

MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ACN 080 458 733
Held at the Hotel Nelson, Nelson Bay on 27 June 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	F. Future, J. Gardner, J. Kim, M. Turner, D. Brown
Apologies	A Macdonald, S. Crowe, T Crosdale
In Attendance	E. Gilliland
Business Arising	Board meeting was chaired by F. Future June 2019 board minutes accepted. Moved: M. Turner Seconded: J. Kim
Chairman's Report	N/A
Financial Report	<i>Financial reports as presented accepted.</i> Moved: F. Future Seconded: M. Turner
CEO Report	<p>1. Build Stakeholder Relationships</p> <p>Membership: Port Stephens Weddings and Events Childcare Service and Sandy Feet Tours were accepted as members by the Board.</p> <p>Moved: F. Future Seconded: D. Brown</p> <p>Industry Engagement – Information only</p> <ul style="list-style-type: none"> • Meetings were held with eight member companies to discuss partnership opportunities to work with DPS. • Meeting held with H. Parker, Regional Conference Manager at Destination NSW to discuss opportunities re: educating industry on the opportunities available with DNSW and how DPS can leverage. • A member meeting was held on Tuesday, 2 July at Broughtons at the Bay with four guest speakers attending to provide briefings in addition to DPS: Port Stephens Koala Sanctuary, FootGolf Australia on upcoming Asia Cup in November, Destination Network Sydney Surrounds North – International Strategy and the Human Whale. Approx. 50 members attended.

	<p>2. Grow Brand Port Stephens – Information only</p> <ul style="list-style-type: none"> ○ Whilst there has been significant work undertaken in the development of a new brand a new positioning tagline has not been agreed. DNSW are presented additional concepts the following week to DPS. <p>3. Drive Destination Marketing – Information only</p> <p><u>Destination Marketing Campaign</u> Commitments have been confirmed by 7 partners raising \$67,000 and waiting on confirmation from three partners.</p> <p><u>Winter Campaign</u> Digital campaign commenced in market from 24 June. Marketing Partners are featured in a landing page, EDM and in social media activity.</p> <p><u>Neighbourhoods Website content:</u> New Neighbourhoods content is now live and will continue to be further developed. This is assisting with driving organic search to the website.</p> <p><u>Events:</u> DPS has developed content and promoted five events including the Port Stephens Surf Festival, PCYC Nationals of Origins and Dark Beer & BBQ month at Murray’s Brewery as well as the Human Whale.</p> <p><u>Digital & Social Media:</u></p> <ul style="list-style-type: none"> • Website visits from 1 July 2018 to 30 May 2018 have increased by 15% and page views by 14% in comparison to the same timeframes last year. • Social media – DPS gained 1,048 followers across our social media platforms in May 2019. <p><u>International Marketing:</u> DPS hosted four famils in June for 50 agents and organised four famils for 50 agents.</p> <p>4. Support Big Events and Big Ideas – Information Only</p> <p><u>Love Sea Food Tastes Port Stephens</u> Event program has been expanded to include in addition to the Gala Dinner, Festival Weekend and Lunch and Dinner Specials weekly cooking classes (5 during August), a Munch and Moove Lunch and six signature series events.</p> <p><u>Tomaree Coastal Walk</u> Senior staff from National Parks Visitor Experiences division were in Port Stephens to meet and undertake the walk experience first-hand. National Parks have also organised a Tomaree Coastal Walk Reference Group, consisting of local community and stakeholder, to be held in mid-July and the DPS CEO is attending.</p> <p>CEO report accepted by the Board</p> <p><i>Moved: J. Gardner Seconded: D. Brown</i></p>
<p>General Business/Matters Raised by Directors</p>	<p>DPS Resources</p>

	<p>CEO raised that with current resources and projects there is a need to look at resources moving forward as currently CEO is covering a lot of bases with insufficient support to deliver projects.</p> <p>The board agreed that a planning session to be organised in August to review budgets and potential resources.</p> <p>World Heritage F. Future provided an update and advised that due to Australia currently being on the UNESCO panel that we are not able to nominate for World Heritage so therefore the first step is to secure National Heritage.</p>
Close	<p>Meeting closed at 8.55 am</p> <p>Next Board Meeting will be held on Thursday 25 July 2019</p>
	<p style="text-align: right;">Signed as an accurate record E. Gilliland 2019</p>