

**MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ACN 080 458 733**  
**Held at via Zoom on 28 May 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, J. Gardner, F Future, S. Crowe, L. Anderson, D. Brown, J. Kim, M. Turner
<b>Apologies</b>	S. Peart
<b>In Attendance</b>	E. Gilliland
<b>Business Arising</b>	April board minutes accepted.  <b>Moved:</b> A. Macdonald <b>Seconded;</b> F. Future
<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>  There were no new members.</p> <p>Membership fees for 2020/21 proposed to defer invoice until October Quarter to assist industry in recovery.</p> <p><b>Recommendation was endorsed. Moved:</b> A. Macdonald <b>Seconded:</b> D. Brown</p> <p><b>Industry Engagement</b></p> <ul style="list-style-type: none"> <li>• Seven online zoom member meetings were held between late March and May.</li> <li>• Virtual preview of the new brand and campaign for Port Stephens was presented to industry on 20 May 2020.</li> <li>• Four EDM's were sent to members in May.</li> <li>• Members Facebook – continued to utilise to share information with industry.</li> <li>• 24 members registered to undertake the Tourism Tribe subsidised training.</li> </ul> <p><b>Recommendation:</b> Information only</p> <p><b>2. Grow Brand Port Stephens – Information only</b></p> <ul style="list-style-type: none"> <li>• Following lift on travel restrictions from 1 June DPS will work with DNSW to launch new brand and campaign asap by late June 2020.</li> <li>• Provided DPS Recovery Campaign timeframes to the board.</li> <li>• Working with DNSW on potential for media photo opportunity with Mayor and Chair of DPS.</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>Continued with paid social media and digital campaign to build awareness and motivate to visit once restrictions lift. Following the announcement on 20 May that restrictions were lifting on 1 June changed focus from awareness to plan and book in all activity.</li> <li>Created 12 short videos “Hi from Port Stephens” which will be used through social media.</li> <li>Website visits were down 82% in April however following announcement of the lift visits to the website increased by 52% in comparison to the same time last year.</li> <li>International: Working with Destination NSW to produce a webinar to present o the UK/Europe Agents on Port Stephens in June.</li> </ul> <p><b>Recommendation:</b> Information only</p> <p><b>4. Support Big Events and Big Ideas</b></p> <p>It was recommended that as mass gathering restrictions had not lifted to host large events and that sponsorship has not been secured that the 2020 event be postponed until 2021.</p> <p><b>Recommendation:</b> Love Sea Food 2020 be postponed until 2021.  <b>Moved:</b> A. Macdonald <b>Seconded:</b> S. Crowe.</p> <p>CEO report as presented accepted.</p> <p><b>Moved:</b> J. Gardner <b>Seconded:</b> M Turner</p>
<p><b>General Business/Matters Raised by Directors</b></p>	<p><b>DPS Three Year Agreement with Port Stephens Council</b></p> <p>New three-year agreement is ready and will be provided for signature by DPS Chair.</p> <p><b>Tomaree Hedland Project – F. Future</b> provided an updated on the project and that they were formalising the group.</p>
<p><b>Close</b></p>	<p>Meeting closed at 9.15 am</p> <p><b>Next Board Meeting will be held on Thursday, 25 June 2020 at the Hotel Nelson.</b></p>
	<p>Signed as an accurate record  <b>E. Gilliland</b>  2020</p>