

SHOALHAVEN CITY COUNCIL

SHOALHAVEN TOURISM ADVISORY GROUP

To be held on Monday 25 July 2016
Commencing at 5.30 pm

City Administrative Centre
Bridge Road
NOWRA NSW 2541

13 July 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 25 July 2016** commencing at **5.30pm in Jervis Bay Rooms 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. Election of Office Bearers
3. Minutes of Previous Meeting
4. Chairs Report
5. Report of the Director Corporate & Community Services
6. Presentation by Kristy Mayhew & Shannan Perry-Hall – Shoalhaven Tourism Annual Marketing and Events Strategies
7. 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 - Chairperson

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

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 TUESDAY 26 APRIL 2016, AT THE WHARF RESTAURANT, NOWRA COMMENCING AT 6.15 PM.

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

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

- 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

-
- 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

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 1klm 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

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

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

SHOALHAVEN TOURISM ADVISORY GROUP

MONDAY, 25 JULY 2016

CORPORATE AND COMMUNITY SERVICES

1. Election of Office Bearers

File 1490E

SECTION MANAGER: Coralie Bell.

PURPOSE:

To conduct elections for the various executive positions on the Shoalhaven Tourism Advisory Group.

RECOMMENDED that the Shoalhaven Tourism Advisory Group conduct elections for office bearers.

OPTIONS

1. Conduct elections for office bearers.

DETAILS

In accordance with the Terms of Reference of the Shoalhaven Tourism Advisory Group, the Group will appoint a Chairperson and deputy Chairperson on an annual basis by a vote of members of the Advisory Group.

Elections will be conducted for:

- a) Chair of the Shoalhaven Tourism Advisory Group.
- b) Deputy Chair of the Shoalhaven Tourism Advisory Group.

Representatives on the South Coast Regional Tourism Organisation. Note: The Tourism Manager is Council's representative on this body. The Chair is the representative of the Shoalhaven Tourism Advisory Group.

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.

SECTION MANAGER: Coralie Bell.

PURPOSE:

To update members of the Shoalhaven Tourism Advisory Group on the activities of the Tourism Team.

RECOMMENDED that the report be received for information.

OPTIONS

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

DETAILS

MARKETING 12/04/16 – 12/07/16

A Completed Strategy Presentation will be provided at the meeting and attached to the Report (See Attachment A)

DIGITAL ADVERTISING CAMPAIGNS

Winter warmers Landing Page

The campaign is a combination of Facebook advertisements and a Google Adwords campaign, driving audience to a designated landing page (shoalhaven.com.au/secrets) where they can view video campaign 'Our South Coast' as well as download/request a copy of our Visitor Guide and sign up to our mailing list. We are utilising a similar look to our previous landing page but added in a winter look and season appropriate images such as our Kangaroo Valley shoot from Unspoilt.

Target Audience: Sydney, Wollongong and Canberra market with a high degree of demographic affluence.

'Our South Coast' Video Campaign

We have recently rolled out a 10 week video campaign by Emotive, in partnership with Bannisters. The videos themes were characters, adventures and foodie delights of the Shoalhaven, focussing on the South of the region. The purpose of this campaign was: to drive off-peak visitation; increase the awareness of Shoalhaven as a foodie region (more than just beaches); and to engage with affluent Gen X and Y via digital content. The videos are being shared on our Facebook, Instagram and Youtube channels as well as on our Adwords landing page (in combination with Visitor Guide campaign). We have shared 6 videos with 4 still be to be shared.

Content -

Rick Stein / foodie:

- Blue-eyed Alla Carlina

-
- Marinated Tuna with Passionfruit
 - Snapper with oranges and capers
 - Crab Sandwich
 - How to gut a fish

Characters of the Shoalhaven:

- Pam Burrige, Mollymook
- Lucky Seafoods, Ulladulla
- Darren Glennan, Culburra Surfboard Shaper
- Pip De Pulford, Hyper Hyper Coffee
- Rick Stein, Bannisters

The most watched campaign video on Visit Shoalhaven Youtube: 20,756 views
'How to gut a fish, by Rick Stein | Our South Coast | Shoalhaven
Most watched campaign video on Facebook: 44,647 views

Campaign Total Views

Reach: 953,587

Views: 368,163

Engagements: 5,225

Positive Sentiment: 95%

EMAIL MARKETING

June Edition – 693 subscribers, 33.4% opens, 5.8% content clicks

May Edition 2 - 691 subscribers, 33.6% opens, 3.7% content clicks

May edition 1 – 695 subscribers, 35.2% opens, 3.5% content clicks

April edition – 697 subscribers, 37.1% opens, 5.3% content clicks

Visitor EDM

Current subscribers: 2003

July edition – 2021 subscribers, 32.7% opens, 3.8% click throughs

June edition – 2009 subscribers, 35.2% opens, 2.7% click throughs

DIGITAL STRATEGY / WEBSITE DEVELOPMENT

A final draft of the strategy is in review. Expression of interest will be lodged and advertised in late April for web design and development of Shoalhaven.com.au

SOCIAL MEDIA

Visit Shoalhaven

Top Organic Post for period – 10/5/16

27,162 reach

1293likes, comments and shares

847 post clicks

Post Details

Reported stats may be delayed from what appears on posts

Visit Shoalhaven shared Sussex Inlet, Cudmirrah, Berrara and Swanhaven's photo.
Published by Jemma Wood [?] · 10 May at 11:16 · Public

Some locals having a dip in the beautiful coastal town of Sussex Inlet.
#shoalhaven #unspoilt



Sussex Inlet, Cudmirrah, Berrara and Swanhaven
5 May · Animals & Pets

This photo was taken by SNAG Sussex Inlet #southcoast #Australia #visitnsw #sussexinlet #visitshoalhaven

Get more likes, comments and shares
Boost this post for \$21 to reach up to 1,300 people.

27,162 people reached

Boost post

Megan Donnelly, Nowra Trailer Hire and 1.2k others · 41 Comments

Like Comment Share

27,162 People Reached

1,293 Reactions, comments & shares

1,191 Like 1,185 On post 6 On shares

44 Love 44 On post 0 On shares

9 Wow 9 On post 0 On shares

1 Sad 0 On post 1 On shares

49 Comments 46 On Post 3 On Shares

0 Shares 0 On Post 0 On Shares

847 Post Clicks

216 Photo views 0 Link clicks 631 Other Clicks

NEGATIVE FEEDBACK

10 Hide Post 7 Hide All Posts
0 Report as Spam 0 Unlike Page

Weddings South Coast

Top Post for period – 12/04/16

4505 reach

64 likes, comments and shares

704 post clicks

Post Details Reported stats may be delayed from what appears on posts X

Weddings South Coast shared Eliza Jane Clark's post.
Published by Jemma Wood [?] · 12 April · Public

Any photographers able to help?

Eliza Jane Clark ▸ **Weddings South Coast**
23 March · Public

Help - A friend is getting married down the coast at Jervis Bay and wants a photographer thats around \$3000 budget. Any ideas? Thanks 😊

Get more likes, comments and shares
Boost this post for \$27 to reach up to 1,300 people.

4,505 people reached Boost post

Stacey Bowers, Emma Bennett and Nora Deval Photography · 47 Comments

Like Comment Share

4,505 People Reached

64 Likes, Comments & Shares

4 Likes	3 On Post	1 On Shares
60 Comments	56 On Post	4 On Shares
0 Shares	0 On Post	0 On Shares

704 Post Clicks

0 Photo views	2 Link clicks	702 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post 3 Hide All Posts
0 Report as Spam 0 Unlike Page

Followers

Facebook:

Visit Shoalhaven 38,632

Weddings South Coast 7,966

Twitter: 654 followers

Instagram: 1,629 followers

Website

Visit Shoalhaven: Unique users: 20,185

Weddings South Coast: 2,365

PUBLICITY

Our Winter Warmers famils are now completed and we have received great coverage of the North of the region across print and digital, one standout product has been the Foodscape 'Bite Around Berry' tours.

There is interest amongst operators for workshops in publicity and we are discussing this with Lisa Burling. This would round out skills sets, as we currently subsidise marketing workshops.

A NRMA Open Road article is being published in July. It features operators from around the region but it also features some controversial view points on the new highway.

We have locked in Tyler Wright to be the ambassador for our Surfing Publicity campaign and will be hosting Journalists on famils throughout July and August. We understand surfing can be a contentious product to publicise so we are working closely with local operators and surfers to be as sensitive as possible.

Lisa Burling and Kristy Mayhew have started monthly Publicity updates with DNSW to stay abreast of their famils and make the most of the opportunity to utilise their resources, such as assisting with bringing international journalists over or working with TV production companies. The second meeting is upcoming in June.

- # A full content report for the outdoor pursuit's famil held earlier in the year is also complete and attached for reference. (Attachment B)

CONTENT

Katie Rivers is continuing to visit operators, towns and events and in winter is focusing on shooting some of our winter events as well as some great fireplaces and winter warmers. We have been distributing her images back to the operators and other community members and have so far mailed out USB's of images to operators and community groups in Berry, Kangaroo Valley, Shoalhaven Heads, Culburra, Greenwell Point (and Orient Point) and Mollymook.

Beaches have been contracted to Andy Hutchison and he is currently working through our list to get a photo of every beach in the Shoalhaven. We will be able to use these images for many marketing, merchandise and other purposes.

Video has been shot by Emotive and is currently being shared on our social channels.

Blogs are being written in house and feature on our landing pages as a link out, they promote many local operators and attractions and are written in themes such as 'Get Active', 'Mother and Daughter' and 'Surf Trip'.

Surfing Brochure is currently being written and will feature an introduction from world No.1 Tyler Wright, surf spots, operator listings, and great new images from Russel Quinn and Surfing World Magazine. Surfing World are also writing some editorial for the guide based on experiences from their recent south coast special edition. The guide will also have advertising space.

MARKETING PLAN

The Marketing Plan 2016/17 is ready to be presented, thanks to the assistance of working group members: Michelle Bishop, Annie Cochrane, Lynn Locke.

SCRTO/ UNSPOILT UPDATE

Winter campaign is in full swing featuring 3 x high impact artworks for Shoalhaven: Pets on Holidays, Surfing, Village Touring. These images are on buses in Sydney and Canberra and also across a number of digital channels – Facebook, Google, Native content, and in partnership with Stayz. There will be a publicity component upcoming also.

The final photoshoot will be of a luxury boat in Jervis Bay, the photoshoot scheduled for 22 June. We will have this new image and other supporting images in Spring in digital advertising as all our high impact was scheduled for winter in line with our strategy.

SOUTH COAST TOURISM AWARDS

The South Coast Tourism Awards will be held on Wednesday 26 October 2016 at the HARS Aviation Museum, Albion Park.

The cost of tickets to the Awards Ceremony and accommodation (and reasonable out of pocket expenses) for members will be borne by Shoalhaven Tourism.

Please advise Vicki Elton vicki.elton@shoalhaven.nsw.gov.au if you and your partner wish to attend the Awards Ceremony and if you require accommodation.

Shoalhaven Tourism will sponsor the Awards and pay the entry fee for all Shoalhaven businesses wishing to enter.

SHOALHAVEN TOURISM DEVELOPMENT GRANT FUNDING

Shoalhaven Tourism has received an application for Development Grant Funding from the Berry & District Historical Society in the amount of \$5,000.

The project (The Green Plaque Project) is for the installation of circular green bronze plaques on fourteen of Berry's historic buildings, five of which are owned by Council.

Council's Asset & Works Section and Tourism have agreed to joint funding of the five plaques on Council owned buildings. Shoalhaven Tourism has granted approval for this application which will cover the installation of the remaining nine plaques.

3. **Tourism Events & Investment Specialist Update**

File 1490E

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

The working group for the Tourism Events and Investment Strategy met on Monday 11th April to review the draft document and again on the 21st June to approve final changes. A brief overview of the Strategy will be presented at the meeting and provided to the STAG in the following minutes.

A completed Strategy Presentation will be provided at the meeting and attached to the Report (See Attachment A)

Events complete:

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

Events secured:

Surf Lifesaving NSW IRB State Championships	07/2016
State Team Time Trial Championship	07/2016
Surf Lifesaving NSW IRB National Championships	07/2016
Motocross Nationals	07/2016

4Slam Basketball (2 events) – July and October	07/2016
Men’s Bowls NSW State Pennant Finals	08/2016
Women’s Bowls NSW State Pennant Finals	08/2016
Husky Running Festival	08/2016
Calisthenics NSW Team Championships	09/2016
Inaugural National Indigenous Football League	09/2016
Bridge to Bridge Running Festival	09/2016
XPD World Championship Adventure Race	10/2016
Huskisson Triathlon Festival	10/2016
Callala Ultimate Triathlon Festival	12/2016
Fairgrounds incl. Flash Camp	12/2016
Nowra Triathlon Festival	01/2017
National Pop Up Cinema	02/2017
Huskisson Long Course Triathlon Festival	02/2017
Long Course Weekend Jervis Bay	05/2017
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 Nitro Circus
2017 Golf NSW Women’s Senior Championships
2017 NSW Country Junior Rugby Union Country Championships
2017 (option for 2018-2019) Outrigging NSW OC6 State Championships

Working Events Calendar:

JUNE		
11-13/06/2016	Shoalhaven Coast Winter Wine Festival	Various
12/06/2016	See of Light - SeaChange Closing Ceremony	Jervis Bay Maritime Museum
09/06/2016	Sussex Inlet RSL Annual Fireworks	Jim Cater Reserve
12/06/2016	Miniature Railway	Shoalhaven City Turf Club
25/06/2016	4th Annual Husky Uke Muster 2016	Huskisson Bowling Club
28/06/2016	Race Day	Shoalhaven City Turf Club

JULY		
2/03/2007	2016 NSW IRB State Championships	Mollymook Beach Reserve
2-3/07/2016	Shoalhaven Orchid Society Winter Show 2016	Berry Showground Hall
13/07/2016	NAIDOC Day	Nowra Showground
9-13/07/2016	61st Sussex Inlet Annual Family Fishing Carnival	Sussex Inlet
13/07/2016	Shoalhaven Superheroes Volunteers Day	Shoalhaven
16/07/2016	State Teams Time Trial – Sassafras Road Race	Yerriyong / Braidwood Rd
22-24/07/16	SLS Aus National IRB Championships	Mollymook Beach Reserve
30-31/07/2016	Berry Camellia and Floral Show 2016	Berry School of Arts
31/07/2016	Berry Cyclothon	Berry Showground & Surrounds
31/07/2016	Mollymook Monthly Markets	Mollymook Beach Reserve
AUGUST		
20-21/08/2016	Capital to Coast Footrace	Canberra to White Sands Park
20/08/2016	Third Fleet Discovery Cruise of Jervis Bay	Huskisson Wharf
21/08/2016	Gumboots & Glamour Race Day	Archer Racecourse
21/08/2016	Husky Half Marathon	White Sands Park, Huskisson
29/08–04/09/2016	Webers Circus	IRT Ulladulla
10 – 11/09/2016	Basin Lure & Fly Southern Bream Series	Palm Beach, Sanctuary Point
SEPTEMBER		
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
10/09/2016	Fundraiser for Alsymers	Bondi to Berry Bowling Club
17/09/2016	Shoalhaven Superheroes Pop Culture	Ulladulla
17/09/2016	Quackfest Family Fun Day	Shoalhaven River Foreshore
24/09 - 8/10/2016	Escape ArtFest	Ulladulla Harbour Foreshore / Milton
OCTOBER		
8/10/2016	Basin Lure & Fly Southern Bream Series Grand Final	Titania Park, Greenwell Point
9/10/2016	Basin Lure & Fly Southern Bream Series Grand Final	Ray Brook Reserve, Palm Beach St, Sanctuary Point
9/10/2016	Motokhana - Miniature Railway	Shoalhaven City Turf Club
13-16/10/2016	Berry Gardens Festival	Berry
14-16/10/2016	Kangaroo Valley Folk Festival	Kangaroo Valley
16/10/2016	Wandandian Community Expo & Annual Woodchop	Wandandian

17/10/2016	Cambewarra Calf and Craft Fair 2016	Cambewarra Public School
	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
30/10/2016	Huskisson Triathlon Festival	White Sands Park/Voyager Park
30/10/2016	Mollymook Monthly Markets	Mollymook Beach Reserve
NOVEMBER		
	Bike & Car Show	Huskisson Sportsfield
3-5/11/2016	National Indigenous Football Championships	South Nowra Sporting Complex
4 & 5/11/2016 TBC	Cinema Under the Stars	Berry Showground TBC
8-18/11/2016	XPD Expedition - Adventure Racing World Championships 2016	Mollymook
1/11/2016	Melbourne Cup Race Day	Shoalhaven City Turf Club
	South Coast Par 3 Championships	Nowra Golf Club
13/11/2016	Motokhana - Miniature Railway	Shoalhaven City Turf Club
19 & 20/11/2016	Sussex Inlet Waterfest	Sussex Inlet
	SKDAC Meeting	Shoalhaven City Turf Club
	Ulladulla Harbourfeast	Ulladulla Civic Centre grounds
	Club Jervis Bay Members Children's Christmas Party	Club Jervis Bay / Currambene St / Voyager Park, Huskisson
	Towing Training	Shoalhaven City Turf Club
DECEMBER		
4/12/2016	Christmas Racing	Shoalhaven City Turf Club
	Fairground Music Festival	Berry Showground
	Penwood Miniature Railway	Jaspers Brush
	Miniature Railway	Shoalhaven City Turf Club
	Berry Merry Christmas	Queen Street & Alexandra St, Berry
	Husky Santa Ride	Vincentia to Huskisson
10-11/12/2016	Callala Beach Triathlon	Callala Community Hall
	Sanctuary Point Carols in the Park	Paradise Beach Reserve
	Sussex Inlet RSL Children's Christmas Party	Elmoos Reserve, Sussex Inlet
	Christmas Shopping Day Markets	White Sands Park, Huskisson
	Currarong Carols & BBQ	Dolphin Reserve Currarong
	Huskisson Christmas Carnival	Huskisson Sportsfield

	Callala Christmas Carols	Callala Bay Sports Oval
	Scripture Union Family Mission	Sussex Inlet Bowling Club Reserve
	Carols at Callala	Callala Soccer field
	Carols In The Park	Harry Sawkins
	Carols in the Park	Apex Park Berry
31/12/2016	Race Day	Shoalhaven City Turf Club
	Ulladulla Harbour NYE Fireworks	Ulladulla Harbour
	Huskisson NYE Fireworks	White Sands & Voyager Parks, Huskisson
	Nowra NYE Fireworks	Archer Racecourse
	Berry NYE Fireworks	Berry Showground

4. Private Functions on Public Reserves (Weddings) Update

File 8180E

SECTION MANAGER: Coralie Bell.

PURPOSE:

To inform members of the outcomes from the meeting held on the 16/06/16 regarding the impact of the Private Functions on Public Reserves Policy (the Policy) and seek formal comment on the next steps.

RECOMMENDED that meeting outcomes be noted and formal comments on the next steps be submitted.

OPTIONS

1. Meeting outcomes be noted.
2. Submit formal comments on the next steps.
3. Request additional information from the Events & Investment Specialist.

DETAILS

Clr Tribe, Clr Wells, Clr White, Clr Kearney, Catherine Shields and Lynn Locke joined Council staff to discuss the impact of the Policy on the number of weddings being held in the Shoalhaven after several complaints had been received from local wedding related businesses.

An overview of the policy and the reason for its development was given by James Harris. Clr Tribe provided some background information on the concerns and previous discussions. Catherine provided information on the industry complaints.

Extensive discussion was held around the concept of outdoor cathedral infrastructure, other possible locations that could be included in the policy, and the potential for the growth of the industry in the Shoalhaven.

Actions arising from the meeting were;

1. Clr White - put a Notice of Motion together for this month's Council meeting to change the booking timeframe from 12 months to 18 months.
2. Tourism - Create a brief survey to send to wedding related operators to try to understand the issues more ahead of the industry meeting.
3. Tourism - Arrange an industry meetings to determine exact issues and possible solutions.

COMMUNITY ENGAGEMENT:

An invitation will be sent to the Shoalhaven wedding industry to seek involvement in a working group to determine issues and solutions.

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	April	May
2013	5261	4516
2014	5624	4820
2015	4923	4335
2016	4693	4444

Ulladulla:

Year	April	May
2013	2720	1939
2014	2602	1911
2015	2866	1327
2016	2072	1653

BookEasy:

	April	May
2013/2014	\$16,294	\$13,287
2014/2015	\$11,646	\$8,121
2015/2016	\$15,683	\$20,048

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

MARKETING - VIC Move Update

- Physical move – last day of business 28 June, first day of business 29 June
- Builders to be finished counter by 27 June, further units (merchandise and brochure) will be built by 10 July
- Official launch is on 21 July 8am – 11am – PowerFM Outdoor Broadcast, market style lawn with operators, free coffee and breakfast, official proceedings at 9:30am, various VIP interviews throughout the morning
- Merchandise mix is being changed. More high end produce and gift items are being purchased
- Touchscreens and AV units are coming
- Kayaking brochures and aggregated operator brochures have been completed
- Parking video is completed and shows ease of movement through the SEC carpark and into 4 allocated spaces
- All indoor, outdoor Signage and quotes for removal of current VIC directions and signage are quoted and approved by Jason Hill. Still waiting for DA for 2 signage.

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 held on Monday 28 November 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