

MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ACN 080 458 733
Held at via Zoom on 26 March 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, S. Crowe, S. Peart, L. Anderson, D. Brown
Apologies	J. Kim,
In Attendance	E. Gilliland
Business Arising	February board minutes accepted. <i>Moved: S. Crowe Seconded: F. Future</i>
Financial Report	<i>Financial reports as presented accepted.</i> <i>Moved: A. Macdonald Seconded: S. Crowe</i>
CEO Report	<p>1. Build Stakeholder Relationships</p> <p>Membership: There were no new members.</p> <p>Industry Engagement DPS advised holding weekly member meetings via zoom from 27 March and was also finalising the corporate website to provide support for industry linking directly to official sites for relevant health, Government funding etc.</p> <p>Port Stephens Council Support Fund On 11 March, Port Stephens Council announced a \$500,000 fund to support tourism and business sectors impacted by COVID-19. Funding for destination marketing will be available and DPS is finalising an action plan/budget. An overview of the three-phase approach to recovery was outlined.</p> <p><i>Recommendation: Information only</i></p> <p>2. Grow Brand Port Stephens – Information only</p> <ul style="list-style-type: none"> • Due to destination brand campaign being postponed until travel restrictions are lifted it was proposed that a Virtual industry preview is organised. <p><i>Recommendation: Information only</i></p> <p>3. Drive Destination Marketing – Information only</p>

	<ul style="list-style-type: none"> • Prior to travel restrictions DPS had organised a campaign to leverage the Holiday Here and the Love NSW campaigns. This included a toolkit for industry, paid social media posts, google ads, industry offers on the website and an EDM. • Once travel restrictions were imposed DPS continued to develop social media advertising to drive destination awareness/inspiration only. • Business Events – follow up opportunities from AIME had been undertaken and two proposals were submitted however conferences are now on hold. • Events – due to COVID-19 events were being cancelled or postponed including major events e.g. Sail Port Stephens, Trailer Boat Fishing Tournament and the Country Rugby League Championships. • Website: visits to the website decreased by 3% and bookings by 20%. • DPS hosted a two- day UK media family from 5-6 March 2020. • ATE being held in May 2020 was cancelled. <p>4. Support Big Events and Big Ideas</p> <p>Love Sea Food 2020 The event has been put on hold pending market conditions. It was proposed, pending on when travel restrictions are lifted that a reduced program may be an option in 2020. Funding was raised as difficult to secure sponsorship however an application had been submitted for Destination NSW Regional Flagship Funding.</p> <p>Recommendation: Information only.</p> <p>CEO report as presented accepted.</p> <p>Moved: M Turner Seconded: J. Gardner</p>
<p>General Business/Matters Raised by Directors</p>	<p>Coronavirus Board discussed current impacts of coronavirus and opportunities for DPS to assist industry.</p> <p>DPS Strategic Plan Review –facilitated by S. Crowe with the Board to review Strategic Priority 3 – Build Deep Stakeholder Relationships. DPS to setup a google drive for board to access and provide input.</p>
<p>Close</p>	<p>Meeting closed at 9.00 am</p> <p>Next Board Meeting will be held on Thursday, 30 April 2020.</p>
	<p style="text-align: right;">Signed as an accurate record E. Gilliland 2020</p>