

MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ACN 080 458 733
Held at The Nelson Resort on 26 July 2018

Note: These minutes convey items requiring board approval and do not capture all comments and discussions held at Destination Port Stephens' Board Meetings.

Present	A Macdonald, J Gardner, F Future, S. Glover, D Stretton, M. Findlay
Apologies	A Cameron, M. Aylmer, S. Crowe,
In Attendance	E. Gilliland
Business Arising	June board minutes accepted. Moved F. Future Seconded: J Gardner
Chairman's Report	Chairman provided an update on: <ul style="list-style-type: none"> • Meeting with Mayor & General Manager PSC and Destination Network Sydney Surrounds North (DSSN). DPS Chairman and CEO had a brief meeting with the Mayor and General Manager of Port Stephens Council prior to meeting with the DSSN . The Destination Network provided an overview of their role and how they will support local tourism/Government. Positive for Port Stephens. • Members Meeting – raised building the attendance at the members meeting. • Change of Auditor – to meet ASIC requirements this needs to be raised at the next members' meeting and be moved to remove and new auditor appointed.
Financial Report	1. Financial reports as presented accepted. Moved A. Macdonald, Seconded: F. Future
CEO Report	1. Membership: New member, House Boars Afloat, was accepted by the board. Moved M. Findlay, Seconded: S. Glover Discussed Newcastle's Famous Tram had applied for membership. Board agreed that out of area members would be accessed on a case-by-case basis. Board accepted Newcastle's Famous Tram as a member of DPS. Moved M. Findlay, Seconded: D. Stretton 2. Domestic Marketing: Information Only <ul style="list-style-type: none"> • Provided an update on publicity generated from the whale Season launch, Love Sea Food to date and in South Australia following journalist visit to promote new direct services to from Adelaide.

	<ul style="list-style-type: none"> • A digital campaign commenced on 12 July and included three phases: awareness campaign, demand building and partner conversion dynamic advertising. Four partners invested in the campaign. Website statistics between 12 July-19 July were up 51% year on year and conversion rate is also up. • Full page advertisement and editorial were placed in the July-September issue of the magazine which is onboard FlyPelican flights as well as online. • In partnership with promoting Love Sea Food DOS has taken advertising on the Light Rail in Sydney – 16 interior panels for the month of August. Half of the panels promoted Love Sea Food and half promoted the destination. <p>3. Events Information Only</p> <ul style="list-style-type: none"> • Love Sea Food – advertising being undertaken includes press advertising, digital, social media EDM and display posters in addition to PR. Video produced to showcase the event has been picked up by media and featured on the Daily Telegraph Facebook received more than 14,000 views in 18 hrs. • Human Whale was held at Fingal Beach on 15 July and 1,318 people participated (increase of 312). The event was organised by Moonshadow-TQC and Imagine Cruises who secured sponsorship and promotion which was supported by DPS. <p>4. International Trade marketing: Information only</p> <ul style="list-style-type: none"> • Hosted two famils over the reporting period for 24 agents from UK and Malaysia. • Auckland direct services to Newcastle – DPS is working with Newcastle Airport and DNSW to develop a trade distribution plan and visit to support the promotion of the new services which were announced on 18 July. <p>5. Statistics – website, online booking and social media: Information only</p> <p><i>Moved D. Stretton Secoded S. Glover</i></p>
Matters Raised by Directors	
General Business	<ul style="list-style-type: none"> • DPS Strategic Plan: Discussed board input into the draft plan and timeframes to finalise. • World Heritage Listing – Update provided by Frank Future and the need to have local, state and federal government support.
Close	<p>Meeting closed at 9.00am</p> <p>Next Board Meeting will be held on Thursday, 30 August 2018</p>
	<p style="text-align: right;">Signed as an accurate record E. Gilliland 2018</p>