



MINUTES OF THE TOURISM & ECONOMIC ADVISORY COMMITTEE MEETING

commencing at 4:00 PM on

THURSDAY 26 MARCH 2026

Council Chambers, 11 Manning Street, KIAMA NSW 2533

Item 11.1

Enclosure 1

MINUTES OF THE TOURISM AND ECONOMIC ADVISORY COMMITTEE

26 MARCH 2026

MINUTES OF THE
TOURISM AND ECONOMIC ADVISORY COMMITTEE
HELD AT KIAMA MUNICIPAL COUNCIL
ON THURSDAY 26 MARCH 2026 AT 4:00 PM

PRESENT: Councillor Matt Brown (Chair), Councillor Yasmin Tatrai, Craig Hardy, Suzanne Mansfield, Simon Smith and Anne-Marie Esler

ATTENDEES: Sally Bursell – Manager Tourism and Economic Development
Ed Paterson – Director Strategies and Communities

1 APOLOGIES

Apology

26/007TEAC

Resolved that the apology tendered from Tom Abood be accepted and the leave of absence granted.

(Councillor Tatrai and Member Mansfield)

2 ACKNOWLEDGEMENT OF TRADITIONAL OWNERS

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

3 DECLARATIONS OF INTEREST

Nil

4 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

4.1 Tourism and Economic Advisory Committee Minutes - 22 January 2026

26/008TEAC

Committee recommendation that the Minutes of the Tourism and Economic Advisory Committee meeting held on 22 January 2026 and reported to Council's meeting held on 17 February 2026 be received and accepted.

(Members Smith and Esler)

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5 BUSINESS ARISING FROM THE MINUTES

Discussion Points:

- The Chair provided an update following TEAC's resolution regarding the recommendation to allocate funding for the 2026/7 Kiama New Year's Eve Sky Show that was submitted to Council's meeting in February.
- Sally advised that she had spoken with Shellharbour Council staff and was advised that a report will be submitted to their May meeting for a NYE drone show. Wollongong Council are planning to hold their NYE fireworks as in previous years.
- Sally advised that Sparrowly Group had been appointed to prepare a business case to respond to the Council resolution to consider alternate NYE delivery options such as activations across the LGA and a sustainable delivery method. This work is expected to be complete in four weeks to be delivered to the May or June Council meeting. TEAC will be invited to contribute to the Councillor workshop on Thursday 23 April 2026.
- Sue mentioned that last NYE there was a lack of excitement in the Kiama area due to there being no fireworks and businesses closed much earlier than anticipated.
- Simon suggested that due to the timeframe for the business case, it would be best if Council could confirm finance allocation to establish the required level of sponsorship and external contributions needed to support the event.
- Member Craig, who is the General Manager of The Sebel Kiama, noted that the Sky Show does not materially affect accommodation occupancy levels, as visitors tend to travel to Kiama for New Year's Eve regardless of organised programming. However, he observed that the presence of the Sky Show created a noticeably different NYE atmosphere, which positively influenced the overall vibe of the evening and guest satisfaction.
- Member Anne Marie, representing the Kiama Business Network (KBN), advised that the Kiama New Year's Eve Sky Show has consistently received strong support from KBN. She reminded the Committee of the financial contribution offered by KBN and its members in the lead up to last year's event and noted their disappointment that the event did not proceed.
- The Chair added that the Sky Show plays an important role in supporting local volunteer groups, who are provided with fundraising opportunities during the event. The income generated represents a significant contribution to these groups' annual operating budgets.
- Matt advised that unless the money was allocated in the budget then Destination Kiama cannot organise a NYE Sky Show.
- It was noted that essential delivery partners also need to be secured early to ensure their availability. Services such as traffic control, fireworks suppliers, roving entertainers and AV contractors are in high demand on nights such as NYE, and delays in confirmation may limit Council's ability to engage preferred providers.

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- Matt thanked the Destination Kiama team for their excellent work in organising the Kiama NYE Sky Show.

26/009TEAC

Committee recommendation that Tourism Economic Advisory Committee:

1. Note, acknowledge and congratulate Council on its February resolution to prepare a comprehensive business case to evaluate future opportunities for New Years Eve celebrations.
2. Note the update provided by the Manager Tourism & Economic Development on the progress of this business case, being undertaken by Sparrowly Group, specifically that this business case may not be finalised until June 2026.
3. Reaffirm its position that Council allocate funds to the Tourism, Events and Economic Development team to the sum of \$94,000 to deliver the Kiama New Years' Eve Sky Show on Thursday 31 December 2026 in the 26/27 budget, noting that planning of this event needs to commence prior to June 2026.
4. Recommends that Council commence EOI processes immediately to seek community and corporate sponsorships to offset the cost of the Kiama New Years' Eve Sky Show on Thursday 31 December 2026.

(Member Mansfield and Councillor Tatrai)

6 REPORT OF THE MANAGER TOURISM AND ECONOMIC DEVELOPMENT

6.1 Destination Events update

26/010TEAC

Committee recommendation that the Tourism Economic Advisory Committee:

1. Receives and notes the information in this report regarding recent events and forward planning within Council's Destination Events program.
2. Recommends that Council reallocate the underspend from the 2025/26 Destination Event Funding Budget to the Capital Works Program for the relocation of an unused three-phase power outlet from the Orry Kelly Stage to Terralong Street adjacent to Hindmarsh Park at an estimated cost of \$2,600, thereby strengthening event infrastructure and reducing reliance on mobile generators for events.
3. Recommends that Council reallocate any future underspends within the Destination Event Funding budget to support the delivery of future NYE Sky Show events.

(Members Smith and Esler)

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Discussion Points:

- Sally gave an overview of recent events and future event planning area.
- Council's 25/26 Destination Event Funding Program has allocated \$90,710, supporting an estimated 45,000 visitors and generating approximately \$5.59 million in economic impact, despite multiple high-profile event cancellations.
- Due to cancellations of key events allocated Destination Event funding in the 2025/26 financial year, there is an underspend in this budget.
- While the remaining \$14,290 had been proposed for reallocation to support Council's co-contribution to Kiama Culture Fest, the event will not proceed due to additional requirements imposed by Multicultural NSW under the funding deed and the agency's inability to respond to Council's variation request within the timeframe needed to plan the May event. The Sounds of Jazz and Blues Festival demonstrated strong venue and artist participation and effective promotional partnerships, though delivery was impacted by weather variability, competing events and residual confusion following the cancellation of the Kiama Jazz & Blues Festival.
- The Sounds of Jazz and Blues Festival roving bus was not as popular as anticipated. It was suggested that better coordination of performance schedule aligned with the bus timetable so people could move venue to venue would be beneficial.
- Planning for the Kiama Winter Street Festival 2026 is progressing as scheduled.
- Sally showed the Committee Destination Kiama's new video which forms a major component of Kiama's Top Tourism Town Award Nomination. An award that Kiama has won two years running.

6.2 Nighttime Economy Strategy update

26/01/2026 TEAC

Committee recommendation that the Tourism Economic Advisory Committee:

1. Notes the progress of the Night-Time Economy Strategy (Kiama After Dark) and Special Entertainment Precinct investigation; and
2. Provides input into the Night-Time Economy Strategy (Kiama After Dark) through a facilitated workshop with the project consultants during April 2026.

(Member Smith and Councillor Tatrai)

Discussion Points:

- Sally gave an overview of the progress report on the development of Kiama's Night-Time Economy (NTE) Strategy and the investigation of a Special Entertainment Precinct (SEP), supported by a \$200,000 NSW State Government grant.

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- Council has engaged Reactive Consulting, who are experienced in placemaking, night-time economy planning, precinct activation, as well as NSW's 24-Hour Economy reforms, to help shape Kiama's Night-Time Economy Strategy and Special Entertainment Precinct (SEP).
- Council proposes to convene a facilitated workshop with the Tourism Economic Advisory Committee and project consultants in April 2026, aligned with the evidence-gathering phase of the strategy.
- The workshop will:
 - Test emerging economic, acoustic and place-based findings.
 - Ground the strategy in local values, visitor expectations and business realities.
 - Identify Kiama-specific opportunities for "Kiama After Dark".
- TEAC input will directly inform the Draft Night-Time Economy Strategy in April and have the opportunity to review the full draft prior to it being reported to Council in June 2026.

6.3 Visitor Services update

26/012TEAC

Committee recommendation that the Tourism Economic Advisory Committee:

1. Note this report for information.
2. Endorse the draft Destination Kiama Partnership Program for 2026-27 included in this report.
3. Endorse the draft Kiama Historical Walking Tour itinerary, ensuring collaboration with the Kiama Historical Society and Library and the trial commencing as soon as volunteers are ready, with qualitative and quantitative feedback collected to inform a longer-term approach.

(Members Smith and Mansfield)

Discussion Points:

- Sally gave an overview of the proposed inclusions in the draft 26/27 Destination Kiama Partnership and potential inclusions. Sally asked members for suggestions. Member Craig advised that his business was a platinum member and advised that it was good value for money and very beneficial.
- Sally, Matt and Yasmin will be visiting Port Stephens to review their business model and destination marketing strategy.
- Sally advised that there has been a spike in international travellers to the area particularly over the Lunar New Year.
- Increasing partnership fees for was discussed. Matt suggested reviewing fees next financial year.

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- Staff are working on a volunteer-led Kiama Historical Walking Tour.
- Visitor Servicing Coordinator is exploring the development of weekend roving ambassadors at the Kiama Train Station to assist day visitors with wayfinding and local information.
- Photos of members be taken at the next TEAC Meeting in May.

7 REPORTS FOR INFORMATION

26/013TEAC

Committee recommendation that the Tourism and Advisory Committee:

1. Thank Member Mansfield for her report and suggestions.
2. Request the Destination Kiama team consider how the ideas presented can be implemented.

(Councillor Tatrai and Member Smith)

7.1 Destination Kiama Partnership – update by Suzanne Mansfield

Discussion Points:

- Sue ran through her handout that was distributed to members:
 - Light-based night experiences;
 - Fire and food nights (winter comfort economy);
 - Live music and street activation nights;
 - Night markets and creative culture.
 - Family night events (school holidays).

7.2 Update – Operator Upskilling and Capacity Building Delivery

Discussion Points:

- Sally gave an update on upskilling and capacity building workshops delivered and planned for delivery for the 25/26 financial year.
- Sue mentioned that a lot of partners valued the upskilling opportunities when she discusses enquiries into their partnership satisfaction.

8 GENERAL BUSINESS

8.1 Date for May Meeting

Discussion Points:

- The May TEAC meeting be rescheduled to Thursday 21 May, as Matt, Yasmin and Sally will be attending the Local Government Visitor Economy Tourism Conference on the originally scheduled meeting date. Simon advised that he will be an apology for the May meeting.

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- Matt encouraged members to attend the Tourism After Hours Autumn function to be held at Jamberoo Action Park on Thursday 30 April.

9 CLOSURE

There being no further business the meeting closed at 5.45pm

These Minutes were confirmed at the Ordinary Meeting of Council held on 21 April
2026

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Chair

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Enclosure 1



Incoming Donations or Bequests Policy

Policy owner	Senior Advisor Business Integrity & Governance
Department	Chief Executive's Office
Date endorsed	D Month Year
Next review date	D Month Year
TRIM reference	26/3319

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Policy statement / objectives

From time-to-time Kiama Municipal Council receives offers of donations or bequests from organisations and individuals. Council recognises that these incoming donations and bequests can provide valuable support to enhance community programs, events, services, and assets.

Such contributions must always be accepted and managed in a way that upholds the highest standards of governance, probity, and transparency.

The objectives of this Policy are to:

- Detail the correct process for accepting, and managing incoming donations or bequests for events, programs, services, or assets run by Council
- Ensure all incoming donations or bequests are assessed, approved, and reported in a transparent, consistent, and ethical manner
- Safeguard Council's independence, probity and reputation by preventing any real or perceived influence on Council's decision making
- Support Council's brand and strategic direction in alignment with the Community Strategic Plan, Delivery Program, and relevant legislation
- Promote responsible engagement with the community and donors, delivering shared community benefit while upholding public trust

Scope

This Policy applies to the financial, in-kind or material donations, or offers of donations to Council, with no expectation of any activity or benefit in return. It assumes a philanthropic motivation and is voluntarily and freely given.

It covers:

- Cash donations
- Donation of materials, goods, property or other physical assets that may be required to be accompanied by an official valuation from an accredited valuer
- Bequests

It does not cover:

- Outgoing sponsorships or grants made by Council
- Outgoing donations by Council
- Procurement activities for goods, works, or services
- Volunteering, i.e. donations of time and/or human resources
- Gifts and Benefits to individual Councillors or staff
- Donation of assets as a result of a Development Consent or Voluntary Planning Agreement. These types of donations will be managed by relevant planning legislation
- Incoming grants or funding

References

- Local Government Act 1993 and associated Regulations
- Independent Commission Against Corruption Act 1998
- Government Information (Public Access) Act 2009 (NSW)
- Privacy and Personal Information Protection Act 1998 (NSW)

- Council's Code of Conduct

Consultations

- Manager Community Outcomes
- Senior Financial Accountant
- ELT

Definitions

Term	Definition
Bequest	A donation of cash, property, or other asset made under the terms of a will, by an individual
Donation	The provision of a financial contribution, goods, property, or other items of value made voluntarily with no expectation of any return benefit or advantage. It assumes a philanthropic motivation, and is voluntarily and freely given
In-kind	paid or given in goods, commodities, or services instead of money

Variation and review

Council reserves the right to review, vary or revoke this Policy.

Review history

Date reviewed	Date adopted / endorsed	Brief detail of amendments
January 2026		New Policy

POLICY

1. General Principles

- 1.1. Incoming donations or bequests must be made in writing and must include:
 - Purpose of the donation – the agreed use, project, or activity the donation will support
 - Nature of the donation – monetary value or description of in-kind goods/services
 - Conditions of acceptance – any agreed conditions, restrictions, or limitations.
 - Acknowledgment arrangements – how Council will recognise the donor (if applicable)
- 1.2. Council does not hold Deductible Gift Recipient (DGR) status and cannot issue tax-deductible receipts. Donors must be informed of this before acceptance
- 1.3. All donations and bequests must be recorded in the Incoming Sponsorship and Donations Register maintained by Governance and stored in accordance with Council's Records Management Policy

- 1.4. Council will not accept donations or bequests where there is a real or perceived conflict between the values or objectives of the sponsor or donor (or associated entities) and those of Council
- 1.5. Donations or bequests will not be accepted from organisations whose products, services, or practices are inconsistent with Council's values or community standards. This includes, but is not limited to -
 - Tobacco, vaping and tobacco/vaping-related companies
 - Businesses deemed by Council to be harmful to health and wellbeing
 - Gambling services
 - Alcohol-related businesses, unless approved for specific events
 - Entities whose offerings or reputation conflict with Council's values
 - From an individual who has a criminal record for a matter in the past 10 years
 - From political parties or organisations/individuals with an identifiable political purpose/agenda (e.g. trade unions, political candidates)
 - Organisations that have been convicted of, fined for, or are subject to substantiated regulatory enforcement action under applicable environmental protection laws for pollution of land, air, or water, or for unlawful destruction, depletion, or waste of non-renewable resources, within the past five years
- 1.6. Donations or bequests must not limit, or appear to limit Council's ability to carry out its duties and must not create obligations that restrict Council's decision-making or independence
- 1.7. There must be no suggestion, explicit or implied, that acceptance of a donation or bequest will result in special treatment or favourable consideration in Council decisions or processes
- 1.8. No official, elected representative, employee, or agent of Council is to receive or solicit any personal benefit from a donation or bequest

2. Assessment and Approval

- 2.1. All donations or bequests must be reported to the Executive Leadership Team (ELT). Any donation or bequest that exceeds the value of \$5,000 must be reported to Council
- 2.2. In assessing donations or bequests, ELT will determine whether they are in line with the Principles detailed above and also consider the best interests of the public, public accountability, public perceptions and potential risks as well as the potential benefits
- 2.3. For donations involving goods, property, or other physical assets, ELT will assess the contribution for strategic alignment and whole-of-life considerations, including ongoing maintenance, insurance, storage, compliance, and operational care requirements, to ensure acceptance does not create an unreasonable financial or resource burden on Council or diminish its capacity to deliver other services
- 2.4. ELT or Council has authority to decline any donation or bequest that does not meet the requirements of this Policy or is assessed as posing an unacceptable risk to Council's ethical, social, environmental, financial, or reputational standards

3. Transparency and Disclosure

- 3.1. Council is committed to transparency in all incoming donations and bequests, while recognising the need to balance public disclosure with confidentiality, privacy and probity considerations

- 3.2 Council will maintain an Incoming Sponsorship and Donations Register, and record the following details:
- Name of the donor
 - Nature and purpose of the donation or bequest
 - Broad category of benefit (e.g. financial, in-kind, goods/services, joint promotion)
 - Status (active, completed, refused, terminated) including documented reasons for refusals in accordance with this Policy.
- 3.3 Information from the register may be made publicly available upon request, subject to Council's obligations under the *Government Information (Public Access) Act 2009* (GIPA Act) and relevant privacy or confidentiality considerations
- 3.4 The specific monetary or in-kind value donations and bequests will not be disclosed publicly where doing so could provide a commercial advantage or disadvantage to any party, consistent with Section 10A(2)(c) of the *Local Government Act 1993* or where a donor requests anonymity

Related forms / documents

NIL

Attachments

NIL

Authorisation

Name: Council resolution No: ****

Date: Date adopted by Council

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