

**MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD** ACN 080 458 733  
**Held at the Visitor Information Centre, Nelson Bay on 29 August 2019**

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

<b>Present</b>	A Macdonald, J Gardner, F Future, M. Turner, S. Crowe, J. Kim,
<b>Apologies</b>	D. Brown, T Crosdale
<b>In Attendance</b>	E. Gilliland
<b>Business Arising</b>	<p>July 2019 board minutes accepted.</p> <p><b>Moved:</b> A. Macdonald <b>Seconded:</b> S Crowe</p>
<b>Chairman's Report</b>	N/A
<b>Financial Report</b>	<p><i>Financial reports as presented accepted.</i></p> <p><b>Moved:</b> F. Future <b>Seconded:</b> A. Macdonald</p>
<b>CEO Report</b>	<p><b>1. Build Stakeholder Relationships</b></p> <p><b>Membership:</b>  Spirited Play Café, Riverside Motel Karuah, The Poyers Restaurant, Heli Services Newcastle &amp; Hunter and Goodies Shuttle Services were accepted as members by the Board.</p> <p><b>Moved:</b> F. Future <b>Seconded:</b> A. Macdonald</p> <p><b>Port Stephens Tourism AGM – information only</b>  Call for nominations for the two available board positions will be sent out on 4 September and will close on 4 October 2019. The AGM will be held on Monday, 28 October 2019.</p> <p><b>Product Update – Destination NSW – information only</b>  DPS and five operators delivered a product update to Destination NSW staff on 7 August in Sydney</p>

## 2. **Grow Brand Port Stephens – Information only**

Two brand positioning concepts will be consumer tested with the report due in early October. DPS is working with DNSW to set timelines for industry engagement.

## 3. **Drive Destination Marketing – Information only**

### Destination Marketing Campaign

- All investing partners in the destination campaign agreed to participate in the TripAdvisor campaign in Spring with the Brand campaign to launch in Autumn.

### Winter Campaign

Campaign results from the digital campaign to promote travel over July and August will be reported in September 2019.

### Events:

DPS has developed content and promoted six events including Love Sea Food Tastes Port Stephens, Paddling Film Festival and Clans on the Coast.

### Digital & Social Media:

- Website visits from for July decreased by -8/% however social media engagements increased significantly
- Online bookings for July for accommodation increased by 23% and tours by 61%
- Social media – DPS gained 304 followers and increased Instagram engagements by 118% and Facebook by 1,671% In July. Currently we have 14,494 Instagram followers and 29,937 Facebook followers.

### International Marketing:

- In September-October DPS will host five international trade famils consisting of 55 agents..
- DPS attended Focus on Greater China on 5-6 September 2019 in Sydney meeting with 51 key travel agents from mainland China, Hong Kong and Taiwan.

## 4. **Support Big Events and Big Ideas**

### Love Sea Food Tastes Port Stephens – Information Only

- DPS developed significant content to promote each of the events and undertook paid and organic social media results in:
  - Website – 11,174 visits
  - Organic social media reached 85,846 which generated over 2,200 clicks/actions.
- Ticketed Events – 20 ticketed events with 16 events selling out.
- Tastes Port Stephens Festival Weekend was being held on 31 August and 1 September – there will be over 70 stallholders and three stages of music performances.
- The event was marketed on TV (Win Network), digital, social media, print advertising, EDM's and PR.
- Significant PR coverage has been generated on the event via Sydney Weekender, Daily Telegraphy, Good Food, News Corp Social Media and in Delicious magazine online.

### Tomaree Coastal Walks

	<p>The Tomaree National Park Plan of Management Draft Amendment and Tomaree Coastal Walk Visitor Experience Improvements were open for public exhibition with submissions required by 16 September.</p> <p>DPS Board agreed to put forward a Submission and Frank Future would provide input.</p> <p>CEO report accepted by the Board</p> <p><b>Moved:</b> S. Crowe <b>Seconded:</b> J. Kim</p>
<b>General Business/Matters Raised by Directors</b>	<p><b>Newcastle Airport</b>          Provided update on planned interstate campaigns and activity being undertaken to promote the seasonal services from Auckland (November-February).</p> <p><b>Meetings Industry Association 2020 conference</b>          Advised MIA conference was being held at the Crowne Plaza Hunter Valley from 3-5 May 2020.</p>
<b>Close</b>	<p>Meeting closed at 9.00 am</p> <p><b>Next Board Meeting will be held on Thursday 26 September 2019</b></p>
	<p>Signed as an accurate record  <b>E. Gilliland</b>          2019</p>