



MINUTES OF THE TOURISM & ECONOMIC ADVISORY COMMITTEE MEETING

commencing at 5pm on

THURSDAY 2 NOVEMBER 2023

Council Chambers
11 Manning Street, KIAMA NSW 2533

MINUTES OF THE
TOURISM AND ECONOMIC ADVISORY COMMITTEE
HELD AT KIAMA MUNICIPAL COUNCIL
ON THURSDAY 2 NOVEMBER 2023 AT 5PM

PRESENT: Councillor Matt Brown (Chair), Councillor Warren Steel,
Anthony Body and Leah Hill

ATTENDEES: Sally Bursell – Manager Tourism and Events
Cheryl Lappin – Manager Planning and Economic
Development
Jane Stroud – Chief Executive Officer (left meeting at 5.45pm)

1 APOLOGIES

Kate Mather, Craig Hardy and Robert Spinks – Economic Development
Coordinator

2 ACKNOWLEDGEMENT OF TRADITIONAL OWNERS

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

“I would like to acknowledge the traditional owners of the Land on which we meet, the Wadi Wadi people of the Dharawal nation, and pay my respect to Elders past and present.”

3 DECLARATIONS OF INTEREST

Nil

4 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

4.1 Tourism and Economic Advisory Committee on 21 August 2023

23/019TEAC

Resolved that the Minutes of the Tourism and Economic Advisory Committee meeting held on 21 August 2023 be received and accepted.

(Councillors Steel and McDonald)

5 BUSINESS ARISING FROM THE MINUTES

- A familiarisation tour took place on 27 September of the recently upgrades to the Minnamurra Rainforest walking tracks. TEAC Members and Council staff were addressed by the Director of National Parks Operations, South Coast Branch, Kane Weeks.
The group were briefed on the vacant café space within the Centre and the tender opportunity available.
A follow up meeting was held with representatives from the Department of Regional NSW, Destination Sydney Surround South (DSSS) and Destination Kiama to investigate options further. A scoping document will be collated by DSSS.
- Destination Kiama will be supporting the Careers at Council program on 4 December at The Pavilion.
- The Above and Beyond Award for Spring was presented to the winner, Gulcin Topel at Stoic Brewing on 4 October 2023.

6 REPORT OF THE MANAGER TOURISM AND EVENTS

6.1 Destination Event Update

23/020TEAC

Resolved that given the success of the Reconnecting Regional NSW Community Events Program, the Tourism and Economic Advisory Committee write to the Department of NSW and provide feedback on the value of program, in particular the positive impacts bestowed to the community.

(Members Steel & Stroud)

Discussion notes:

- Anthony Body declared a Conflict of Interest in this agenda item due to the program administration falling under his department's jurisdiction.
- The Jamberoo JAM over the weekend of 29 October, marks the conclusion of this community event series, "*Kiama Alive*" funded via Regional NSW's Reconnecting Regional NSW Community Event Program. The events delivered as part of this program were as follows:

	Event Name	Date	Organiser
1	Gerringong Kite Festival	Nov-22	Gerringong Rotary /Destination Kiama

2	GLaM 1st Birthday Party	Dec-22	Gerringong Library
3	Christmas Wine Down - Carols	Dec-22	Laughter House Entertainment
4	Light Up Kiama	Dec - Jan-23	Destination Kiama
5	Gerringong Street Parade	Dec-22	Community led
6	Gerringong Community Carols	Dec-22	Gerringong Churches
7	Jamberoo Community Carols	Dec-22	Jamberoo Churches
8	New Years Eve	Dec-22	Destination Kiama
9	Australia Day Celebrations	Jan-22	CEO's Department
10	Kiama Beach Tag	Mar-22	Shoalhaven Austag
11	Kiama Jazz & Blues Festival	Mar-23	Jazz Festival Committee
12	Street Festival - Kiama w/ KJBF	Mar-23	Destination Kiama
13	Street Festival – Sun Up, Kiama Downs w/ Surfing NSW	Apr-23	Destination Kiama
14	Eat Like a Local	Jul-23	Destination Kiama
15	Taste of the Dharawal	Jul-23	Destination Kiama
16	Street Festival - Jamberoo	Oct-23	Destination Kiama

6.1.2 Destination Event Funding Update -

23/021TEAC

Resolved that receive and approve the Australian Body Surfing Classic post event report, and in doing so, signal their final funding instalment be paid.

1. receive and approve the Folk by the Sea post event report, and in doing so, signal their final funding instalment be paid.
2. Recommend the tourism and events staff look to attracting an event and/or partnership opportunities to co-deliver an event in April or May 2024.
3. Recommend the tourism and events staff look to attracting an event and/or partnership opportunities to co-deliver an event in April or May 2024.

(Members Steel & Stroud)

Discussion notes:

- The Destination Event Funding Program continues to support successful events delivered around the Municipality. A summary of these events is provided below.

Sponsored events delivered:

Event	Delivery Date	Sponsorship value	Notes
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1	The Australian Bodysurfing Classic	16 September 23	\$4,860.00	<i>post event report submitted</i>
2	Kiama Folk by the Sea	22-24 September 23	\$6,000.00	<i>post event report submitted</i>
3	KISS Arts Festival	21-22 October 23	\$10,000.00	<i>recipient 2021-22 (carried over)</i>
4	Jamberoo Car Show and Family Day	29 October 23	\$3,000.00	<i>recipient 2022-23 (carried over)</i>

Sponsored events awaiting acquittal:

	Event	Delivery Date	Sponsorship value	Notes
1	Kiomasala	5 November 23	\$10,000.00	
2	Clearly Music & Arts Festival	11 November 23	\$5,000.00	<i>recipient 2022-23 (carried over)</i>
3	An Evening with the Artists – Colour & Space	18 November 23	\$2,000.00	<i>six week exhibition</i>
4	NSW Volleyball State Tour	25-26 November 23	\$3,000.00	
5	Seaside and Valley Veterans Golf Tournament	27 November – 1 December 23	\$600.00	<i>recipient 2022-23 (carried over)</i>
6	Changing Tides Festival	16-17 December 23	\$8,000.00	<i>recipient 2022-23 (carried over)</i>
7	A Terry Christmas	22 December 23	\$4,000.00	variation request received
8	Red Hot Summer Tour	6 January 24	\$7,500.00	<i>Now also in Berry March</i>
9	Kiama Rugby Sevens	24 February 24	\$10,000.00	
10	Kiama Beach Tag	9 March 24	\$11,500.00	
11	Surflife Music Festival	22-24 March 24	\$10,000.00	<i>permanent Autumn date</i>
12	Spiegelesque Gerringong	29-31 March 24	\$4,000.00	<i>recipient 2022-23 (carried over)</i>
13	Tri Kiama	TBC	\$6,000.00	<i>pending approval</i>

- Round 2 of the Destination Event Funding Program will open 1 December 2023 with assessment panel recommendations taken to the February Council meeting for endorsement.
- April, May and August 2024 have no major events scheduled, and February, only one event.

6.1.3 Event Calendar Promotion & Partnership -

23/022TEAC

Resolved that the Tourism and Event Manager explore apportioning a percentage of the marketing budget to allocate to social media promotion of the local major event calendar, while continuing to update free communication opportunities such as The Fold and Coal Coast.

(Councillors Brown and Hill)

Discussion notes:

- The Bugle offered to print the local event calendar \$750 per edition for an ongoing 85mm x 30mm space.
- An alternative is promotion via the Bugle digital app with a banner advertisement costing \$350 per fortnight.
- Option to include the events calendar in the Council monthly section.
- Costs for digital media promotion require a smaller investment, can be targeted more efficiently and have a broader reach.

6.1.4 Council's Role in Local Events -

23/023TEAC

Resolved that at the Tourism and Event Manager engage a consultant to prepare an independent report to

1. capture data and qualitative feedback from Kiama's local business and residents as well as event attendees, to determine the value and impacts of major events.
2. apply these findings to provide Council a recommendation on the number and size of events suitable for Kiama, to strike a sustainable balance for event activation and community amenity.
3. recommend to Council the most appropriate support mechanism to enable this.

(Councillors Body and Steel)

Discussion notes:

- It is reasonable to assume that Federal and State event funding will be limited in the next budget.
- Kiama Council have invested heavily in community activations that have the added benefit of tourism, running many events independently.
- This has been a steep learning curve in many respects, however the thorough understanding of the processes, and event coordination in general, has proved valuable. The positive accounts from the local community and people that have come along to events Council has administered, heartening and a positive outcome.

- Going forward, Council needs to consider its involvement in events, without external funding there is little scope to continue the current momentum.
- There are a range of options for local governments to be involved and support the event industry, including work to:
 - Reduce compliance and red tape barriers – find an alternative to independent event DA's, improve internal workflow for streamlined approvals.
 - Build the skills of event organisers - through workshops, bootcamps, mentoring.
 - Provide financial support – through funding programs such as the Destination Event Funding and Signature Community Event Funding.
 - Provide grant writing support.
 - Extend event marketing reach and impact.
 - Collect data to drive continual improvement.
 - Help events improve their sustainability.
 - Facilitate asset sharing – marquees, bunting, lights etc.
 - Provide supplier and licensed vendor contacts to organisers.
 - Facilitate collaboration – risk management, site mapping, signage.
- With no funding, if Council continues to run events internally, commercialisation will be required (eg. Ice skating rink, sponsorship etc.) and resourcing considered.
- To be able to plan ahead and determine how Kiama Council should, and most effectively, invest in events, a collation of qualitative and quantitative data is required. This data should be derived from different sources (local businesses, residents and attendees) and relate to different event types.
- Consultation also needs to consider those that are not engaging in the industry and the reasons why.
- Council is currently reviewing the use of community hubs and halls and looking into how best to activate this Council owned infrastructure and will tie in well.
- There is a lot of value in supporting the conference market, who traditionally attend midweek.

7 REPORT OF THE MANAGER PLANNING AND ECONOMIC DEVELOPMENT

7.1 Economic Development

23/024TEAC

Resolved that Tourism Economic Advisory Committee issue formal congratulations to Jamberoo Action Park for their win in the Excellence in Tourism and Hospitality category at the Illawarra Business Awards

- 1) the Economic Development Coordinator invite Ashleigh Smith, Associate Director Engagement, the Office of the 24 Hour Economy Commissioner to address the Tourism Economic Advisory

- Committee and Kiama & District Chamber of Commerce Board as they prepare policy to increase evening economic activity in targeted precincts across the six cities region
- 2) the Tourism Economic Advisory Committee issue formal congratulations to all Kiama & District Chamber of Commerce board members on their appointment
 - 3) the Tourism Economic Advisory Committee look forward to receiving and reviewing the State of the Economy Report at the next meeting in January/February 2024.

(Councillors Hill and Steel)

- Council's Economic Development Team met with Ashleigh Smith, Associate Director Engagement, at the Office of the 24 Hour Economy Commissioner. This agency is currently preparing a policy to increase evening economic activity in targeted precincts across the six cities region.
- Business Illawarra hosted the 2023 IMB Illawarra Business Awards on 13 October. Council sponsored the Excellence in Micro Business category. Local business Jamberoo Action Park won Excellence in Tourism and Hospitality.
- A clear theme emerging from the Illawarra Business Awards was rapid growth in sustainable technology. Hydrogen producer Hysata won three awards, including business of the year.
- The local business chamber held its AGM on 24 October 2023. The existing board members were all reappointed. Cameron McDonald retained his position as Chamber President, and Catherine Lyall retained the position of Vice President. Michael Emmett assumed the role of Treasurer. Two new board members were appointed: Tanya Emmett, senior associate at RMB lawyers, and Cameron Thomas, owner of Central Perk Café.

8 REPORTS FOR INFORMATION

23/025TEAC

Resolved that the following Reports for Information listed for the Council's consideration be received and noted

- 8.1 The Pavilion Kiama Update
- 8.2 Kiama Visitor Services Update
- 8.3 Destination Kiama Marketing Update.

(Councillors McDonald and Steel)

9 GENERAL BUSINESS

9.0 New Years Eve Sky Show -

23/026TEAC

Resolved that Destination Kiama work with and support the volunteers of the region's Surf Lifesaving Clubs in collecting donations at the 2023 New Year's Eve Sky Show and continue the work with the Gerringong Lions Club to collect cans to present to the return and earn program.

(Councillors Brown and Hill)

10 CLOSURE

There being no further business the meeting closed at 7.02pm

These Minutes were confirmed at the Ordinary Meeting of Council held on 6
December 2023

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Chair