

MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ACN 080 458 733
Held at the Visitor Information Centre, Nelson Bay on 28 March 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	J Gardner, F Future, S. Glover, T. Crosdale, S. Crowe, M. Turner, J. Kim, D. Brown, S. Crowe
Apologies	A Macdonald
In Attendance	E. Gilliland
Business Arising	<p>Meeting chaired by Deputy Chair, Simon Glover.</p> <p>Welcomed David Brown, Hunter Central Coast Branch, NSW National Parks & Wildlife Service, to the Board of Destination Port Stephens as a board appointed Director.</p> <p>February 2019 board minutes accepted.</p> <p>Moved: T. Crosdale Seconded: S. Crowe</p>
Chairman's Report	N/A
Financial Report	<p><i>Financial reports as presented accepted</i></p> <p>Moved: T. Crosdale Seconded: S. Crowe</p>
CEO Report	<p>1. Membership: Wedding Road, Reflections Holiday Park Jimmy's Beach, Reflections Holiday Park Hawkes Next and R Marine were accepted as members by the Board.</p> <p>Moved: J. Gardner Seconded: S. Glover</p> <p>Recommendation to the board that DPS undertake a survey and develop a plan for members and industry engagement moving forward due to low attendance rates at Member Meetings. M. Turner Director has offered to work with DPS.</p> <p>Moved: F. Future Seconded: S. Crowe</p> <p>DPS Marketing Prospectus 2019 presented to the board for feedback/approval. Board approved with any additional comments to be provided by cob Monday, 4 March 2019</p> <p>Moved: S. Crowe Seconded: F. Future</p>

	<p>2. Domestic Marketing: Information Only</p> <ul style="list-style-type: none"> Recent media coverage for Port Stephens included Hunter & Coastal Lifestyle magazine – seven-page feature published in March 2019 and New Idea magazine will visit from 29-31 March (readership 1.2 million per week). EDM to the Holiday Club promoting Autumn breaks. DPS Brand Positioning – three creative agencies have been briefed to develop creative concepts as well as a media plan by DNSW Media Agency. <p>3. Events: Information only</p> <ul style="list-style-type: none"> Provide an update on events promoted via DPS Digital and Social media channels. Whale Season Launch & Human Whale – DPS working with Moonshadow-TQC and Imagine Cruises regarding the plans – proposed date for the Human Whale is 14 July 2019. Love Sea Food & Tastes at the Bay. DPS and Tomaree Business Chamber (TBC) working together to organise Love Sea Food Tastes Port Stephens being held in August 2019. Working with Director of TBC board (lawyer) to develop an agreement between DPS and TBC. The Board suggested that perhaps a personalised letter from the Mayor inviting Rick Stein to support the event (DPS advised that we are seeking use of video content by Rick Stein to promote the local seafood). <p>4. International Trade marketing: Information only</p> <ul style="list-style-type: none"> One famil in March for 10 pax from India Fact Sheets finalised for all international marketing partners (nine operators) ready for ATE plus a four-page brochure which was translated into Chinese. Sales calls to inbound tour operators were undertaken in Sydney 4-5 March. <p>5. Statistics – website, online booking and social media: Information only</p> <ul style="list-style-type: none"> Website year to date (June 18-February 19) visits has increased by 17% Year to date bookings (VIC & Online) up by 31% YOY. Online by 41% and VIC by 25%) <p>Moved: M. Turner Seconded: F. Future</p>
<p>Matters Raised by Directors</p>	<p>Nelson Bay Domain Plan and Marina Foreshore</p> <ul style="list-style-type: none"> DPS will be submitted a submission to support the Nelson Bay Domain Plan. Raised that it will be important to liaise with the owners on the Marina Foreshore. There is currently an 11-year lease for the Marina It was advised that there were shops closing and that the Floating Booking Office would close post Easter at the Marina. <p>The Marina is key infrastructure for tourism and it is important for the DPS Board to build a relationship.</p> <p>Board Papers to align with Strategic Plan. Requested that the CEO prepare the board papers to align with the four strategic priorities outlined in the 2018-2021 Strategic Plan</p>

<p>General Business</p>	<p>Tomaree Headland Project Directors discussed the project with the following points covered:</p> <ul style="list-style-type: none"> • The \$7 million in funding is for the development of the walk only • The Tomaree site should complement the walk • J. Gardner advised that three Directors had met and that they were working on an advocacy document to support the usage of the site for tourism e.g. café, amenities, car parking and potentially eco-tourism style accommodation and education usage e.g. research. <p>Destination Port Stephens Board of Directors Code of Conduct. Signed by all Directors present.</p> <p>Conference Market: M. Turner raised that questions had been asked about DPS targeting the conference market. Due to current budget and resources DPS are focusing on developing a new brand campaign however potentially in 2019/2020. J. Gardner advised discussing with DPS to look at attending AIME next year and how this could be funded.</p>
<p>Close</p>	<p>Meeting closed at 9 am</p> <p>Next Board Meeting will be held on Tuesday 30 April 2019</p>
	<p style="text-align: right;">Signed as an accurate record E. Gilliland 2019</p>