



**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

## THURSDAY 3 NOVEMBER 2022

The Pavilion Kiama  
Bong Bong Street, KIAMA NSW 2533

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

**HELD AT THE PAVILION KIAMA ON  
THURSDAY 3 NOVEMBER 2022 AT 5PM**

**PRESENT:** Councillor Matt Brown (Chairperson), Anthony Body, Leah Hill, Craig Hardy, Cameron McDonald, Kate Mather and Sally Bursell (Manager, Tourism and Events & minute taker).

**1 APOLOGIES**

Jane Stroud, Councillor Warren Steel

**2 ACKNOWLEDGEMENT OF TRADITIONAL OWNERS**

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

*“On behalf of those present, I would like to show my respect and acknowledge the traditional owners of the Land, of Elders past and present, on which this meeting takes place, and extend that respect to other Aboriginal and Torres Strait Islander people present.”*

**3 ACCEPTANCE OF PREVIOUS MEETING MINUTES**

**Resolved** that the Minutes of the Kiama Tourism Advisory Committee held on 25 July 2022 be received and accepted.

(Craig Hardy, Kate Mather)

**4 MATTERS ARISING FROM THE MINUTES**

- a. Letter to Kiama and District Chamber of Commerce regarding reconsideration of tourism representation on their Board. Cameron McDonald noted that the letter will be tabled at Chamber’s next meeting.
- b. Partner workshop. As resolved at the previous meeting, a workshop was conducted with Destination Kiama partners. Wisdom Marketing delivered a presentation, with Destination Kiama staff on hand to provide one-on-one assistance with ATDW listings.

*“The workshop was much better than I anticipated, and I have definitely learnt some tips and tricks to take back and use.”*, Janelle Mattila, Destination Partner and Fern Street Gallery social media manager.

A follow up survey to partner will follow regarding setting priorities for January – December 2023 and face to face consultation in February 2023.

- c. Pavilion Tender

The committee was informed that a recommendation for the Pavilion Wedding Tender will be tabled at the next Kiama Council meeting. It

was noted that functions, outside of weddings, are still able to use a different caterer.

d. Surfing NSW Partnership

Following the Surfing NSW proposed partnership agreement, it was confirmed that sponsorship has been secured to allow the 'Her Wave – Teams Challenge' to go ahead. Meetings have been held with Kiama High School, local music artists, a skate company as well as ongoing conversations with Surfing NSW representatives. This festival is confirmed for 31 March and 1 April 2023 at Jones' Beach.

## 5 CONFLICTS OF INTEREST

Craig Hardy tabled a conflict of interest with item 7 as he has been involved in preparations for the Kiama I Do Wedding Trail that has submitted a funding application via the Destination Events Funding Program.

Anthony Body tabled a conflict of interest in item 11. b. as his department administers this funding stream.

## 6 CHANGES TO KIAMA MUNICIPAL COUNCIL'S COMMITTEE POLICY AND FRAMEWORK

Submissions are currently being accepted following a Council resolution to seek the community's feedback on a drafted Council Committee Policy and Framework recommendation.

Of particular interest to the committee was the proposed merge of the existing Tourism Advisory Committee and the form Economic Development Committee to form a Tourism & Economic Development Advisory Committee.

Tourism & Economic Development Committee	2-3 x Councillors 1 x Local Aboriginal representative 1 x Community representative between 12-25yrs 1 x Kiama Chamber of Commerce representative 1 x Destination Sydney South Surrounds representative	<b>NIL</b> <b>Purpose:</b> Provide expert advice on the development, implementation, and monitoring of the following: <ul style="list-style-type: none"><li>Regional Economic Development Strategy</li><li>Employment Zone Strategy</li></ul>	Monthly Open to the public, except for matters deemed to be confidential (refer to s10A of the <i>Local Government Act 1993</i> ).
	1 x Regional Development Australia representatives 2 x Community representatives CEO (or nominee) Director of Planning & Communities (or nominee)	<ul style="list-style-type: none"><li>Tourism &amp; Events Strategic Plan</li><li>Holiday Parks Operations</li><li>Pavilion Operations</li><li>Visitor Information Centre Operations</li></ul> Has the authority to form, and call for nominations for membership of, project reference groups	

### Considerations from the Committee

- Pros – Tourism is Kiama's largest economy, the two profiles are aligned

Questions:

- What is the purpose of this committee? It speaks to providing expert advice on the development, implementation and monitoring of the various Strategies related to ED and Tourism, but what delegation does it have? To attract and retain interest from well skilled representatives there needs to be outcomes.
- Holiday Parks Operations has been included within this remit – that would be seen as a conflict of interest as DK has partnership outside of Council operated parks (Easts, Discovery HP) and other competing accommodation operations.
- Will the larger remit mean for the dilution of Tourism priorities? Historically Kiama Tourism (NFP) ran tourism functions, the decision by the people of Kiama and subsequent promise by Council was to prioritise tourism and therefore bring it under Council. Destination Kiama's strong partnership base speaks to this trust.
- Staff representation – no Tourism & Events Manager or ED Manager/Coordinator described as part of the committee?
- The authority to form project reference groups – it was discussed that members may wish to create two ref groups, one tourism and one ED. Does this then defeat the purpose?
- Regional Development Australia vs The Department of Regional NSW, the reference made to the REDS strategy doc but RDA rep on the advisory committees – was this meant to be Regional NSW?
- Representative from minority groups, this is good, however queries as to how this will be put into practice
  - What is the skill set or criteria for these representatives?
  - Will this person be then required to sit on each of the four advisory committees that meet monthly (not to mention any formed reference groups)?
  - Youth 12-25yrs. Believe this should be 18-25yrs
  - It is thought that a more progressive look at youth/first nations involvement is considered rather than meeting a seemingly arbitrary quota.
  - Suggestion for a Young Persons Council – pathways for youth to become or at least feel empowered to influence the future council.
  - Cultural and/or people linguistically diverse representation a consideration?
- NB. TAC currently met bi-monthly, not monthly as described within the Council Report (page 9).

**Resolved** that correspondence is made with the Destination Kiama partners and stakeholders to highlight the newly drafted Council Committee Policy Framework and encourage them to submit their views, as the Manager seeks to clarify questions raised by the Committee internally.

(Craig Hardy, Anthony Body)

## 7 DESTINATION KIAMA EVENT FUNDING PROGRAM PROPOSALS

An evaluation was completed and each of the eight proposals submitted for the second round of Destination Kiama Event Funding. Each application was scored against the program evaluation criteria, these scores were tabled at the meeting and discussions were had by the committee regarding the application proposals, documentation and value of event support.

**Resolved** that the below listed events are supported via the Destination Kiama Event Funding Program to the value listed below. It is noted that this budget is now currently exhausted.

EVENT	SUPPORT
	<b>TOTAL \$8,000</b>
SurfLife Music Festival Gerringong	\$4,000 in-kind support to contribute to hall/reserve hire & waste services \$4,000 to cover marketing & advertising
Kiama Beach Tag	<b>TOTAL \$8,000</b> Via the Reconnecting Regional NSW Grant
SPIEGELESQUE	\$4,000 In-kind support to contribute to the hall hire and waste services
KISS Arts Festival	<b>TOTAL \$5,000</b> to assist with out of area marketing for the event and contribute to the cost of in-kind services such as reserve hire and waste services.
The Kazador	<b>TOTAL \$5,000</b> to assist with out of area marketing for the event and contribute to the cost of in-kind services such as reserve hire and waste services.
Volleyball NSW Youth Championship	<b>TOTAL \$4,000</b> to assist with out of area marketing for the event and contribute to the cost of in-kind services such as reserve hire and waste services.
Clearly Music and Arts Festival and Clearer Workshops	<b>TOTAL \$5,000</b> to assist with out of area marketing for the event and contribute to the cost of in-kind services such as hall hire and waste services.
Kiama I Do	<b>TOTAL \$4,500</b> \$3,700 to be used for out of area marketing + \$800 in-kind support an advertisement in the Kiama Visitors Guide.
<b>ROUND 2 TOTAL</b>	<b>\$35,500 + \$8,000 NSW Grant Funded</b>

(Leah Hill, Kate Mather)

*Tabled and received for information: Post Event Report – Folk by the Sea*

## 8 VISITOR INFORMATION CENTRE AND DESTINATION KIAMA PARTNER UPDATE

The Committee was updated on Destination Kiama partnership and welcomed the following new partners:

- Calm by the Sea – Luxury Accommodation

- Cedar Springs – Luxury Accommodation
- The Lodge Jamberoo – Accommodation and Wedding Venue
- Henry Clive Caravan Bar – Wedding and cocktails
- Stoic Brewing
- Shellharbour Wild – Whale Watching Tours
- Jamberoo Croquet Club

The Committee was advised of the proposed closure of Jamberoo's Terragong 1858 luxury Bed and Breakfast.

**Resolved** that a letter is sent to Simon and Darryl from Terragong 1858 to thank them for their support and commitment to the local industry and wish them well as they close their business.

(Kate Mather, Craig Hardy)

### Visitation Statistics

The latest Tourism Research Australia Data Averages were tabled at the meeting. This information will be printed in Council's Annual Report.

#### **\$ per visitor**

	<b>4YE Dec '19</b>	<b>2YE Dec '21</b>	<b>Change</b>
Domestic Overnight	\$370	\$517	+40%
Domestic Day	\$87	\$95	+9%
International Overnight	\$484	\$487	+1%

#### **\$ per night**

	<b>4YE Dec '19</b>	<b>2YE Dec '21</b>	<b>Change</b>
Domestic Overnight	\$152	\$181	+19%
International Overnight	\$61	\$63	+3%

## **9 THE PAVILION UPDATE**

The Committee was informed of the busy end of year for The Pavilion, with six formals over the next four weeks, end of year dance concerts, weddings (often two per weekend) as well as Christmas parties.

## **10 MARKETING UPDATE**

### a. 2023 Visitor Guide

The Committee was informed that the Tourism and Marketing Coordinator, Matt Del Turco, had submitted his resignation, accepting a role as Senior Marketing Coordinator at Destination NSW. We congratulate Matt on his new appointment and

thank him for the last seven month. The Kiama Visitor Guide Project is currently being overseen by the Tourism and Events Manager.

## 11 EVENT UPDATE

### a. NYE Sky Show

- i. Determining major radio sponsor – i98. We thank Wave FM for their support over the past 5 years.
- ii. New sponsorship packages will be available later in the month to businesses wishing to broadcast their brand to up to 15,000 people (plus radio announcements in the lead up)
- iii. Roving entertainment, Eat Street, DJ and closed roads will feature with the Fireworks from 9pm.
- iv. Hindmarsh Park will not be utilised by The Chamber of Commerce as done in previous years.

### b. Reconnecting Regional NSW Events Program Update

**Resolved** that the following reports by the Tourism and Events Manager be accepted.

- i. Kite Festival, Gerringong 12 November 2022
- ii. Light up Kiama – 16 December 2022
- iii. Jamberoo Carols – 13 December 2022
- iv. Gerringong Street Parade
- v. Kiama Jazz and Blues Festival 13-15 March 2023
- vi. Her Wave Surfing NSW Festival – 31 March 2023

(Cameron McDonald, Kate Mather)

## 12 ABOVE AND BEYOND AWARD NOMINATIONS

The nominations for the Above and Beyond Award were tabled.

**Resolved** that the Above and Beyond Award go to Kerrie Bruce, Artist and owner of Fern Street Gallery.

(Anthony Body, Leah Hill)

## 13 GENERAL BUSINESS

NIL.

## **14 TOURISM AFTER HOURS**

The Summer (Christmas and Visitor Guide launch) Tourism After Hours will be held on Thursday 1 December 2022 at The Pavilion Kiama.