
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.

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

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

Derek Jorgensen – Berry Chamber of Commerce

Provided a presentation in relation to the Bike Trails Berry

3. Wrap up 2016 Future of PR

Lisa Burling – Lisa Burling PR

Provided a presentation in relation to the functions of Public Relations

4. Chairperson Report

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

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

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