



MINUTES OF THE TOURISM & ECONOMIC ADVISORY COMMITTEE MEETING

commencing at 5pm on

THURSDAY 14 MARCH 2024

The Pavilion Kiama

**MINUTES OF THE TOURISM AND ECONOMIC ADVISORY COMMITTEE
HELD AT THE PAVILION ON THURSDAY 14 MARCH 2024 AT 5PM**

- PRESENT:** Councillor Matt Brown (Chair), Councillor Warren Steel, Cameron McDonald and Kate Mather
- BY TEAMS:** Anthony Body
- ATTENDEES:** Sally Bursell – Manager Tourism and Events
Robert Spinks – Economic Development Lead
Cheryl Lappin – Manager Planning and Economic Development
Jessica Rippon – Director Planning, Environment and Communities
- OBSERVER:** Councillor Mark Croxford

1 APOLOGIES

Apology

24/012TEAC

Resolved that the apologies tendered from members Leah Hill and Craig Hardy, and CEO, Jane Stroud be accepted.

(Members Mather and McDonald)

2 ACKNOWLEDGEMENT OF TRADITIONAL OWNERS

The Chair declared the meeting open and acknowledged the traditional owners.

3 DECLARATIONS OF INTEREST

Nil.

4 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

4.1 Tourism and Economic Advisory Committee on 30 January 2024

24/013TEAC

Resolved that the Minutes of the Tourism and Economic Advisory Committee meeting held on 30 January 2024, and reporting to the 19 March 2024 Council meeting, be received and accepted.

(Members Steel and Mather)

5 BUSINESS ARISING FROM THE MINUTES

Nil.

The Chair moved item 7.2 to this point in the meeting, being a presentation by Ashleigh Smith the Associate Director of Engagement at the Office of the 24-Hour Economy Commissioner, on the night time economy.

7.2 Night Time Economy - Council Toolkit and Vibrancy Reforms

24/014TEAC

Resolved that the Tourism and Economic Advisory Committee:

1. request economic development staff complete the diagnostic tool contained in the Local Government Night-Time Economy Toolkit
2. report the results to the next Tourism and Economic Advisory Committee meeting
3. set a vision to strengthen Kiama's night-time economy and devise a plan in consultation with local stakeholders and the Office of the 24-Hour Economy.

(Councillors Steel and McDonald)

Noted:

- A local government toolkit has been developed and includes a diagnostic tool to determine the maturity level of the local 'night-time economy'
- Whilst the new department aims to promote sustainable growth in the evening economy across the state, there needs to be an appetite for the program at Council level
- To create a 'special entertainment precinct' a commitment from at least 3 businesses must be achieved. They can then, in collaboration with Council, extend trading hours and fit within new regulatory frameworks.
- A suggestion that Kiama aims to activate the early evening period (6pm to 9pm) to begin with in certain area and mature from there.
- It is understood that Council planning framework does not always support the night-time economy, and will have to be considered if an appetite exists.
- Finding Fillmores and Little Betty's have already begun discussions with the department.

The Chair thanked Ashleigh Smith for her presentation and Ashleigh left the meeting at 5:40pm.

6 REPORT OF THE MANAGER TOURISM AND EVENTS

6.1 Destination Event Funding Program

24/015TEAC

Resolved that the Tourism and Economic Advisory Committee:

1. receive and approve the Melvoe Baptiste post event report and balance any outstanding Destination Event Funding payments.
2. support staff in issuing a non-compliance notice to Volleyball NSW due to the continued and unactioned requests for program deliverables such as

marketing plan and adequate post event reporting, effectively only supporting the event in reserve hire and withholding the \$1,000 financial support.

3. recommend that a third round of Destination Event Funding be offered in the case of more than \$5,000 remaining in the budget.

(Members Mather and Steel)

Noted:

- An inadequate acquittal and post-event report was provided by Volleyball NSW. Council event staff have provided guidance and assistance to the applicant, however responses have not been forthcoming.
- Following the internal audit of grants and donations, the Destination Event Funding Program has introduced stringent requirements to bolster accountability and transparency in expenditure, ensuring responsible acquittal management.

The Chair moved item 7.1 to this point in the meeting to enable Jessica Rippon to participate in the discussion, prior to leaving the meeting early.

7.1 Data analysis update - Spendmapp

24/016TEAC

Resolved that the Tourism and Economic Advisory Committee receive and note the data analysis provided in the form of the “December 2023 Spendmapp Monthly Report” and the “January 2024 Spendmapp Monthly Report”.

(Members Mather and McDonald)

Noted:

- The report focuses on 5 key spend areas: total, resident, business, escape and online.
- The report shows that throughout the year there is a \$20M difference between spending peaks and troughs which is not sustainable for local business, and we need to plan strategically to help balance these fluctuations.
- There is a symbiotic relationship between Shellharbour and Kiama areas with regards to escape spending.
- **Action:** Economic Development Lead to provide a percentage comparison with Shellharbour local government area in the top 5 spending categories and to advise on escape spending – how much Shellharbour residents spend in Kiama v Kiama resident spend in Shellharbour.
- Kiama is competing with Shellharbour and Shoalhaven for visitation expenditure and our social media and event marketing campaigns are hyper focused on low season growth.

Anthony Body left the meeting at 5:57pm.

6.2 Short term rental accommodation

24/017TEAC

Resolved that the Tourism and Economic Advisory Committee review this report on short term rental accommodation and recommend that a submission is provided to the State Government outlining the positive benefits short-term rental accommodation provides to Kiama.

(Members Brown and Mather)

Noted:

- The Tourism Manager delivered a local forum on the short term rental accommodation (STRA), where 12 local industry representatives attended.
- It was agreed that STRA plays an important part in the social fabric of town, this is particularly clear during events.
- Of the 11,067 dwellings in the local government area 217 (1.96%) are hosted STRA and 526 (4.75%) are non-hosted properties.
- On average, people that stay in STRA within the Kiama region spend \$669 per trip or \$259 per night, in addition to the cost of accommodation.
- As a tourism town, Kiama has a lack of motel/hotel/cabin accommodation (less than 540 rooms)
- Results from the ASTRA survey indicate that imposing a levy or additional rates would not encourage a return of STRA properties to the rental market, nor would a limit on occupation days.
- Jessica Rippon will be composing a submission on behalf of Council.

Jessica Rippon left the meeting at 6:18pm

7 REPORT OF THE MANAGER PLANNING AND ECONOMIC DEVELOPMENT

7.3 Status of the Economy - Answers to Questions on Notice

24/018TEAC

Resolved that the Tourism and Economic Advisory Committee receive and note this report on the Status of the Economy, including responses from economic consultants, .id.

(Members Mather and McDonald)

Noted:

- The strength of the construction industry is not an anomaly and is influenced by neighbouring local government areas.
- Tourism is still recovering from the pandemic and is also affected by cost of living.
- Comparing the data derived from Spendmapp and the data from within the Status of the Economy Report, there are differences. It was noted that Spendmapp relies on transactional data (VISA card spend) and REPLAN data is underpinned by the ABS modelling.
- Escape spending from the Woolworths closure was not as significant as expected.

Warren Steel left the meeting at 6:28pm

8 REPORTS FOR INFORMATION

The following Reports for Information are provided:

- 8.1 Destination Kiama Marketing Report
- 8.2 Kiama and District Business Chamber update
- 8.3 Kiama Major Events Impact Review
- 8.4 Transport for NSW - Open Streets Program Grant
- 8.5 Visitor Information Centre update.

Noted:

- Destination winter marketing campaign will begin in April/May 2024
- Meet the locals videos will also be produced prior to the end of financial year
- Kiama has nominated to contend in the Top Tourism Town Awards
- The Tourism and Marketing staff will meet with Destination NSW staff to develop a marketing blueprint focused on our region
- Destination Kiama followers have increased by 34% in the past year.
- The three recent top IG posts are all about rock pools.
- Cameron McDonald presented the Kiama and District Business Chamber (KDBC) report. Their current membership is 197. They ran a successful network function with approximately 90 people attending, is planning a 'bootcamp for businesses', and working on rebranding and more engagement with the business community.
- The findings from the Kiama Major Events Impact Review is scheduled to be reported to the April Ordinary Council meeting. 297 residents took the survey, and 89% of respondents were between the ages of 36 and 75. Only 4% of respondents were under aged 36, and 6% were over age 75. 40% of respondents think 4-6 major events should take place in Kiama town each year, while 36% would like more than 6.
- An application to the Open Streets Program Grant has been submitted for funding for a proposed Winter Street Festival in Kiama.

8.2 Kiama and District Business Chamber update

24/019TEAC

Resolved that the Tourism and Economic Advisory Committee thank the Kiama and District Business Chamber for their report and the excellent work they are doing in the business community.

(Members Brown and Mather)

9 GENERAL BUSINESS

Committee members commented on the improved reporting and data being received and that it assists with decision making for the local government area's economy and marketing as a destination.

The Committee were advised that camping at the Showground is a regulatory issue and required approvals cannot be given.

10 CLOSURE

There being no further business the meeting closed at 7:10pm.

These Minutes were confirmed at the Ordinary Meeting of Council held on 16 April 2024.

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Chair