



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 8 SEPTEMBER 2022

The Pavilion Kiama
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**MINUTES OF THE DESTINATION KIAMA TOURISM ADVISORY COMMITTEE (TAC)
HELD AT THE PAVILION KIAMA ON
THURSDAY 8 SEPTEMBER 2022 AT 5PM**

PRESENT: Councillor Matt Brown (Chairperson), Councillor Warren Steel, Anthony Body, Leah Hill, Craig Hardy, and Sally Bursell (Manager, Tourism and Events & minute taker).

1 APOLOGIES

Jane Stroud, Cameron McDonald & Kate Mather

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, Warren Steel)

4 MATTERS ARISING FROM THE MINUTES

Tourism Advisory Committee Terms of Reference (ToR)

The updates were made to the Tourism Advisory Committee Terms of Reference (ToR) and distributed to members. These will be presented to the next Council meeting for endorsement along with other active Council Committee's ToR.

Business Case Funding for the Kiama Coast Walk (KCW)

The Committee was advised that a grant application was submitted for Business Case Funding for the Kiama Coast Walk (KCW) extension to Gerroa.

Kiama and District Business Chamber

The Kiama and District Business Chamber replied to the request from the TAC to have a reciprocal seat on their Board. The correspondence was tabled at the meeting with the response as follows:

“The Board decided that having such a representative on the Chamber Board could inhibit/influence/conflict the decision making process the Board undertakes on behalf of local businesses and the Chamber members. The Board's view was that Chamber members would expect the Board and the Chamber to be independent of Council.

Therefore, after careful consideration the decision was made that the Chamber would prefer the current position to continue.

The Board would like to take the opportunity to let Council know that the Chamber greatly values the Chamber's relationship with Council and acknowledges the close and successful working relationship with Destination Kiama."

The position was discussed by the committee and due to the high level of industry membership on the Tourism Advisory Committee (4/7), the Chamber's point about the importance in remaining independent to Council was disputed.

Resolved that the Tourism Advisory Committee (TAC) respond to the correspondence received from the Kiama and District Business Chamber declining to have a TAC or Destination Kiama representative fill a position on their Board. The letter will request reconsideration for an unaffiliated with Council member to be invited as a non-voting participant at the Chamber meetings to assist in cross pollination and effective partnership across operations.

(Craig Hardy, Leah Hill)

Election of Deputy Chairperson

Two nominations were received for the position of TAC Deputy Chairperson. Leah Hill and Anthony Body.

Leah Hill declined the nomination.

Anthony Body accepted the nomination.

Resolved that the position of Deputy Chairperson of the Tourism Advisory Committee is filled by industry representative, Anthony Body.

(Leah Hill, Craig Hardy)

5 CONFLICTS OF INTEREST

Anthony Body noted a conflict of interest and for this reason will not form part of the discussion on the following agenda items:

- Agenda Item 5. with his Departments Administration of the Stronger Country Communities Fund Grant Program.
- Agenda Item 9.e) with his Departments Administration of the Reconnecting Regional NSW – Community Events Funding Program.

6 COUNCIL AND STRATEGIC UPDATE

Financial position of Council

The Council press release distributed following a letter received from the Auditor General's Office from the Minister for Local Government about Council's finances was tabled.

The TAC was advised that although our Tourism and Events Department will continue to carry out day to day duties within our allocated budget, and continue to work towards key priorities outlined with the Tourism Opportunities Plan and more recent Strategic Plan, grant funding will be the only avenue to achieve projects that sit outside of this scope.

Questions from the TAC members were made into the sale of Bluehaven, with the Chair informing the committee that a unanimous decision had not yet been made amongst the Councillors. It was noted at this time, one of Destination Kiama's most important roles at this time is to provide confidence to our partnership base.

Further to this, the TAC was advised that Council's allocation for the Stronger Country Communities Fund – Round Five had been assigned to stage two of the Hindmarsh Park redevelopment which includes improving the streetscape and amenity of Terralong Street that adjoining the park. The committee discussed options outside of this concept for use of Council's allocated \$1M that fit within the Tourism Opportunity Plan.

Resolved that the Tourism Advisory Committee (TAC) schedule a date before the next TAC meeting inviting Destination Kiama partners to a workshop to discuss and assist in guiding tourism related priorities for our area now that the Tourism and Events Strategic Plan 2022-2026 had been endorsed.

(Warren Steel, Leah Hill)

7 VISITOR INFORMATION CENTRE (VIC) UPDATE

a. New Coordinator

The TAC was advised that the New Visitor Services Coordinator, Lauren Res started at the VIC last week and hit the ground running. Lauren is focusing on learning the ropes firstly, and then looking at staff development, servicing our Destination Kiama partnership base and strengthening the volunteer program.

b. Partnership

The TAC was advised that the partnership is currently sitting at 203, a pleasing result considering applications have only opened in July 2022.

c. Visitor Numbers to the VIC

The TAC was presented the Visitation for July and August and Spendmapp Report for July.

d. Capital Works – Visitor Information Centre

A removal of plasterboard to expose the upper windows in the VIC will take place within the next month to allow additional light into the retail section of the centre. This small renovation was included within the Council's capital works budget.

e. Volunteer Program

As part of the Visitor Services Coordinator's schedule of priorities, Lauren will begin work on the Volunteer Program, following a drop in numbers post Covid-19.

8 THE PAVILION UPDATE

a. Tender

The Wedding Tender (Contractual period July 2023 - 2026) document is being placed on TenderLink this week with submissions closing 11 October 2022.

b. Current Events

The Pavilion are hosting a number of large conferences and school formals that are keeping them busy at the moment, in addition to the usual weekend weddings.

Visitor Information Centre staff are assisting during these busier periods which will assist them in becoming dually trained to allow for busier periods at the Pavilion and prepare our team to manage staff leave.

9 EVENTS UPDATE

a. Resourcing

Following the announcement of the Reconnecting Regional Community Events Program, the Tourism and Events department have been charged with a much larger scope of works to deliver within the next six months. To assist our one fulltime event's coordinator, we hope to secure an additional part time resource within the next two weeks (funded through the grant program).

b. [New Year's Eve Sky Show](#)

Council via the Tourism and Events Department is again organising the New Year's Eve Sky Show in Kiama. The traditional fireworks show is booked for 9pm and the required road closures have been reported to the traffic committee. The Traffic report will now need to be endorsed by Council at the September meeting.

The event will be simple in its delivery with fireworks at 9pm, a series of roving entertainment and eat street market. Sponsorship packages will be distributed to local business to assist in the costs of the delivery of this event to bolster the funds allocated from the Reconnecting Regional Community Events Program allocation of \$53,000.

With up to 15,000 people expected, planning forms a big part of the successful delivery of this event.

c. **Out of round funding request – Surfing NSW Partnership**

Kiama Council and Destination Kiama have had a partnership with Surfing NSW for over four years. This partnership has worked to bring some great national surfing events to the Kiama LGA (including the Australian Bodyboarding Titles and The Australian Open of Surfing), that have equated in a large economic and social benefit to our area while fitting neatly with our Destination Kiama brand and marketing plan.

Post Covid-19 the tourism and events team have been working directly with the event delivery team at Surfing NSW to develop a proposal to run a new National Competition for women in Kiama. This event would:

- Provide Kiama LGA with a niche and nationally significant surfing event that runs over more than one day.

- Involve the community, and in particular the teen demographic.
- Offer other opportunities outside the surfing competition schedule (and a reliance of good swell) to grow the event to have it appeal to a wider audience
- Allows avenues for Surfing sport related career pathway (eg. commentating, coaching, photography, event personnel etc.).
- Provides access to surfing professionals and 'influencers' to assist with lifting the appeal and marketing reach of the event.
- Highlight local surfing talent to raise the profile of local up-and-coming athletes.
- Provide us with collateral (imagery/videos) to assist us with our marketing efforts.

The Surfing NSW event concept 'Her Wave, Teams Challenge' includes:

1. A two-day surfing competition with 30 teams, making up 240 competitors and attracting 1000+ spectators, with major prizes.
2. A series of workshops run in conjunction with Kiama Highschool:
 - a. 'The Business of Surfing' Surfing NSW bring together industry professionals and pro surfers to educate school aged kids about surfing career pathways, employment opportunities and tangible take aways for how they can start this journey.
 - b. 'Surfing for Mental Health' teaming up with mental health organisations to deliver a workshop to inspire a positive and balanced life.
3. Event day workshops:
 - a. Surfer Strength Training
 - b. Longboard and Shortboard Workshops
 - c. Ocean Photography
 - d. Health and Wellbeing (including yoga)

To deliver this event concept, Surfing NSW requires an investment of \$26,000. This money is used to:

ITEM	COST
Deploy experienced staff to coordinate the competition (commentators, project manager, cameras)	\$8,500
Specialised equipment and staging content delivered specifically for Kiama Council (drone, storyboard, content shoot, travel)	\$5,500
Pre-event Media and marketing	\$3,700
Event engagement, photographer, videographer	\$2,250
High school workshop delivery	\$4,550
Event workshops	\$1,500
TOTAL	\$26,000

In addition to Destination Kiama developing an event marketing plan, Surfing NSW's Digital Reach is also a great opportunity to leverage, they note:

- Media - Distribution to an existing endemic media database of 200+ agencies

- Website - Reach of upwards of 116,267+ during the event period
- EDMs - Distribution to the existing Her Wave database of 2,000+ active participants
- Social Media - Combined social media reach of 300,000+
- Event Webcast Reach: Facebook 21,417+ followers + Kayo Sport 1.2 million subscribers
- Local, regional, and state-wide media engagement during the event period

Via the Reconnecting Regional Communities Grant, an allocation of \$18,000 has been made by Council to deliver a Kiama Downs Street Soiree. This street festival will be free of charge to attend and will invite people to enjoy live music, entertainment and games as well as the events surrounding the surf competition.

Running either side and during the *Her Wave* Surfing Competition, and aimed to build on the event, a festival atmosphere will be produced and provide reason for people to stay, spend with our local businesses (including food trucks) and 'reconnect'. This element will include:

- Road closure and associated traffic logistics – North Kiama Drive
- Signage and associated marketing and communication
- Furniture hire (eg. marquee, tables and benches)
- Stage for local live music talent that fits within the surfing culture (eg. Joe Mungoven, Dos Enos, Pacific Avenue)
- Food trucks to complement the eateries at Jones' Beach.
- Picnic pop ups (umbrellas / rugs)
- Outdoor movie screening
- Possibility for a skateboard demonstration and basketball round robin

Via the NSW Government's Children and Young People Wellbeing Recovery Initiative, Council has the opportunity to apply for a grant via the Small Grants Program to fund youth workshops that focus on wellbeing and mental health (proposed value \$6,050).

To assist with the other costs of the Surfing NSW Proposal, sponsorship has been achieved to the value of \$10,000 with local company AVCON. Food stall holder fees will also be charged contributing an estimated \$1,500.

The amount then required to deliver the *Her Wave* partnership is \$9,950.

Resolved that

1. with support gained from Council's Grant Officer, an application is made for the *Small Grants Program* under the NSW Government's Children and Young People Wellbeing Recovery Initiative to fund the workshop component of the *Her Wave, Surfing NSW* event.
2. **\$9,920** is provided to Surfing NSW from the Kiama Council Tourism and Events, Events and Festivals budget to fund the balance of the '*Her Wave, Teams Challenge*' event.

(Leah Hill, Craig Hardy)

d. Destination Event Funding Program

The Committee was advised that the Destination Event Funding Program - Round 2 is closing 26 October 2022. \$61,900 remains unallocated for remainder of the financial year.

e. Reconnecting Regional NSW – Community Events Program is well underway with the following events planned and funded:

- Street Festival ‘Soiree’ Series – road closures, live music, eat street
 - 17 December – In conjunction with Gerringong Street Parade
 - 12 March - Kiama, in conjunction with Kiama Jazz and Blues Festival
 - Date TBA – Jamberoo, in conjunction with the Jamberoo Car Show
 - 31 March - Kiama Downs, combining festival with Surfing NSW ‘Her Wave’ Competition (as described previously)
- Eat Like a Local / culinary Festival – working with the Farmers’ Market to deliver this event.
- Indigenous themed event – Minnamurra River, bush tucker, dance, storytelling, handicrafts, long table dinner.
- Kids Fest – working with the Kiama and Gerringong Library to add to the Gerringong Kite Festival proposed at Michael Cronin Oval.

MARKETING UPDATE

- f. **Feel New – Destination NSW** collaborative campaign is currently in market, the TAC was shown the short video and the ‘out of home’ assets that will feature in Sydney bus stops and billboards over Spring.
- g. **The Destination Kiama Marketing Plan** in progress and includes new brand colours that align more with Council along with detailed targeted personas.
- h. **A blog series *Local Loves*** has begun to accompany the ongoing and less frequent [Meet the Locals](#) clips. Distributed to key media and incorporated into our print and social marketing campaigns.
- i. Destination Kiama are developing **an illustrated map** as an accompaniment to our Visitor Guide. This will be presented in a “Z-Card” format, allowing the map to fit into the pocket and detailing our top visitor experiences.
- j. **2023 Kiama Visitor Guide** is underway with the graphic designer, copywriter and print company secured and all advertisers locked in. We plan to print in mid-November and launch the guide in conjunction with the Christmas Tourism After Hours event on 6 December.
- k. The new iteration of the **Kiama Dining Guide** is currently in market and has been distributed.

- l. We have begun 'gating' our digital visitors to build our database to build and deliver a **monthly electronic visitor newsletter** highlighting events and new local activations.
- m. Marketing related statistics were delivered to the committee.

10 Industry Development

The following opportunities are available for our partners in coming months:

- a. **Supercharge your Instagram** (via the Tech Savvy Business Program)
28 September 2022
- b. **ATDW + Marketing 101**
October 2022 – with Wisdom Marketing
- c. **Small Business Grant**
Speed Networking Event – November 2022
- d. **Accessibility and inclusivity**
February 2023

11 Debrief on Indigenous Tourism After Hours event and future opportunities

Very positive feedback was received following the Naidoc Week Tourism After Hours Event at Seacliff House by our Destination Kiama partners. Alira Morgan provided a very special Welcome to Country, Gumaraa Experiences offered some insight into their vision and connection to Country and Celebrity Chef, Mark Olive catered the evening with bush tucker inspired dishes. A selection of images are included below:



Momentum is continuing as Destination Kiama liaise with Scott Morgan, Regional Partnerships Manager from The Department of Regional NSW in connecting with the traditional owners of our land to offer a new “lens” to the local tourism offering through authentic storytelling whilst supporting sustainable Aboriginal tourism businesses and services. To this end, \$13,000 has been pledged through Council’s Reconnecting Regional Communities grant to run an event that focus’ on Indigenous Culture.

It is believed that a Communications and Action Plan for the Kiama area will be the most appropriate foundation for such work, which is something that Scott can assist with in his role.

This financial year, local Aboriginal Experience and Education Company, Gumaraa has opted for a Platinum Level Destination Kiama Partnership and has booked a half page advertisement in our 2023 Visitor Guide. We are very happy to welcome them to our partnership.

12 DSSS Tourism Investment Concierge

Anthony Body advised the committee that Destination Sydney Surround South are beginning a project that aims to document areas within the Region that could be attractive to investors. More information will be forthcoming in future weeks.

13 General business

- a. The committee was advised of the Manager of Tourism and Event’s Sally has planned leave 1-21 October 2022.

14 Confirmation of future TAC meetings

- a. 5pm Thursday 3 November 2022

15 Tourism After Hours

- a. Summer (Christmas and Visitor Guide launch)
5.30pm Tuesday 6 December 2022

The Committee discussed the most appropriate location for the Summer edition of the Tourism After Hours Event. The venue is to be confirmed.