

MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ACN 080 458 733
Held at Hotel Nelson, Victoria Parade, Nelson Bay on 26 September 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, D. Brown, T. Crosdale, S. Crowe, J. Kim
Apologies	M. Turner
In Attendance	E. Gilliland
Business Arising	<p>August 2019 board minutes accepted.</p> <p>Moved: A. Macdonald Seconded: J. Gardiner</p>
Chairman's Report	<p>Chair provided an update on:</p> <ul style="list-style-type: none"> Meeting with the Mayor and General Manager of Council on 5 September where concepts for the new Port Stephens Brand was presented. Meeting held with J. Gardiner, T. Crosdale, S. Peart and CEO to discuss DPS strategic agreement with Port Stephens Council on 13 September.
Financial Report	<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: Fresh Salon was accepted as a member by the Board.</p> <p>Moved: A. Macdonald Seconded: T. Crosdale</p> <p>Port Stephens Tourism AGM – information only Call for nominations for the two available board positions was be sent out on 5 September and the AGM will be held on Monday, 28 October 2019 at Soldiers Point Bowling Club</p> <p>Business Events Workshop – information only DPS will host a business events workshop on 9 October with Destination NSW Manager Regional Conferencing on opportunities to work with DNSW and funding programs.</p>

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

- Two brand positioning concepts are currently being consumer tested with report due early October.
- Briefing to Industry: Option to hold a brand positioning presentation in November and a workshop hosted by DNSW on Digital Marketing Tips and Get Connected Clinic or to hold as two events with the workshop held just before the campaign launch.

Board preference is to present new Brand Positioning to industry prior at the AGM – either by DNSW or video and to host an industry workshop to launch the new campaign and hold the workshop a week prior.

Moved: F. Future **Seconded:** Stephen Crowe

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

Destination Marketing Campaign – Trip Advisor

- Campaign commenced on 9 September and will be in market until 9 November promoting travel to Port Stephens and features the 10 investing partnership in the destination campaign.

Winter Campaign

Campaign in market from 25 June to 30 August 2019 reached 412,862 consumers and generated 6,196 clicks resulting in an increase in conversion of 20% on same time last year – year on year growth as campaign in market at the same time year prior.

Events:

DPS has developed content and promoted 13 events including Threatened Species at Oakvale Wildlife Park, Paddling Film Festival, TreX Port Stephens and Clans on the Coast.

Digital & Social Media:

- Website visits from for August decreased by -8/% in comparison to 2018 (note 2018 there was 33% increase) however both online accommodation (+9%) and tour bookings (+4%) increased.
- Engagements on Facebook increased significantly from 6,906 in August 2019 to 30,157 in 2019.
- Social media – DPS gained 399 followers.
- Video posted by Oakvale Wildlife Park received over 800,000 views and more than 4.9k shares

International Marketing:

- Hosted five international trade famils for 55 agents.
- Tourism Australia Instagram “Discover Aboriginal Experiences” story featured Sand Dune Adventures.
- Filming on the Worimi Sand Dunes featuring the quad bikes and sandboarding for the Australia Brand Campaign.
- Attended Focus on China on 5 & 6 September meeting with 50 agents.
- Travelled to New Zealand to meet with key agents, undertake front line agent training and attend the Flight Centre consumer expo in partnership with Newcastle Airport to promote the upcoming seasonal flights from Auckland from November 2019 – February 2020.

	<ul style="list-style-type: none"> • Destination NSW on 26 & 27 September were undertaking an India Content Shoot in Port Stephens featuring sand boarding, dolphin cruise, The Anchorage, Zenith Beach and Oakvale Wildlife Park. <p>4. Support Big Events and Big Ideas <u>Love Sea Food Tastes Port Stephens – Information Only</u></p> <ul style="list-style-type: none"> • 2019 Event was successful with 20 ticketed events held during August with 91% of available tickets sold. • 13 events sold out. • Festival Weekend attracted 11,971 attendees of which 49% were from outside the region. • It is estimated the event will make a \$7-\$8,000 profit. <p>CEO report accepted by the Board</p> <p>Moved: D. Brown Seconded: J. Kim</p> <p>5. General Business Proposed that the two co-ordinators salaries are reviewed (last salary review was in 2015). Board approved a pay rise equal to inflation over the four years.</p> <p>Moved: J. Gardner Seconded: A. Macdonald</p>
<p>General Business/Matters Raised by Directors</p>	<p>Newcastle Airport</p> <ul style="list-style-type: none"> • Provided an update on World Routes Event. • A Korean airline will commence new direct services to Gold Coast offering potential opportunities. <p>Port Stephens Council T. Crosdale provided an update on:</p> <ul style="list-style-type: none"> • Birubi Interchange has received DA approval. • Late August community consultation regarding \$16 million for priority projects. • The east car park in Nelson Bay will be demolished. <p>DPS Strategic Plan Review Board discussed reviewing strategic plan to align with the Port Stephens Council Agreement.</p> <ul style="list-style-type: none"> • First two priorities are underway however need to focus on priorities 3 & 4. Board agreed to focus on one priority a month with Events being the first to be reviewed at the November board meeting and priority 4 in December. • Resources and funding to also be discussed <p>November and December board meetings to be extended to 9.30am to allow time.</p>
<p>Close</p>	<p>Meeting closed at 9.00 am</p> <p>Next Board Meeting will be held on Thursday 31 October 2019</p>
	<p>Signed as an accurate record E. Gilliland 2019</p>