

MEETING NAME	Tourism & Local Jobs Strategic Reference Group
ATTENDEES	C Argent (Director Shire Connections) P Wright (Manager Business Strategy), C Swanepoel (Manager Development Services), C Devenish (Acting Public Relations & Engagement Team Leader), K McGuiness (Tourism & Business Support Team Leader), N L Norris (Senior Strategic Planner), Councillor Ally Dench (Chair), Mayor Matt Gould, Jenny Lambert (Online), Debbie Roberts, Lyn Davey, Michael Moxon, Bob Clayton, Beverley Spearpoint, Brent Hillbrink-Watson, Amanda Barnes, Clarissa Follan (Online) , Kimberly Cook and a Minute Taker.
APOLOGIES	Councillor Matthew Deeth (Deputy Chair)
DATE	14 May 2025
TIME	4:01pm

ITEM	NOTES
Declaration of Interests	Nil.
Introduction from Council Staff	All Council staff who were present introduced themselves and their roles.
Introduction from Community Members	All Community members introduced themselves and gave a brief overview of their backgrounds as well as advised what they would like to achieve whilst on the Tourism and Local Jobs Strategic Reference Group.
Overview of the SRG Terms of Reference (Including Code of Conduct)	- The Manager Business Strategy, provided a verbal update on the Tourism and Local Jobs SRG Terms of Reference and discussed the focus of the group. - The Chair Councillor Ally Dench provided a verbal update on the meeting dates and times for the next 12 months. - The Chair advised the group that if they had any Code of Conduct or Terms of Reference questions to reach out to Governance or the Managers assigned to the group in between meetings.

	- Community members raised how it would be good to be able to have a platform on which to communicate with each other out of session. - Community members were requested to sign a declaration as per the Tourism and Local Jobs Terms of Reference. <i>ACTION 1: The Director Shire Connections will investigate communication platforms that could be used for out of session discussions for the group members.</i>
The community engagement role of SRG's	- The Acting Public Relations & Engagement Team Leader presented to the group an overview of the community engagement role of the SRGs. - The group was encouraged to read the Community Strategic Plan, Delivery Plan and Operation Plan currently on exhibition with specific focus on the Employment and Rural Industries pages 130 & 131 and the Tourism and Business Support pages 132 & 133. - Access to hard copies was also discussed - Bob Clayton raised that he had made a submission on the Night Time Economy Strategy and has not received a response. <i>ACTION 2: Acting Manager Customer Engagement and Experience to follow up on a response to Mr Clayton.</i> <i>ACTION 3: Hard copies of the Draft Community Strategic Plan to be placed at Silverdale Post Office /Warragamba Silverdale Neighbourhood Centre for the community to have access.</i> <i>ACTION 4: All community members encouraged to view the Community Strategic Plan, Delivery Program and Operational Plan with a focus on the key areas of the SRG. Comments /feedback can be sent to Peter Wright or Councillor Dench. See IPR documents</i>
Topic Suggestions for upcoming meetings	- A summary of what Council has identified as the major tourist attractions for the shire. - Clarification on which region we fall under in the Business NSW and Destination NSW space. - What businesses do we have coming to our shire in the next 3 years? Suggestion that the Executive Planner – Business and Investment attend a future meeting.

	• Destination Management Plan? - the need for it to be reviewed / updated - looking through to identify gaps • The status of Council's Economic Development Strategy. • Council's neighbourhood renewal strategies. • Briefing around Council's signage strategy and how we can make our shire easily identified and have better wayfinding. • Discussion around the current marketing strategies that are in place to assist Local Businesses. • Accommodation Issues - How do we set up a network for this space. The possibility of assisting with the development of a policy in this space. • Key sites that are detracting/unsightly e.g. Imperial Hotel, Liquorland site – are there solutions/ actions? • Vault hill access raised <i>ACTION 5: Committee Members Mandy Barnes and Brett Hillbrink-Watson to discuss with Destination NSW and Business NSW where Wollondilly sits in the regional boundary configurations of each of these organisations.</i> <i>ACTION 6: Director Shire Connections to brief the group on the implementation of the Signage Strategy.</i>
Engagement news and updates	• The Manager Business Strategy advised the group that Council's draft IPR documents (CSP and the DPOP etc) are currently on exhibition. Highly recommended the group have a read and make a submission if they have any feedback – noted as an Action above
General Business	• The Senior Strategic Planner provided a brief introduction on the Comprehensive DCP Overview Project, advised there is currently a specific focus on protecting Rural Land for Agritourism in the current review of the DCP. • The SRG were advised that this topic/project would extend over a number of years and so the intention was to come back to this SRG and all other SRGs at regular intervals to discuss progress and seek feedback/input <i>ACTION 7: All community members are encouraged to view the proposed DCP amendments that were</i>

recently exhibited regarding [Development Controls Supporting Visitor Economy & Preserving Rural Values](#).

All members come prepared to the next meeting with comments and feedback.

- The group members advised they would like a link to the [Local Planning Panel Page](#) on Council's website.

The Chair thanked the members for their attendance and for a great discussion.

MEETING CLOSE: 6.11pm

Next Meeting: Wednesday 6 August 4:00 pm to 6:00 pm