



MINUTES OF THE TOURISM & ECONOMIC ADVISORY COMMITTEE MEETING

commencing at 5 pm on

MONDAY 21 AUGUST 2023

The Sebel Kiama

**MINUTES OF THE
TOURISM AND ECONOMIC ADVISORY COMMITTEE
HELD AT KIAMA MUNICIPAL COUNCIL
ON MONDAY 21 AUGUST 2023 AT 5 PM**

PRESENT: Councillor Matt Brown (Chair), Councillor Warren Steel, Kate Mather, Craig Hardy and Anthony Body (by Teams)

ATTENDEES: Sally Bursell – Manager Tourism and Events
Robert Spinks – Economic Development Coordinator
Cheryl Lappin – Manager Planning and Economic Development
Cathie Bax – Minute taker

1 APOLOGIES

Leah Hill and Jane Stroud

2 ACKNOWLEDGEMENT OF TRADITIONAL OWNERS

The Chair, Councillor Brown, 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 28 June 2023

23/008TEAC

Resolved that the Minutes of the Tourism and Economic Advisory Committee meeting held on 28 June 2023 be received and accepted.

(Members Hardy and Steel)

5 BUSINESS ARISING FROM THE MINUTES

- Resolution 23/002TEAC noted to be actioned in relation to inviting interest in running a non-motorised boat event that utilises the Kiama Harbour and Black Beach area.
- The Minnamurra Rainforest Centre café remains without a tenant. Destination Kiama will continue to assist in identifying suitable candidates following the announcement to partners at Winter's Tourism After Hours event. It is to be noted that any interest from an operator will need to go through the legitimate process.
- Local Lyndel Grey has been appointed Chair of Destination Sydney South Surrounds and Roger Stephan as a director on the DSSS Board.

5.1 Minnamurra Rainforest Centre famil

23/009TEAC

Resolved that the Tourism and Economic Advisory Committee attend a famil to the Minnamurra Rainforest together with volunteers and staff from the Visitor Information Centre to experience the reopened section of the walk.

(Members Mather and McDonald)

7 REPORTS FOR INFORMATION

Reports for Information listed for the Committee's consideration were received and noted:

- 7.1 Destination Events Update
- 7.2 Destination Kiama - Strategic and Action Planning - Local Tourism Workshop – 27 July 2023
- 7.3 Destination Kiama - Visitor Services Report
- 7.4 The Pavilion Annual Report 2022-23.

Item 7.1 discussion notes:

- Destination Kiama is working with the Jamberoo Car Show, Village markets and local businesses for the JAM Street Festival on 29 October 2023. Allowrie Street will be closed to traffic. The event is the final one supported by Reconnecting Regional NSW funding.
- The team held the initial 2023 New Year's Eve working group meeting on 16 August 2023.
- The team have additionally delivered on assisting with the NAIDOC awards and the big screen event for the Matilda's semi final.

Item 7.2 discussion notes:

- Workshops held on 27 July 2023 were attended by 24 participants.
- Feedback from the workshops and survey generally supports our major plans.

Item 7.3 discussion notes:

- Report reveals a 50% increase in visitation and profit from sales at the Visitor Information Centre (VIC).
- Noted that the Kiama Visitor Information Centre retails the bulk of "Kiama" branded souvenir merchandise to visitors and we should be always looking to expand our range to

cater for tastes and interests. We also see value in promoting the products to the wider Kiama community, particular giftware and local produce.

7.3 Steering group for cultural overlay of walking trails and sites

23/010TEAC

Resolved that the Tourism and Economic Advisory Committee supports committee member, Craig Hardy in his continued effort working with Council to provide an overlay to the Kiama Coast Walk that identifies sites of indigenous significance and accompanying stories.

(Members Brown and McDonald)

Item 7.4 discussion notes:

- This is the first annual report submitted for The Pavilion Kiama and presents great results/highlights (weddings) and focus areas such as mid-week conferences. The report also illustrates the work of the venue to uphold balancing the support of the local community and running a profitable business.
- It is noted that the Event Breakdown table on page 7 of the report has the highest contribution from 'other'. This category includes a regular booking with APN who utilise a downstairs room to host interviews, as well as revenue from funerals and birthday parties.

7.4 The Pavilion Annual Report 2022-23

23/011TEAC

Resolved that the Tourism and Economic Advisory Committee accept the 2022-23 annual report for The Pavilion Kiama and extend the Committee's thanks to the team for the comprehensive information.

(Members Mather and Steel)

8 OFFICER REPORTS

8.1 Key discussion points and outcomes - Illawarra Shoalhaven Joint Organisation Economic Development Forum

23/012TEAC

Resolved that the Tourism and Economic Advisory Committee:

1. receive and note the key discussion points and outcomes from the Illawarra Shoalhaven Joint Organisation Economic Development Forum held on 17 July 2023.
2. further note the highest priority is a rail link between the Illawarra and western Sydney.
3. request an invitation be extended to Astrolabe Group, who facilitated the Forum, to provide a briefing to Councillors and the Tourism Economic Advisory Committee.

(Members Brown and Steel)

Discussion notes:

- The Forum was well attended by representatives from government agencies and industry bodies.

- The Committee discussed the Port Kembla hydrogen hub and regional implications.
- It was noted that the Commonwealth have released a discussion paper on offshore renewable energy and a proposed area from Wombarra to Kiama. The department are planning community information sessions for 20 September 2023 at the Kiama Leagues Club.

8.2 Progress report - Kiama Economic Development and Employment Lands Strategy

23/013TEAC

Resolved that the Tourism and Economic Advisory Committee:

1. support work on the development and progress of the Kiama Economic Development and Employment Lands Strategy.
2. note the focal points of the Strategy include; limited labour supply, lack of industrial lands, office space shortage, retail space shortage, housing affordability, high cost of living, infrastructure (roads), infrastructure (water, sewer, drainage, etc), public transport, seasonality, promoting local entrepreneurship, increasing regional output, competing with other regions, improving skills/education, government engagement and parking limitations, amongst other elements that may be identified.

(Members Hardy and Mather)

Discussion notes:

- The Strategy builds on pillar 3 of the Community Strategic Plan.
- An economic profile is being developed working from REMPLAN and other data sources, assisted by a survey undertaken by Services NSW business concierge. This will inform a State of the Economy Report.
- The Strategy will be used to substantiate our position when making submissions and requests to agencies, and informing regional strategies.
- A community engagement strategy will accompany the development and release of the draft.

8.3 Illawarra Business Awards – Draft Sponsorship and Marketing Strategy

23/014TEAC

Resolved that the Tourism and Economic Advisory Committee endorse the Draft 2023 Illawarra Business Awards Marketing Strategy.

(Members McDonald and Steel)

Discussion notes:

- This is a great opportunity to promote the local area.
- The social media lead up to the Awards will focus on Jamberoo and will extend to a Sydney audience.
- The video clip on the night will be used to promote the LGA as a place to invest for innovative small/medium enterprises and the opportunity to activate spaces.

8.4 Building connections with Kiama High School - Careers at Council and alumni relations

23/015TEAC

Resolved that the Tourism and Economic Advisory Committee endorse the Careers at Council program.

(Members Hardy and Mather)

8.5 Destination Event Funding - variation request

23/016TEAC

Resolved that the Tourism and Economic Advisory Committee accept Dave and Tamara Campbell's request to allow the Destination Event Funding allocation of \$5,000.00 in support of The Kazador event is permitted to be transferred to the KISS Arts Festival 21-22 October 2023 following a cancellation of The Kazador this year.

(Members Brown and Hardy)

Discussion notes:

- In future The Kazador will apply to the Community Signature Events Funding Program which better aligns to the event's objectives.

8.6 Above and Beyond Award Nominations

23/017TEAC

Resolved that the Tourism and Economic Advisory Committee endorse the two nominations received for the Above and Beyond Award which will be announced at the spring Tourism After Hours event.

(Members Steel and McDonald)

8.7 Destination Event - Post Event Reports

23/018TEAC

Resolved that the Tourism and Economic Advisory Committee:

1. receive the Post Event Reports submitted for the *Kiama Coastal Classic* and the *Kiama Winter Festival – Ice Skating by the Sea* and forward applicants any outstanding balance owing.
2. extend congratulations to the Destination Kiama team for the success of the Kiama Winter Festival – Ice Skating by the Sea and look forward to running it again in 2024.

(Members McDonald and Mather)

6 GENERAL BUSINESS

- A register of the Committee's resolutions has been developed by the Manager Tourism and Events and will be updated with any actions that have been taken.
- Dates and venue for the next Tourism After Hours to be confirmed.
- It is intended the December Tourism After Hours will be scheduled for the 12th but this will be confirmed.

7 CLOSURE

There being no further business the meeting closed at 6.35pm.

These Minutes were confirmed at the Ordinary Meeting of Council held on 19 September 2023.

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Chair