

# MINUTES

## Tourism Advisory Group

**Date:** Thursday 8 September 2022

**Time:** 4:30pm to 6:30pm

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

<b>Members</b>	<b>Attended</b>	<b>Apology</b>
Councillor Judith Hannan (Chair)	Yes	
Councillor Blair Briggs (Deputy Chair)	Yes	
Caroline Argent, Director Customer & Corporate Services	Yes	
Peter Wright, Manager Engagement and Performance	Yes	
Kersti Martin, Tourism & Business Support Team Leader	Yes	
Kim McGuinness, Tourism & Business Support Officer	Yes	
Denika Vatovec, Digital Marketing Officer	Yes	
Kristen Mulley, Tourism & Business Support Trainee	Yes	
<b>Advisory Group Members</b>		
Kimberley Cook (Horse and Harpy)	Yes	
Brad Wilson (Australian Wildlife Sanctuary)	Yes	
Rob Thompson (Yerranderie)	Yes	
Damien Silm (Cedar Creek Orchard)	No	
David Bennett (Transport Heritage NSW – NSW Rail Museum)	No	
Nicholas Wright for Kayla Seeney (Camden Valley Inn)	Yes	
Bob Clayton (Destination Wollondilly Magazine)	Yes	
Mandy Barnes (Kalinya Estate)	Yes	
Lyn Davey (Wollondilly Tourism Association – WTAI)	Yes	
Sandra Harlor (Bold Jack & DamFest)	Yes	
Bianca Gilmore (Destination NSW)	Yes	
Megan de Lima Garcia (National Parks & Wildlife Service)	No	

<b>Guests</b>	<b>Present</b>	<b>Apology</b>
Mayor Matt Gould		Yes
Deputy Mayor Matthew Deeth	Yes	
Cr Michael Banasik		Yes
Eric Imbs, Head of Integrity and Governance	Yes	
Stephen Gardiner, Manager Sustainable Growth	Yes	

Agenda Item	Notes	Agreed Actions
<ul style="list-style-type: none"> <li><b>Acknowledgement of country</b></li> </ul>	Chair delivered acknowledgement	
<ul style="list-style-type: none"> <li><b>Attendance and apologies</b></li> </ul>	As noted above	
<ul style="list-style-type: none"> <li><b>Disclosure of interests</b></li> </ul>	Chair asked attendees to disclose any conflicts of interest.  None to report	
<ul style="list-style-type: none"> <li><b>Confirmation of previous minutes</b></li> </ul>	N/A	
<ul style="list-style-type: none"> <li><b>Committee Induction</b></li> </ul>	Introductions from each member	
	Introductions from Tourism & Business Support Team	
	Brief explanation of the Advisory Groups and Framework  Peter Wright provided overview of the Terms of Reference & Scope and relationship to the broader structure of Strategic Reference Groups and Advisory Groups	
	Eric Imbs provided overview of Code of Conduct	
	<b><i>Future meeting scheduling and timing</i></b> <ul style="list-style-type: none"> <li>• Future meetings Wednesdays or Thursdays?</li> <li>• Next meeting 15 December 4-6pm</li> <li>• A few concerns with Wednesdays – WTAI meetings, sporting</li> <li>• Thursdays agreed</li> </ul>	
	<b><i>Remote Attendance Preference</i></b>  Zoom or Teams? <ul style="list-style-type: none"> <li>• Teams preferred moving forward</li> </ul>	
<ul style="list-style-type: none"> <li><b>Tourism Strategies &amp; Plans</b></li> </ul>	<b><i>Wollondilly Destination Management Plan (DMP)</i></b> <ul style="list-style-type: none"> <li>• Kersti Martin provided an overview of the <a href="#">Wollondilly Destination Management Plan</a> and outlined the 6 Game Changer Projects</li> <li>• New Wollondilly Visitor Guide due February 2023</li> </ul>	
	<b><i>Destination NSW and where we fit?</i></b>  Bianca Gilmore, Manager Local Government provided an overview; <ul style="list-style-type: none"> <li>• Bianca is new to DNSW, was previously within Local Govt at Lake Macquarie City Council</li> </ul>	

	<ul style="list-style-type: none"> <li>• Bianca is responsible for the Greater Sydney Region including Central River City, Eastern Harbour City, Western Parkland City</li> <li>• Wollondilly previously part of Destination Sydney Surrounds South (DSSS)</li> <li>• 01 July 2022 borders adjusted and Wollondilly moved to Western Parkland City (WPC)</li> <li>• A new Destination Management Plan (DMP) for Western Parkland City is being developed</li> <li>• Council provided feedback on opportunities and challenges for region and attended Vision Workshop for DMP</li> <li>• Findings being collated and a draft plan to be ready in the coming months</li> <li>• New DMP aligns with opportunities for the new airport</li> <li>• 8 Western Parkland LGAs present a diverse range of tourism opportunities</li> <li>• DMP will align with the <a href="#">NSW Visitor Economy Strategy 2030</a> and Wollondilly and other LGA's DMP's</li> <li>• Bianca will act as the concierge for Western Parkland City area and also acknowledges the West Parkland City Authority Group</li> </ul>	
	<p><b>Love the Dilly 2022/2023</b></p> <ul style="list-style-type: none"> <li>• Find Your Something - <a href="#">Historic Dilly Video</a> and <a href="#">Hero Dilly Video</a> shared</li> <li>• Video to be promoted across several platforms across social and digital media - YouTube, Facebook, Instagram, <a href="#">VisitWollondilly.com.au</a></li> <li>• Love the Dilly graphics to be promoted on shopping centre digital screens, range of static outdoor billboards, driving itineraries – plan own day in the Dilly – see Love the Dilly Campaign Plan for list of channels across the 10-month campaign</li> <li>• Suggestion of 5 dams' theme to be incorporated into the campaign</li> <li>• Campaign is targeting audiences within 1-hour radius of Wollondilly across themed interests including Nature, History, Boutique, Active and Produce coming soon. See Love the Dilly Campaign attachment for details</li> <li>• First report is due next week. Noted Facebook followers already increased by 350</li> <li>• Not all promotions will be seen by Wollondilly residents as target is outside of the Dilly</li> </ul>	<p><b>Action 1.</b> Council to share the <b>Love the Dilly</b> channel plan</p>
	<p><b>Wollondilly Delivery Plan 2022-23 – 2032/33</b></p>	<p><b>Action 2.</b></p>

	<ul style="list-style-type: none"> <li>Adopted by Council every 4 years – is Councils commitment to the community’s vision as described in the <b>Community Strategic Plan</b> – <a href="#">click here to view full plan</a></li> <li>Key projects and programs including Tourism deliverables outlined in the <b>Delivery Plan</b> – <a href="#">click here to view full plan</a></li> </ul> <p><b>Tourism Deliverable highlights include;</b></p> <ul style="list-style-type: none"> <li>Collaborate with NSW Government and relevant LGA’s on the development and implementation of the Western Parklands Destination Management Plan, including identifying and prioritising opportunities for Wollondilly</li> <li>Prepare Tourism Asset Plans to enhance a selection of the Shire’s recognised existing assets to support the visitor economy e.g. The Viaduct, Razorback Lookout and the Mushroom Tunnel</li> <li>Increase visitation to Wollondilly through; A strategically focussed Love the Dilly and Visit Wollondilly campaign utilising a mix of digital and traditional marketing activity</li> <li>Enhance our tourism signage by seeking opportunities to utilise current technology e.g. Mounted QR codes to share information about our Shire to residents and visitors and drive visitors to visitwollondilly.com.au</li> <li>Partner with the NSW Rail Museum to identify opportunities to support tourism &amp; visitation opportunities associated with the Loop Line Project. For example, this could include support infrastructure such as car parking, lighting, pathways, events and markets.</li> <li>Concerns regarding the Mushroom Tunnel mixed messaging?</li> <li>Advocate and seek funding for a feasibility study for stage 1 of the Great Burragorang Valley Walk from Warragamba to Thirlmere Lakes via Werombi, Oakdale and Couridjah</li> </ul>	<p>Share links to plans</p> <p><b>Action 3.</b> Request Transport Heritage NSW to provide update on Loop-Line project</p> <p><b>Action 4.</b> Council to provide status update of Mushroom Tunnel</p>
<ul style="list-style-type: none"> <li><b>Issues and Actions ahead</b></li> </ul>	<ul style="list-style-type: none"> <li>Investigate possibility of escorted access tours to Yerranderie – would like to see them recommence</li> <li>Establish connections with NPWS for use of airstrip at Yerranderie</li> <li>Overview of The Oaks Airport Project for redevelopment, sealed runway, museum, housing and accommodation.</li> <li>Aviation has potential to increase tourism – this area is currently missing out on recreational aviation</li> </ul>	<p><b>Action 5.</b> Invite Stephen Bennett to present on The Oaks Airport Project</p>

	<ul style="list-style-type: none"> <li>Brainstorming – How we can encourage awareness of the benefits of tourism Investigate inexpensive, ways to promote Wollondilly post Love the Dilly 2023</li> <li>Overnight accommodation</li> <li>Tourism Funding</li> <li>Signage – Wayfinding (brown and white signage and digital signage)</li> </ul>	<p><b>Action 6.</b> Provide update on digital signage grant</p>
<ul style="list-style-type: none"> <li><b>General Business</b></li> </ul>	<ul style="list-style-type: none"> <li>Stephen Gardiner provided overview of Stage 1a Events &amp; Visitor Economy Planning Proposal which is imminent</li> <li>Stage 1a is proposed to increase opportunities for specific events, enable destination weddings, functions in rural locations, enable more diverse tourist accommodation <a href="#">click here for details</a> of the planning proposals</li> <li>Update on blank Billboards in Picton provided ARTC own the assets and were put out to tender, contractor now engaged and boards will soon be activated</li> <li>Discussion on Love the Dilly videos, main focus is to engage visitor interest and create awareness of the region</li> <li>Discussion on promotion via TVC, can be costly and is hard to measure its effectiveness for these reasons is not included in Love the Dilly campaign</li> <li>Discussion on communicating events e.g. <a href="#">Paint the Town Wollondilly</a> (24 Sept to 08 Oct 2022) Mural festival with world renown artists coming to Wollondilly – organised by Joe Quilter as part of a grant from Southern Tablelands Arts</li> <li>Council assets include Razorback seating area and Warragamba Boomerang Shelter put forward as locations</li> <li>WTAI Meeting next week at Warragamba Workers Club</li> </ul>	
<b>Meeting close</b>	Councillor Hannan concluded Meeting at 6:25pm	
<b>Next Meeting</b>	15 December 2022 4pm – 6pm	
<b>Likely agenda items for next meeting</b>	<ul style="list-style-type: none"> <li>Brainstorming – Encouraging the mindset of local businesses regarding the importance of tourism to the economy</li> <li>Inexpensive ways to promote Wollondilly</li> <li>Central point to promote local events</li> </ul>	

**Action Items – Tourism Advisory Group**

<b>Meeting</b>	<b>Item</b>	<b>Action</b>	<b>Responsible</b>	<b>Status</b>	<b>Due</b>
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	Request Transport Heritage NSW to give update on Loop-Line Project	Council – T&BI		15.12.2022
	4	Council to provide status of Mushroom Tunnel	Council – T&BI		15.12.2022
	5	Invite Stephen Bennett to present on The Oaks Airport Project	Council – T&BI		15.12.2022
	6	Provide update on digital signage grant project	Council – T&BI		15.12.2022