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**SHOALHAVEN CITY COUNCIL**

**SHOALHAVEN TOURISM ADVISORY GROUP**

To be held on Tuesday 26 April 2016  
Commencing at 6.00 pm

City Administrative Centre  
Bridge Road  
NOWRA NSW 2541

20 April 2016

Dear Member

**NOTICE OF MEETING**

You are hereby requested to attend a Meeting of the Shoalhaven Tourism Advisory Group to be held on **Tuesday 26 April 2016** commencing at **6.00pm at the Wharf Rd Restaurant & Bar, 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. Chair's Report
4. Report of the Director Corporate & Community Services
5. General Business

**MEMBERSHIP – Quorum (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 - Chair

Stephen Bartlett  
Michelle Bishop  
Annie Cochrane  
Matt Cross  
Lynn Locke  
Melissa McManus  
Matthew Forbes

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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.
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**MINUTES OF THE SHOALHAVEN TOURISM ADVISORY GROUP MEETING HELD ON MONDAY 22 FEBRUARY 2016, IN JERVIS BAY ROOMS 1 AND 3, CITY ADMINISTRATIVE CENTRE, BRIDGE ROAD, NOWRA COMMENCING AT 5.33PM.**

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The following members were present:

Catherine Shields – Chairperson  
Clr Gash  
Clr Tribe  
Clr Wells  
Clr Watson  
Clr Kitchener  
Annie Cochrane  
Michelle Bishop  
Steve Bartlett  
Lynn Locke  
Melissa McManus  
David Goodman

Others present:

Coralie Bell – Tourism Manager  
Joe Puglisi – Visitor Centre Manager  
Derek Jorgensen – Berry Chamber of Commerce  
Lisa Burling – Lisa Burling PR

Apologies were received from Clr Kearney, Renee Betteridge, Rajarshi Ray

1. Minutes of Previous Meeting

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MOTION: Moved: Clr Wells / Second: Annie Cochrane

RESOLVED that the Shoalhaven Tourism Advisory Group confirm the minutes of the meeting held on Monday 23 November 2015.

CARRIED

**Business arising from previous Minutes:**

Note: Annie Cochrane advised that the Chefs names in Item 20, Page 5 need to be removed.

**PRESENTATIONS**

2. Development of Bike Trails in the Shoalhaven

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Derek Jorgensen – Berry Chamber of Commerce

Provided a presentation in relation to the Bike Trails Berry

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3. Wrap up 2016 Future of PR

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Lisa Burling – Lisa Burling PR

Provided a presentation in relation to the functions of Public Relations

4. Chairperson Report

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Catherine Shields advised the Committee of the following:

- Shoalhaven represented the South Coast in the Regional Tourism Awards in Melbourne
- Research is showing great results for Shoalhaven Tourism Statistics are received and Shoalhaven is receiving good responses
- A major review of regional Tourism Organisations will be taking place and the outcomes will be produced in April 2016
- Working Groups for this year will be formed to keep Advisory group members more informed
- Complaints have been received regarding the Wedding Policy on Public Reserves
  - The Policy was developed to cater for Reserves with Neighbouring properties and to put restrictions in place
  - Clr Tribe advised that the Policy was never intended to impact ceremonies
  - A meeting with Stakeholders to be scheduled
- Positions on the Committee will be declared vacant:
  - Annie Cochrane
  - Renee Betteridge
  - Rajesh Ray
  - Catherine Shields
- International Ready Workshops have been scheduled, the first one is Wednesday 24 February 2016

Conflict of Interest Declaration - Clr Wells – significant non pecuniary interest – his wife and daughter are Civil Celebrants and noted that they have not received any negative response to their booking - remained in the room.

MOTION: Moved: Catherine Shields / Second: Annie Cochrane

RESOLVED that the Shoalhaven Tourism Advisory Group Chairperson Report be received for information.

CARRIED

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## **CORPORATE AND COMMUNITY SERVICES**

5. Tourism Manager Update File 1490E

Coralie Bell – Tourism Manager introduced the new Tourism Staff, Kristy and Shannan and advised that the new Business Plan will be for the next 18 months.

Clr Gash requested that Stewarts Place area be considered by the Tourism Section when considering visitor services.

MOTION: Moved: Lynn Locke / Second: Clr Tribe

RESOLVED that:

- a) The report regarding Tourism Manager Update be received for information.
- b) The committee endorse the Shoalhaven Tourism Master Plan 2016 Strategy & Action Plan as an interim with a detailed report to the next meeting;
- c) A working group comprising of Staff, Steve Bartlett and Michelle Bishop be set up to assist in Marketing Planning 16/17 to be presented at the next STAG meeting.

CARRIED

6. Event Manager's Report File 42405E

Clr Gash advised that the Tourism section needs to consider the facilities for the HANSA Regatta.

MOTION: Moved: Clr Gash / Second: Lynn Locke

RESOLVED that:

- a) The report regarding Events Manager's Report be received for information;
- b) A working group comprising of Staff, Lynn Locke and David Goodman be started to assist with an Event and Investment Strategy.

CARRIED

7. Visitor Information Centres Update File 11726E

Note: David Goodman left the meeting.

MOTION: Moved: Stephen Bartlett / Second: Michelle Bishop

RESOLVED that the report regarding Visitor Information Centre Update be received for information.

CARRIED

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8. Digital Marketing Update File 43164E

MOTION: Moved: Lynn Locke / Second: Annie Cochrane

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

CARRIED

9. Next Meeting –Speed Networking Industry Forum File 1490E

MOTION: Moved: Michelle Bishop / Second: Lynn Locke

RESOLVED that the report regarding Next Meeting – Speed Networking Industry Forum be received for information.

CARRIED

10. Next Shoalhaven Tourism Advisory Group Meeting File 1490E

MOTION: Moved: Lynn Locke / Second: Melissa McManus

RESOLVED that the report regarding Next Shoalhaven Tourism Advisory Group Meeting be received for information.

CARRIED

**GENERAL BUSINESS**

11. Additional Item – Visitor Information Centre – Update File 11726E

Michelle Bishop requested further information in relation to the Visitor Information Centre (VIC) transition. Also raised concerns for the lack of information from a Stakeholder and Community point of view.

Coralie Bell – Tourism Manager advised that project control and working groups had been set up and that additional information will be brought to the April Meeting.

12. Additional Item – Council’s Tourism Mailing List File 1011E

Melissa McManus advised that some members/business owners are not on the Council Tourism Mailing list. At the General Meeting in March Melissa will confirm their email addresses and subscribe.

13. Additional Item – Motel Mojo Update File 1490E

Melissa McManus questioned if the Motel Mojo project was going ahead

Catherine Shields advised that the project needs to be funded and that a workshop will also be held at Eurobodalla.

Annie Cochrane advised that the Chef names in the Previous Minutes are incorrect and that they need to be removed

MOTION: Moved: Annie Cochrane / Second: Michelle Bishop

RESOLVED that the Chefs names on Page 5, Item 20 of the previous Minutes be removed as they are incorrect.

CARRIED

There being no further business, the meeting concluded, the time being 7.20pm.

Catherine Shields  
CHAIRPERSON

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## **SHOALHAVEN TOURISM ADVISORY GROUP**

**TUESDAY, 26 APRIL 2016**

### **CORPORATE AND COMMUNITY SERVICES**

#### **1. New Members of the Shoalhaven Tourism Advisory Group**

**File 1490E**

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**SECTION MANAGER: Coralie Bell.**

#### **PURPOSE:**

To note the appointment of members to the Shoalhaven Tourism Advisory Group.

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

#### **OPTIONS**

1. Receive the report for information.

#### **DETAILS**

A report was submitted to the Ordinary Meeting of Council held on 19 April 2016 recommending the re-appointment/appointment of industry representatives to the Shoalhaven Tourism Advisory Group (STAG).

STAG is made up of nine (9) industry representatives, the Mayor and six (6) Councillors and one (1) Sports Board representative.

Four positions became vacant as at 31 March 2016 and these were advertised in the local press.

As a result of the nomination process, it has been recommended that the following industry representatives be appointed to the Shoalhaven Tourism Advisory Group:

Catherine Shields – re-appointed  
Annie Cochrane – re-appointed  
Matthew Forbes – new member

These appointments leave one vacancy remaining in the Group. A report will be submitted to Council when a decision has been made to fill this vacancy.

The full Shoalhaven Tourism Advisory Group are:

Clr Joanna Gash, Mayor  
Clr John Wells, Deputy Mayor  
Clr Lynnette Kearney  
Clr Mark Kitchener  
Clr Jemma Tribe  
Clr Greg Watson



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Mr David Goodman (Sports Board Rep)  
Mr Stephen Bartlett  
Ms Michelle Bishop  
Ms Annie Cochrane  
Mr Matt Cross  
Mr Matthew Forbes  
Ms Lynn Locke  
Ms Melissa McManus  
Ms Catherine Shields  
Vacant

In accordance with the Minutes of the Shoalhaven Tourism Advisory Group Meeting held on Monday 27 April 2015 which stated:

*“RESOLVED that the Shoalhaven Tourism Advisory Group elections be deferred until the August formal meeting, and that elections be moved to August each year to allow new members who join in April to acquaint themselves with committee operation and members.”*

The election of Office Bearers will be held at the STAG meeting to be held on Monday 22 August 2016.

#### **COMMUNITY ENGAGEMENT:**

The Shoalhaven Tourism Advisory Group plays an important role in the development of tourism related strategic plans and activities and provides critical input through industry representatives in this process.

## **2. Tourism Manager's Update**

**File 1490E**

#### **PURPOSE:**

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

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

#### **OPTIONS**

1. Receive the report for information.

#### **DETAILS**

##### **Business Plan:**

The Tourism Manager will give a verbal presentation on the implementation of the Shoalhaven Tourism Business Plan 2016/17 Strategy and Action Plan.

**RECOMMENDED that the Shoalhaven Tourism Advisory Group endorse the Plan.**

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## Shoalhaven Tourism Marketing Funding Application

An application has been received from Jervis Bay & Basin Arts Inc for the SeeChange Arts Festival 2016 to be held from 20 May to 13 June 2016.

While this application complies with the guidelines they have also applied for a grant from the Arts Board and have sought \$5000 for a project titled 'Bound' as part of the SeeChange festival. Bound will develop a public artwork through a collaborative process between Craig Walsh and JBBA, the local community and JBMM. The grant will fund the first part of the collaboration and the fees for the artists involved, while other funding will be arranged to produce the work in 2016.

The application has been approved for funding from Tourism Events. Thus the application for Tourism marketing funding has been denied on the basis that Events funding has been granted and a submission for a grant to the Arts Board is also under consideration.

### 3. Tourism Events & Investment Specialist Update

File 1490E

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**SECTION MANAGER: Coralie Bell.**

#### **PURPOSE:**

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

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

#### **OPTIONS**

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

#### **DETAILS**

##### **Events complete:**

Outrigging NSW OC1 & OC2 and OC6 Series	03/2016
Nowra Triathlon	04/2016

##### **Events secured:**

Athletics NSW Shoalhaven Fun Run	04/2016
Southern X SUP Festival – Surfing NSW	04/2016
Kidgeeridge	04/2016
Xterra	04/2016
Athletics Nowra Fun Run	05/2016
Mountain Bike Australia Interschool's Challenge – Shoalhaven	06/2016
Surf Lifesaving NSW IRB State Championships	07/2016

Surf Lifesaving NSW IRB National Championships	07/2016
Motocross Nationals	07/2016
4Slam Basketball (2 events) – July and October	07/2016
State Team Time Trials Weekend	08/2016
Men’s Bowls NSW State Pennant Finals	08/2016
Women’s Bowls NSW State Pennant Finals	08/2016
Calisthenics NSW Team Championships	09/2016
Inaugural National Indigenous Football League	09/2016
XPD World Championship Adventure Race	10/2016
Fairgrounds	12/2016
Mountain Bike Australia Interschool’s Challenge - Shoalhaven	06/2017
4Slam Basketball (2 events) - July and October	07/2017
Calisthenics NSW Team Championships	09/2017

#### Events under offer:

2017 Country Junior Rugby Union Country Championships - Under 12,13,14
2017 Golf NSW Women’s Senior Championships
2017 Athletics NSW Shoalhaven Fun Run
2016 National Cinema Pop Up

#### Working Events Calendar:

Date	Event	Location
<b>APRIL</b>		
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
15-17/04/2016	Ocean & Earth Southern Cross SUP Festival	Narrawallee Beach, Mollymook Beach, Sussex Inlet Beach
16 & 17/04/2016	Young Coasties Festival	Culburra Beach
16/04/2016	SHUF - Shoalhaven Heads Ukulele Festival	Shoalhaven Heads
17/04/2016	Nowra Triathlon	Mavromattes Reserve
17/04/2016	Sussex Inlet Annual Charity Car Show	Sussex Inlet
20/04/2016	Lake Conjola Tours	Lake Conjola
22 & 23/04/2016	Kidgeeridge Music Festival 2016	Milton Showground

23/04/2016	Nowra Speedway	Albatross Road, Nowra
24/04/2016	Race Day	Shoalhaven City Turf Club
23 & 24/04/2016	XTERRA - Asia Pacific Championships	Callala Beach
<b>MAY</b>		
1-3/05/2016	Arts in the Valley & Sculpture in the Valley	Kangaroo Valley
6-8/05/2016	Outdoor Living Show	Archer Racecourse Nowra
7/05/2016	Lake Conjola Tours	Lake Conjola
7-8/05/2016	Berry Jazz Festival 2016	Berry
8/05/2016	Miniature Railway	Shoalhaven City Turf Club
15/05/2016	Noah's Challenge 2016	Shoalhaven Campus of Wollongong Uni, West Nowra
15/05/2016	Hobie Kayak Bream Qualifiers	Foreshore near Basin View Boat Ramp
15/05/2016	National Motoring Heritage Day	Berry Showground
20/05/2016	Lake Conjola Tours	Lake Conjola
21/05/2016	SeeChange Opening Ceremony - Lantern Ceremony	Moona Moona Creek Reserve
21/05/2016	See Food for See Change	Emporium, Old Petrol Station Site, Huskisson
21/05 - 13/06/2016	SeeChange Arts Festival 2016	Huskisson, Vincentia, Tomerong
22/05/2016	King of the Mountain and Fun Run 2016	Kangaroo Valley
22/05/2016	Nowra Cup/Girls Day Out	Shoalhaven City Turf Club
28/05/2016	Berry Celtic Festival	Berry Showground
<b>JUNE</b>		
4 & 5/06/2016	Basin Lure & Fly Southern Bream Series	Palm Beach, Sanctuary Point
11-13/06/2016	Shoalhaven Coast Winter Wine Festival	Various
12/06/2016	Sussex Inlet RSL Annual Fireworks	Jim Cater Reserve
12/06/2016	Miniature Railway	Shoalhaven City Turf Club
28/06/2016	Race Day	Shoalhaven City Turf Club
<b>JULY</b>		
2-3/07/2016	Shoalhaven Orchid Society Winter Show 2016	Berry Showground Hall
6/07/2016	NAIDOC Day	Bomaderry Sporting Complex
8-13/07/2016	61st Sussex Inlet Annual Family Fishing Carnival	Sussex Inlet
	Ulladullirious 2016 Comedy Festival	Various – Milton/Ulladulla area
19-25/07/16	SLSNSW State IRB Championships	Mollymook Beach Reserve
30-31/07/2016	Berry Camellia and Floral Show 2016	Berry School of Arts
<b>AUGUST</b>		
19-21/08/2016	Capital to Coast	Canberra to White Sands Park
	Race Day	Shoalhaven City Turf Club

<b>SEPTEMBER</b>		
	Race Day	Shoalhaven City Turf Club
2-3/09/2016	Spring Orchid Show	Presbyterian Church Hall, Nowra
3/09/2016	MAKAI PNSW Marathon Series Rd 8	Burrill Lake
9-10/09/2016	Berry Small Farm Field Day	Berry Showground
10/09/2016	Grand Fondo	Nowra Showground & Surrounding Area
23-25/09/2016	Nowra Caravan, Camping & Outdoor Living Show	Shoalhaven City Turf Club
17/09/2016	Shoalhaven Superheroes Pop Culture	Ulladulla
24/09 – 8/10/2016	Escape ArtFest	Milton
<b>OCTOBER</b>		
	Race Day	Shoalhaven City Turf Club
13-16/10/2016	Berry Gardens Festival	Berry
	Motokhana - Miniature Railway	Shoalhaven City Turf Club
14-16/10/2016	Kangaroo Valley Folk Festival	Kangaroo Valley
	Cambewarra Calf and Craft Fair 2016	Cambewarra Public School
	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
22-23/10/2016	Shoalhaven River Festival	Nowra
	Shoalhaven River Colour Me Fun Run	Shoalhaven River Foreshore
	Spring into Sanctuary Point	Francis Ryan Reserve
<b>NOVEMBER</b>		
	Bike & Car Show	Huskisson Sportsfield
3-5/11/2016	National Indigenous Football Championships	South Nowra Sporting Complex
	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
	Currarong Carols & BBQ	Dolphin Reserve Currarong
	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

#### 4. Pop-up Cafe Proposal

File 42405E

**SECTION MANAGER: Coralie Bell.**

#### **PURPOSE:**

To advise members of the Shoalhaven Tourism Advisory Group of a pop-up café concept for the Shoalhaven and seek support to submit a report to Council for approval before beginning the expression of interest process.

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

#### **OPTIONS**

1. Receive the report for information.

#### **DETAILS**

Work has begun on a pop-up café concept for the Shoalhaven. It is proposed that in partnership with Holiday Haven an expression of interest process commence with the intention of having an operator ready for a trial season during the summer school holiday period.

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High quality pop-up cafés and food vans are very popular at present, there are a number of examples throughout the state where the right location and product come together to make a signature product.

A possible pop-up café site has been identified in front of the Huskisson Beach Holiday Park (near Moona Moona Creek between Vincentia and Huskisson); this location was deemed appropriate in consultation with Holiday Haven. The fact that there are no existing cafés in close proximity was important, as well as the iconic views over Jervis Bay.

There are a number of unique qualities that we will be looking for in the chosen operator. The pop-up café will create a signature experience for the region that has the potential to drive significant social media interest. The café would serve high quality coffee and local produce. The option of relaxed outdoor seating and live acoustic music would also be explored with the idea of creating an experience that is 'brag' worthy.

# A report was submitted to Strategy and Assets Committee on 12 April regarding the Draft Policy for Management of Mobile Food Vending Vehicles. See attached

#### **FINANCIAL IMPLICATIONS:**

There is a possibility for Council and/or Holiday Haven to charge for the use of the site but this would need to be considered and possibly only put in place after a trial period.

#### **COMMUNITY ENGAGEMENT:**

Formal community engagement processes would need to be adhered to during the EOI process.

### **5. 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. Receipt the report for information.

#### **DETAILS**

Visitor Numbers: Centre Visits and Phone Enquiries

Nowra:

Year	January	February	March
2013	7736	5421	6173
2014	7337	5536	5702
2015	7250	5072	6546
2016	7250 est	5308	5811

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Ulladulla:

Year	January	February	March
2013	4563	3077	3876
2014	5166	3332	3438
2015	4710	3802	7186
2016	2613	2540	2645

BookEasy:

	January	February	March
2013/2014	\$42,248	\$27,047	\$12,662
2014/2015	\$36,374	\$22,513	\$24,875
2015/2016	\$20,947	\$28,588	\$31,341

February / March 2016 has been one of the busiest shoulder seasons we have seen for a while, culminating with an extremely busy Easter. It was difficult to find many vacancies especially on weekends throughout this period.

Nowra VIC have been very busy with the imminent move to the Entertainment Centre; all is proceeding well.

### **VIC to SEC UPDATE**

**Signage:** on street, in carpark, on building and internal wayfinding is all in mock up and approvals.

**Communications:** Infographics, FAQ and a press release are in final draft to present to key stakeholders, both internal and external. We are also producing a video of caravans and long vehicles manoeuvring the new carparking at the SEC.

**Branding / Uniforms:** Uniforms have now been confirmed with staff and have a blue / aqua Tourism theme. Co-branding stationary and other visual elements are also underway. Touch Screen Kiosks have also been quoted and scoped and are in review.

# See PR Slides attached

## **6. Marketing & Digital Update**

**File 43164E**

**SECTION MANAGER: Coralie Bell.**

### **PURPOSE:**

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

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

### **OPTIONS**

1. Receive the report for information.



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## DETAILS

### Digital Marketing

#### **Digital Advertising Campaigns: Visitor Guide distribution campaign**

The Visitor Guide campaign is a combination of Facebook advertisements and a Google Adword campaign encouraging the download of our 2016 Visitor Guide via a designated landing page. The page showcases the attractions of the Shoalhaven, and encourages sign up to our mailing list.

Target Audience: Sydney, Wollongong and Canberra market.

#### **Campaign statistics (17 March – 11 April)**

PDF downloads: 470

Hardcopy requests: 359

Email mailing list signup: 445

#### **Facebook**

Impressions: 72,738

Conversions: 353

#### **Adwords**

Impressions: 7,407

Conversions: 26

Our next digital advertising campaign will focus on high quality video, rolled out from late April for 10 weeks and will be based around 10 x videos with a food and wine focus. Produced in partnership with Bannisters with Rick Stein and featuring the southern Shoalhaven food and wine offerings. Highlights of the footage include lobster catching in Bawley Point, Lucky's Seafood, Pam Burrige Surf School, and Entity Board Shaper in Culburra and Hyper Hyper in Nowra.

#### **Email Marketing:**

##### **Tourism Talk**

March edition – 701 subscribers, 267 opens, 30 content clicks

February edition – 700 subscribers, 260 opens, 20 content clicks

##### **Visitor EDM**

1906 subscribers

March edition – 1775 subscribers, 700 opens, 126 click throughs

#### **Digital Strategy / Website Development**

A final draft of the strategy is in review. Expression of interest will be lodged for new website development before the end of financial year.

#### **Social Media:**

##### **Visit Shoalhaven**

Top Post for period – 15/02/16

87,790 reach

2709 likes, comments and shares


4018 post clicks

Post Details

**Visit Shoalhaven**  
Published by Kristy Mayhew (?) · 15 February · 🌐

Big News! Greenfields Beach in Jervis Bay National Park has been named as one of the 12 Best Beaches IN THE WORLD by The Guardian in the UK. It's the only Aussie beach to make the list! #Unspoilt #Shoalhaven

Just south of Vincentia and north of Hyams, Greenfields has beautiful white sands, grassy picnic area, parking, bird watching and access to the White Sands and Scribbly Gum tracks. more info here: [tinyurl.com/gomnk57](http://tinyurl.com/gomnk57)



**Beaches with wow factor**  
Close your eyes and picture the perfect beach. The result is bound to look like one of these beauties from Antigua to Polynesia via Greece and France  
THEGUARDIAN.COM

87,790 people reached View Results

Denise Upton, Kerrie Shaw and 1.2k others · 149 Comments · 361 Shares

Reported stats may be delayed from what appears on posts

**87,790** People Reached

**2,709** Likes, Comments & Shares

<b>1,980</b> Likes	<b>1,290</b> On Post	<b>690</b> On Shares
<b>358</b> Comments	<b>204</b> On Post	<b>154</b> On Shares
<b>371</b> Shares	<b>361</b> On Post	<b>10</b> On Shares

**4,018** Post Clicks

<b>1</b> Photo views	<b>1,477</b> Link clicks	<b>2,540</b> Other Clicks <a href="#">f</a>
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**NEGATIVE FEEDBACK**

<b>38</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

**Weddings South Coast**  
Top Post for period – 4/3/16  
1925 reach  
14 likes, comments and shares  
136 post clicks

Post Details

**Weddings South Coast** shared Hello May's photo.  
Published by Jemma Wood (?) · 4 March · 🌐



**Hello May**  
3 March · ✨

REAL WEDDING // Candice + Hugh's rustic New South Wales wedding featured a tonne of talented vendors including photographer Mitch Pohl and South Coast fave Garnish Catering (who's feasting tables are legendary!)

<http://hellomay.com.au/78837>

1,925 people reached Boost Post

Water Gum Cottage, Cheryl Neary and 11 others · 1 Comment

Reported stats may be delayed from what appears on posts

**1,925** People Reached

**14** Likes, Comments & Shares

<b>13</b> Likes	<b>13</b> On Post	<b>0</b> On Shares
<b>1</b> Comments	<b>1</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**136** Post Clicks

<b>28</b> Photo views	<b>12</b> Link clicks	<b>96</b> Other Clicks <a href="#">f</a>
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

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**Followers:**

Facebook

Visit Shoalhaven: 36,109

Weddings South Coast: 7,938

Twitter: 610

Instagram: 1,102

**Website:**

Unique Users

Visit Shoalhaven: 28,259– 109.56% increase on 2015

Weddings South Coast: 3,752 vs 3,503 - 7.11% increase on 2015

**PUBLICITY:**

A press release has gone out celebrating the 35 Aboriginal Signage that are being erected throughout the region, based on extensive community consultation between a local committee of elders with Aboriginal Officer Margaret Simoes. The new design is vibrant and celebrates our rich indigenous culture.

# See attached Press Release

**Editorial Giveaways**

LBPR is placing a number of operator give-aways in media and online outlet to provide presence in market between famils. Give aways include:

Shoalhaven Zoo (4 new white lions!)

Jervis Bay Wild Cruise

Jervis Bay SUP

Bawley Bush Cottages

**Winter Warmers famils**

Our Winter Publicity campaign is underway and we have four media already booked in. Take 5 Magazine, Woman's Day, Contended Traveller, Food & Travel. The Famil focusses on the north of the region (as Culinary Delights focussed on the South) and has a skew toward farm gate and produce, for example, Foodscape tours now have a 'Bite around Berry' walking trail for sampling fresh local produce. Oyjher participating operators include: Mt Hay Retreat; Hungry Duck and Wharf Road; Two Figs Winery; Silos Estate; SOUTH on Albany; and Coolangatta Estate.

**CONTENT**

**Katie Rivers** is making great progress throughout the region, focussing on getting as many of the smaller beachy towns shot throughout the April School Holidays while there is still much activity, then coming back to do accommodation, shops, towns and a team wishlist of experiences during the cooler months.

**Beaches** are soon to be purchased from Andy Hutchison, we have approximately 70 of the 105 beaches on order and are working to omission the other beaches so we can really showcase every single beach, including campaigns and merchandise forthcoming.

**Video (Rick Stein and Bannisters)**\_Shoalhaven Tourism entered into a partnership with Bannisters to share the cost of producing 10 high quality video product utilising celebrity Rick Stein with a skew on experiences.

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## MARKETING PLAN

The first draft of the marketing strategy is complete and Kristy is engaging the working group to assist developing it further in order to be complete for the next STAG meeting.

## SCRTO/ UNSPOILT CAMPAIGN UPDATE

Five new hero images have been taken throughout the Shoalhaven for use in our Winter Campaign which rolls out in Sydney and Canberra from May 31. This season the advertising is being placed on moving vehicles, mainly buses, which gives us the opportunity to move the messaging into Sydney and Canberra outskirts. The Winter campaign takes the majority spend for Shoalhaven as we are aiming to fill our low peak times. The experiences the campaign visuals focus on are: Inland Touring (Kangaroo Valley); Food and Wine (Cupitts); Surfing (Manyana); Pets on Holiday (Shoalhaven Heads); and Rock-climbing (Greenfield Beach).

## 7. Shoalhaven Tourism Advisory Group – Schedule of Meetings

File 1490E

**SECTION MANAGER: Coralie Bell.**

### PURPOSE:

To confirm the date of future meetings of the Shoalhaven Tourism Advisory Group.

**RECOMMENDED that a schedule of proposed meetings of the Shoalhaven Tourism Advisory Group be determined in accordance with the Terms of Reference.**

### 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 dates for these meetings are required to be scheduled.

### 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			

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**Note:**

In 2017, in accordance with the Terms of Reference it is proposed to hold four (4) formal meetings, eg 27 February, 22 May, 28 August and 27 November. Dinner meetings will no longer be part of the STAG Committee and the election of Office Bearers will be held at the August meeting following the appointment of new members in April.

**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.

**8. Next Shoalhaven Tourism Advisory Group Meeting****File 1490E**

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**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 held on Monday 27 June 2016 in Nowra at the City Administrative Centre, Bridge Road, Nowra, 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**