

SHOALHAVEN CITY COUNCIL

SHOALHAVEN TOURISM ADVISORY GROUP

To be held on Monday 22 February 2016
Commencing at 5.30 pm

City Administrative Centre
Bridge Road
NOWRA NSW 2541

17 February 2016

Dear Member

NOTICE OF MEETING

You are hereby requested to attend a Meeting of the Shoalhaven Tourism Advisory Group to be held on **Monday 22 February 2016** commencing at **5.30pm in Jervis Bay Room 1 & 3, 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. Presentations
 - Derek Jorgensen, Berry Chamber of Commerce – development of bike trails in the Shoalhaven
 - Lisa Burling, LBPR – wrap up of PR Campaign for 2015
4. Chair's Report
5. Report of the Director Corporate & Community Services
6. General Business

MEMBERSHIP – Quorum ($\frac{1}{2}$ + 1 of members)

Clr Joanna Gash – Mayor
Clr Kearney
Clr Kitchener
Clr Tribe
Clr Watson
Clr Wells – Deputy Mayor
David Goodman (Sports Board Rep)
Catherine Shields

Stephen Bartlett
Renee Betterridge
Michelle Bishop
Annie Cochrane
Matt Cross
Lynn Locke
Melissa McManus
Rajarshi Ray

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

- 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.
- 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 HELD ON MONDAY 23 NOVEMBER 2015, IN 5 LITTLE PIGS CAFÉ HUSKISSON, ADMINISTRATIVE CENTRE, BRIDGE ROAD, NOWRA COMMENCING AT 5: 30PM.

The following members were present:

Catherine Shields – Chairperson
Clr Gash
Clr Tribe
Clr Kearney
Clr Kitchener
Clr Wells
Stephen Bartlett
Michelle Bishop
Rajarshi Ray
Matt Cross (arrived 5:35pm)
Annie Cochrane (arrived 5:35pm)

Others present:

Clr White
Coralie Bell – Tourism Manager
Bron Hewson – Tourism Events
Jemma Ward – Digital Marketing Assistant
Joe Puglisi – Visitor Centre Manager (arrived 5:35pm)
Phil Smart – Gondwana Fossil Walk
Carlina Ericson – DNSW
Derek Jorgensen – Berry Chamber of Commerce

Apologies were received from Renee Betteridge, David Arakie, Lynn Locke, Clr Robertson, Melissa McManus and David Goodman.

1. Presentation – Phil Smart – Gondwana Fossil Walk - Ulladulla

Phil Smart a Walker leader from the Gondwana Fossil Walk, provided a presentation on the Gondwana Fossil Walk and other Geotourism developments at Ulladulla. The presentation is available by clicking in this link: <http://www.slideshare.net/leisuresolutions/geotourism-developments-in-ulladulla-by-phil-smart>

2. Minutes of Previous Meeting

MOTION: Moved: Annie Cochrane / Second: Rajarshi Ray

RESOLVED that the Shoalhaven Tourism Advisory Group confirm the minutes of the meeting held on Monday 14 September 2015.

CARRIED

3. Presentation – Carlina Ericson – Destinations NSW

Carlina Ericson from Destinations NSW (DNSW) provided an overview of the functions and initiatives DNSW can and has provided for Shoalhaven City Council.

4. Presentation – Jemma Wood – Digital Marketing Assistant

Jemma Wood, Shoalhaven City Councils Digital Marketing Assistant provided a presentation to the Committee outlining the progress of the Digital Marketing Strategy. The Committee requested that Jemma send a 'hit list' of proven tourism digital media marketing campaigns from other organisations; in order to benchmark and provide concepts for the Shoalhaven campaign.

5. Additional Item – Chairs Report – Catherine Shields

Catherine Shields provided the following information on the Chairs Report to the Committee:

- VFR campaign is currently being finalised for next year
- 'Always On' campaign is working well and is currently dominating the digital space
- The parliamentary Secretary for the Illawarra and South Coast Gareth Ward hosted a special Tourism Roundtable Meeting on Monday 23 November 2015 in Wollongong. Mr Ward called this group meeting in order to receive feedback and ideas in relation to local tourism projects in each of the local government areas of which he represents in Parliament. Cllr Gash, Catherine Shields and Coralie Bell were in attendance at the meeting and informed members that the meeting was a success and addressed planning as one of the main stumbling blocks for Shoalhaven Tourism.

6. Tourism Manager's Update

File 1490E

Note: Coralie Bell requested a Visiting Friends and Family Campaign Working Group be developed. Michelle Bishop volunteered to be part of this group.

Coralie Bell requested a Business Plan Working Group be developed. Michelle Bishop, Stephen Bartlett and Rajarshi Ray volunteered to be part of this group.

Coralie Bell requested a Tourism Grants Working Group be developed. Lyn Locke, Cllr Watson and Annie Cochrane volunteered to be part of this group.

MOTION:

Moved: Stephen Bartlett / Second: Cllr Kearney

RESOLVED that the Tourism Manager's Update Report be received for information.

CARRIED

7. Events Manager's Report File 42405E

MOTION: Moved: Clr Watson / Second: Clr Tribe

RESOLVED that the Events Manager's Report be received for information and in the future; the report to highlight Tourism sponsored events.

CARRIED

8. Visitor Information Centres Update File 11726E

MOTION: Moved: Clr Watson / Second: Clr Kearney

RESOLVED that the report regarding the Visitor Information Centres update be received for information.

CARRIED

9. Digital Marketing Update File 43164E

MOTION: Moved: Clr Watson / Second: Clr Kearney

RESOLVED that the Digital Marketing Update Report be received for information.

CARRIED

10. LGNSW Tourism Conference 2016 File 5359E

MOTION: Moved: Clr Watson / Second: Clr Gash

RECOMMENDED that Council authorise up to three members of the Shoalhaven Tourism Advisory Group attend the LGNSW Tourism Conference 2016, with associated costs covered by the Tourism Budget and a report on the conference be provided to Council for information.

CARRIED

11. Next Meeting File 1490E

MOTION: Moved: Consent

RESOLVED that the report regarding the next meeting of the Shoalhaven Tourism Advisory Group on Monday 22 February 2016 to be held in Jervis Bay Room 1 & 3 be received for information.

CARRIED

GENERAL BUSINESS

12. Additional Item – Archer Memorial Project File 2113E

Clr Wells provided information on the Archer Memorial Project, which involves erecting a large bronze statue of local race horse 'Archer' who famously won the first and the second Melbourne Cups in 1861 and 1862. Archer is one of only five horses to win the Melbourne Cup twice or more and he is one of only four horses to win two successive Cups.

It is planned that the statue will be positioned in a prominent civic location in Nowra in order to attract tourists to the area and to pay homage to the Melbourne Cup legend. Clr Wells informed members that he planning to take the initiative to the next Council meeting and is planning to launch a crowd funding campaign to raise funds for the initiative.

13. Additional Item – "Tourism Talk" Newsletter Update and Speed Networking Night File 1490E

Tourism Manager, Coralie Bell informed the Committee that the "Tourism Talk" and the Speed Networking Night has received positive feedback from tourism operators in the Shoalhaven. The Speed Networking Night was a great opportunity to get likeminded business owners together for a bit of fun and cross collaboration.

14. Additional Item – Huskisson Entrance Signs File 1490E

Clr Gash noted that the entrance signs into Huskisson are outdated and need attention. Coralie Bell informed the Committee that the signs are already being addressed.

15. Additional Item – Marketing - Canberra Region File 1490E

Clr Wells suggested to Committee members that Tourism need to ensure that Canberra is considered as a new marketing focus due to the completion of Main Road 92.

16. Additional Item – Bannisters Pavilion Opening – Monday 30 November 2015 File 1490E

Annie Cochrane from Bannisters informed members that Clr Gash will be opening the Bannisters Pavilion is on Monday 30 November 2015. The stylish new accommodation option Bannisters Pavilion will offer 33 stylish guest rooms and 2 luxurious penthouse suites. A highlight of Bannisters Pavilion will be the expansive rooftop lined with sun beds, umbrellas, private lounge spaces, a bar-and-grill and spectacular suspended pool, providing the ideal coastal getaway. Food will be inspired by Mediterranean, Southern Californian and Mexican cuisines, complemented by seasonal cocktails, craft beers and an Antipodean-focused wine list.

17. Additional Item – Networking with National Parks File 1490E

Catherine Shields and Coralie Bell suggested to Committee members that further networking and relationship building is required between National Parks and Shoalhaven Tourism.

18. Additional Item – Industry Education and Workshops File 1490E

Coralie Bell informed Committee Members that further education and workshops are required to be conducted in order to assist RTO's in order to grow and develop tourism in the Shoalhaven. More information will be provided in due course.

19. Additional Item – Australian Regional Tourism Convention – Victor Harbour, South Australia File 5359E

Committee Members were informed that Coralie Bell and Catherine Shields attended the Australian Regional Tourism Convention (ARTN Convention) AT Victor Harbour, South Australia on Monday 19 October – Friday 23 October. The ARTN Convention is the most significant annual event for industry, practitioners and government agencies engaged in regional tourism throughout Australia.

Coralie Bell informed members that the Convention provided a forum to discuss, debate and investigator solutions to issues, challenges and opportunities facing regional tourism, whilst being able to network at the same time. Catherine Shields stated that presentations from the conference are available in the following the ARTN website - <http://www.regionaltourism.com.au/Convention>

20. Additional Item – Mollycoddle on the Beach Event – Mollymook Beach File 2161E

Annie Cochrane congratulated and thanked Destinations NSW and everyone who participated and assisted in the first Mollycoddle on the Beach Event on the 31 October 2015. Annie informed members that four of the regions most talented chefs; Gary and Lisa Cox, Sonia Sottriffer and Jane Ackerman joined forces to design four courses to a sell-out event.

21. Additional Item – River Festival 2015 File 50636E

On behalf of Lyn Locke, Catherine Shields congratulated everyone with their assistance and participation in the 2015 River Festival, stating that it was another successful event and is building to become a key signature event in the Shoalhaven.

22. Additional Item – Tourism Committee Format File 1490E

Coralie Bell sought feedback from the Committee in relation to the current Committee format and structure and if members had suggestions for alterations to this structure. After some discussion, the Committee agreed that the current structure should remain.

Michelle Bishop introduced Derek Jorgensen a representative from Berry Chamber of Commerce to the Committee. Derek informed members that he is developing some bike trails in the Shoalhaven that are 210km in distance. Discussions are currently being held with National Parks.

MOTION:

Moved: Consent

RESOLVED that Derek Jorgensen be invited to provide a presentation on the Bike Trails project at a Shoalhaven Tourism Advisory Meeting to be decided in 2016.

CARRIED

There being no further business the meeting concluded the time being 7.10pm

Catherine Shields
CHAIRPERSON

SHOALHAVEN TOURISM ADVISORY GROUP

MONDAY, 22 FEBRUARY 2016

CORPORATE AND COMMUNITY SERVICES

1. Tourism Manager Update

File 1490E

SECTION MANAGER: Coralie Bell.

PURPOSE:

To update the members of the Shoalhaven Tourism Advisory Group on the various matters currently being undertaken by the Tourism Section.

RECOMMENDED that:

- a) The report be received for information.
- b) The committee endorse the Shoalhaven Tourism Master Plan 2016 Strategy & Action Plan
- c) A working group be set up to assist in Marketing Planning 16/17 to be presented at the next STAG meeting

OPTIONS

- 1. Receive the report for information.
- 2. Request additional information from the Tourism Manager.
- 3. Set up a working group to assist with marketing strategy 16/17.

DETAILS

Business Plan and Digital Strategy Update

Work is continuing on the Digital Strategy and is scheduled to be completed by the end of March.

The Tourism Manager has been working with the nominated STAG working group on the business plan; now completed. See Attachment A.

Please provide your comments to the Tourism Manager.

Shoalhaven Tourism Precincts Marketing Funding

An application has been approved from the Sussex Inlet Annual Family Fishing Carnival Inc which is scheduled to run from 8 to 13 July 2016, and this will be its 61st year.

The Committee requested financial assistance to cover the television advertising. They have an agreement with Prime 7 for every dollar spent they will match; e.g. for \$5,000 spent the applicant will receive \$10,000 worth of air time with Prime and 7 Mate.

Guidelines for the Precincts Marketing Program state:

“The programs that will be considered for support can fall into a variety of categories and could include but not be limited to:

- Marketing to lift visitation during off peak seasons.
- Marketing to promote a growing “trend” within the greater market place.
- Marketing to emphasise an identifiable area of the Shoalhaven as a sub set of Shoalhaven.
- Marketing to link a particular activity with a town/precinct as part of the Shoalhaven.”

LBPR Update

Lisa Burling LBPR, will give a presentation and update on the PR plans for 16/17 FY.

MARKETING UPDATE

Introducing Kristy Mayhew to the role in Tourism Marketing.

Kristy is working on developing a marketing plan of 16/17.

REQUEST: A working group be set up to assist in Marketing Planning 16/17 to be presented at the next STAG meeting.

Kristy to give a verbal update on Marketing.

South Coast Regional Tourism Update – 2016 Campaign in planning

The SCRTO have been successful in securing RVEF funding again in 2016, with Shoalhaven committing \$140k to the overall campaign, matched \$ for \$ by DNSW. Currently in market we have an extension of the 2015 ‘unspoilt’ campaign until mid April, when our new campaign is due to hit the market. Still in planning stages it is set to continue on the ‘unspoilt’ theme with new images and some video components.

Photographer now in region

Tourism are working with a local photographer, Katie Rivers, to improve the tourism photography library. Chosen because of her vast experience in quality local editorial photography, Katie will be working throughout the next year targeting general tourism experiences, our unique towns and villages and assisting local tourism business in raising the quality of online images in the market. Local businesses can request to have their

business photographed by contacting Kristy at Shoalhaven Tourism and are chosen based on availability and the quality of images available online.

2. Event Manager's Report

File 42405E

SECTION MANAGER: Coralie Bell.

PURPOSE:

To advise members of the Shoalhaven Tourism Advisory Group of upcoming events.

RECOMMENDED that:

- a) **The report be received for information.**
- b) **A working group be started to assist with an Event and Investment Strategy.**

OPTIONS

1. Receive the report for information.
2. Request additional information from the Tourism Manager.
3. Set up a working group to assist with events strategy 16/17.

DETAILS

Starting in February, Shannan Perry-Hall has started in the Shoalhaven team, coming from most recently Booderee National Park, but with extensive tourism experience having also worked for the South Australian Tourism Commission.

Only a couple of weeks in, Shannan is working on an Events Strategy and would love a working group to bounce ideas off and to review the strategy, with plans to present to the board at the next meeting.

REQUEST that a working group be started to assist with an Event and Investment Strategy.

Events complete:

- Fairground Music Festival 2015*
- Callala Triathlon 2015
- Ulladulla Harbourfest 2015
- Tri Husky 2015*
- Mudmuster 2015*

Events secured:

- Surf Life Saving National IRB Championships 2016*
- Men's Bowls NSW State Pennant Finals 2016*

Events under offer:

- Kidgeeridge 2016*
- Fairgrounds Music Festival 2016*
- Nitro Circus 2017*
- Under the Southern Stars Music Festival 2016*

* Note - denotes Shoalhaven Tourism funding.

Working Events Calendar:

Date	Event	Location
JANUARY		
2/01/2016	Sussex Inlet Rotary Summer Carnival & Duck Dash 2016	Jim Cater Reserve
2/01/2016	Monster Trucks Family Spectacular 2016	Nowra Showground
TBC	Bawley Point Iron Man Fun Day	Gannett Beach
6/01/2016	Theophany - Blessing of the Water	Plantation Point Reserve Vincentia
9/01/2016	Dragon Boat Championships	Greys Beach
9/01/2016	Annual Monster Charity Day	Shoalhaven Heads Hotel
10/01/2016	Archer Miniature Railway	Shoalhaven City Turf Club
11/01/2016	Race Day	Shoalhaven City Turf Club
22/01/2016	South Coast Wine Show Public Tasting 2016	Mollymook Golf Club Function Room
23/01/2016	Australia Day Duck Derby	Moona Moona Creek Huskisson
23/01/2016	Nowra Speedway	Albatross Road, Nowra
26/01/2016	Australia Day Breakfast	Berry Showground
26/01/2016	Mollymook Australia Day Celebrations & Monthly Markets	Mollymook Beach Reserve
26/01/2016	Nowra Australia Day	Nowra Showground
26/01/2016	Callala Bay Australia Day	Bicentennial Reserve
29 & 30/01/2016	Berry Show	Berry Showground
30/01/2016	Nowra Speedway	Albatross Road, Nowra
FEBRUARY		
1/02/2016	Race Day	Shoalhaven City Turf Club
5 & 6/02/2016	Nowra Show	Nowra Showground

7/02/2016	Kidditch & Quiddick Tournament	Berry Sport and Recreation Centre
12 & 13/02/2016	Kangaroo Valley Show	Kangaroo Valley Showground
13/02/2016	Nowra Speedway	Albatross Road, Nowra
13 & 14/02/16	Hansa Sailing Regatta	Nowra Wharf & Boat Ramp
14/02/2016	Miniature Railway	Shoalhaven City Turf Club
19/02/2016	Husky Long Course Triathlon	White Sands Park
27/02/2016	Nowra Speedway	Albatross Road, Nowra
28/02/2016	Race Day	Shoalhaven City Turf Club
MARCH		
4 & 5/03/2016	Milton Show	Milton Showground
4-6/03/2016	Terara Country Music Campout	Millbank Road, Terrara
6/03/2016	Basin Lure and Fly Southern Bream Series	Greenwell Point
12/03/2016	Nowra Speedway	Albatross Road, Nowra
13/03/2016	Miniature Railway	Shoalhaven City Turf Club
	Seniors Week	
18/03/2016	Women's Wellness Festival	Greys Beach
TBC	Southern Cross SUP	Various Locations
25-28/03/16	Australian Hansa Class NSW State championships - Sailability	Shoalhaven River
26/03/2016	Nowra Speedway	Albatross Road, Nowra
27/03/2016	White Sands Festival 2016	Huskisson
27/03/2016	Greenwell Point Cup	Shoalhaven City Turf Club
27/03/2016	18 th Open Easter Fishing Carnival	Greenwell Point Bowling & Sports Club
27/03/2016	Tilbury Classic Ocean Swim	Nowra-Culburra Surf Lifesaving Club, Culburra Beach
27/03/2016	Blessing of the Fleet	Ulladulla Township
27/03/2016	Race Day	Shoalhaven City Turf Club
28/03/2016	Sea Change - Art in the Park	White Sands Reserve Huskisson
APRIL		
2 & 3/04/2016	Relay for Life	Nowra Showground Main Arena
9/04/2016	Nowra Speedway	Albatross Road, Nowra
10/04/2016	Miniature Railway	Shoalhaven City Turf Club
17/04/2016	Nowra Triathlon	Mavromattes Reserve
23/04/2016	Kidgeeridge Festival	Milton Showground
24/04/2016	Race Day	Shoalhaven City Turf Club
3/04/2016	XTERRA - Asia Pacific Championships	Callala Beach
	Sussex Inlet RSL Fishing Club Charity Car Show	Sussex Inlet
	Basin Lure and Fly Southern Bream Series	Greenwell Point

MAY		
1-3/05/2016	Arts in the Valley & Sculpture in the Valley	Kangaroo Valley
	Bark Canoe Festival	Lions Park, Burrill Lake
8/05/2016	Miniature Railway	Shoalhaven City Turf Club
	Sussex Inlet RSL Annual Fireworks	Jim Cater Reserve
	National Motoring Heritage Day	Berry Showground
22/05/2016	Nowra Cup/Girls Day Out	Shoalhaven City Turf Club
28/05/2016	Berry Celtic Festival	Berry Showground
	Run NSW Fun Run	Nowra Showground
JUNE		
	Milton Scarecrow Festival	Milton Township
4 & 5/06/2016	Basin Lure & Fly Southern Bream Series	Palm Beach, Sanctuary Point
Long weekend	Shoalhaven Coast Winter Wine Festival	Various
12/06/2016	Miniature Railway	Shoalhaven City Turf Club
28/06/2016	Race Day	Shoalhaven City Turf Club
JULY		
	AFL Junior Representative Carnival 2016	Nowra Showground
8-13/07/2016	61 st Sussex Inlet Annual Family Fishing Carnival	Sussex Inlet
	Shoalhaven Orchid Society Winter Show 2016	Berry Showground Hall
	King of the Mountain	Kangaroo Valley Country Club
	Regional NAIDOC Awards	SEC
	NSW Cycling Team Time Trials	Nowra Airport
	Ulladullirious 2016 Comedy Festival	Various – Milton/Ulladulla area
6/07/2016	NAIDOC Day	Nowra Showground
19-25/07/16	SLSNSW State IRB Championships	Mollymook Beach Reserve
AUGUST		
	Berry Camellia and Floral Show 2016	Berry School of Arts
	Regional Firefighter Championships	Berry Showground
	2016 Motor Cycling NSW Motocross Nationals	Nowra
	Capital to Coast	Canberra to White Sands Park
	Race Day	Shoalhaven City Turf Club
	Kangaroo Valley Celtic Gala Day	Kangaroo Valley Showground
	Noah's Challenge	Shoalhaven Campus of Wollongong Uni
SEPTEMBER		
	Race Day	Shoalhaven City Turf Club
	Spring Orchid Show	Presbyterian Church Hall, Nowra
	Berry Small Farm Field Day	Berry Showground
	Husky Half Marathon	White Sands Park

	Shoalhaven Rowing Club Annual Regatta	Paringa Park Nowra
	Duck Dash	Greys Beach
	Nowra Caravan, Camping & Outdoor Living Show	Shoalhaven City Turf Club
	Shoalhaven Superheroes Pop Culture	Berry/Nowra
	Escape ArtFest	Fig Jam @ Mick Ryan Park Milton
OCTOBER		
10/09/2016	Grand Fondo	
	Australian Hansa Class NSW State Championships	Nowra Wharf
	Race Day	Shoalhaven City Turf Club
	Berry Gardens Festival	Berry
	Motokhana - Miniature Railway	Shoalhaven City Turf Club
	Prosperity in the Park	Parramatta Street, Nowra
	Kangaroo Valley Folk Festival	Kangaroo Valley
	Cambewarra Calf and Craft Fair 2016	Cambewarra Public School
	MAKAI Paddlers Lake Lunacy Paddling Regatta	Burrill Lake
	Wandandian Community Expo & Annual Woodchop	Wandandian
	Mollymook Cup Saddle Up Race Day	Shoalhaven City Turf Club
	Mollymook Cup	Shoalhaven City Turf Club
	Towing Training	Shoalhaven City Turf Club
	Shoalhaven River Festival	Nowra
	Shoalhaven River Colour Me Fun Run	Shoalhaven River Foreshore
	Spring into Sanctuary Point	Francis Ryan Reserve
NOVEMBER		
	Bike & Car Show	Huskisson Sportsfield
	Melbourne Cup Race Day	Shoalhaven City Turf Club
	Basin Lure & Fly Flathead Classic	Palm Beach, Sanctuary Point
	South Coast Par 3 Championships	Nowra Golf Club
	Motokhana - Miniature Railway	Shoalhaven City Turf Club
	Mud Muster 2016	Albatross Road
19 & 20/11/2016	Sussex Inlet Waterfest	Sussex Inlet
	Husky 1 Triathlon	White Sands Park/Voyager Park
	Motokhana	Shoalhaven City Turf Club
	SKDAC Meeting	Shoalhaven City Turf Club
	Ulladulla Harbourfeast	Ulladulla Civic Centre grounds
	Towing Training	Shoalhaven City Turf Club
	Christmas Racing	Shoalhaven City Turf Club
DECEMBER		
	Cinema under the stars	Berry showground
	Fairground Music Festival	Berry Showground

	Penwood Miniature Railway	Jaspers Brush
	Towing Training	Shoalhaven City Turf Club
	Miniature Railway	Shoalhaven City Turf Club
	Berry Merry Christmas	Queen Street
	Husky Santa Ride	Vincentia to Huskisson
	Callala Beach Triathlon	Callala Community Hall
	Sanctuary Point Carols in the Park	Paradise Beach Reserve
	Curarong Carols & BBQ	Dolphin Reserve Curarong
	Huskisson Christmas Carnival	Huskisson Sportsfield
	Callala Christmas Carols	Callala Bay Sports Oval
	Carols In The Park	Harry Sawkins
	Carols in the Park	Apex Park Berry
	Ulladulla Harbour NYE Fireworks	Ulladulla Harbour
	Huskisson NYE Fireworks	White Sands & Voyager Parks, Huskisson
	Nowra NYE Fireworks	Archer Racecourse
	Race Day	Shoalhaven City Turf Club
	Berry NYE Fireworks	Berry Showground

3. Visitor Information Centres Update

File 11726E

SECTION MANAGER: Coralie Bell.

PURPOSE:

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

RECOMMENDED that the report of the Tourism Manager be received for information.

OPTIONS

1. Receive the report for information.

DETAILS

Visitor Numbers: Centre Visits and Phone Enquiries

Nowra:

Year	November	December	January
2013	5305	8725	7736
2014	4601	5320	7337
2015	4888	6182	7250
2016			7250 est

Ulladulla:

Year	November	December	January
2013	2929	4640	4563
2014	3449	3724	5166
2015	1671	2142	4710
2016			2613

BookEasy:

	November	December	January
2013/2014	\$27,805	\$30,138	\$42,248
2014/2015	\$30,570	\$36,924	\$36,374
2015/2016	\$23,785	\$30,676	\$20,947

We have experienced a very busy summer, with most operators reporting equal to or better than last year, some reporting 10-25% up on the previous year. Although the rain did send some visitors home early.

Many more overseas were seen this year compared to last, mainly of European origin.

VIC move update:

Current estimates are for the VIC services to move to the SEC in May 2016.

A Management group and staff working group have been set up to work through operational issues of moving the Visitor Services to the Shoalhaven Entertainment Centre. Shoalhaven Tourism have commissioned Tourism Research Australia to do some research into best practice tourism visitor services in multi-function venues, due to be completed mid-March.

4. Digital Marketing Update

File 43164E

SECTION MANAGER: Coralie Bell.

PURPOSE:

To provide a digital marketing update to the Shoalhaven Tourism Advisory Group members.

RECOMMENDED that the report be received for information.

OPTIONS

1. Receive the report for information.

DETAILS

- # Digital Marketing Update – this report provides an overview of the performance of digital activity (see attached).

5. **Next Meeting –Speed Networking Industry Forum**

File 1490E

SECTION MANAGER: Coralie Bell.

PURPOSE:

To confirm the date of the next meeting of the Shoalhaven Tourism Advisory Group in accordance with the Terms of Reference.

RECOMMENDED that the report be received for information.

OPTIONS

1. Receive the report for information.

DETAILS

In accordance with the Terms of Reference formal Advisory Group Meetings will be held no less than quarterly. The next meeting of the Shoalhaven Tourism Advisory Group will be a Tourism Industry Speed Networking Forum to be held on Monday 21 March 2016 at the Ulladulla Civic Centre. This is scheduled to be another speed networking event after the success and positive feedback from the Nowra Forum.

COMMUNITY ENGAGEMENT:

It is essential that the Shoalhaven Tourism Advisory Group meets on a regular basis to advise on policy and to provide leadership to the Shoalhaven Tourism industry.

6. **Next Shoalhaven Tourism Advisory Group Meeting**

File 1490E

SECTION MANAGER: Coralie Bell.

PURPOSE:

To confirm the date of the next meeting of the Shoalhaven Tourism Advisory Group in accordance with the Terms of Reference.

RECOMMENDED that the report be received for information.

OPTIONS

1. Receive the report for information.

DETAILS

In accordance with the Terms of Reference formal Advisory Group Meetings will be held no less than quarterly.

The next formal meeting of the Shoalhaven Tourism Advisory Group will be a dinner meeting, welcoming new members, and will be held on Tuesday 26 April 2016 in Nowra at a venue to be confirmed, commencing at 5.30pm.

COMMUNITY ENGAGEMENT:

It is essential that the Shoalhaven Tourism Advisory Group meets on a regular basis to advise on policy and to provide leadership to the Shoalhaven Tourism industry.

Craig Milburn

DIRECTOR CORPORATE & COMMUNITY SERVICES