

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

commencing at 5.00pm on

TUESDAY 24 JANUARY 2023

Kiama Council Chambers
11 Manning Street, Kiama

**MINUTES OF THE DESTINATION KIAMA TOURISM ADVISORY COMMITTEE
HELD IN THE KIAMA COUNCIL CHAMBERS
ON TUESDAY 24 JANUARY 2023 AT 5.00PM**

Present: Matt Brown (Councillor Representative), Cameron McDonald (Kiama and District Business Chamber), Anthony Body, Kate Mather, Leah Hill, Craig Hardy and Sally Bursell, (Manager, Tourism and Event Manager) (minutes).

1 ACKNOWLEDGEMENT OF COUNTRY

2 APOLOGIES

Warren Steel (Councillor Representative), Jane Stroud (Council CEO).

3 CONFLICTS OF INTEREST DECLARATION

Anthony Body declared an interest in the discussions regarding funding programs administered by the Department of Regional NSW (item 6.c).

4 ACCEPTANCE OF PREVIOUS MEETING MINUTES

Resolved that the Minutes of the Kiama Tourism Advisory Committee held on 3 November 2022 be received and accepted.

(Craig Hardy, Kate Mather)

5 MATTERS ARISING FROM PREVIOUS MEETING MINUTES

Draft Committees Policy Update

Craig Hardy requested an update into the proposal to amalgamate the Tourism Advisory Committee (TAC) with the Economic Development Committee (EDC).

Clr Brown stated that Councillors in general seemed to be supportive of the TAC and EDC remaining separate. In addition to this, he noted that upon the *Kiama Municipal Council Committee Policy and Framework* being placed on public exhibition until mid-November 2022 there were objections to the merge proposal from the community.

Clr Brown also tabled Clr Renkema-Lang's thanks and commendation to the TAC in the December Council meeting.

Sally Bursell added that the staff member that devised the committee restructure proposal had since resigned, which may have stalled the process somewhat. However, up until late last year, internal recommendations were being explored to determine a more effective way of having minority groups, such as youth, First Nations, and inclusive/accessibility representatives voices heard on the various committees.

Regardless of this outcome and the timeline that relates, the Tourism Manager noted that despite a possible change in the functions of the current TAC, there is no plan in place within this framework to discharge any current committee members.

Setting Priorities – Partner Workshop

Following on from the successful Destination Kiama Marketing Workshop run in October 2022, a subsequent recommendation to ascertain feedback from partners to assist in setting priorities for 2023 was enacted.

To this end, the Committee were provided with a draft *Local Tourism Survey* to consider.

Resolved that the proposed *Local Tourism Survey* is distributed to Destination Kiama Partners as well as the wider local community, with special effort to reach local minority groups. Along with the survey an invitation to join a focus group to further assist in setting priorities to shape the Tourism Action Plan in 2023 will be provided.

(Leah Hill, Anthony Body)

Surfing NSW Partnership – update

Sally Bursell provided an update to the Surfing NSW Partnership. Gerringong SurfLife Music Festival organisers have changed the date of their event (usually June) to 31 March – 2 April, the same weekend the Surfing NSW Her Wave event is due to take place.

The possibility of changing the surfing competition's (Her Wave) date was considered, however finding a date in the state and national surfing circuit was difficult, and avoidance of winter being a key consideration, it was decided instead to meet with the organisers of SurfLife to determine if the two events could coexist.

The outcome of this meeting meant that the two event schedules were cross referenced and balanced between the two locations, with a shuttle bus moving people between the two events.

Destination Kiama will be activating a festival from 8am – 2pm on Sunday 2 April at Jones' Beach to coincide with the surfing competition. The festival will focus on surf and skate culture with a pop up skate park, workshops including hand drumming, tie dying and food such as Acai bowls, and breakfast crepes. Styling will have a laidback boho theme and target the youth demographic.

At 2pm the shuttle bus will take people to Gerringong for SurfLife's live music at Warri Beach, which runs from 2pm – 7pm.

Working with the local high school students will still occur as planned on Friday 31 March.

December Above and Beyond Award presentation (postponed)

It was advised that as the recipient of the award was not able to attend Tourism After Hours in December, they will be presented with the Award at the Spring event.

A discussion was had into the Above and Beyond Award origin and purpose. It was agreed by the Committee that this concept is marketed more widely to reinvigorate the program.

6 DESTINATION KIAMA EVENTS

a. Kiama New Year's Eve Sky Show 2022

The NYE Sky Show Post Event Report summary was provided to the Committee. The main points are as follows:

- An estimated 15,000 people attended within the 'event footprint'
- 48% of survey respondents attended from outside of the Kiama LGA
- Very good feedback overall with no major incidences
- The chief complaints were as follows:
 - Vehicle traffic egress particularly slow
 - Improvements can be made to lighting and access for the designated accessible car park
 - Food vendors selling out of food and having to remain on site due to road closures

Resolved that The Kiama New Year's Eve Skyshow 2022 Post Event Report is received for information.

(Craig Hardy, Leah Hill)

b. Correspondence Tabled - Destination Event Program 2022/23

- Seaside and Valley Post Event Report received for information.

Resolved that the Seaside and Valley Post Event Report is received for information.

(Kate Mather, Craig Hardy)

- Jamberoo Car Show letter requesting to roll Destination Kiama funding over to 2022/23 financial year.

Resolved that the request to roll the allocated Destination Kiama Event Funding for the Jamberoo Car Show from 2021/22 financial year to 2022/23 be accepted and reallocated.

(Kate Mather, Craig Hardy)

c. Reconnecting Regional NSW – Community Events Program

- i. Kiama Beach TAG 4 March 2023
- ii. KJBF 10-12 March 2023
- iii. Her Wave 2 April 2023
- iv. Winter Festival* TBC
- v. Jamberoo Street Soiree TBC

Kiama Winter Festival Proposal*

Notification of an unsuccessful application was received from the Tourism Programs Team at the Department of Regional NSW following an application for REAF funding to support IGNITE Winter Wine and Wonders in 2023.

It has been proposed that Council (Destination Kiama) run the event nevertheless, instead using (and requesting a variation) the *Reconnecting Regional NSW Community Event Program* to subsidise the free and un-ticketed activations. This variation would request permission to combine the funds for the proposed 'Eat like a Local', 'Taste of the Dharawal' and 'Kiama Street Soiree'.

The concept has been approved by the Council Executive for Destination Kiama to utilise the profit from the Ice Skating Rink of IGNITE 2022 to fund the ticketed components of the proposal.

Event Purpose:

1. To provide a winter event to assist with levelling seasonality issues and sustaining local business in the off-peak period
2. To highlight the beauty of winter on the South Coast
3. To showcase our local produce and food / drink related experts

Option 1: All-weather roller skating. Pop up events over the 14 days can include, but are not limited to: artistic skating demos and training, roller derby, Ba-skate-ball jam etc.

Option 2: Ice skating rink on Old School Flat. Continuing from the success for 2022 in a more accessible and visible location.

With the Kazador proposal to be set up until 28 May there is an opportunity to hire and utilise this venue for activations such as cocktail making and/or grazing board classes, drumming workshops etc. in this case we would market this to be a 'Welcome to Winter'. Otherwise, a date would be selected overlapping a weekend within the school holidays (which run from 1 – 16 July 2023).

It was discussed that an all-weather cover would need to be prioritised, regardless of whether it was ice or a roller rink. The various costs would be explored, and a decision would be made between the two options based on the available budget.

The festival will have a large food and drink component, and include an First Nations element, in which Regional NSW will be contacted to possibly assist with.

d. Council Policy for Events on Public Land

The Tourism Manager is in the process of drafting a Council Policy for Events on Public Land. This policy is designed to streamline event approvals on public land and eliminate the requirement for Development Applications/Consent for events that fall within the defined event site threshold. This threshold will be determined and documented based on the locations size, proximity to residents, and general suitability as an event venue (eg. parking availability and proximity to public transport).

Ultimately, the Policy will provide the control mechanisms to enable Council to issue an event licence under Section 68 and document the procedures and workflow through council.

This Policy will also limit the number of certain types of events in locations and the method employed to balance this use among event organisers (eg. EOI vs. first in best dressed).

e. New Staff

The Committee were advised of the new starters in the events section of Destination Kiama. Helen Demertzis (full-time) & Kristy Young (part time, Wed-Fri):



7 Visitor Information Centre (VIC) and Destination Kiama Partner Update

- New VIC Art Exhibition

A new art exhibition has been installed at the VIC by local photographer, Belinda Doyle.

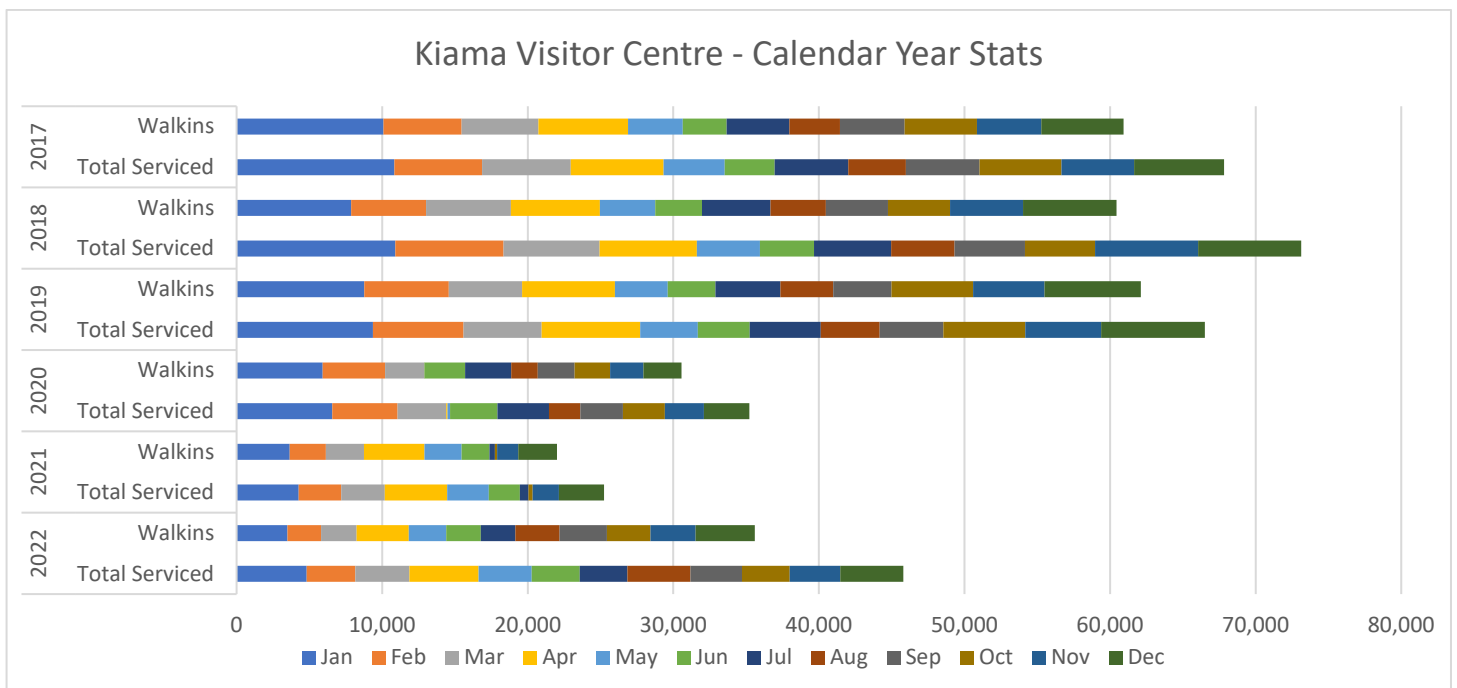
- New Destination Kiama Partners:

- Kerry Suttonberg – Artist, Open Studio, Renfrew Street, Gerringong
- Eagleview Park, Foxground
- Seven Marks Gallery
- South Coast Nannies

It was suggested that Eagleview Park and similar sized Destination Kiama Partner Businesses (that are not large enough to host Tourism After Hours) are contacted and invited to host Tourism Advisory Committee (TAC) meetings in the future. A suggestion for Minnamurra Rainforest Centre to take part in this cycle was also suggested.

○ Visitation Statistics (calendar year):

Visitor Numbers												
Month	2022		2021		2020		2019		2018		2017	
	Total Serviced	Walkins	Total Serviced	Walkins	Total Serviced	Walkins	Total Serviced	Walkins	Total Serviced	Walkins	Total Serviced	Walkins
Jan	4,817	3,489	4,267	3,654	6,569	5,913	9,375	8,775	10,905	7,864	10,829	10,086
Feb	3,333	2,305	2,911	2,474	4,486	4,279	6,223	5,807	7422	5,153	6,037	5,371
Mar	3,720	2,451	2,992	2,632	3,346	2,681	5,365	5,037	6606	5,820	6,091	5,271
Apr	4,751	3,575	4,298	4,143	77	5	6,772	6,376	6693	6,125	6378	6158
May	3,649	2,575	2,861	2,545	183	28	3,956	3,616	4315	3,789	4203	3774
Jun	3,303	2,385	2,133	1,916	3,247	2,796	3,550	3,292	3723	3,211	3,427	2,999
Jul	3,277	2,368	591	383	3,546	3,156	4,879	4,455	5,293	4,720	5,055	4,307
Aug	4,320	3,030	0	0	2,168	1,831	4,053	3,615	4,369	3,801	3,958	3,476
Sep	3,542	3,265	0	0	2,914	2,527	4,377	4,014	4,819	4,259	5,049	4,437
Oct	3,278	2,981	290	158	2,882	2,448	5,619	5,611	4,819	4,259	5,639	4,971
Nov	3,473	3,115	1,796	1,441	2,681	2,280	5,209	4,905	7,094	5,014	4,985	4,434
Dec	4,338	4,060	3,103	2,659	3,113	2,628	7,133	6,608	7,072	6,427	6,175	5,639
TOTAL	45,801	35,599	25,242	22,005	35,212	30,572	66,511	62,111	73,130	60,442	67,826	60,923



○ Destination Kiama Partner Results

Jamberoo Action Park’s General Manager, Matt George:

“It has been a strong summer season for us thus far. We have had our strongest visitation in December/January since 2013/2014. Our retail and food and beverage sales have also been very strong, so no signs of the economic downturn yet! We needed a strong season with one of our largest investments ever in our new ride precinct so anything less would have been below expectations.”

The Sebel Harbourside’s General Manager, Craig Hardy:

“We have experienced one of our best summer results in years.”

In contrast, we have correspondence with business operators in Jamberoo Village that have reported less pleasing results, with the closure of Jamberoo Mtn Rd not assisting in this plight.

Other accommodation operators have communicated mixed results, but all have stated they have been surprised at the reduced lead time for bookings, so although retrospectively occupancy results are good, they feel uneasy when looking at future bookings. It would seem that by and large, people are waiting for the surety of weather (and maybe health?) before making a last-minute trip down the coast. We hope to have December 2022 results shortly.

8 The Pavilion, Kiama

Event Update

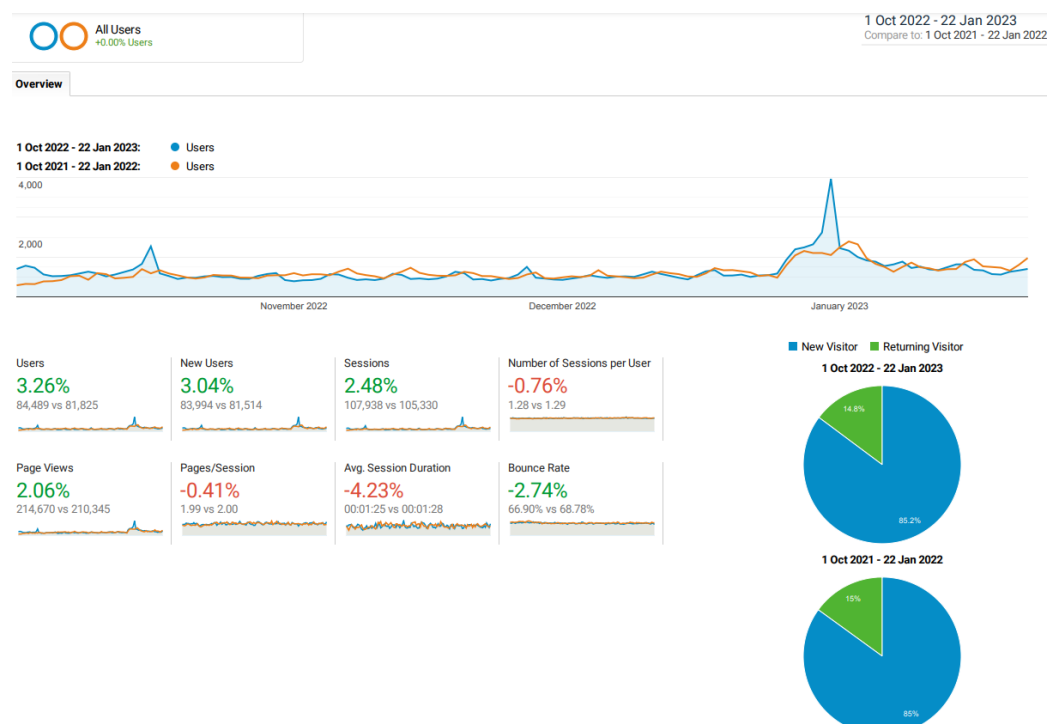
- Kiama Show – Friday 27 – Saturday 28 January 2023
- Kiama I DO – Sunday 28 May 2023
- The Dreggs - Saturday 20 May 2023
- Henry Clive / About Town Events – Saturday 10 June 2023

Catering Contract Update

An initial meeting has been had with Culinarius Fine Food Catering. The contract is to be signed off in February for 3yrs with a 1yr option to be made available as an option in year three of the contract.

9 Marketing Update

a. Website Statistics, kiama.com.au



The most notable changes in website audience were the drop in the Sydney market (-34.22%) and the drop in the Canberra market utilising the site (-41.11%).

The 'not set' figure however had increased by 374.7% (up to almost 10%) which may help to explain the variances.

b. [Kiama Touring Map](#)

Craig Hardy asked whether these new fold out maps would be available for operators to distribute. Due to the high cost of the printing, this wouldn't be a free option, however a wholesale cost option would be investigated, in order to allow this opportunity.

c. [Caravan and Camping with Kids - annual](#)

This print and digital advertising partnership was tabled at the meeting, along with the other publications Kiama has partnered with over the last six months.

d. AIME

Destination Kiama will be hosting a 'buyers famil' on Sunday 19 February where a mix of 10-12 professional conference organisers and venue finders will visit the area with appointments with representatives from The Sebel and The Pavilion.

10 GENERAL BUSINESS

- Destination Kiama Brand

Craig Hardy suggested further consideration into a potential rebrand of the Destination Kiama 'splash logo'.

It was decided by the Committee that through the proposed *Local Tourism Survey*, a question is posed as to the thoughts on the relevance and connection between Kiama as a destination, and the 'splash logo'. Craig suggested that an evolution or reinvention of the logo could be looked at to ensure it best represents the destination in the current market.

- Offshore Wind Farm

Kate Mathers requested an update on the progression of the proposed Offshore Wind Farm. The Chair noted that Council passed a motion in December to oppose the proposed development and as such writes to the Minister for Climate Change and Energy, and the NSW Minister for Energy, Blue Float Energy and Energy Estate and asks for more information. We are yet to hear any further developments from the Federal Government on this matter.

- Tourism Conferences

The Chair requested the Tourism and Events Manager provide a list of future conferences relating to the tourism industry, in order for the Committee and Tourism Manager to consider attending.

- Confirmation of future meetings and gatherings:
 - TAC Meeting 5pm **Tuesday 28 March 2023**. As noted previously, this meeting will be held at a partner business.
 - Tourism After Hours 5.30pm – 7.30pm **Wednesday 22 March 2023** – The Lodge Jamberoo
 - Stakeholder Workshop 9am – 1pm **Thursday 30 March 2023**

Meeting closed 6.45pm