

MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ACN 080 458 733
Held at the Visitor Information Centre, Nelson Bay on 30 April 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, M. Turner, J. Kim, D. Brown, S. Crowe
Apologies	S. Crowe
In Attendance	E. Gilliland
Business Arising	<p>March 2019 board minutes accepted.</p> <p>Moved: F. Future Seconded: T. Crosdale</p>
Chairman's Report	Chairman advised that Simon Glover will be stepping down from the board as he will be taking up a role outside the region.
Financial Report	<p><i>Financial reports as presented accepted</i></p> <p>Moved: A Macdonald Seconded: S. Glover</p>
CEO Report	<p>1. Build Relationships</p> <p>Membership: Trike Tours were accepted as members by the Board.</p> <p>Moved: T. Crosdale Seconded: J. Gardner</p> <p>Updates provided on:</p> <ul style="list-style-type: none"> • Member communication and engagement. • DPS CEO was the keynote speaker at the Tomaree Business Chamber breakfast attended by over 100 local business people on Thursday, 19 April 2019. <p>2019 DPS Marketing Prospectus Copy of the final printed prospectus provided to the board together with:</p> <ul style="list-style-type: none"> • Communications Plan • Draft Press release and member communication <p>The board were requested to assist in engaging with key stakeholders to buy into the 2019 DPS Marketing Program.</p>

	<p>Recommendation: The board agrees to assist with engaging with key stakeholders.</p> <p>Moved: A. Macdonald Seconded: S. Glover</p> <p>2. Grow Brand Port Stephens – Information only</p> <p>DPS brand positioning is currently in development in partnership with DNSW. Concepts to DPS in late May and a presentation to investing partners in mid -June.</p> <p>3. Drive Destination Marketing – Information only</p> <p>Update provided on:</p> <ul style="list-style-type: none"> • publicity and domestic marketing including social media sponsored posts generating more than 300,000 views of video content published. • Eleven events have been promoted by DPS via digital and social media channels • Website Statistic: March website traffic down 6% in comparison to same time last year however this was impacted by Easter. • Year to date bookings value has increased by 30% as at March 2019. • Social media – gained 422 followers across Facebook and Instagram during March 2019. • Social media post by Conde’ Nast Traveller (902,000 followers) featured Fingal Bay • International Marketing: <ul style="list-style-type: none"> ○ Hosted four famils for 14 agents from USA/Canada, Taiwan, Hong Kong and Dutch/Germany ○ Attended ATE from 8-12 April. ATE 2020 will be held in Melbourne from 10-14 May 2020. <p>4. Support Big Events and Big Ideas – Information Only</p> <ul style="list-style-type: none"> • Love Sea Food Tastes Port Stephens – Tomaree Business Chamber and DPS working together to deliver event and Port Stephens Events has been appointed with a contract of agreement to be finalised by end April 2019. Event program is being expanded and DPS is approaching sponsors from last year to support the event and raise the funds required to deliver. • Tomaree Coast Walk – Information Only DPS CEO and Chair meet with Consultancy who were engaged by National Parks to survey/interview key tourism organisation and operators about the potential associated tourism operators on 8 April 2019 <p>CEO Report accepted by the board</p> <p>Moved: J. Gardner Seconded: D. Brown</p>
<p>Matters Raised by Directors</p>	

<p>General Business</p>	<p>World Heritage F. Future provided an update on World Heritage for Port Stephens and that the 2nd public meeting has been held with positive outcomes.</p> <p>Great Southern Rail: M. Turner advised that the over the summer the Ghan will commence a new route from the Adelaide to Brisbane and on the south bound journey will stop at Maitland and Port Stephens is being featured in the itinerary</p> <p>Events: J. Gardner provided an update on new events:</p> <ul style="list-style-type: none"> • Port Stephens Surf Festival in June • Urban Adventure Challenge in July – one day amazing race style event. <p>Tomaree Coastal Walk D. Brown advised that there were two research papers:</p> <ol style="list-style-type: none"> 1. Industry – survey of tourism operators and stakeholders including LGA/LTO’s 2. Consumer Demand Modelling – uncover what would encourage people to walk e.g. time/length, overnight drivers and accommodation
<p>Close</p>	<p>Meeting closed at 9 am</p> <p>Next Board Meeting will be held on Thursday 30 May 2019</p>
	<p style="text-align: right;">Signed as an accurate record E. Gilliland 2019</p>