

MEETING NAME	Tourism & Local Jobs Strategic Reference Group
ATTENDEES	C Argent (Director Shire Connections) P Wright (Manager Business Strategy), C Swanepoel (Acting Director Shire Futures), K McGuiness (Tourism & Business Support Team Leader), K Makins (Strategic Communications Team Leader), N Dukinfield (Team Leader Employment & Rural Industries), S Burke (Tourism & Business Support Officer), A Johnson (Digital Marketing Officer), Councillor Ally Dench (Chair), Mayor Matt Gould, Councillor Suzy Brandstater, Jenny Lambert (Online), Debbie Roberts, Bob Clayton (Online), Beverley Spearpoint, Clarissa Follan, Kimberly Cook and a Minute Taker.
APOLOGIES	Brent Hillbrink-Watson, Lyn Fairley, Amanda Barnes, Michael Moxon, Lyn Davey, Robert Hamilton and Councillor Matthew Deeth
DATE	6 August 2025
TIME	4:03pm

ITEM	NOTES
Declaration of Interests	Potential Conflict of Interest - Debbie Roberts in regard to Agenda Item 10 – Business Connect Program.
Confirmation of Minutes	The minutes of the previous meeting held on 14 May 2025 were confirmed. Mover: Debbie Roberts Seconder: Beverley Spearpoint

Matters arising from previous minutes	• The actions from the previous meeting were discussed as follows. • Actions 2,3,4 are now completed. • Action 1 complete, communication platform shared with the group via email from Chair • Action 5 was discussed and the Tourism and Business Support Team provided the group with the answer that Wollondilly sits under the Western Sydney Region of Destination NSW • Action 6 and 7 were completed at this meeting.
Night time Economy Strategy	• N Dukinfield presented to the group on the Night time Economy Strategy, including the process undertaken so far in the development of the strategy and the steps ahead. • Beverley Spearpoint raised awareness regarding some tourism assets and opportunities in the northern parts of the Shire. • Feedback from the group was welcomed. • Jenny Lambert raised the importance of developing and encouraging the accommodation sector as a related issue to the night time economy, and that Council's DCP doesn't use language / approach that is sufficiently encouraging. • N Dukinfield acknowledged that there may be scope / need for an accommodation investment prospectus in the future in order to encourage accommodation investment <i>ACTION 8: N Dukinfield will share any information that may be of interest to the group, ahead of the next report to Council on the draft Night Time Economy Strategy, including a copy of tonight's presentation.</i>
Signage Strategy	• K Makins presented to the group on the Signage Strategy completing Action 6 arising from the previous meeting. • The group praised Council on the signage designs. • Kimberly Cook raised the matter of new signage sites unfortunately having litter in the vicinity – as a “welcome” statement this sends a poor message and detracts from the quality of the new signage. In response the group suggested that Council should consider clean-up / maintenance around the signage.

	• There were questions from the group regarding the timeframe of the signage implementation plan – in response it was confirmed by staff and the Mayor that it will be over a number of years. • Council Resolution 77/2024 details the implementation approach for the signage strategy, a copy of the resolution will be circulated with the minutes. • Kimberly Cook raised the question of where can nominations be sent for Heritage Place signage nominations – Send any nominations that you have to the Tourism & Business Support Team. • Debbie Roberts raised the importance of ensuring that all signage is disability inclusive. <i>RECOMMENDATION 1: That the implementation of Council's Signage Strategy incorporates a program of regular rubbish collection, beautification and maintenance around the new signs.</i> <i>ACTION 9: Circulate the Council Report and resolution regarding the Signage Strategy Implementation to SRG members.</i>
The Tourism & Business Support Team – Who we are and what we do	• The Tourism and Business Support Team shared an update on what the team does and what they are currently doing to support the local economy and tourism in the local community. • The Team were praised for the work they do. • Kimberly Cook asked what Council could do to support events such as DamFest? <i>Action 10: That the matter of how Council can support key community events such as DamFest be considered where possible as part of Council's 25/26 Delivery Program projects:</i> • <i>to review the Wollondilly Community Events Guide (Project CE1)</i> • <i>to review the community events program (Project CE2)</i> <i>The Manager Business Strategy will relay this to the Manager of Community Services who is overseeing those projects.</i>
Business Connect Program	• Debbie Roberts raised that the NSW Government has de-funded the Business Connect Program and raised concerns on what may happen with the businesses that relied on this service.

	- Kim and Sarah advised that they would continue to liaise with Service NSW for Business Connect and other services to fill the gap. - The Chair will work with relevant committee members to develop a submission to support the following recommendation to Council for a motion to the Local Government Annual Conference. RECOMMENDATION 2: <i>That Council request a meeting with the Local State Member to raise concerns around the funding of the Business Connect Program being discontinued</i> <i>That Council submit a motion to the LGNSW Annual Conference Seeking support from the Association to lobby the NSW Government for continued operation of the Business Connect Program or maintaining the funding for another service to fill the gap.</i>
Engagement News and Updates	- Manager Business Strategy provided an update on current engagement news and updates, particularly the upcoming engagement for the Community Participation Plan. - The RFS currently has the Draft Wollondilly-Wingecarribbee Bush Fire Risk Management Plan on exhibition for community consultation - Manager Business Strategy also encouraged all members to subscribe to Council's YourSay page to keep up with Community Engagement pieces.
Agenda Item Suggestions for next meeting	- Buy local strategy/policy – what's Council's approach to Local Procurement Initiatives? - It was suggested that staff could present on this matter at a future meeting - The chair will follow up any other suggestions in between meetings to have these listed. <i>ACTION 11: An appropriate Council staff member be invited to present to a future meeting regarding Local Procurement policy/initiative options.</i>
General Business	- Beverley Spearpoint raised if we could look into the possibility of putting a hard copy of the Business Papers in the north of the Shire. - K McGuiness advised that she had distributed Business and Visit Wollondilly Flyers and is hoping for a good response.

ACTION 12: Director Shire Connections to review and report back on printed business papers availability at an upcoming Tourism SRG

ACTION 13: A copy of the Business Wollondilly and Visit Wollondilly Flyers to be sent out with the Minutes.

MEETING CLOSE: 6:06pm

NEXT MEETING: 29 October 2025.

REFERENCE: CM 15598~7#36