

**MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD** ACN 080 458 733  
**Held at Destination Port Stephens, Victoria Parade, Nelson Bay on 28 February 2020**

**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, M. Turner, J. Gardner, F Future, S. Crowe
<b>Apologies</b>	J. Kim, S. Peart, L. Anderson, D. Brown
<b>In Attendance</b>	E. Gilliland
<b>Business Arising</b>	January board minutes accepted.  <b>Moved:</b> A. Macdonald <b>Seconded:</b> J. Gardner
<b>Chairman's Report</b>	
<b>Financial Report</b>	<i>Financial reports as presented accepted.</i>  <b>Moved:</b> F. Future <b>Seconded:</b> J. Gardner
<b>CEO Report</b>	<p><b>1. Build Stakeholder Relationships</b></p> <p><b>Membership:</b>  Tynan Wines and Balloon Aloft Hunter Valley were accepted as members by the Board.</p> <p><b>Moved:</b> F. Future <b>Seconded:</b> A. Macdonald</p> <p><b>2. Grow Brand Port Stephens – Information only</b></p> <ul style="list-style-type: none"> <li>• Destination brand campaign will launch on 25 March and a DNSW workshop is being held on 20 March 2020. Port Stephens launch event being organised and working with DNSW on availability of the Minister (if Minister not attending event must be post official launch by NSW Government).</li> </ul> <p><b>Recommendation:</b> Information only</p> <p><b>3. Drive Destination Marketing – Information only</b></p> <ul style="list-style-type: none"> <li>• Webjet – plan a trip to NSW features Port Stephens in content</li> <li>• Helloworld- Holiday Here this Year featured 5 minute segment on Port Stephens which was on air on 7 March on channels 7, 7TWO and 7plus and promoted a package at The Anchorage - <a href="https://helloworld.co.nz/special/helloworld-tv-ep12">https://helloworld.co.nz/special/helloworld-tv-ep12</a></li> <li>• Holiday Here This Year – DPS developed a toolkit for industry and is undertaking paid social media advertising, content/packages on website and EDM's</li> <li>• Business Events – Attended AIME in Melbourne from 17 -19 February 2020.</li> </ul>

	<ul style="list-style-type: none"> <li>• Event promotions – promoted 20 events across DPS social media and digital channels.</li> <li>• Publicity – Port Stephens featured in Vogue Living in 19 Australian towns to rival Byron Bay and the Telegraph UK featured Banisters Port Stephens within the travel section.</li> <li>• Website visits were down 2.21% in January however online accommodation bookings were up 42% however tour bookings declined by 29% in comparison to same time last year</li> <li>• Increase followers by 414 across social media platforms in January.</li> <li>• Hosted four international famils – Singapore, USA and UK</li> </ul> <p><b>4. Support Big Events and Big Ideas</b> Draft program and budget presented to board</p> <p><b>Recommendation:</b> The board agreed to DPS moving forward with planning Love Sea Food 2020 based on the program outlined and draft budget projections.</p> <p><b>Moved:</b> S. Crowe <b>Seconded:</b> M. Turner</p> <p>CEO report as presented accepted.</p> <p><b>Moved:</b> F. Future <b>Seconded:</b> D. Brown</p>
<p><b>General Business/Matters Raised by Directors</b></p>	<p><b>Endeavour Replica Sail Around Australia to make 250 years since Captain Cooks arrival</b> Expected to arrive in Newcastle on 11 May before completing the journey in Sydney – may be potential opportunities as it passes the bay re a talk and tour of the lighthouse.</p> <p><b>DPS Strategic Plan Review</b> –facilitated by S. Crowe with the Board to review Strategic Priority 3 – Build Deep Stakeholder Relationships. Board asked to provide input on stakeholders for next meeting.</p>
<p><b>Close</b></p>	<p>Meeting closed at 9.15 am</p> <p><b>Next Board Meeting will be held on Thursday, 26 March 2020.</b></p>

	Signed as an accurate record <b>E. Gilliland</b> 2020