



MINUTES OF THE TOURISM & ECONOMIC ADVISORY COMMITTEE MEETING

commencing at 5pm on

TUESDAY 30 JANUARY 2024

**held in the Council Chambers
11 Manning Street, KIAMA NSW 2533**

**MINUTES OF THE
TOURISM AND ECONOMIC ADVISORY COMMITTEE
HELD AT KIAMA MUNICIPAL COUNCIL ON
TUESDAY 30 JANUARY 2024 AT 5PM**

PRESENT: Councillor Matt Brown (Chair), Councillor Warren Steel, Kate Mather, Craig Hardy and Leah Hill (online)

ATTENDEES: Jessica Rippon – Director Planning, Environment and Communities
Sally Bursell – Manager Tourism and Events
Cheryl Lappin – Manager Planning and Economic Development

OBSERVER Councillor Mark Croxford

1 APOLOGIES

Anthony Body | Committee member

Jane Stroud | CEO

Robert Spinks | Economic Development Lead

2 ACKNOWLEDGEMENT OF TRADITIONAL OWNERS

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

“I would like to acknowledge the traditional owners of the Land on which we meet, the Wadi Wadi people of the Dharawal nation, and pay my respect to Elders past and present.”

3 DECLARATIONS OF INTEREST

Nil.

4 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

4.1 Tourism and Economic Advisory Committee meeting on 2 November 2023

24/001TEAC

Resolved that the Minutes of the Tourism and Economic Advisory Committee meeting held on 2 November 2023 be received and accepted.

(Members Steel and Mather)

5 BUSINESS ARISING FROM THE MINUTES

Nil.

6 REPORT OF THE MANAGER TOURISM AND EVENTS

6.1 Destination Kiama Event Report

24/002TEAC

Resolved that the Committee:

1. receive the Post Event Reports.
2. approve the final funding instalment be paid to:
 - (a) Jamberoo Jam Street Festival
 - (b) KISS Arts Festival
 - (c) Kiama NYE Sky Show 2023
 - (d) An Evening with the Artists – Seven Marks Gallery
 - (e) Clearly Music and Arts Festival
 - (f) A Terry Christmas
 - (g) Changing Tides Festival.
3. note the general professionalism and high standard of the post events reports submitted, however noting a more reliable tracking method is to be employed to measure attendees at the KISS Arts Festival.

(Members Steel and McDonald)

Noted:

- The Changing Tides Festival post event report has been received and circulated.
- The Committee noted some possible discrepancies on the reported attendance figures for the KISS Arts Festival. When comparing the recorded attendance of 19,000 (over two festival days) to the NYE Sky Show crowd, which recorded 15,000 attendees, there was concern regarding accuracy of the record. Furthermore, when considering *Spendmapp* spend data for the weekend of the Festival, it does not align with the reported high attendance number.
- The Committee requested that event organisers find a method to be more accurate in the statistics they report, as decisions on future funding, and security and policing requirements are impacted by these figures.
- **Action:** Cr Croxford will send drone footage of the Kiss Arts Festival to Sally Bursell.

Motion

24/003TEAC

Resolved that the Committee thank Kristy Young for her work during her time with the Destination Kiama team and welcomes Kearna Memister to the Destination Kiama team and Council.

(Members McDonald and Hardy)

6.2 Destination Event Funding Program - Round 2

24/004TEAC

Resolved that the Committee

1. is impressed with the consensus scoring and funding recommendation matrix provided by Council's *Internal Assessment Panel*.
2. provide a recommendation to Council to fund each of the nine events to the value below (this will exhaust the remaining budget).
3. provide contracts to applicants that detail funding obligations as per the Destination Event Funding Guidelines.

| Event name | Funding allocation |
|---|--------------------|
| Melvo Baptiste | \$ 2,000.00 |
| DISTILLED | \$ 5,220.00 |
| Winter Wine Festival | \$ 5,220.00 |
| Kiama Coastal Classic Running Festival | \$ 4,000.00 |
| Kiama Readers Festival - Books by the Sea | \$ 4,500.00 |
| Jamberoo Music Festival | \$ 7,200.00 |
| KISS Arts Festival | \$ 8,000.00 |
| Jamberoo Car Show and Family Day | \$ 5,000.00 |
| Clearly Music Local Artists 2024 Campaign | \$ 6,000.00 |

(Members Hardy and Mather)

Noted:

- This is the second and final round of Destination Event Funding for 2023/24.
- Four Council staff members from different departments make up the internal grants assessment panel and they score applications independently. An average score is calculated and funding allocated aligning to the positive impact determined through the criterion.
- The funds that are recommended to be distributed, exhaust this program budget.

Leah Hill left the meeting at 5:50pm

7 REPORT OF THE MANAGER PLANNING AND ECONOMIC DEVELOPMENT

7.1 State of the Kiama economy - status update

24/005TEAC

Resolved that the Committee receive the confidential working draft of the Kiama State of the Economy / Kiama Economic Health Check for discussion and review, noting that further consultation and engagement will occur on this document.

(Members Mather and Hardy)

Noted:

- Employment lands analysis is being undertaken by the consultants and this will feed into the work on housing and growth strategy, facilitating employment lands in any growth.
- Interesting that the 2 different companies – REMPLAN and .id – have similar results.

7.2 Data subscription and data analysis – REMPLAN and Spendmapp

24/006TEAC

Resolved that the Committee:

1. note that the Spendmapp subscription has been renewed for 2024, with data available from 30 January 2024.
2. support the Economic Development quarterly budget review request for \$6,340 to be provided from operational savings (the cost of Spendmapp).
3. note the data analysis provided in the form of the “Kiama Economic Profile” from our REMPLAN data subscription.
4. consider the findings of the “Kiama Economic Profile” in the context of the State of the Economy Report and use the data to assist in the development of actions and strategies for 2024.

(Members Mather and Hardy)

Questions on notice:

- A. Is the strength of the construction industry an anomaly during COVID or is it expected to be the primary economic driver in the Local Government Area?
- B. Does the construction industry present more jobs than tourism in the LGA?
- C. Is there evidence of escape spending increasing since the Woolworths development commenced? And can it be assumed that once the development is completed this will reduce?

- **Action:** DPEC and MPED will schedule a workshop / consultation session for the Committee, Councillors and Chamber members on Spendmapp and the Kiama State of the Economy / Kiama Economic Health Check.
- **Action:** MTE to provide Spendmapp comparison data for each year from 2018 onwards for the time when the Winter Festival is usually held.

7.3 Business Development Applications – approved and under assessment

24/007TEAC

Resolved that the Committee note and receive the Business Development Application Update report, and thank the Development Assessment Team for their efforts.

(Members McDonald and Hardy)

8 REPORT OF THE ECONOMIC DEVELOPMENT LEAD

8.1 Economic Development Lead update for November 2023 to January 2024 and Workplan review

24/008TEAC

Resolved that the Committee note the Economic Development Lead workplan and update provided for information only.

(Members Steel and Mather)

Noted:

- State Government is driving changes for B2 zone opening hours and controls through SEPPs and the night time economy strategy.
- A broad review of the LEP is scheduled for 2025 following completion of the growth strategy.
- New businesses/starters will have the benefit of the new conditions and the Economic Development Lead will work with current operators.

9 REPORTS FOR INFORMATION

The following reports are provided for the Committee's information:

- 9.1 Kiama Visitor Information Centre
- 9.2 Destination Kiama Marketing Report
- 9.3 Kiama Event Impact Review.

Motion

24/009TEAC

Resolved that the Committee notes the Kiama Visitor Information Centre report, welcomes the new volunteers and thank staff for their efforts.

(Members McDonald and Hardy)

Noted:

- The Visitors Guide was officially launched today.
- The Tilma Group are consultants employed to develop research to assist Council in better understanding the impacts of major events in our local government area. Since late December, Tilma Group have reviewed Council documents and processes, undertaken an audit of all major events, surveyed major event attendees, developed a steering group, engaged with major stakeholders, considered Spendmapp data and developed a resident survey, which went live today.

10 GENERAL BUSINESS

- Transport for NSW announced their Open Streets program, part of their \$15M Vibrant Streets Package. The Open Streets program encourages councils to hold more community events by assisting with the costs of street closures and traffic planning for events. Under Open Streets, councils can apply for up to \$150,000 to facilitate the closure of streets to vehicles to host creative and cultural events that are free to access and safe to enjoy. Council's Tourism,

Community Hubs and Cultural Development teams are working through the application for funding and its prospective uses.

- The Kiama and District Business Chamber will provide a letter of support for the application.

Motion

24/010TEAC

Resolved that the Committee support an application to Transport for NSW for Vibrant Streets Package funding for up to \$150K, in particular for closing Terralong Street for the proposed Winter Festival 2024.

(Members McDonald and Hardy)

Motion

24/011TEAC

Resolved that the Committee:

1. include as a standing item on the agenda an update from the Kiama and District Business Chamber.
2. thank Natalie Spowart for her work as Executive Officer of the Chamber.
3. welcomes Nicole O'Brien to the position of Executive Officer of the Chamber and looks forward to working with her.

(Members McDonald and Mather)

- Committee members noted the advantages of merging the tourism and the economic development committees and the synergies emerging from the economic and tourism reports.

11 CLOSURE

There being no further business the meeting closed at 6.41pm.

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Chair