



**MINUTES OF THE
TOURISM & ECONOMIC ADVISORY
COMMITTEE MEETING**

commencing at 4pm on

THURSDAY 28 NOVEMBER 2024

Council Chambers, 11 Manning Street, KIAMA NSW 2533

MINUTES OF THE TOURISM AND ECONOMIC ADVISORY COMMITTEE 28 NOVEMBER 2024

**MINUTES OF THE
TOURISM AND ECONOMIC ADVISORY COMMITTEE
HELD AT KIAMA MUNICIPAL COUNCIL
ON THURSDAY 28 NOVEMBER 2024 AT 4PM**

PRESENT: Councillor Matt Brown (Chair),
Councillor Erica Warren
Councillor Yasmin Tatrai
Suzanne Mansfield
Ryan Rieveley
Cathryn Lyall

ATTENDEES: Sally Bursell – Manager Tourism and Events

Sally Bursell acted as returning officer and brought forward item 6.1 point 3 to address the appointment of the Chair.

It was moved by Councillor Tatrai and seconded by Councillor Warren that Councillor Brown be appointed as Chair.

6.1 Committee Terms of Reference and Election of Chairperson

24/037TEAC

Committee recommendation that the Tourism and Economic Advisory Committee appoint Councillor Matt Brown for the Committee.

(Councillors Tatrai and Warren)

1 APOLOGIES

Procedural motion

24/038TEAC

Resolved that the apologies tendered from members Tom Abood, Simon Smith and Craig Hardy be accepted and leaves of absence granted.

(Councillors Tatrai and Lyall)

Apologies were also received from attendees Jane Stroud (CEO), Ed Paterson (Director Planning, Environment and Communities) and Cheryl Lappin (Manager Planning and Economic Development).

2 ACKNOWLEDGEMENT OF TRADITIONAL OWNERS

The Chair acknowledged the traditional owners.

3 DECLARATIONS OF INTEREST

Nil.

4 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

4.1 Tourism and Economic Advisory Committee meeting on 18 July 2024

[24/039TEAC](#)

[Committee recommendation](#) that the Minutes of the Tourism and Economic Advisory Committee meeting held on 18 July 2024, and reported to the 13 August 2024 Council meeting, be received and accepted.

(Councillors Tatrai and Warren)

5 BUSINESS ARISING FROM THE MINUTES

The Chair explained the Destination Kiama funding program, noting:

- Funding applications received are assessed against criteria and based on the economic benefit they would bring to the region, as well as aligning with Destination Kiama and Council action and delivery plans.
- The Destination Event Funding guidelines that applicants must read, list the assessment criteria.
- Destination Event Funding can be applied in a number of ways, such as extending reach of event marketing or in-kind assistance such as venue hire or waste collection.
- Organisers must produce a post event report that clearly demonstrates the number of people the event attracted from outside the area. Council event staff can provide to them, retrospective Spendmapp data for the area, demonstrating any peaks that may have occurred during the event.
- The post event report must also detail how funding was expended and respond to templated headings that provide detail into the overall success of the event. Post event reports must be submitted before the final funding tranche is released.
- Council needs to satisfy ratepayers that value for money is achieved.
- Part of the assessment criteria requested they illustrate they are planning for self sufficiency in the future to reduce reliance on KMC funding.

It was suggested that post event reporting also capture data specifically, on whether the event was the reason for coming to Kiama.

6 REPORT OF THE MANAGER TOURISM AND EVENTS**24/040TEAC**

Committee recommendation that the Tourism and Economic Advisory Committee:

1. Review its Terms of Reference and determine the term of appointment for industry representatives as being for the full term of the Council.
2. Update the Terms of Reference to reflect proposed changes.

(Councillors Lyall and Warren)

Discussion points:

- On reviewing the Terms of Reference, the Committee suggested that:
 - Industry representatives will remain members for the term of the Council, effectively removing the line in the Terms of Reference regarding 50% reappointment after 2 years.
 - The CEO or delegate remain as a member of the Committee.
 - Note there may be further changes to the terms pending a decision on the Economic Development Officer role.
- The Chair provided a history of the development of the Tourism and Economic Advisory Committee and explained how the Destination Kiama Partnership program worked and the importance of this program.

6.2 Committee membership**24/041TEAC**

Resolved that the Tourism and Economic Advisory Committee confirm its membership as follows:

- Councillor Matt Brown
- Councillor Erica Warren
- Councillor Yasmin Tatrai
- CEO or representative
- Craig Hardy
- Suzanne Mansfield
- Simon Smith
- Ryan Rieveley
- Tom Abood
- Cathryn Lyall (or delegate) – Kiama and District Business Chamber representative.

(Councillors Rieveley and Mansfield)

The report introduced members, with a formal introduction and background sharing scheduled at the next meeting when the full committee is in attendance.

6.3 Ongoing activities and strategic focus**24/042TEAC**

Committee recommendation that the Tourism and Economic Advisory Committee receive and note this report on the ongoing activities and strategic focus of the Tourism & Events team and the Planning & Economic Development team.

(Councillors Mansfield and Tatrai)

Discussion points

- The functions of each team were explained:
 - Tourism and Events –Visitor Information Centre (VIC), destination marketing, destination and major events, and The Pavilion, Kiama.
 - Economic Development and Planning – development assessment, certification, planning and economic development.
- A SWOT analysis of both the VIC and The Pavilion Kiama was discussed. This was completed as part of the Service Reviews completed mid-2024. If publicly available, these service review reports will be considered at the next meeting.
- Noted that the development application process for events on public land has been removed and organisers now apply for a temporary licence, which still undergoes internal assessments and due diligence much like a DA would, but streamlines the event approval process, and saves time and resources for both event organisers and Council staff. The Destination Kiama team provides a concierge service to help organisers through this process.
- Some challenges identified with The Pavilion, Kiama include shared ownership and usage with the Show Society and the football clubs, as well as trends for microweddings, DIY and elopements.
- Limited accommodation in the Municipality is a real problem. Some Destination Kiama members own Short Term Rental Accommodation (STRA) which play an important role in bolstering room numbers and catering to overnight visitors.
- Difference in spend between day visitors (\$117 per visit) and overnight visitors (\$597 per visit) is quite significant, yet amenity associated costs are higher for day visitors.
- Council's Tourism Opportunity Plan (2018-2028) is a 10 year visionary document developed with lots of community engagement, the Strategic Tourism and Events Plan (2022-2026) sets more specific priorities and direction and involved stakeholder consultation. An internal action plan sits under that document.
- Destination Kiama works closely with the Illawarra and Shoalhaven councils, and conducts marketing and offers product under the Grant Pacific Drive brand to entice International product buyers.
- The Kiama LGA has a lack of bookable experiences and particularly commissionable products.
- Kiama VIC is the busiest outside of the Sydney metropolitan region on the doorstep to the Blowhole. Options for efficiency are being considered such as limiting operating hours. Face to face service leads to more experience selling and data shows that people who walk into a VIC will increase their spending by 59%.
- The Scout Hall at the harbour is owned and licensed by the Crown.
- There has been support for a growth in Kiama's night-time economy, however a special entertainment precinct (SEP) application to the state government would require a specific Council recommendation and strategy.
- Following the recent election, Council is reviewing its draft Growth and Housing Strategy to better respond to the various growth opportunities in the LGA. A

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discussion paper has recently been published and we are aiming to exhibit a second draft Strategy mid 2025.

- The Employment Lands Strategy has been produced and will be referenced when economic development is again resourced.
- The Committee will receive Spendmapp reports at the next meeting, which show retrospective spending patterns, including escape spending and trends.
- The Chair suggested that the results from the Major Events survey can be reviewed by the Committee in the new year.

6.4 Destination Event Funding - Post Event Reporting**24/043TEAC**

Committee recommendation that the Tourism and Economic Advisory Committee:

1. Receive and approve the post event reports for the following events, supported by the Destination Event Funding Program:
 - a. Crooked River Wine's Winter Wine Festival
 - b. Kiama Football Festival
 - c. Folk by the Sea
 - d. Clearly Music and Arts 2.0
 - e. Kiama Triathlonand in doing so, signal their final funding instalment be paid.
2. Support Elite Energy's request to increase the participant numbers for the Kama Triathlon at Minnamurra from 500 to 800 as well as the proposed 2025 event date to Saturday 10 May 2025.

(Councillors Tatrai and Rieveley)

Discussion points

- Triathlons generally attract high spending competitors and spectators.
- The Committee supports an increase in attendee numbers for the Kiama Tri and will work with the organisers to respond to any challenges faced in this year's event.
- Options on how to best manage a shared event calendar to prevent competing events has been discussed with members of Destination Sydney Surrounds South.

7 REPORTS FOR INFORMATION

Nil.

8 GENERAL BUSINESS

- 8.1 Destination Kiama received a request from the Changing Tides Music Festival organisers for a letter to permit a change to their Sunday event program to allow attendees under 18 years. The Police and emergency services have provided conditional permission to proceed, however there were some issues that needed to be addressed to gain Council executive level approval. Following

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the provision of further information from the organisers, the Destination Kiama team have been able resolve the matter.

- 8.2 The 2025 Visitors Guide will be launched at the Tourism After Hours event on Tuesday 17 December 2024 at Yves. Circulation is 45,000 and the guide is cost neutral via partner advertising.
- 8.3 Collateral from the VIC was provided to the Committee. Looking at the Kiama Cycle guide, it is designed for recreational path riders. It was suggested that there is opportunity to market Kiama as an adventure hub and promote sports such as mountain biking tracks that are based outside the area, enticing them to stay in the Kiama LGA.
- 8.4 **Next meeting** - Thursday 30 January 4pm.
Action: Minute secretary to send out calendar invites for the 2025 meetings, being the last Thursday of January, March, May, July, September and November starting at 4pm.

9 CLOSURE

There being no further business the meeting closed at 5.58pm.

These Minutes were confirmed at the Ordinary Meeting of Council held on 10 December 2024.

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Chair