

MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ABN 080 458 733
Held at Hotel Nelson, Government Road, Nelson Bay on 27 August 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, M. Turner, J. Gardner, F Future, J. Kin, D. Brown, L. Anderson, S. Crowe
Apologies	S. Peart
In Attendance	E. Gilliland
Business Arising	July board minutes accepted. Moved: F. Future Seconded: D. Brown
Chairman's Report	Chairman discussed with board current market conditions.
Financial Report	<i>Financial reports as presented accepted.</i> Moved: F. Future Seconded: A. Macdonald
CEO Report	<p>Administration</p> <p><u>DPS Office Lease</u> DPS Office lease was to end August 2020 with an option to extend for three years on existing lease. Board endorsed extending lease for three years as well as to extend the agreement with Tomaree Business Chamber's based on current agreement including a share of increase in rent and actual electricity costs.</p> <p>Moved: F. Future Seconded: J. Gardner</p> <p><u>DPS Logo</u> A new logo has been designed for DPS to reflect the new destination brand for use on corporate communication/materials. The board endorsed the new logo presented.</p> <p>Moved: M. Turner Seconded: F. Future</p> <p><u>DPS Phone System and Membership Database – information only</u> DPS is changing over the phone system to provide a more efficient phones to enable transfer between teams and messages which will also reduce costs by approximately \$50 per month.</p> <p>A new membership database program is being implemented to increase efficiency allowing members to join online, update details and will link to our finance system</p>

for invoicing. The new program will reduce costs by approximately \$40 per month as well as staff resources.

1. Build Stakeholder Relationships

Membership:

There were no new members in August 2020.

DPS Annual General Meeting

Board advised that AGM can be held via an online meeting or a face to face meeting. A large venue will need to be secured for members to attend a face to face meeting to allow for social distancing. All must remain seated and food will be served to the guests by the venue.

The Board endorsed securing a venue to hold a face-to-face AGM and have option to hold via zoom should circumstances require.

***Moved:** A. Macdonald **Seconded:** M. Turner*

2. Grow Brand Port Stephens – Information only

- The DPS brand campaign digital activity was put on hold on 22 July due to COVID-19 cases in Port Stephens. The campaign will recommence based on the situation in the Sydney market, local sentiment and forward bookings
- Campaign web performance – 24 June to 22 July 2020 (campaign paused on 22 July) to the campaign landing page on visitnsw.com: 42,407 (+125% on previous year); Leads: 18,919 (+86% on previous year) – lead is a click on email, website, phone number or booking buttons.
- DPS obtaining media schedule and costs to extend Regional NSW TV advertising to end September in Orange, Dubbo, Tamworth, Armidale and surrounds.
- DPS secured very competitive rates to extend Sydney light rail wrap and train maxi panels brand advertising through to end November for a small additional investment (with potential to remain through December).

3. Drive Destination Marketing – Information only

- Focus over past four weeks has been on building awareness/inspiration. The local character videos have been used in social media in addition to other inspiration content.
- DPS is developing an awareness advertising as well as paid social media across 15 platforms from w/c 17 August targeting Northern country NSW to leverage recent regional TV advertising
- Domestic PR coverage generated in the Canberra Times Magazine, Intouch Magazine (front cover and feature article), Australia Traveller online as well as social media and EDM.
- Website visits increased by 23% in July 2020 and online accommodation bookings were up 16% however tour bookings were down by 30% (note many tour operators ceased operations for a few weeks in late July).
- Social media: DPS gained 821 followers across Facebook and Instagram in July.
- International: To remain connected with the inbound market DPS has been participating in online webinars with Tourism Australia and Destination NSW including:
 - South East Asia Aussie Specialist Training (409 participants) and
 - Destination NSW UK & Europe Agent Webinar (462 participants).

	<ul style="list-style-type: none"> ○ DPS has registered to attend a Tourism Australia’s North America marketplace being held in October and the UK/Europe marketplace being held in November. ● International publicity: Selling Travel UK featured in an online blog, DNSW WeChat China post and Tourism Australia’s Aussie Specialist Newsletter. <p>CEO report as presented accepted.</p> <p>Moved: D. Brown Seconded: A. Macdonald</p>
<p>General Business/Matters Raised by Directors</p>	<p>Tomaree Coastal Walk D. Brown advised that the Tomaree Coastal Walk MasterPlan would be on public exhibition in the coming weeks. National Parks will engage with the tourism industry on the MasterPlan and will work with DPS to organise an online session with DPS members.</p> <p>Tomaree Business Chamber</p> <ul style="list-style-type: none"> ● Planning a function to launch new branding for TBC – Business Port Stephens - in September. ● Working with Port Stephens Council, DPS, Port Stephens Women in Business and Spark Co to hold a small business event in late October to coincide with Small Business month. The event will be lived streamed, has a range of speakers including the Mayor and opportunities for business to meet with various speakers/advisors. <p>Tomaree Headland Project F. Future provided an update to the board on the Tomaree Headland Project group as well as the Marine Park sanctuary zones.</p>
<p>Close</p>	<p>Meeting closed at 9.00 am Next Board Meeting will be held on Thursday, 24 September 2020.</p>
	<p style="text-align: right;">Signed as an accurate record E. Gilliland 2020</p>