

MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ACN 080 458 733
Held at Hotel Nelson, Victoria Parade, Nelson Bay on 30 January 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, D. Brown, J. Gardner, F Future, S. Peart, L. Anderson, S. Crowe,
Apologies	J. Kim
In Attendance	E. Gilliland
Business Arising	November board minutes accepted. Moved: F. Future Seconded: D. Brown
Chairman's Report	
Financial Report	<i>Financial reports as presented accepted.</i> Moved: A. Macdonald Seconded: F. Future
CEO Report	<p>1. Build Stakeholder Relationships</p> <p>Membership: Valhalla Restaurant and Bar, Blueys Nelson Bay, Gills Fish House & Bar and Ilanga Nelson Bay were accepted as members by the Board.</p> <p>Moved: F. Future Seconded: D. Brown</p> <p>2. Grow Brand Port Stephens – Information only</p> <ul style="list-style-type: none"> • Provided updates on the film shoot being undertaken 28-31 January 2020. • Local Character videos were planned to be filmed early to mid-February 2020. • Media recommendations for the campaign were provided to the board for endorsement. <p>Recommendation: For the board to endorse the DPS Destination Campaign Media Plan.</p> <p>Moved: S. Crowe Seconded: M. Turner</p> <p>3. Drive Destination Marketing – Information only</p> <ul style="list-style-type: none"> • Overview of results from recent survey on peak holiday season to determine impacts of the bushfire crisis in NSW which indicated that more than 30% of industry were seeing a decline in business between the peak season from 23 December to 12 January.

	<ul style="list-style-type: none"> • DPS has also been in contact with operators active in the inbound market to determine impacts of bushfires and coronavirus which indicated that tour operators were currently down between 15-25% in January and up to 30% down in February with cancellations being received ongoing including a large group of 2,700 from China and 500 pax from Korea in February. • DPS had been in contact with the Destination Network to provide updates on impacts to Port Stephens for the Tourism Ministers round table meeting as well as to Destination NSW. Also raised concerns that recovery program would focus on destinations directly impacted by bushfires and this would have negative impact on destinations which were indirectly impacted over the longer term. • An industry meeting with key operators in the inbound market was being organised for 5 February 2020. • DPS December- January destination marketing. Due to the bushfires prior to Xmas DPS undertook paid social media advertising throughout January for consumers to be aware that Port Stephens was unaffected. • Business Events – Marketing prospectus developed and released in late 2019 and 9 operators have invested in the program. DPS will produce a business events guide which will be finalised for AIME being held on 17-19 February 2020. • Nineteen events were promoted during December/January • Publicity: Feature in Australian Traveller – four pages valued at \$20,000 on Port Stephens in the Summer edition and Fingal Bay featured in Australia’s Top 20 Beaches by Tourism Australia beach ambassador Brad Farmer across print, digital and magazines and news sites. • Website visits were up in November/December and January (approx.4% per month) however online bookings were down in both months. • Social media – gained 461 followers with over 8,000 engagements on Instagram and 16,000 on Facebook. <p>4. Support Big Events and Big Ideas Advised that event funding had not been released by Destination NSW and therefore Love Sea Food 2020 may incur funding implications. DPS to provide an update on the draft program and budget to the board in February</p> <p>CEO report as presented accepted.</p> <p>Moved: <i>F. Future</i> Seconded: D. Brown</p>
<p>General Business/Matters Raised by Directors</p>	<p>Friends of Tomaree Hedland Update provided on meeting held with another group who wish to establish a museum at Tomaree Lodge with the view to form one group. Agreed to work together and that a study is required to identify the best usage of the site. It was also noted the need to be managed sensitively in regard to remaining residents.</p> <p>Newcastle Airport:</p> <ul style="list-style-type: none"> • Jetstar Melbourne – direct flights from Seoul to Gold Coast commenced in December and Jetstar are keen to look at opportunities to promote into Newcastle from the Gold Coast and there is funding to invest. • Melbourne Airport – meeting with Melbourne Airport it was noted that there is a lack of awareness of the destinations in the Hunter. Melbourne Airport offered potential opportunity for free billboards at Melbourne Airport with investment to skin only.

	<p>DPS Strategic Plan Review – workshop facilitated by S. Crowe with the Board to review Strategic Priority 3 – Build Deep Stakeholder Relationships.</p>
<p>Close</p>	<p>Meeting closed at 9.45 am</p> <p>Next Board Meeting will be held on Friday, 28 February 2020.</p>
	<p>Signed as an accurate record E. Gilliland 2020</p>