

MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ACN 080 458 733
Held at the Visitor Information Centre, Nelson Bay on 28 February 2019

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, T. Crosdale, S. Crowe, M. Turner
Apologies	J. Kim
In Attendance	E. Gilliland
Business Arising	<p>Chairman advised that the Board had been notified that D. Stretton has resigned from the Board and therefor the Treasurer position was vacant.</p> <p>The Chairman called for nominations for the Treasurer position and Simon Glover was appointed by the Board.</p> <p>The authorised bank signatories for Port Stephens Limited is to be updated removing Michael Alymer as a controlling person from all four accounts and replacing with the appointed Treasurer, Simon Glover.</p> <p>Board discussed the vacant board appointed position and agreed that a representative from National Parks on the Board would be of benefit to DPS. Deputy Chairman to follow-up to seek availability of a National Parks representative to be appointed to the board.</p> <p>December 2018 board minutes accepted.</p> <p>Moved: A. Macdonald Seconded: T. Crosdale</p>
Chairman's Report	
Financial Report	<ol style="list-style-type: none"> 1. Requested inclusion in the financial report provided showing the Total budget vs actual year to date expenditure to date for next board meeting. 2. Financial reports as presented accepted. <p>Moved: A. Macdonald Seconded: S. Glover</p>
CEO Report	<ol style="list-style-type: none"> 1. Membership: Salamander Beach Accommodation was accepted as a member by the Board. Moved: S. Crowe Seconded: T. Crosdale 2. Domestic Marketing: Information Only

	<ul style="list-style-type: none"> • Recent media coverage for Port Stephens included Delicious online, Hunter and Coastal Lifestyle Magazine, Sydney Weekender (on air 17 March), Women’s Weekly New Zealand and upcoming media visit by New Idea Magazine in late March. • Port Stephens is featured in a campaign currently in market being undertaken by Destination NSW/Newcastle Airport/Fly Pelican targeting Canberra, Ballina and Dubbo. • Port Stephens Visitor Guide was published and distributed prior to the peak holiday season. • New content is being developed to promote the towns/villages of port Stephens. <p>3. Events</p> <ul style="list-style-type: none"> • Provide update on events promoted via DPS Digital and Social media channels. • Love Sea Food & Tastes at the Bay. Discussions had been held with Tomaree Business Chamber to look at the benefits of merging the events. Budget projections were presented to board to merge Tastes at the Bay to form part of the program for Love Sea Food in August. It was recommended that Love Sea Food and Tastes at the Bay are merged as this should deliver long term sustainability for both events and greater potential for growth. The Board agreed to the merger of Love Sea Food and Tastes at the Bay. <p>Moved: J. Gardner Seconded: T. Crosdale</p> <p>4. International Trade marketing: Information only</p> <ul style="list-style-type: none"> • Three trade famils to the region between February-March from New Zealand and India • DPS will attend ATE from 8-12 April in Perth which will also be attended by six Port Stephens operators. • DPS will undertake sales calls to inbound tour operators in Sydney specialising on the western markets from 4-5 March. • Trade fact sheets and online portal for travel trade is being developed. <p>5. Statistics – website, online booking and social media: Information only</p> <ul style="list-style-type: none"> • Website year to date (June 18-January 19) visits has increased by 19% • Online accommodation bookings increased by 73% in January 2019 (vs same period last year) <p>Moved: T. Crosdale Seconded: M. Turner</p>
<p>Matters Raised by Directors</p>	<p>Draft Nelson Bay Public Domain plan: The plan and supporting documents are on public exhibition from today until Thursday, 28 March 2019. The Plan is available online at haveyoursay.portstephens.nsw.gov.au/</p> <p>Special Rate Variation – Port Stephens Council have lodged an application with IPART for the SRV to fund a range of infrastructure, facilities and services. The submission process closes on 11 March 2019. NOTE: The DPS Submission issued to Port Stephens Council in the consultation phase has been included in the attachments to the IPART application.</p>

	<p>Newcastle Airport: S. Crowe provided an update to the Board on:</p> <ul style="list-style-type: none"> • Success of the New Zealand seasonal flights and advised that the Airport was in negotiation to continue the service next season and to ultimately work towards a year-round service. It was noted that to entice New Zealand visitors to the Greater Hunter that we need to invest more into destination marketing to drive demand. • The Airport will be attending Routes Asia in the Philippines in March 2019 • The Airport is currently working on plans to develop an interstate marketing campaign to drive visitation to the region from SE Qld and Victoria. The aim is to build the profile of the destinations and increase load factors on the routes. <p>Membership Engagement Opportunities: M. Turner advised that there was low attendance at last Members Meeting held earlier in the week and raised potential ideas to work DPS to develop new networking/member engagement and how we can work to leverage opportunities for our members e.g. Biz Connect, Satellite Workshops, Business Chambers etc.</p> <p>DPS Strategic Plan: Raised that the Board should be reviewing on an ongoing basis delivery of the goals outlined in the Strategic Plan released late 2018.</p>
<p>General Business</p>	<p>Tomaree Headland Project: Frank Future provided an update</p> <ul style="list-style-type: none"> • A community group has been formed by the Tomaree Business Chamber (Friends of Tomaree Headland) which Frank Future is representing DPS. • A draft vision for the future of Tomaree Headland has been produced and both the State and Opposition are in agreement that the site should remain in public ownership. • The site is ideal for an interpretative centre, accommodation etc. and public amenities including car parking which will be required to support the development of the Tomaree Coastal Walk • In the longer term a trust will need to be formed to secure Government funding. • National Parks plan to brief DPS in-confidence on the plans for Tomaree Coastal Walk which is a four-year project with the first stage being the Tomaree to Fingal loop. <p>April Board Meeting: April Board meeting needs to be moved as currently is on Anzac Day (25 April). Board agreed to hold the week after on Tuesday, 30 April.</p>
<p>Close</p>	<p>Meeting closed at 5am</p> <p>Next Board Meeting will be held on Thursday 28 March 2019</p>
	<p style="text-align: right;">Signed as an accurate record E. Gilliland 2019</p>