

**MINUTES OF THE
DESTINATION KIAMA TOURISM
ADVISORY COMMITTEE MEETING**

commencing at 5.00pm on

MONDAY 1 MAY 2023

The Boardroom, Mercure Gerringong
Fern Street Gerringong

**MINUTES OF THE DESTINATION KIAMA TOURISM ADVISORY COMMITTEE
(TAC)**

HELD IN THE BOARDROOM, MERCURE GERRINGONG

ON MONDAY 1 MAY 2023 AT 5.00PM

Present: Matt Brown (Chair, Councillor Representative), Anthony Body (Deputy Chair), Warren Steel (Councillor Representative), Cameron McDonald (Kiama and District Business Chamber), Kate Mather, Leah Hill, Craig Hardy and Sally Bursell, (Manager, Tourism and Event Manager) and Robert Spinks (Economic Development Coordinator).

1 ACKNOWLEDGEMENT OF COUNTRY

2 APOLOGIES

Jane Stroud (Council CEO).

An introduction and welcome was provided to Robert Spinks, Council's new Economic Development Coordinator. Robert was invited along to the meeting as a onlooker due to the soon addition of Economic Development to TAC functions.

3 CONFLICTS OF INTEREST DECLARATION

NIL.

4 ACCEPTANCE OF PREVIOUS MEETING MINUTES

Resolved that the Minutes of the Kiama Tourism Advisory Committee held on 24 January 2023 be received and accepted.

(Craig Hardy, Kate Mather)

5 MATTERS ARISING FROM PREVIOUS MEETING MINUTES

Draft Committees Policy Update

The Council meeting of 18 April 2023 determined that the Tourism Advisory Committee would accept the functions of Economic Development, adding it to the Committee's Terms of Reference. Discussion on this item is continued at agenda item 10.

Setting Priorities – Partner Workshop

Following the Local Tourism Survey, almost 40 respondents indicated that they would like to participate in the proposed workshop, with a purpose to refine the Tourism Action Plan. Further discussion on this item at agenda item 5.

December Above and Beyond Award presentation (postponed)

The Above and Beyond Award was presented to Kerry Bruce at the Tourism After Hours Event on 22 March. Congratulations to Kerry was provided by the committee.

Tourism Conferences

- Thurs 16 – Fri 17 March 2023 – [Destination Australia Conference, ICC Sydney](#) – Conference notes have been provided to TAC members via the Objective Connect Platform.
- 29-31 May 2023 - [LGNSW Destination and Visitor Economy Conference, Manly](#)
- TBC September 2023 - Caravan and Camping Expo
- 10-12 October 2023 [Australian Regional Tourism Conference, Newcastle](#)

6 Destination Event Funding Program 2022/23

6.1 Post Event Reports

The following post event reports were tabled at the meeting.

- 6.1.1 Wind and Waves, Kendalls Beach, 11 Feb 2023
- 6.1.2 Kiama Rugby Sevens, 25 Feb 2023
- 6.1.3 Kiama Beach Tag, 3 Mar 2023
- 6.1.4 Kiama Jazz and Blues Festival, 11 Mar 2023
- 6.1.5 Sun Up Surf and Skate Festival, 1 Apr 2023

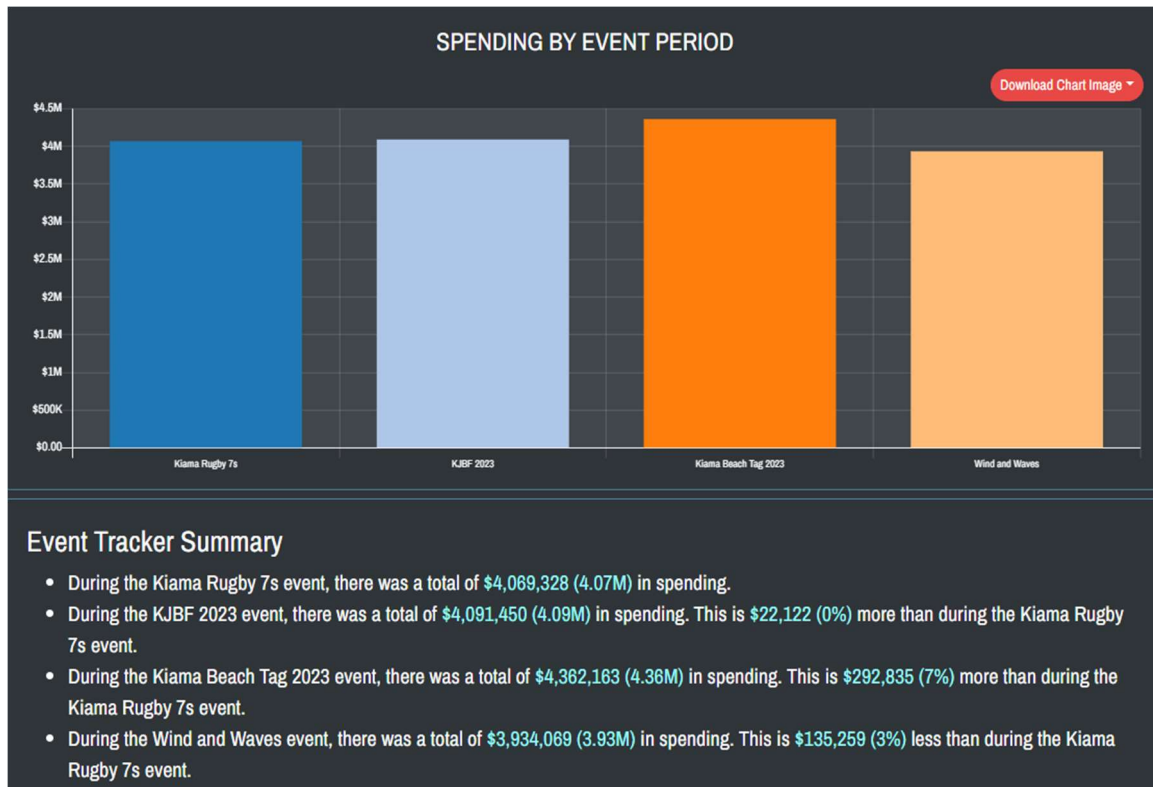
The committee discussed the reports and determined that most addressed the acquittal to a good standard. It was noted that although presented well, the Kiama Jazz and Blues Festival report was missing statistical and budgetary detail which prevented a complete acquittal.

Further to this discussion was advice that the Tourism Manager was working on a report to Council to determine whether a separate budget and funding program was more appropriate for categorised community events. This would mean, assessing events such as Kiama Jazz and Blues and KISS Arts Music Festival based on their community and social impacts rather than having to respond mainly to economic and tourism related benchmarks.

It was also noted that Destination Event Funding obligations were being met at varying levels, noting acknowledgement logos were often missed from marketing collateral (both print and digital).

A suggestion that the funding program guidelines and scoring criteria reference previous performance on funding deliverables/obligations, meaning that if the applicant did not meet the requirements of the agreement the chance of getting funding in following rounds is reduced.

Spendmapp data (April data not yet available) was provided to the committee to assist in understanding the economic contribution each of the events had locally. It was noted that this is the credit card spend Municipality wide and cannot be attributed entirely to the event.



Resolved that

1. The Wind and Waves, Kiama Rugby Sevens, Kiama Beach Tag, Sun Up Surf and Skate Festival post event reports are received and accepted.
2. The Tourism Manager follow up further statistical information to complete the acquittal of the Kiama Jazz and Blues Festival 2023.
3. Destination Event Funding Program Guidelines and associated Agreements are strengthened to ensure obligations and deliverables are clear to event organisers and funding is reduced in future rounds if compliance isn't met.

(Leah Hill, Warren Steel)

6.2 Program alternation requests received

The following correspondence was tabled at the meeting:

- 6.2.1 Wind & Waves Sponsorship (\$10,000) request to split 50/50.
Meaning \$5,000 supported the *Wind and Waves* (11 Feb) and \$5,000 allocated to support the *Kiama Coastal Classic* on 25 June 2023. *Note that due to the time restricted time allowed, this letter was accepted with CEO delegation.*
- 6.2.2 The Man Walk request to rollover 2022 funding to 2023 (\$2,700)
- 6.2.3 KISS Arts Festival, request funding is moved to accommodate a new date in October 2023 and to combine both the KISS Art's and Kazador financial and in-kind funding to allow budget fluidity between the events.

Resolved that

1. The Man Walk's request is accepted, to move their successful funding application from the 2022/23 financial year to 2023/24 to support their event which has been postponed.
2. The request from Tamara and Dave Campbell is accepted, to support the KISS Arts Festival date change and reallocate funding to support the Kazador and KISS Arts Festival in 2023/24 financial year, allowing the previously allocated total of in-kind and financial support to move between the two events as required.

(Cameron McDonald, Kate Mather)

6.3 Remaining Festivals and Events budget

Based on the outcome of item 2.2, the Tourism Manager has requested that any budget saving is invested into the Kiama Winter Festival 2023.

Resolved that any remaining funds within the Tourism and Events Festivals and Events Budget is used to support the Destination Kiama, *Kiama Winter Festival* in 2023.

(Craig Hardy, Anthony Body)

7. 2023/24 Destination Event Funding Program

7.1 Destination Event Funding Guidelines

TAC member, Leah Hill was thanked for her assistance in reviewing the modifications made to the *Destination Event Funding Guidelines* which included the assessment criteria and application questions.

The TAC members were reminded that there are to be significant changes to this funding program this financial year, following recommendations derived from the 2022 *Grants and Donations Internal Audit*. These include:

- The application evaluation role will now fall to a newly formed 'Council Grants Internal Assessment Panel'.
- The use of the SmartyGrants platform for all grants and donation administration.
- All successful funding applicants and their associated granted amounts will appear on the Council website.

The TAC members were provided a copy of the revised Destination Event Funding Guidelines, revised criteria and associated weightings. A discussion was had about the purpose of the funding, which is to:

“support event organisers to plan and deliver successful events that drive the visitor economy and assist in delivering objectives within Kiama Council’s Tourism and Events Strategic Plan (2022-2026). This funding program specifically supports events that attract intra and interstate visitation and appeal to Kiama’s key visitor markets. The events occur outside of recognised peak periods, and encourage return visitation, overnight stays and activate key infrastructure and locations around the municipality.”

The Tourism Manager again noted the internal discussions that may provide community-based event organisers the opportunity to obtain Council support outside of the Destination Event Program and its objectives. A report was being prepared for Council.

7.2 Destination Event Funding Program key dates

It was proposed that two rounds of event funding will be available in the 2023-2024 financial year. The first opening in mid-May and closing 21 June and the second, opening in December 2023.

Resolved that the Destination Event Funding Guidelines and associated program documents are endorsed and the timeline for the two rounds of funding for the 2023-2024 financial year deployed.

(Kate Mather, Cameron McDonald)

8. Other Event Related Items

8.1 Reconnecting Regional NSW – Community Events Program

Kiama Winter Festival – Ice Skating by the Sea

Tickets will be available for purchase from Wednesday 10 May with the marketing campaign being executed from Monday 15 May.

Funding for this event has been derived from a variation request, rolling funds for the 'Eat like a Local' and 'Taste of the Dharawal' while also investing in the ice rink with a proposed return through ticket sales.

Sponsorship has been sort from i98, Kiama Coast Holiday Parks, The Sebel Kiama (and One Fitness) as well as Saltwater Kiama.



Jamberoo Street Festival

Following interest in pursuing tourism in Jamberoo, the Tourism Manager will be attending the meeting of the Jamberoo Valley Ratepayers and Residents Association Inc. on Tuesday 2 May to discuss the funds allocated to the Jamberoo Street Festival.

Wednesday 3 May a meeting with the representative from the Jamberoo Valley Car Show and Family Day to discuss the viability of combining the event. It is to be noted that the Illawarra Rose Society Annual Show is also scheduled for this weekend (28 & 29 October 2023)

8.2 Council Policy for Events on Public Land

It was noted to the TAC that an initial meeting was convened to progress this Policy. However, due to the recent staff restructure, a subsequent meeting is to be

convened with newly appointed Director Infrastructure and Liveability, Michael Malone to ensure continuity with his departments ambitions. The TAC discussed how blanket DA's can be beneficial for events on Council managed land in popular and 'major' locations. It was discussed that other smaller and 'irregular' locations could also benefit in being identified to attract events of a more boutique nature.

9. Strategic Plan and Action Plan

Local Tourism Survey

The Local Tourism Survey opened on 28 March and closed on 28 April 2023. A total 396 submissions were received. The Tourism Manager noted that an analysis would occur in the coming two weeks.

The response breakdown was as follows:

Category	Respondents
Local resident	315
Local working in tourism industry	15
Local working not in industry	33
Out of area	16
Not classified	17



Forty-nine (36 residents and 13 business respondents) people indicated they would like to be included in a workshop to further develop tourism priorities locally.

Resolved that an expression of interest is distributed, and a consultant employed, to facilitate a *Tourism Priority Workshop* with interested survey respondents, partners and Tourism Advisory Committee Members in June 2023 before finalising the Tourism and Events Action Plan for 2023-2024.

(Warren Steel, Leah Hill)

10. Destination Marketing Update

10.1 Campaigns currently in market

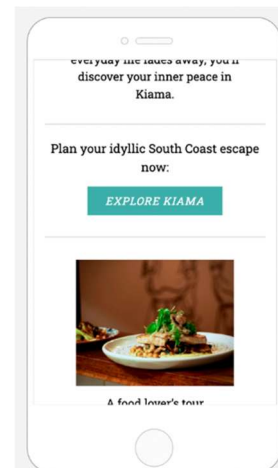
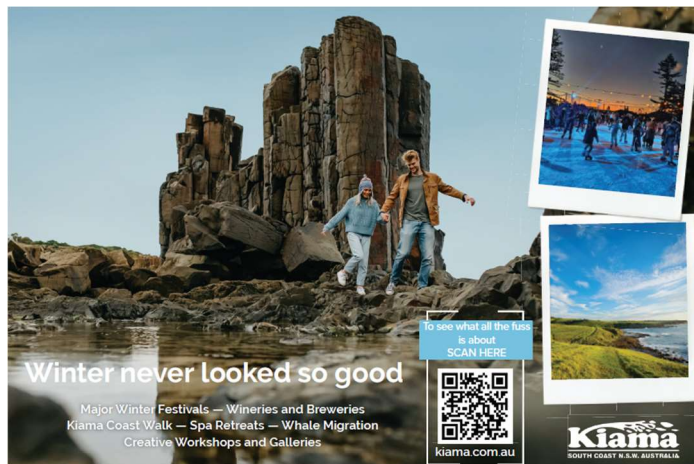
Australian Traveller

- 2 page editorial in print
- Digital editorial and digital banner advertising
- Focus: lesser-known sites and attractions, particularly arts/culture



Home Beautiful

- 1 x full page ad, 2 x ½ page ads
- Focus: Winter Season, Art/Culture in Kiama
- 1 x editorial
- Focus: Art/culture in Kiama
- eDM



10.2 Partnership Image Renewal Program

The TAC were reminded of the expressions of interest that went to Destination Kiama partners to take part in a subsidised photoshoot to improve their (and our) media library. Seven businesses were selected from the fourteen applications received. This meant that for \$99 (\$561 invested by Destination Kiama) the partners had a professional photographer visit their business, with a member of our team and will receive six edited and licenced images for their ongoing use. The feedback on the shoots so far has been very positive.

The participating businesses were:

- Tilda & Cacao
- The Bead Shack
- Park Ridge Retreat
- The Collective Beat
- Expressive Art Experiences
- Gerringong Pet Accommodation
- Jamberoo Pub



10.3 Blog Content

Three blogs have been created to align with marketing campaigns:

- Get Creative on the Kiama Coast
- Autumn Adventures These School Holidays
- Kiama's Winter Season



NSW South Coast Getaway in the Winter Season

Kiss winter blues goodbye while saying hello to the calm crispness of Kiama this season. With the crowds of summer now dissolved, enjoy the relaxed feeling in the area with unlimited exploration options and the best seat in the house on offer wherever you decide to visit. Get back to nature and experience the invigorating effect. We have handpicked a few of our favourite winter experiences for you below.

Kiama Area Posts



Autumn Adventures these School Holidays

From adventurous children to adults who are young at heart, there is something for everyone in Kiama these Autumn holidays, it's impossible to squeeze everything into a single day!

Kiama Area Posts



Get Creative on the Kiama Coast

Craving creativity? The hills and valleys of the Kiama coastline is home to a host of exceptionally talented artists, writers, photographers and teachers. Whether you want to watch, learn or experience the products of the Kiama area's free-flowing inspiration, our legion of local creatives have got you covered.

Kiama Area Posts

10.4 Digital Statistics

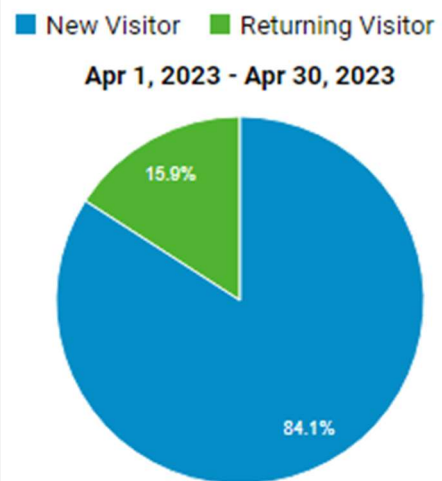
10.4.1 Social Accounts

- @kiamansw Instagram page reach is down 10.3% and Facebook page visits down 39%.
- Users from NSW have decreased by 31% BUT users from other states namely Victoria, Queensland, Tasmania and Western Australia have increased.
- This indicates that after Covid lockdowns and the conclusion of travel bans and restrictions, travel interstate and overseas (NSW residents traveling overseas) has increased.

10.4.2 Website *kiama.com.au*

A Website Traffic Report was provided to the TAC.

It was noted that Kiama Coast Walk still remains *kiama.com.au*'s most viewed page, outside of the homepage, with Markets a close second.



11. Visitor Information Centre and Destination Kiama Partner Update

11.1 Visitor Information Centre Visitation Numbers

Visitor Numbers						
Financial Year 21/22			Financial Year 22/23			21/22 Vs 22/23
Month	Total Serviced	Walkins	Month	Total Serviced	Walkins	
Jul	591	383	Jul	3,277	2,368	2,868
Aug	0	0	Aug	4,214	3,030	4,214
Sep	0	0	Sep	3,542	3,265	3,542
Oct	290	158	Oct	3,278	2,981	2,988
Nov	1,796	1,441	Nov	3,473	3,115	1,677
Dec	3,103	2,659	Dec	4,338	4,060	1,235
Jan	4,817	3,489	Jan	5,775	5,344	958
Feb	3,333	2,305	Feb	3,558	3,255	225
Mar	3,720	2,451	Mar	3,587	3,282	-133
Apr	4,751	3,575	Apr	4,770	4,511	19
May	3,649	2,575	May			0
Jun	3,303	2,385	Jun			0
YTD	29,353	21,421	YTD	39,812	35,211	17,593

11.2 Visitor Information Centre Retail Sales Report

Retail Sales						
Financial Year 21/22			Financial Year 22/23			Profit Increase
Month	Gross Sales	Av Spend	Month	Gross Sales	Av Spend	
Jul	\$1,708.00	\$4.46	Jul	\$15,734.01	\$6.64	\$7,348.23
Aug	\$388.54		Aug	\$17,037.00	\$5.62	\$8,803.34
Sep	\$59.50		Sep	\$19,614.87	\$6.01	\$9,606.10
Oct	\$763.60	\$4.83	Oct	\$23,537.52	\$7.90	\$11,596.71
Nov	\$12,037.25	\$8.35	Nov	\$23,436.30	\$7.52	\$5,733.85
Dec	\$22,243.29	\$8.37	Dec	\$32,123.91	\$7.91	\$3,063.29
Jan	\$22,394.54	\$6.42	Jan	\$37,724.17	\$7.06	\$7,399.51
Feb	\$15,065.94	\$6.54	Feb	\$25,420.00	\$7.81	\$5,858.44
Mar	\$16,605.49	\$6.77	Mar	\$26,190.37	\$7.98	\$4,742.12
Apr	\$21,754.57	\$6.09	Apr	\$31,105.25	\$6.90	\$4,925.43
May	\$16,114.71	\$6.26	May			
Jun	\$13,254.06	\$5.56	Jun			
TOTAL	\$ 142,389.49	\$6.58	TOTAL	\$251,923.40	\$7.06	\$69,077.02

11.3 Tourism After Hours post event wrap-up

91 registrants and approximately 80 partners attended the Tourism After Hours event at Jamberoo Valley Lodge in March and was deemed a very successful networking event.

11.4 New project – Cycleway Brochure

Expressions of interest have been received from two experienced consultants, Peter Mclean from Bicycle NSW, and Bruce Ashley from The Environment Works, both of which are able to complete the scope of works for the development of a Cycleway Map within the financial year. Assessment and appointment will be conducted on 2 May as per the timeline.

11.5 Brochure Renewal Program

The TAC were advised that Lauren Res, Coordinator at the Visitor Information Centre is currently working with a graphic designer to refresh the Kiama Walking Guide pocket sized brochure.

11.6 Canva Workshop 17 May, The Pavilion

The TAC were advised that an invitation had been distributed to partners to attend the marketing workshop delivered by Kiama Community College, delivering skills with the popular design program Canva.

11.7 *Volunteer Week, 15-21 May*

The Visitor Information Centre (VIC) Staff and Volunteers will be represented at the Kiama Farmers' Market on 17 May in a bid to showcase volunteering opportunities and bolster the ranks. Further to this, the TAC were reminded that the VIC Volunteer Program will be reviewed in coming months.

12 **Above and Beyond Award Nominees**

The TAC members were advised that four submissions had been made for the Destination Kiama Above and Beyond Award. As two of the nominees are no longer in their roles, nor able to be contacted following their resignations, only the remaining two nominations were reviewed.

Resolved that two Above and Beyond Awards are awarded at the next Tourism After Hours event to the two candidates nominated.

(Craig Hardy, Kate Mather)

13 **The Pavilion, Kiama Update**

13.1 *Kiama I Do*

The TAC were reminded that the Kiama I Do Wedding Trail will be taking place on 28 May at The Pavilion, The Sebel and The Mercure Gerringong. Crooked River Wines and Jamberoo Valley Lodge are also partnering in this inclusive event as venue options.

13.2 *Service Review*

As part of Kiama Council's Service Improvement Plan a Service Review will be taking place in 2023/24, designed to highlight cost efficiencies and opportunities to increase revenue.

13.3 *NAIDOC Awards*

The Pavilion will be hosting the NAIDOC Awards in July 2023. Kristy from the Tourism and Events team will be assisting Aboriginal Liaison, Sharon Randell and Michael Preston, Project Officer from the Community Team to enact this special event.

14 General Business

14.1 Economic Development functions falling to TAC

The TAC reviewed the recent resolution from Council to incorporate the function of Economic Development within the TAC.

23/107OC Resolved that Council: 1. note the following existing Committees that are already formed and established within Council (under legislation) and that will continue to operate and remain unchanged:

a. Audit, Risk and Improvement Committee – NSW Legislated Committee

b. Traffic Committee – NSW Legislated Committee

c. Performance Review Committee – Committee of Council (as formed at the Extraordinary February 2022 meeting (Resolution Number 22/011OC)

d. Finance Advisory Committee – Advisory Committee.

2. note the existing Committee – Destination Kiama will also continue with membership unchanged, with the addition of the function of Economic Development included within the Terms of Reference of the Committee.

3. establish the following new additional Committees:

a. Sustainable Communities Committee

b. Infrastructure and Liveability Committee.

4. appoint the following Councillors to the new Committees for a twelve month period:

a. Sustainable Communities Committee - Councillor Draisma and Councillor Reilly.

b. Infrastructure and Liveability Committee - Councillor Croxford and Councillor Larkins

5. call for expressions of interest from three community members for each newly formed Committees, to sit on the Committees as permanent community member roles.

6. note that Committees may include additional attendees/members that are specific experts for matters that require this support, from time to time.

7. undertake specific consultation with young people and our First Nations Community, that is tailored to their needs and supports input (rather than through a formal committee structure), such as the Youth Engagement Forum. 8. continue to support Council membership and engagement with a number of external committees, organisations and consultation bodies that Council regularly participates in and has been established through previous resolutions of Council, such as South Coast Arts, Illawarra Shoalhaven Interagency, Library Cooperative, Housing Trust, Illawarra Shoalhaven Joint Organisation, etc.

9. trial the Committee Structure for a period of 12 months, to enable outcomes to be reviewed and functions considered. (Councillors Larkins and Brown)

For: Councillors Brown, Croxford, Draisma, Larkins, Reilly and Steel

Against: Councillors Keast, Renkema-Lang and Rice

Resolved that The Tourism Advisory Committee:

1. Note their support for the consolidation of the Economic Development and Tourism Advisory Committee, along with its confidence within the current members skillset to deliver sound economic development strategy assistance; and
2. Advise Council that they look forward to the recruitment of the Manager Planning and Economic Development and the subsequent changes to the Terms of Reference.

(Anthony Body, Cameron McDonald)

14.2 *Bombo Stairs*

A discussion was had amongst the committee on the soon to be opened Bombo Staircase that leads from the top of the headland to the base, connecting to Boneyard.

Resolved that the Tourism Advisory Committee request Council staff

1. Engage Indigenous Elders to determine an appropriate name for the newly constructed stairs at Bombo. The suggested name for consultation from the Tourism Advisory Committee is “Thunda”; and
2. Call for a date of an official opening.

(Kate Mather, Anthony Body)

14.3 *Paid Parking*

A discussion was had amongst the committee on the topic of paid parking. Examples were discussed on how this could be managed, including having rate payers nominate two registration plates that would be considered exempt.

Resolved that the Tourism Advisory Committee’s support is noted for paid parking for visitors within the Municipality in popular tourist destinations.

(Warren Steel, Anthony Body)

14.4 *Tourism Conferences*

1. Local Government Destination Conference, Manly, 29-31 May

It was noted that Jackie Hall, Coordinator at The Pavilion and Lauren Res, Coordinator at the Visitor Information Centre will attend this conference.

2. Regional Tourism Conference, Newcastle, 10-12 Oct

It was noted that Clr Brown and Tourism and Events Manager, Sally Bursell will be attending this conference. TAC member Kate Mather showed interest in attending and Craig Hardy noted that he will be attending on behalf of The Sebel.

14.5 *Tourism After Hours*

The TAC discussed the hosting offers received from Crooked River Wines, The Pavilion, Greyleigh and Soul Clay Studio. The following schedule was discussed:

- Crooked River Wines – Winter, mid-June
- The Pavilion – Spring, mid Sept
- Greyleigh - Summer / Christmas, mid Dec
- Other workshop location – Soul Clay Studio

15 Confirmation of Future Meetings

Event Funding Opens	Wednesday 10 May 2023
Council Meeting	Tuesday 16 May 2023
Council Meeting	Tuesday 20 June 2023
<i>Tourism After Hours</i>	<i>Mid June</i>
Event Funding Closes	Wednesday 21 June 2023
TAC Meeting	Wednesday 21 June 2023
Grants Committee Meet	Friday 23 June 2023
Council Meeting	Tuesday 18 July 2023
TAC Meeting	Wednesday 2 August 2023
Council Meeting	Tuesday 15 August 2023
<i>Tourism After Hours</i>	<i>Mid Sept</i>
Council Meeting	Tuesday 19 September 2023
TAC Meeting	Wednesday 4 October 2023

Council Meeting	Tuesday 17 October 2023
Council Meeting	Tuesday 21 November 2023
TAC Meeting	Wednesday 6 December 2023
<i>Tourism After Hours</i>	<i>Mid Dec</i>
Council Meeting	Tuesday 19 December 2023

11 Meeting Closed 7.07pm.