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**MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP MEETING HELD ON TUESDAY 26 APRIL 2016, AT THE WHARF RESTAURANT, NOWRA COMMENCING AT 6.15 PM.**

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The following members were present:

Catherine Shields – Chairperson  
Clr Gash  
Clr Tribe  
Clr Watson  
Clr Kitchener  
Clr Kearney  
Annie Cochrane  
Michelle Bishop  
David Goodman  
Matt Cross  
Matthew Forbes

Others present:

Coralie Bell – Tourism Manager

Apologies were received from Clr Wells, Lynn Locke, Melissa McManus, Stephen Bartlett

1. Minutes of Previous Meeting

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MOTION: Moved: Catherine Shields / Second: David Goodman

RESOLVED that the Shoalhaven Tourism Advisory Group confirm the minutes of the meeting held on Monday 22 February 2016.

CARRIED

The Chairperson thanked members for attending and welcomed the new member Matthew Forbes.

Matthew introduced himself to the members.

It was noted that interviews for the vacant member position will be conducted over the next month.

2. Chair's Report

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- South Coast Tourism Board
  - The Unspoilt campaign continues to do very well
  - Shoalhaven is highly ranked
  - The Regional Tourism Review is timed to come out mid 2016

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- Focus on product development
    - The consultant has been engaged
    - Some focus areas are food & wine, adventure, weddings and events
  - Local Government Tourism Conference
    - Held 9 to 11 March in Byron Bay
    - Michelle Bishop gave a brief overview and advised that her report will be distributed to members in the near future.

MOTION: Moved: Catherine Shields / Second: Clr Watson

RESOLVED that that the Shoalhaven Tourism Advisory Group note the contents of the Chair's report.

CARRIED

### **CORPORATE AND COMMUNITY SERVICES**

3. New Members of the Shoalhaven Tourism Advisory Group File 1490E

MOTION: Moved: Clr Gash / Second: Clr Kearney

RESOLVED that the report regarding new members of the Shoalhaven Tourism Advisory Group be received for information.

CARRIED

4. Tourism Manager's Update File 1490E

# Business Plan: The Tourism Manager tabled the Shoalhaven Tourism Business Plan 2016/17 and provided a brief overview and noted three key focus areas of the Plan are:

- Industry and how it is supported
- Increasing visitation
- Internally supporting infrastructure

MOTION: Moved: Clr Watson / Second: Annie Cochrane

RESOLVED that the Shoalhaven Tourism Advisory Group:

- a) Receive the Tourism Manager's Update report for information.
- b) Receive and endorse the Shoalhaven Tourism Business Plan 2016/2017.

CARRIED

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5. Tourism Events & Investment Specialist Update File 1490E

MOTION: Moved: By Consensus

RESOLVED that the report regarding Tourism and Investment Specialist Update be received for information.

CARRIED

6. Pop-up Cafe Proposal File 33417E

The Tourism Manager updated the Group on the pop-up café concept for the Shoalhaven. Clr Tribe noted the issue has been deferred to the next meeting of the Strategy and Assets Committee. The draft policy is to be amended to include that proposed locations are assessed on merit and to extend trading restrictions to locations 1km from the nearest shop selling similar products.

MOTION: Moved: Clr Tribe / Second: Annie Cochrane

RESOLVED that the report regarding the Pop-up Café Proposal be received for information.

CARRIED

7. Visitor Information Centres Update File 11726E

The Tourism Manager provided a brief update including:

- Wayfinding signage
- Research on best practice for visitors centres
- Communication strategy and staff workshops
- Staff training
- Box office and Visitor Information Centre uniforms
- Custom merchandise boxes and other concept designs

Clr Kearney congratulated the Tourism Manager on a job well done and the Chair also thanked the Tourism Manager on behalf of the Committee.

MOTION: Moved: Clr Kearney / Second: Matt Cross

RESOLVED that the report of the Tourism Manager regarding Visitor Information Centres Update be received for information.

CARRIED

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8. Marketing & Digital Update

File 43164E

The Tourism Manager noted that email marketing was all well above industry standards. Members discussed the marketing initiative to promote the Shoalhaven that features Rick Stein from Bannisters at Mollymook.

MOTION: Moved: Clr Gash / Second: David Goodman

RESOLVED that the report regarding the Marketing and Digital Update be received for information.

CARRIED

9. Shoalhaven Tourism Advisory Group – Schedule of Meetings

File 1490E

MOTION: Moved: Clr Watson / Second: Catherine Shields

RESOLVED that the following schedule of proposed meetings of the Shoalhaven Tourism Advisory Group be adopted in accordance with the Terms of Reference.

**PROPOSED SCHEDULE:**

Month	STAG Formal Meeting	Industry Forum Night	Location	Venue
May	No meeting			
June	Monday 27 Jun @ 5.30pm		Nowra	Jervis Bay Rooms 1 & 3, City Administrative Centre, Bridge Rd, Nowra
July	No meeting			
August	Monday 22 Aug @ 5.30pm		Ulladulla	Ulladulla Civic Centre, Princes Hwy, Ulladulla
September	No meeting			
October	No meeting			
November	Monday 28 Nov @ 5.30pm		Nowra	Jervis Bay Rooms 1 & 3, City Administrative Centre, Bridge Rd, Nowra
December	No meeting			

10. Next Shoalhaven Tourism Advisory Group Meeting

File 1490E

The next formal meeting of the Shoalhaven Tourism Advisory Group will be held on Monday 27 June at 5.30pm

MOTION: Moved: By Consensus

RESOLVED that the report regarding the next Shoalhaven Tourism Advisory Group meeting be received for information.

CARRIED

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## GENERAL BUSINESS

11. Additional Item – Aboriginal Place Signs

The Tourism Manager updated the members regarding the Aboriginal Place Signs.

12. Additional Item – Investment Officer Position

The Tourism Manager provided an update on the role of Council's new Investment Officer Position and noted that one of the tasks of the role is to foster partnerships such as the Jerringa partnership with Flash Camp, a provider of temporary luxury camping accommodation.

**Action:** The Investment Officer to attend the next Shoalhaven Tourism Advisory Group meeting on 27 June 2016 to present the Events and Investment Strategy.

13. Additional Item – Working Groups

Catherine asked members to consider their areas of interest and to discuss with the Tourism Manager how they could participate in or contribute to the working groups.

Members discussed the revival of the "Two Rivers Walk". It was noted that other areas on interest could include grants, the master plan, infrastructure audit, surfing in the south, walks and identification of events such as surfing events.

14. Additional Item – Motorbike Championship Event

David Goodman spoke about the Supermoto motorbike championships and advised he will provide information about the event to the Tourism Manager.

15. Additional Item – Cabins in National Parks

Clr Gash raised camping and accommodation in national parks and suggested that this may be an area that could be investigated.

16. Additional Item – Tourism in the Shoalhaven

Members suggested that the Tourism Manager and Catherine brief the Councillors on what is happening in Tourism in the Shoalhaven.

**Action:** The Tourism Manager and the Chairperson of the Shoalhaven Tourism Advisory Committee to brief Councillors on Tourism in the Shoalhaven.

There being no further business, the meeting concluded, the time being 7.30 pm.

Catherine Shields  
CHAIRPERSON