114 commission from the total bookings valued at \$915.
- Building stronger relationships with operators



Note: All figures are only based on Accommodation bookings.

Although Sussex Inlet was the best area, the overall figure for accommodation bookings for the whole of the Shoalhaven was up by 20% compared to the same period last year.

The famil program has also allowed staff to visit properties that previously did not wish to commit to Bookeasy. The face to face contact has in many circumstances resulted in new properties being added and a better information basis for staff to recommend and undertake bookings.

This is at a time when there is much more competition for the booking dollars – **Wotif, Stayz, and Bookings.com** as well as many others are increasing their presence in the market place.

While the accommodation bookings business model and market will continue to evolve, the VIC's are currently valuable in locating and filling small "pockets" of vacancies that may not show up on the major booking sites. VIC staff can also confirm details like "will they take a pet even if the website says no", "is it far from facilities" etc, and assist with bookings in the low season.

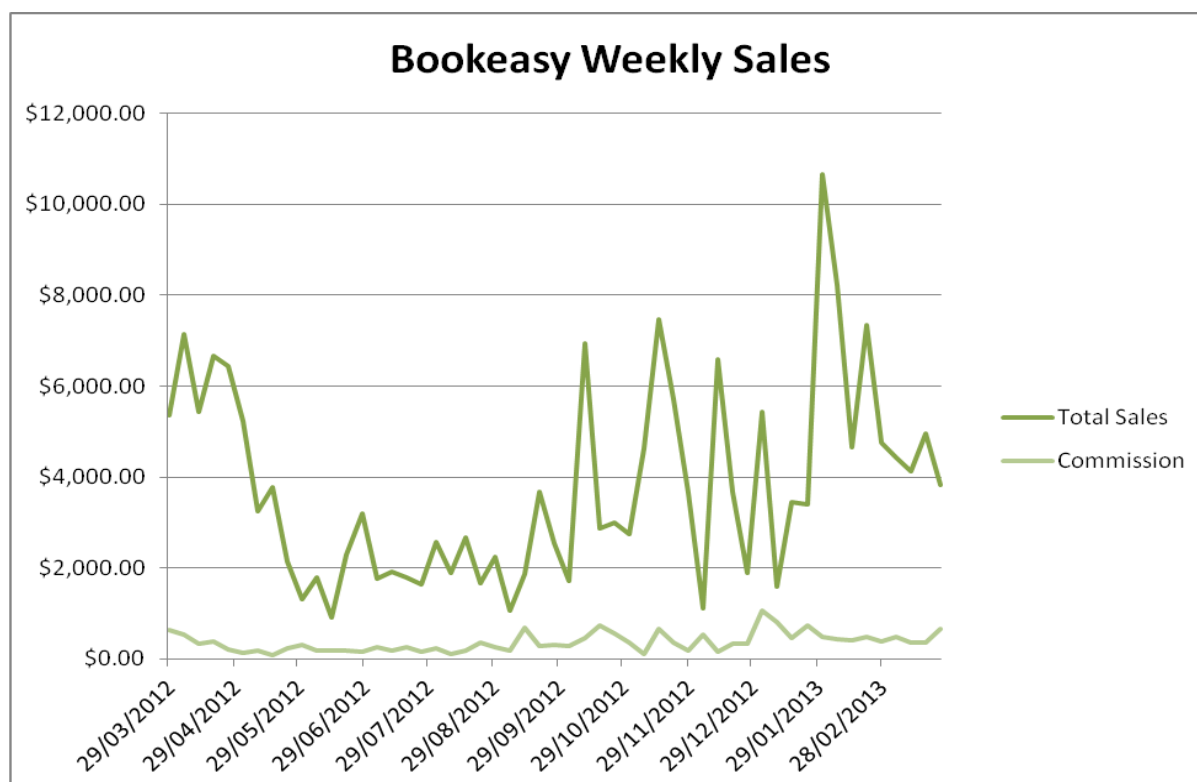
Another benefit of famils is that they add to VIC staff local knowledge . When we talk about an area , we can mention where there is nice walk, or where you stop and get a nice coffee or fish and chips, adding to the length of stay in an area, or at the least increasing the spend.

### Ulladulla Visitor Information Centre Report

The Ulladulla Visitor Information Centre has been operating from the foyer of the Civic Centre since October 2012, and was relocated on 15 March 2013 to a shopfront overlooking the harbour. Council signage has been altered accordingly, and the RMS has been notified to change their signs at the north and south access to Ulladulla, as well as adding a sign to the median strip. The shopfront is clearly identified with the AVIC blue

and yellow "i" logo. The new temporary space is intimate but we continue to offer two public Internet access PCs, and we are waiting on Telstra to connect a line for the public Wifi. We have worked hard to efficiently manage the space, and will continue to provide a high level of service to our visitors.

Bookeasy sales continue to slowly move along. While still more than covering the costs, this is no longer a major revenue stream for the VIC.



### FINANCIAL IMPLICATIONS:

The budgets for operating the Shoalhaven Visitors Centres for the 2012/2013 financial year are:

	NOWRA	ULLADULLA
Staff	\$255,536	\$146,881
Other costs	\$140,719	\$22,871
Communication & Printing	\$18,813	Included in Nowra's figures
<b>Total</b>	<b>\$415,068</b>	<b>\$169,752</b>
<b>Income</b>	<b>\$106,171</b>	<b>\$18,035</b>
Nett Cost	\$308,897	\$151,717

Nett Cost to operate both Centres \$460,614 or approximately \$4.60 per enquiry (assuming 100,000 enquiries per year).

NOTE: In Ulladulla the staff costs are shared with the Library operation, the amount shown is the Visitor Information Centre attributed portion.

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## **COMMUNITY ENGAGEMENT:**

The Visitor Information Centres service a dual purpose both informing visitors of the region and creating a space to help promote local community events and local produce.

The refreshed “famils” approach has successfully engaged a number of local operators, with apparent early payback.

### **6. Online Tourism Administrator Update**

**File 1490E**

**PURPOSE:** Delivery Program Activity: 3.1.2.8

To provide the Board with an update on the activities of the Online Tourism Administrator

**RECOMMENDED that the report regarding the Online Tourism Administrator Update be received for information**

#### **OPTIONS**

1. Resolve to receive the report for information
2. Request additional information
3. Propose an alternative recommendation

#### **DETAILS**

- # The Online Tourism Administrator has provided a comprehensive report on the progress and recent work undertaken with digital and online marketing for the Shoalhaven. The whole report is attached.

#### **FINANCIAL IMPLICATIONS:**

The Online Tourism Administrator position is fully funded from the Shoalhaven Tourism Board Budget, and is a vital position identified in the Tourism Master Plan

#### **COMMUNITY ENGAGEMENT:**

The Online Tourism Administrator engages directly with visitors, businesses and other marketing professionals to maintain the fluid information that is presented through Shoalhaven Tourism’s online presence. Engagement from the Board would be helpful in creating new content across the whole of our Social Media suite.

### **7. Events Manager's Report**

**File 42405E**

**PURPOSE:** Delivery Program Activity: 3.1.2.4

To advise the Shoalhaven Tourism Board of the progress in sourcing and securing events for the Shoalhaven.

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**RECOMMEND that the report of the Events Manager be received for information.**

## **OPTIONS**

1. Receive the report for information.
2. Request the Events Manager to provide more detailed information.

## **REPORT DETAILS**

### **Waste and Sustainability Improvement Program (WASIP) – Sustainable Events Policy**

In 2011 the Events Unit developed a Sustainable Events Policy as a “Standard” for Shoalhaven City Council to be eligible for over \$580,000 in WASIP funding from the Department of Environment, Climate Change and Water.

The Policy is now being implemented for events held in the Shoalhaven, with the objective of making events being hosted in the Shoalhaven more sustainable.

The Events Unit anticipates an allocation of \$40,000 in 2012/13/14 to further develop, implement and enhance the Shoalhaven’s “Sustainable Events” initiatives.

The project delivery will include two educational “Sustainable Events” workshops for a diverse invited audience, and waste audits for three events through to 2013/14.

### **2013 Football NSW 12s, 14s and 16s Girls Championships**

Sports Marketing Australia (SMA) has presented the Football NSW Girls Championships, 23<sup>rd</sup> – 27<sup>th</sup> September, to Council. This event has a hosting fee of \$12,000 + GST and a placement fee of \$2,500 + GST to SMA. The \$14,500 will be supported through the Shoalhaven Water Events budget.

The event itself involves three age groups 12s, 14s and 16s (a total of 690 competitors, with accompanying partners), bringing approximately 2,200 people to the region for five days of competition. There is an anticipated tourism economy injection of \$430,000, which will benefit the region in many ways.

### **Events Strategy Green Paper**

The Events Manager has distributed the Events Strategy Green Paper to the wider events industry of the Shoalhaven for comment and feedback. Once feedback is collated a report will be presented to the Board for consideration and further discussion.

- # Update on the estimated tourism revenue secured through supported events is outlined in the attachment, for the Board’s information.
- # The current events budget commitments 2011 – 2017, is outlined in the attachment for the information of the Shoalhaven Tourism Board.

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## **FINANCIAL IMPLICATIONS:**

Remaining and uncommitted in the Events Budget is:

2012/2013 - \$17,250

2013/2014 - \$4,000

2014/2015 – \$5,000

2015/2016 - \$3,500

2016/2017 - \$93,000

Remaining and uncommitted in Shoalhaven Water Events Budget

### **2012/2013 - \$0**

2013/2014 - \$20,000

2014/2015 - \$12,000

2015/2016 - \$12,000

2016/2017 - \$20,000

Remaining in Strategic Projects Reserve is \$80,000 to be used (once only) for an “icon” event.

Remaining in the Sports Tourism Partner Program 2011/2012 is \$53,000 of which \$40,000 is committed to the Surfing NSW Australian Surf Festival. At this stage this event has not been confirmed. The Events Manager is working with Surfing NSW to secure the event for the Shoalhaven. The STPP is expected to continue to generate \$30,000 per annum for investment in further sports event attraction.

## **8. Application for Funding**

**File 42405E**

**PURPOSE:** Delivery Program Activity: 3.1.2.4

To advise the Shoalhaven Tourism Board of the progress in sourcing and securing events for the Shoalhaven.

**RECOMMENDED that the Shoalhaven Tourism Board resolves to support the following event applications and Events Budget allocation:**

- a) The Sports Marketing Australia placement fee of \$2,000 + GST for the Professional Golf Association 2013 Legends of Golf Pro Am. To be allocated from 2013/2014 Events Budget;
- b) The Golf NSW 2015 State Championship Event with a hosting fee of \$2,500 + GST and Sports Marketing Australia placement fee of \$2,000 + GST. To be allocated from Sports Tourism Partner Program funds;
- c) The remaining 2012/2013 Events budget be allocated to the purchase of event marketing material to promote the Shoalhaven and Council as a sponsoring partner of these events and to 2013/14 for costs involved in delivering the Sports Tourism Partner Program

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## OPTIONS

1. Support the event applications with the funding allocations as recommended.
2. Support the event applications with different amounts, as determined by the Shoalhaven Tourism Board.
3. Decline to support one or all of the funding requested.

## DETAILS

### **Event: Professional Golf Association (PGA) 2013 Legends of Golf Pro Am – 6<sup>th</sup> December 2013.**

Organiser: PGA in partnership with Mollymook Hilltop Golf Club.

Competitors: 60 Professional and 180 Amateurs, 240 participants in total.

Duration: 1 day

Expected Tourism Revenue: Based on 240 participants and accompanying partners staying one night, this event will bring approximately \$30,000 in tourism revenue to the region.

Investment ratio: \$15 per \$1000. This is lower than the expected average of \$20.

Note: A local business will be accepting the sponsorship of \$3,500 which was originally proposed to Council. As this is an event that Sports Marketing Australia is placing, Council will need to support the \$2,000 + GST for the placement fee. With local business, association and Council partnering together to secure this event, it's bound to have great outcomes for the region. This event will be part of the PGA Legends Tour and will likely to include high profile players such as Peter Fowler, Mike Hardwood, Rodger Davis, Wayne Grady, David Good, Garry Merrick, Mike Fergusson etc.

### **Event: Golf NSW 2015 State Championship Event – April/ May 2015 (Date to be confirmed)**

Organiser: Golf NSW in partnership with local golf club.

Competitors: 120 – 180

Duration: 2-3 days. Dates need to be confirmed

Expected Tourism Revenue: Based on 180 participants and accompanying partners staying two nights, this event will bring approximately \$45,000 in tourism revenue to the region.

Investment ratio: \$10 per \$1000. This is considerably lower than the expected average of \$20 and the Board should seriously consider whether to support this event or not.

### **Remaining 2012/2013 Events Budget**

For all events that have been secured through the Tourism Board one of the conditions of the events agreements is that Council and its sports tourism partners receive recognition through event marketing. This includes such things as logo recognition on events website, media release, radio announcements, printed programs etc...The program has been successfully running for two years.

The Events Unit also provides event organisers with ebrochures, on some occasions programs, questionnaires, adverts in local paper, tourism related information/ brochures designed and printed. There is maintenance and cost involved in continuing this very successful program. Previously, in 2011/2012, the Events Shoalhaven Board had allocated \$30,000 for the set up of this program. A maintenance allocation should be allocated from remaining of the 2012/2013.

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In addition to the maintenance of the program collateral, we can further strengthen the position of Council, the Sports Tourism Partners and Shoalhaven Tourism by adding more signage during the events. Currently there is only one ground banner, which is very minimal and supplied to the event organiser by Council staff.

Currently there remains \$17,250 of the 2012/13 events budget. It is unlikely that this will be required to secure additional events until the new financial year, and so the Shoalhaven Tourism Board could consider allocating remaining funds to the 2013/2014 budget to be used for event marketing and the maintenance of the Sports Tourism Partner Program.

#### **FINANCIAL IMPLICATIONS:**

Should all of the above mentioned recommendations be endorsed by the Shoalhaven Tourism Board, the remaining unallocated Events Budget will be as follows.

**2012/2013 – Nil** remainder allocated to promotional collateral and administration costs

2013/2014 – \$1,500

2014/2015 – \$5,500

2015/2016 – \$3,500

2016/2017 – \$93,000

Remaining in Shoalhaven Water Events Budget

**2012/2013 – \$0** remainder allocated to the Football NSW event (EM report above)

2013/2014 – \$20,000

2014/2015 – \$12,000

2015/2016 – \$12,000

2016/2017 – \$20,000

It is advised the Tourism Board make a firm decision on the direction of the Events Budget, as the majority of these funds have been committed.

#### **COMMUNITY ENGAGEMENT:**

These events have the potential to bring over 2,500 people to the Shoalhaven over the next two years in a non-holiday period, and as such the associated visitation and expenditure together with destination exposure and experience, will contribute significantly to the economy of the Shoalhaven.

### **9. Acting Tourism Manager's Report**

**File 1490E, 43618E**

**PURPOSE:** Delivery Program Activity: 3.1.1.6, 3.1.2.2, 3.1.2.5

To provide the Shoalhaven Tourism Board with an update on Shoalhaven Tourism.

**RECOMMENDED that the Shoalhaven Tourism Board:**

- f) Endorse the Shoalhaven Tourism Board Budget report for the year 2012/13 to date,**



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**g) Receive the report of the Acting Tourism Manager for information.**

**OPTIONS**

1. Resolve as recommended.
2. Identify an alternative recommendation based on the report and discussions at the meeting.
3. Request further information.

**DETAILS**

**2012/13 Tourism Board Budget**

- # The Budget Report 2012/13 as at 31 March 2013 is attached.
- # A draft Budget Report for 2013/14 is attached for review and discussion. This cannot be adopted at this stage as the final allocation from Council has not been determined pending the Delivery Program and Budget consultation process.

**2012/13 Marketing Plan**

The major marketing program in conjunction with Destination NSW has commenced with the updated Hyams Beach advert being broadcast across Sydney, South Western NSW and the ACT.

The full digital campaign commenced on 10 March with the outdoor campaign commencing on 22 April. The Acting Tourism Manager will provide photographs of our campaign via email and at the next meeting.

**December Tourism Statistics**

- # Please see attached the year end September 2012 Shoalhaven Tourism statistics. The following is the accompanying report from the statistician Peter Valerio.

*There are no statistically significant changes in the year end Sept 2012 estimates when compared to year end Sept 2011. Having said this, there appears to be some overall domestic market-influences at work: estimates for overnight visitors stepping down slightly; the number of total nights holding quite firm; day visitors remaining above the lower estimates for YE Dec 10 – YE June 11. The relationship between these movements is not possible to define with any certainty but on the face of it one could suggest some overnight/day visit substitution. I have noted in the past that day visitors who have not stayed overnight in SJBT before bring with them the opportunity to see, first hand, what SJBT has to offer and that the strategic connection between the two trip types should be made and 'exploited'.*

*International estimates remain above the 30,000 mark. The recent decline is exaggerated by the chart scale. The movement is not statistically significant. To my mind, the latest estimate confirms a fundamental shift in the attractiveness of*

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*SJBT as an international overnight destination commencing year end Dec '09. The nights estimate is basically identical to the record setting estimate of the year end June '12. The only reason the % change is not statistically significant is that I evaluated the sample size associated with the year end Sept '11 estimate as too low to allow a nights estimate to be included. This means the number would have been lower to adjacent periods and there would have been a statistically significant increase.*

*When you add it all up, the total visitor numbers for the period of 2.5m and nights 4.3m. These estimates, I am pleased to say, are not dissimilar to previous years. Considering the national downwards pressures on the domestic overnight market, the results should be considered as positive.*

All in all a good result although the December figures will be more realistic and beneficial for analysis. Traditionally March and September figures tend to have less reliability due to smaller sample sizes.

#### **FINANCIAL IMPLICATIONS:**

Providing a monthly report to members of the Shoalhaven Tourism Board ensures that the Shoalhaven Tourism Board responsibly monitors the investment of its allocated budget.

#### **COMMUNITY ENGAGEMENT:**

The budget is based on the Shoalhaven Tourism Master Plan and the 2012/13 Marketing Plan. The Master Plan was created with community and industry involvement and consultation.

### **10. Next Meeting**

**File 1490E**

**PURPOSE:** Delivery Program Activity: 3.1.2.5

To advise Shoalhaven Tourism Board members of the date of the next Shoalhaven Tourism Board meeting.

**RECOMMENDED that the Shoalhaven Tourism Board hold its next meeting on Monday 27 May 2013 at the Sussex Inlet RSL Club Function Room, 200 Jacobs Drive Sussex Inlet.**

#### **OPTIONS**

1. Set the date of the next meeting as Monday 27 May 2013
2. Set the date and location of the next Shoalhaven Tourism Board meeting at a different date and/or location.

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## **DETAILS**

The Shoalhaven Tourism Board meets at 5.30pm on the fourth Monday of each month. According to the schedule previously adopted it is proposed that this meeting be held in Sussex Inlet.

## **FINANCIAL IMPLICATIONS:**

Any additional costs will be covered by the Tourism Board budget "STB Expenses".

## **COMMUNITY ENGAGEMENT:**

The activities of the Shoalhaven Tourism Board help to secure the visitation of 1.1 million overnight visitors and 1.5 million day visitors to our city each year.

Rob Donaldson

**ASSISTANT GENERAL MANAGER**