

MINUTES

Tourism Advisory Group

Date: Thursday 15 December 2022

Time: 5:00pm to 7:00pm

Location: Council Chambers / Boardroom (Shire Hall) and via Teams

Council	Attended	Apology
Cr Judith Hannan (Chair)	✓	
Cr Blair Briggs (Deputy Chair)		✓
Caroline Argent, Director Customer & Corporate Services	✓	
Peter Wright, Manager Engagement and Performance	✓	
Kersti Martin, Tourism & Business Support Team Leader		✓
Kim McGuinness, Tourism & Business Support Officer	✓	
Denika Vatovec, Digital Marketing Officer	✓	
Stephen Gardiner, Manager Sustainable Growth		✓
Advisory Group Members		
Kimberley Cook (Horse and Harpy)		✓
Brad Wilson (Australian Wildlife Sanctuary)	✓	
Rob Thompson (Yerranderie Arts, Culture & Community Association)	✓	
Damien Silm (Cedar Creek Orchard)	✓	
David Bennett (Transport Heritage NSW – NSW Rail Museum)	✓	
Kayla Seeney (Camden Valley Inn)		✓
Bob Clayton (Destination Wollondilly Magazine)	✓	
Mandy Barnes (Kalinya Estate)	✓	
Lyn Davey (Wollondilly Tourism Association – WTAI)	✓	
Sandra Harlor (Bold Jack & DamFest)	✓	
Bianca Gilmore (Destination NSW)		✓
Louise Clifton (National Parks & Wildlife Service)	✓	
Guest attendees		
Stephen Bennett, The Oaks Airport Project	✓	
Graham Onus, The Oaks Airport	✓	

Agenda Item	Notes	Agreed Actions
1. Acknowledgement of country	Chair delivered Acknowledgement of Country.	
2. Attendance and apologies	As noted in table above.	
3. Disclosure of interests	<p>Chair asked attendees to disclose any conflicts of interest.</p> <p>Nil to report.</p>	
4. Confirmation of previous minutes & actions	<p>Previous minutes and actions confirmed by Tourism Advisory Group.</p> <p>Peter Wright gave an update on the action items from the previous meeting:</p> <ul style="list-style-type: none"> • Love the Dilly Campaign channel plan was shared • Key strategic documents shared - Wollondilly Delivery Plan and Destination Management Plan • DB from Transport Heritage will provide an update on the Loop-Line project later in the meeting • SB will present on the Oaks Airport Project later in this meeting • Mushroom Tunnel opening hours confirmed; 8.30am-2.00pm weekdays, closed public holidays and weekends • The Digital Signage Project grant was confirmed not to have tourism potential at this stage, the grant is specifically in relation to recovery and resilience. Three digital signage boards will be purposed for emergency information and announcements and as Wi-Fi hotspots. 	
5. Loop Line Project Update	<p>David Bennett, Transport Heritage NSW provided an update;</p> <ul style="list-style-type: none"> • The Loop Line extends from Picton to Mittagong and is currently operated by Transport Heritage NSW between Picton and Buxton. • Line is being reactivated from Buxton to Colo Vale, allowing heritage train operations to return to the area for the first time in 30 years. • Construction has been delayed to enable further review of environmental factors, with approval to proceed to construction now expected in April 2023. • The Loop Line project is now anticipated to be completed by early 2024 • Meanwhile, construction of track turnouts and sleepers are continuing off site for the project, as well as restoration of historic rolling stock to cater for future demand. • Works have commenced to complete a buffet car restoration for use on the Loop Line so customers 	

	<p>can purchase food and drink during their experience.</p> <ul style="list-style-type: none"> 70,000 customers enjoyed a heritage train experience both at the NSW Rail Museum and across NSW this calendar year post COVID-19 restrictions being lifted. 	
<p>6. The Oaks Airport Project</p>	<p>Stephen Bennett, The Oaks Airport provided an update:</p> <ul style="list-style-type: none"> The project is focused on re-instating the historic runway and developing an exciting new tourism presence inclusive of an aerospace museum, workshop, 4-star hotel and an airpark. An extension is being considered to include a gastro-pub and conferencing opportunities It was noted that general aviation has been pushed out by privatisation which creates a great gap in the market for this project The precinct will look to include non-aviation events such as open-air cinemas, car shows etc. The project is now deemed state significant which may create a few more steps in the approval process Permissibility for the airpark housing under the zoning is currently an issue however changes to state policy in March 2022 allowed residential that's ancillary to the airport Flight paths aren't finalised for the new Western Sydney Airport, however the Oaks Airport will not be significantly impacted The Oaks Airport aims to be a support base for access to the Yerranderie community so the project proponents are working closely with National Parks and the RFS Helipads will only be used at the Oaks Airport for emergencies, to minimise noise from disrupting the community Official community consultation will start in 2023 and will include an open day at the Oaks Airport, thus far community has been supportive of the project and the only obvious concern is an increase of noise in the township. The new precinct will result in an estimate of over 300 new jobs to the area 	<p>Action 1: Oaks Airport Presentation to be shared with Sandra Harlor (screen wasn't showing presentation on her end)</p>

<p>7. Light Up Picton Project</p>	<p>Kim McGuinness provided a project update:</p> <ul style="list-style-type: none"> • Council was recently successful in a Building Better Regions Fund grant application that will see fixed lighting structures to the mature London Plane trees on the southern end of Argyle Street (between Stonequarry Creek and the Menangle Street and Argyle Street intersection) • Council undertook business engagement with local businesses including postcard handouts and communications via eDM. Majority of feedback has been positive, with a few comments regarding the positioning of the lights. • Council is currently out for tender for a contractor and hopefully delivery will be next year prior to Illuminate • Council has investigated catenary lighting but unfortunately the infrastructure to support this does not currently exist • The project will start with the proposed lighting and if budget or further grant opportunities arise Council will look to continue lights at the other end of the town • The lights will be powered with two boxes installed along the street 	
<p>8. Group Task - Brainstorm</p>	<p>Group Task 1 & 2</p> <p>The Tourism Advisory Group brainstormed ideas for:</p> <ul style="list-style-type: none"> • <i>how to encourage a greater understanding of the importance of tourism to our local industry</i>, and • <i>inexpensive ways to promote Wollondilly to a targeted audience post Love Dilly Funding July 2023</i> • LD suggested taking inspiration from the NT Tourism campaign where accommodation providers gave tokens with discounts to customers for local businesses to determine tourism dollar spend. Statistics could be used to show tourism value to businesses to pursue grant funding • BC agreed with LD's suggestion on tracking visitor spend and noted it would be beneficial to show businesses where they sit on a dollar scale • SH highlighted the importance of promoting Wollondilly's Dams and commented that WaterNSW are becoming increasingly keen to promote tourism, TAG should consider having Caroline Dearson (WaterNSW) come to present at a future meeting • MB commented on the value of bringing attention to each other's businesses through cross sharing suppliers or experiences e.g. if Kalinya is hiring a photographer, they are tagged on social posts to help promote. MB suggested utilising influencers where possible to help promote experience across the region through short snappy content pieces like reels 	<p>Action 2: Sandra Harlor to share WaterNSW Liaison contact with Council</p> <p>Action 3: Council to touch base with WaterNSW and organise Caroline to attend a future TAG meeting</p>

	<ul style="list-style-type: none"> • MB suggested leveraging the community pride element of the campaign and engage school groups or locals with a competition to share content of people or businesses they love • BC proposed that Destination Wollondilly magazine would be happy to dedicate a space to help promote a competition • BW noted that the reality is often businesses may share content about what works for them e.g. a smash repairer may have a full customer base and not see value in sharing tourism content • DB noted that it's worth work-shopping these ideas against the DMP to ensure alignment with the core objectives • LC suggested looking into a digital project such as a video outlining the story of tourism for businesses such as where a visitor goes, eats, stays, fills up their car, etc to pin point the connection of tourism • DS suggested the group could bring in someone from another region e.g. Mudgee who has had success to give advice and share their story to help brainstorm • DS also reported that Cedar Creek Orchard is organising an upcoming visit with Sydney Weekender • BC proposed taking a stall at the Seniors NSW Expo 2-3 February 2023, WTAI happy to man the stall if it can be funded • LD suggested looking at concepts such as 'eat your way around the Dilly' and focusing on foodie operators in future activity 	
<p>9. Western Parkland City Destination Management Plan</p>	<p>Peter Wright provided an update:</p> <ul style="list-style-type: none"> • PW received a written update from Bianca Gilmore detailing that Destination NSW are working to complete the first two draft strategies by the end of 2022, with the aim to go on public exhibition in early 2023 • Key components include; road to recovery, building the brand, showcasing strengths, focusing on world class events, planning to facilitate growth 	
<p>10. Love the Dilly Campaign</p>	<p>Denika Vatovec provided an update:</p> <ul style="list-style-type: none"> • Love the Dilly Campaign analytics from launch in August 2022 – November 2022 shared • Campaign PR piece in collaboration with Concrete Jungle released this week, timely with the holiday season coming up • Exciting new activities to come in 2023 including bespoke events such as 'Love in the Dilly' and Councils very first influencer campaign • LD commented that the Argyle Street campaign billboard looks fantastic 	

	<p>Denika Vatovec provided a Visitor Guide update:</p> <ul style="list-style-type: none"> • The 2023 visitor guide will be a 2-year publication in print and digital formats (5,000 copies to be distributed per year) • Advertising sales for the guide exceeded targets with over 70 local businesses taking an advertising space • Production and delivery scheduled for February / early March 2023 	
	<p>Kim McGuinness gave a Shop Local Stickers & Voucher Program update:</p> <ul style="list-style-type: none"> • Hundreds of local businesses across Wollondilly are proudly displaying their Love the Dilly campaign sticker • Stickers hand delivered or mailed throughout November and are still available online • Stickers have a CTA to the Visit Wollondilly website via QR code to align with the campaign • Businesses can find out more information about getting involved with the campaign through the Business Wollondilly website • Over 80 local businesses have signed up to the Christmas voucher program for 2022 • Next year the voucher program will be refreshed and digitised with a business card sized voucher and QR code scanning through to a newly built webpage on BusinessWollondilly.com.au filtering participating businesses by category 	
11. Delivery Action Plans in Focus	<ul style="list-style-type: none"> • PW suggested to postpone this agenda item until the next meeting 	Action 4: Move 'Delivery Action Plans' to the next meeting
12. Events Local Approvals Policy	<p>Shaun Beckley provided an overview of the policy:</p> <ul style="list-style-type: none"> • Section 68 proposal focuses on event components that require approval on Council owned land and those that are considered exempt • SB requested the group to review the proposal and submit feedback which will be presented back to the group at the next meeting • The draft proposal will go on exhibition in 2023 before a final report is produced • There will also be a digital solution to compliment the new policy once adopted • LD noted that a recent proposal for a garden trail event required 6 separate DA's, traffic management plans and waste plans through the NSW planning portal. This proposed policy will hopefully help community groups plan events with ease • SH commented that going through DamFest documentation with SB made the process much easier and appreciated the assistance 	Action 5: Shaun Beckley to share Section 68 proposal for review and feedback
13. West Invest Update	<ul style="list-style-type: none"> • CA advised that announcement of grant outcomes has been moved to January 2023 	

14. General Business	<ul style="list-style-type: none"> • RT recently spoke to the organiser of the scenic world marketing campaign offering locals half price passes and deals to friends and family out of area. The uptake on passes was great but only 200 family and friends used the other deals. RT will find out more information and provide and update to the group 	
Meeting close	<ul style="list-style-type: none"> • Meeting concluded at 7:04pm 	
Next Meeting	<ul style="list-style-type: none"> • Thursday 4 May 2023 • 4:00pm to 6:00pm • New Location - "Bottle Brush" Room • Wollondilly Shire Hall or Teams 	

Action Items – Tourism Advisory Group

Meeting	Item	Action	Responsible	Status	Due
08.09.2022	1	Council to share the Love the Dilly campaign channel plan	Council – T&BI	Provided with Minutes 13/9/2022	15.12.2022
	2	Council to provide links to Wollondilly DMP and Delivery Plans for Tourism	Council – T&BI	Link included in Minutes above	15.12.2022
	3	Invite Transport Heritage NSW to give update on Loop-Line Project	Council – T&BI	Confirmed	15.12.2022
	4	Council to provide status of Mushroom Tunnel <ul style="list-style-type: none"> • Mushroom Tunnel is open weekdays for public access from 08:30am – 2:30pm, closed weekends and public holidays. • Site is also accessed by Water NSW so gates may be open for their access outside of these hours. • T & B I Team to review signage content, design 	Council – T&BI	Update provided	15.12.2022
	5	Invite Stephen Bennett to present on The Oaks Airport Project	Council – T&BI	Confirmed	15.12.2022
	6	Provide update on digital signage grant project <p>Digital signage is for recovery and resilience purposes and will display emergency and other important community messages as well as provide wi-fi access in natural disasters. They are not for general promotional purposes.</p>	Council – T&BI	Update provided	15.12.2022
15.12.2022	1	Oaks Airport Presentation to be shared with Sandra Harlor (screen wasn't showing presentation on her end)	Council – T&BI	Complete 21/12/2022	04.05.2023
	2	Sandra Harlor to share WaterNSW Liaison contact with Council	Sandra Harlor	Complete 19/12/2022	04.05.2023
	3	Council to touch base with WaterNSW to have representative attend future TAG	Council – T&BI		04.05.2023
	4	Move 'Delivery Action Plans' items to the next meeting	Council – T&BI		04.05.2023
	5	Shaun Beckley to share Section 68 proposal for review and feedback	Shaun Beckley		04.05.2023