



KIAMA MUNICIPAL COUNCIL
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DESTINATION

Kiama
SOUTH COAST N.S.W. AUSTRALIA

MINUTES OF THE DESTINATION KIAMA TOURISM ADVISORY COMMITTEE MEETING

commencing at 5.00pm on

MONDAY 25 JULY 2022

The Pavilion Kiama
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**MINUTES OF THE DESTINATION KIAMA TOURISM ADVISORY COMMITTEE
HELD IN THE SADDLEBACK ROOM, THE PAVILION KIAMA
ON MONDAY 25 JULY 2022 AT 5.00PM**

Present: Matt Brown (Councillor Representative), Warren Steel (Councillor Representative), Cameron McDonald (Kiama and District Business Chamber), Anthony Body, Leah Hill, Craig Hardy, Jane Stroud (Council CEO) and Sally Bursell, (Manager, Tourism and Event Manager) (minutes).

1 ACKNOWLEDGEMENT OF COUNTRY

2 APOLOGIES

Kate Mather.

3 NEW TOURISM ADVISORY COMMITTEE MEMBERS

A welcome was provided to newly appointed committee members with each invited to provide a background and introduction.

- Craig Hardy, General Manager, The Sebel Harbourside Kiama
- Anthony Body, Senior Executive, NSW Government
- Leah Hill, Tender and Submission Officer, Mission Australia
- Kate Mather, Owner South Coast Experiences (absent)

4 APPOINTMENT OF COMMITTEE CHAIRPERSON

The current Terms of Reference note:

- *Meetings are to be chaired by Council's nominated Councillor representative or the Manager Tourism and Events, or as elected by the Committee and endorsed by Council.*
- *The Council will appoint a Chairperson on an annual basis.*
- *The role of the Chairperson is to:*
 - *Chair the meeting and exercise functions as determined by the committee*
 - *Be the spokesperson for the committee, as directed by the committee*
 - *Call for conflicts of interest on agenda items*
 - *Advocate for the committee and represent its decisions*
 - *Sign off minutes endorsed by the committee*
 - *Call extraordinary meetings of committee.*
- *The Deputy Chairperson will be elected by the committee. The role of the Deputy Chairperson is to act as Chair when the Chair is not present at meetings.*

The Manager of Tourism and Events called for nominations for the position of Chairperson.

Clr Warren Steel nominated Clr Matt Brown as Chairperson, MB accepted the nomination. No further nominations were presented. All in favour.

The Chairperson noted that due to an absence of one of the Committee's newest member Kate Mather, that the appointment of Deputy Chairperson would be held over until the next Committee meetings.

RECOMMENDATION

That the Tourism Advisory Committee appoints Councillor Matt Brown as Chairperson.
(All in favour)

5 REVIEW AND ENDORSE KIAMA TOURISM ADVISORY COMMITTEE TERMS OF REFERENCE

The Draft Terms of Reference for the Committee were reviewed by the members present. An addition to these terms, the members discussed a point to be added to address Conflicts of Interest, and to ensure they are managed and recorded as per Kiama Council's Code of Conduct.

RECOMMENDATION

That the Tourism Advisory Committee Draft Terms of Reference are endorsed with a point under the heading *Meeting Administration* to be added as follows:

The Committee Agenda is to be reviewed by each member and Conflicts of Interest are to be called as a matter of process. Where there is a conflict, Council's Code of Conduct will be adhered.

(Hardy, McDonald)

6 DESTINATION EVENT SPONSORSHIP / FUNDING

Destination Kiama offers a competitive Event Funding Program, with our Event Coordinator available to discuss funding criteria, key dates, the application process or any other questions that may arise.

This funding program is underpinned by an internal Destination Events Action Plan and [Destination Events Funding Guidelines](#) (supplied to Committee). The guidelines list the funding criteria, (what each application is scored against) and provides details on the process and requirement for successful applications. This includes the agreement that will be put in place and key milestones to reach to obtain the funds.

The Destination Events Funding Guidelines states that this particular funding stream is designed for only events that fit within the "Major" and "Destination" Event categories, meaning that Community and Civic Events are not considered. Within this document is the table of 'Event Categories' to which to reference.

The closing dates for 2022-23 submissions are as follows:

- Wednesday 13 July, 2022 (closed)
- Wednesday 26 October, 2022
- Wednesday 25 January, 2023
- Wednesday 29 March, 2023

Audit of Council's Community Grants and Sponsorships

An Internal Audit of Council's Community Grants and Sponsorships was conducted in September of 2021 with a series of recommendations some impact Destination Kiama's funding program:

- An established policy - "Grants, donations and sponsorship Policy" – *currently in draft form and being reviewed by each of Council's internal stakeholders.*
- Established funding guidelines for each program – *Destination Kiama's Event Funding Program currently has Guidelines in place. A review and update is required to take place before the end of the calendar year.*
- One grants assessment panel – *Destination Kiama funding guidelines state "applications received for Destination Event funding are considered by the Destination Kiama Tourism Advisory Committee, who then make recommendations to the full Council meeting".*
- Develop a process to declare and document in a register any conflict of interests that councillors and council staff may have across all stages of the grant process. - *This will be implemented within the TAC's agenda, process and recorded in the meeting minutes.*
- A public register of all outgoing donations, grants, and sponsorships – *this will be activated Council-wide.*
- A 'grants' page on the website showing all available programs and funding available – *this will be activated Council-wide in addition to the kiama.com.au website.*
- Public reporting of all grant recipients & details of the projects – *this will be activated Council-wide.*
- A dedicated grant officer – *this role has been filled.*
- The use of the SmartyGrants system – *recommendation upheld with ELT, subscription to come.*

JS suggested that a briefing on the findings of the Internal Audit of Council's Community Grants and Sponsorship to TAC is arranged.

A discussion was had by the Committee to vary the Destination Event Funding Guidelines to also include events that fit within the "Community" category (not only "Major" and "Destination" Events).

Due to the delegation for this style of event no longer able to be managed within the CEO's Office, it was agreed that a trial of this addition would take place from this meeting forward.

The Committee agreed that when Council appoints a Grant Committee as per the Audit recommendations, a strong representation from Destination Kiama would be suitable given the number of applications that are received and the substantial budget to support this program.

The following Destination Event Funding Applications were tabled for Round 1 2022/23:

- I. Folk by the Sea
- II. Red Hot Summer Tour
- III. Jamberoo Car Show and Family Day
- IV. Annual Duck Race
- V. Kiama Sevens
- VI. Kiama Jazz and Blues Festival

The Chairperson called for any conflicts of interest with any of the application's organisers or events. None were received.

Each of the submissions were reviewed against the funding criteria. Whilst five of the six applications were supported, it was determined that *The Annual Duck Race* is not to be supported through this event funding program due to the fact it is purely a fundraiser and held at a peak tourism period when additional visitation is not encouraged.

A discussion was held on the current Event Guidelines and Event Action Plan. The Tourism and Events Manager advised that both documents were due to be reviewed.

AB asked if the same applications are received each year through the Destination Event Funding Program or if a certain allocation of the Events and Festivals budget was apportioned to new events. The Tourism and Events Manager advised the Committee that the guidelines only addressed how applications received were categorised and scored against criteria and funds are not allocated in advance.

The discussion led into how significant the success of a previous event played into the ability to gain funding. CM noted the importance of good quality post event report that delivered information on not only the number of people at the event but also where they came from and how the event could be improved.

LH asked if a briefing session at the start of the opening of the funding rounds could take place.

ACTION ITEM: The Tourism and Events Manager to provide each of the Event related documents to the Committee Members for review and feedback.

ACTION ITEM: The Tourism and Events Manager looks to integrate into the current Event Funding Application a section requiring an indication of funds being received from any Government department.

ACTION ITEM: The Tourism and Events Manager to arrange for Council's Internal Auditor to deliver a short presentation on the findings of the Grants and Sponsorship Audit.

RECOMMENDATION

That Council include the Tourism and Events Manager as well as an industry representative from the Tourism Advisory Committee on Council's newly formed Grants Committee.

(Brown, Hardy)

RECOMMENDATION

That Council provide support for the following events as part of the Destination Event Funding Program - Round 1:

EVENT	EVENT DATE	APPLICANT	SUPPORT
Folk by the Sea	23 – 24 September '22	Illawarra Folk Club	\$3,000 + two day hire cost of The Pavilion, Kiama (\$2,000)
Red Hot Summer Tour	16 October '22	Regional Touring	\$5,000 + one day hire cost of The Pavilion, Kiama (\$2450)
Jamberoo Car Show and Family Day	Sunday 30 October '22	Steve McBride	\$3,000 + in-kind support for 8 general waste and 8 recycling bins (\$320).
Kiama Sevens	25 February '23	Kiama Rugby Football Club	\$7,500 + \$7,500 in-kind support.
Kiama Jazz and Blues Festival	10-12 March '23	Kiama Jazz and Blues Festival – Caretaker	\$6,000

(Hill, Body)

6.10pm - Council CEO, Jane Stroud left the Committee Meeting.

7 STATE GRANT TOURISM AND EVENT FUNDING

I. Reconnecting Regional Community Events Program

The Tourism and Event Manager advised the Committee of a State Government allocation of \$239,651 provided to Kiama Council to apply to run community based events in the area until 31 March 2023.

These events needed to adhere to criteria and working with Council's Grants Officer, are in the process of providing further detail to the agency overseeing this program to support our application to support the following existing and proposed events:

ID#	EVENT NAME	ACRONYM	ESTIMATE	DATE
1	New Years Eve 2022	NYE	53,000.00	31-Dec-22
2	Kiama Jazz and Blues Festival	KJBF	20,000.00	Mar-23
3	Kiama Beach Tag	KBT	8,000.00	Mar-23
4	Eat Like A Local	ELAL	20,000.00	Nov-22
5	Street Soiree Series - Spring	SSS1	18,000.00	Oct-22
6	Street Soiree Series - Summer & Autumn	SSS2	36,000.00	Feb-23
7	<i>L'Etape Cycle (Cancelled)</i>	<i>L'ETC</i>	<i>13,000.00</i>	<i>27-Nov-22</i>
8	Kids Festival of Fun	KFF	20,000.00	8-9 Oct-22
9	Kiama Community Carols	KCC	4,000.00	Dec-22
10	Gerringong Community Carols	GCC	1,000.00	Dec-22
11	Jamberoo Community Carols	JCC	1,000.00	Dec-22
12	Gerringong Christmas Street Parade	GCSP	14,000.00	Dec-22
13	Light Up Kiama	LUK	17,651.00	Dec-22
14	Australia Day 2023	AD	14,000.00	26-Jan-23

It was noted that for events listed above that are already financially supported by Council (provided they are accepted by the funding body), the previously allocated allotment will be returned to Council's Destination Festival and Events budget, allowing additional events to be supported.

The Committee discussed the opportunity to put forward an Indigenous themed event to substitute the L'Etape cycling event that had since been cancelled.

ACTION ITEM: The Tourism and Events Manager to explore the concept of an indigenous event to replace L'Etape and integrate into the funding application.

II. [Small Business Month](#)

The Tourism and Events Manager advised the Committee that working with the Kiama and District Business Chamber, an application would be submitted to run a Speed Networking Event in November 2022.

III. [Regional Events Acceleration Fund](#)

Round two is open with applications closing 4 October 2022. This fund was used to support Destination Kiama's IGNITE Winter Festival that ran in June 2022.

The second round sees three funding streams, the first for Major Event Enhancement (grants between \$50,000 and \$200,000; the second, Major Event Attraction (grants for a minimum of \$100,000), and the third, Major Event Accessibility and Inclusion (grants between \$15,000 and \$100,000 - this stream must be applied for in conjunction with one of the other two streams).

IV. [Hindmarsh Park Upgrade](#)

Update: The application for Council to delay construction until February 2023 was accepted.

V. [Business Case and Strategy Development Fund](#)

The Tourism and Events Manager advised the Board that a funding stream to develop business cases for key projects is now available. Council's Grants Officer and Tourism Manager will be looking at a possibility to apply to fund a business case to extend the Kiama Coast Walk to Gerroa.

Other applications that are being considered on a regional scale include, Marine Tourism and Harbour Development (ISJO), Indigenous Tourism and identification of First Nation's significant sites (Destination Wollongong, Tourism Shellharbour and Destination Kiama); as well as The Illawarra Escarpment Walk (ISJO/Global Access Partners).

VI. Regional Tourism Activation Fund (infrastructure grant)

It was noted that an infrastructure fund is imminent, however is yet to be announced.

VII. Regional Job Creation Fund

An announcement of the successful applicants for the NSW Government's Regional Job Creation Fund included Stoic Brewery in Gerringong. A letter will be sent to congratulate them on their success.

A previous successful application was Jamberoo Action Park in 2021 for their Velocity Falls Development.

RECOMMENDATION

That the Tourism and Events Department:

- a) apply for the Regional Events Acceleration Fund to run a winter event once again in June 2023 using a percentage of the profit generated from the Ignite

– Kiama Winter Festival’s ice-skating rink to cover Council’s 25% co-contribution.

- b) consider an application under the Business Case and Strategy Development Fund to progress the extension of the Kiama Coast Walk to Gerroa.

(Hardy, Hill)

8 TOURISM AND EVENTS STRATEGIC PLAN

The Tourism and Events Manager advised the Committee that the Tourism and Events Strategic Plan 2022-2026 had been endorsed by Council at their 28 June meeting.

It is noted that this resolution included a requirement for the Tourism Action Plan, Events Strategy and Action Plan and the Marketing and Promotions Plan development includes broader community consultation. This will be carried out in consultation with Council’s communications team and all of the Tourism Advisory Committee will be invited along.

9 VISITOR INFORMATION CENTRE (VIC)

I. Recruitment

The Tourism and Events Manager advised that recruitment for the full time Visitor Services Coordinator has begun with interviews taking place Thursday 28 July 2022.

II. Volunteer drive

Following COVID, the number of volunteers at the VIC have dwindled. Once the Coordinator is appointed, a volunteer drive will take place and include targeting students as well as mums and retirees. Duties will be widened to assist with events and administration of such.

III. Purchasing Policy

A purchasing policy has been drafted and is currently being reviewed by the Governance Coordinator and Contracts Coordinator and consideration to it becoming an addendum to the newly reviewed Procurement Policy.

This draft policy references that Councillors and Council Staff will be treated as any other resident and sales of goods would be on the goods merit rather than it being looked upon as a conflict of interest.

Councillor Steel declared a potential **conflict of interest** on this item and removed himself from the discussion.

RECOMMENDATION

That Council endorse the section within the draft policy that notes that Councillors and Council Staff will be treated as any other resident and sales of goods would be on the goods merit rather than it being looked upon as a conflict of interest. To this end, the sale of Councillor Steels souvenir books will be considered as any other saleable item at the Kiama Visitor Information Centre.

10 THE PAVILION, KIAMA

The current wedding catering company at The Pavilion Kiama, Culinarius contacted Council to request to extend the term of their current three-year agreement for a third time (beyond six years).

In the interest of maintaining a transparent, fair and equitable market, the decision was made by Council's Chief Executive Officer to instead offer Culinarius a twelve-month revised contract from 1 July 2022 – 30 June 2023 in anticipation to then take the contract to market in mid-2023.

The revised twelve-month contract that includes an increased commission payable to Council (from 12 to 15%), a minimum annual commission of \$26,000 as well as an allowance to permit the current contractor to maintain weddings prebooked past 30 June 2023 (four) has been devised with the assistance of Shaw Reynolds Solicitors.

The contract has been signed by the current wedding catering company, Culinarius and the Chief Executive Officer and took effect on 1 July 2022 for twelve months.

The process has now begun to revise this contract and place on public tender.

11 PARTNERSHIP AND INDUSTRY DEVELOPMENT

I. Survey responses

The Tourism and Events Manager advised the Committee that results from the [Industry Development survey](#) had started to be received. The main topics respondents recorded as opportunities for growth and where we can assist are as follows:

1. Opportunities to collaborate with other local businesses
2. Recognition and implementation of local Aboriginal Culture
3. Inclusion in festivals and destination events
4. Assistance with Funding and Grant Submissions

II. Small business month (Nov)

The Tourism and Events Manager advised the Board that, working with the Kiama and District Business Chamber, we are submitting an application to run a business networking event that will include an element of "speed-networking" where people will be set up with a complimentary business to learn about their offering with the intention to bring about collaboration and cross industry partnerships. This event will be held during Small Business Month in November of 2022.

III. Workshop calendar

Following finalisation of the results of the survey (see item I above) and the November small business event, the Tourism and Events team will work to other industry development opportunities into 2023.

12 L'ETAPE AUSTRALIA UPDATE

Disappointingly, the 2022 iteration of this event has been cancelled due to the landslip on Jamberoo Mountain Road, despite Council assuring organisers that at least one lane would be open.

13 MARKETING UPDATE

I. Marketing Plan

The Tourism and Marketing Coordinator is starting to work on the Destination Kiama Marketing Plan. The Committee were provided the updated colour palette, which will begin to be rolled out across all collateral (eg. The Buzz newsletter, kiama.com.au website)

CH asked if part of the Marketing Plan and colour/brand update, the Kiama "Splash or Wave" Destination Kiama logo would be considered. The Tourism and Events Manager noted not at this stage. The Chairperson advised that the question will be minuted for future consideration.

II. Statistics

The Committee were provided the latest web related and visitor information centre statistics relating to visitation. Since January 2022 the Visitor Information Centre has seen an incremental growth month on month when comparing with last year (previous months visitor numbers had declined when comparing with the previous year).

III. Dining Guide

The new iteration of the Kiama Dining Guide will be available from Monday 1 August and will feature all of Destination Kiama's current food and beverage related partners across the Municipality.

14 GENERAL BUSINESS

- Confirmation of future TAC meetings
 - 5pm Wednesday 7 September 2022.
 - 5pm Thursday 3 November 2022
- Tourism After Hours
 - Wednesday 3 August - Seacliff House 5.30pm
 - Venue TBA 5.30pm, 6 December 2022 (Christmas and Visitor Guide launch)
- Kiama and District Business Chamber

CM advised that Executive Officer, Kaylene Derix has tendered her resignation and they are working on having the position filled as soon as possible. At the Chamber's next meeting on 16 August, CM noted that they will determine if a position will be offered for a Destination Kiama representative to sit on their Board.

Meeting closed 7.07pm