

MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ACN 080 458 733
Held at via Zoom on 30 April 2020

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. Crowe, S. Peart, L. Anderson, D. Brown, J. Kim, M. Turner
Apologies	
In Attendance	E. Gilliland
Business Arising	March board minutes accepted. Moved: F. Future Seconded: A. Macdonald
Financial Report	<i>Financial reports as presented accepted.</i> Moved: A. Macdonald Seconded: F. Future
Presentation	Jan Hutton GM Marketing and Aimee Bannister, Campaign Manager at Destination NSW joined the meeting to present to the board the campaign video assets developed. Links were provided to the Board for review and feedback post the meeting. DPS advised that as we were not able to film whales (season) we were sourcing footage for inclusion however this was not able to be integrated into the 30 second (flow from style of footage) however a 15 second water video is being produced and will feature whales and dolphins.
CEO Report	1. Build Stakeholder Relationships Membership: There were no new members. Industry Engagement <ul style="list-style-type: none"> • DPS has been holding weekly member meetings via zoom from 27 March. • COVID-19 support page hosted on DPS corporate website for members. • 8 EDMS have been sent out to industry providing updates on COVID-19 and opportunities • Members Facebook has also been utilised to provide information and updates to industry. • A 12-week intensive digital training program has been offered to industry which will be subsidised.

	<p>Port Stephens Council Support Fund DPS presented to Port Stephens Council an overview of the planned implementation plan based on a three-phase recovery program on 23 April. DPS CEO presented this to the board and would present industry at the next online member meeting.</p> <p>Recommendation: Information only</p> <p>2. Grow Brand Port Stephens – Information only</p> <ul style="list-style-type: none"> • Although the destination brand campaign was postponed until travel restrictions DPS is working with DNSW to be ready to launch once restrictions are lifted. • A virtual reveal will be organised over the next few weeks to share with industry and local business. • J. Gardner raised concerns regarding DNSW not releasing the use of campaign assets prior to the launch and the potential impact this could have on our preparation and recovery program implementation. <p>Recommendation: Information only</p> <p>3. Drive Destination Marketing – Information only</p> <ul style="list-style-type: none"> • DPS commenced a campaign to target consumers to increase awareness and consideration (whilst consumers are dreaming of their next break. A paid social media, digital and PR campaign in market from late April. • Cruise market – provided information on product for both domestic and international cruises to be utilised by Newcastle Port to pitch for cruise calls. • Website – visits to the website were down by -23% in March and bookings had also declined due to impacts of COVID-19. • Social media followers increased by 458 in March. • International – DPS has worked with Destination NSW China office to deliver a video to use to engage and train agents in China. <p>4. Support Big Events and Big Ideas Sail Port Stephens: As the 2020 event had been cancelled, DPS is working with Sail Port Stephens with the aim to request DNSW extend the three-year funding agreement to 2023.</p> <p>Recommendation: Information only.</p> <p>CEO report as presented accepted.</p> <p>Moved: J. Gardner Seconded: M Turner</p>
<p>General Business/Matters Raised by Directors</p>	<p>Marine Parks Review F. Future advised that the review has commenced however believes there will be implications in the timeline by June. Whilst not on the main committee, F. Future is part of the Tourism Advisory Committee.</p> <p>Port Stephens TV – F. Future is working with a local video/photographer to develop content. First episode on whales however intend to do shows about various attractions/activities in Port Stephens. They are currently working through a few issues with YouTube and equipment.</p>

Close	Meeting closed at 9.15 am Next Board Meeting will be held on Thursday, 28 May 2020.
	Signed as an accurate record E. Gilliland 2020