

MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ACN 080 458 733
Held at the Visitor Information Centre, Nelson Bay on 25 July 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, M. Turner, D. Brown, S. Crowe, J. Kim, T Crosdale
Apologies	
In Attendance	E. Gilliland
Business Arising	<p>June 2019 board minutes accepted.</p> <p>Moved: F. Future Seconded: D. Brown</p>
Chairman's Report	N/A
Financial Report	<p>DPS Accountants Addison Partners provided an overview of the end of financial year results. Overall DPS is now in a good position having recovered from the small loss at year ending June 2018.</p> <p><i>Financial reports as presented accepted.</i></p> <p>Moved: A. Macdonald Seconded: T. Crosdale</p>
CEO Report	<p>1. Build Stakeholder Relationships</p> <p>Membership: I do Bespoke Ceremonies was accepted as a member by the Board.</p> <p>Moved: S. Crowe Seconded: F. Future</p> <p>Members Meeting A members meeting was held on 2 July where approximately 50 members attended.</p> <p>2. Grow Brand Port Stephens – Information only Update to the Board on current situation with Brand Positioning. As the new positioning is important to the destination in the longer term it was advised that the destination campaign would be delayed for the brand to be further developed.</p>

3. Drive Destination Marketing – Information only

Destination Marketing Campaign

- Goal was to raise \$100,000 to undertake a destination campaign - \$97,000 has been secured via industry participation.
- As the destination campaign has been delayed DPS will undertake a partnership campaign with TripAdvisor during Autumn to feature partners and launch the new brand and campaign in late February 2020. All partners were consulted and advised in personal meetings.

Winter Campaign

Digital campaign to promote travel over July and August integrating Gold Partners who have bought into the destination campaign via Facebook will be in market until late August. All partners were featured on a landing page on DPS consumer website, in EDM's as well as in DPS social media promoting the offers/packages.

Website Content:

New tiles were added to home page to promote Love Sea Food Tastes Port Stephens, Winter Offers and the new Neighbourhoods content. These tiles can be updated on a regular basis to promote key events and feature promotions.

Events:

DPS has developed content and promoted 10 events including Love Sea Food Tastes Port Stephens, Human Whale and Port Stephens Surf Festival.

Digital & Social Media:

- Website visits from 1 July 2018 to 30 June 2019 have increased by 15% and page views by 13% in comparison to the same timeframes last year.
- Online bookings for the financial year (18/19) have increased 43% and booking value by 40%.
- Social media – DPS gained 242 followers across our social media platforms in June 2019. Currently we have 14,381 Instagram followers and 29,757 Facebook followers.

International Marketing:

DPS has registered to attend Focus on Greater China being held in Sydney from 1-7 September which includes a two day works with one-on-one appointments with 50 key travel agents from mainland China, Hong Kong and Taiwan.

4. Support Big Events and Big Ideas – Information Only

Love Sea Food Tastes Port Stephens

- A grant was secured from Create NSW to extend the music program at the Tastes Port Stephens weekend event on 31 August-1 September.
- This year the event has secured \$94,000 in grants and raised \$45,935 in sponsorship investment.
- In addition, secured WIN Network as a media partner who has provided more than \$50,000 in media value to promote the event as well as The Examiner.
- Event program has been expanded and features weekly cooking classes, a Munch and Moove tour, education tours to DPI Fisheries, six signature series events plus 15 restaurants participating in the specials in addition to the Gala Dinner and Festival Weekend.

	<ul style="list-style-type: none"> PR coverage has been strong for the event and has integrated destination and tourism experiences into the coverage. <p>CEO report accepted by the Board</p> <p>Moved: F. Future Seconded: D. Brown</p>
General Business/Matters Raised by Directors	<p>Port Stephens Infrastructure Projects</p> <p>Update on infrastructure projects and that priorities were being determined.</p>
Close	<p>Meeting closed at 9.00 am</p> <p>Next Board Meeting will be held on Thursday 29 August 2019</p>
	<p>Signed as an accurate record</p> <p>E. Gilliland</p> <p>2019</p>