

**MINUTES OF BOARD MEETING FOR PORT STEPHENS TOURISM LTD ACN 080 458 733**  
**Held at Hotel Nelson, Victoria Parade, Nelson Bay on 31 October 2019**

**Note:** These minutes convey items requiring board approval and do not capture all comments and discussions held at Destination Port Stephens' Board Meetings.

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| <b>Present</b>           | A Macdonald, J Gardner, F Future, D. Brown, S. Peart, L. Anderson, S. Crowe, J. Kim  |
| <b>Apologies</b>         | D. Brown, J. Kim   |
| <b>In Attendance</b>     | E. Gilliland   |
| <b>Business Arising</b>  | <p>Call for nominations from the Board for the positions of Chairperson, Deputy Chairperson and Treasurer.</p> <p>The board positions were appointed as follows:</p> <ul style="list-style-type: none"> <li>• Chairperson: Andrew Macdonald</li> <li>• Deputy Chairperson: Mel Turner</li> <li>• Treasurer: Frank Future</li> </ul> <p>September 2019 board minutes accepted.</p> <p><b>Moved:</b> F. Future <b>Seconded:</b> J. Gardiner</p>  |
| <b>Chairman's Report</b> | N/A  |
| <b>Financial Report</b>  | <p><i>Financial reports as presented accepted.</i></p> <p><b>Moved:</b> F. Future <b>Seconded:</b> S. Peart</p>  |
| <b>CEO Report</b>        | <p><b>1. Build Stakeholder Relationships</b></p> <p><b>Membership:</b><br/>         Tomaree Coastal Adventures was accepted as a member by the Board.</p> <p><b>Moved:</b> J. Gardiner <b>Seconded:</b> M. Turner</p> <p><b>2. Grow Brand Port Stephens – Information only</b></p> <ul style="list-style-type: none"> <li>• Two brand positioning concepts were consumer tested and report was received early October.</li> <li>• Briefing to Industry: Prior to the AGM Destination NSW GM, Marketing presented new brand positioning for Port Stephens to industry stakeholders with very positive feedback.</li> <li>• Photo-video shoot was being undertaken from 29 October to 1 November however was required to be cancelled due to bush fire smoke impacting visibility. The Photo-video shoot will be rescheduled – dates TBA.</li> </ul> |

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|  | <ul style="list-style-type: none"> <li>• Industry NSW First Workshop was planned to be held on Thursday, 6 February to share campaign with industry and undertake a digital marketing workshop. This workshop will depend on photo/video shoot reschedule dates.</li> </ul> <p><b>3. Drive Destination Marketing – Information only</b></p> <p><u>Destination Marketing Campaign – Trip Advisor</u></p> <ul style="list-style-type: none"> <li>• Campaign commenced on 9 September and was planned to be in market until 9 November promoting travel to Port Stephens. However due to issues with search on the site the content developed for the campaign will remain active until late December 2019.</li> </ul> <p><u>Events:</u><br/>DPS has developed content and promoted more than 12 events including Footgolf Asia Cup, Karuah Oyster &amp; Timber Festival and the Powerboat Spectacular at Raymond Terrace.</p> <p><b>4. Support Big Events and Big Ideas</b></p> <p><u>Love Sea Food Tastes Port Stephens – Information Only</u></p> <ul style="list-style-type: none"> <li>• Post event reports completed for funding grants and to all sponsors.</li> <li>• Meeting held with Tomaree Business Chamber who have advised that their Board has made the decision that they will not be involved in events moving forward.</li> <li>• Report and recommendations to Board at November</li> </ul> <p>CEO report accepted by the Board</p> <p><b>Moved:</b> <i>A. Macdonald</i> <b>Seconded:</b> <i>F. Future</i></p> |
| <p><b>General Business/Matters Raised by Directors</b></p> | <p><b>Newcastle Airport – Auckland route</b></p> <ul style="list-style-type: none"> <li>• Inbound campaign being undertaken.</li> <li>• Capacity is up 100% on last year with 25% inbound.</li> <li>• \$50k has been allocated via the Destination Network to fund trade engagement.</li> <li>• There are plans to invite the Mayor of Auckland and delegation to the region in February 2020 to align with the Auckland Blues and NSW Waratahs game.</li> </ul> <p><b>Tomaree Headland &amp; Marine Park Advisory Committee</b></p> <ul style="list-style-type: none"> <li>• Friends of Tomaree Headland project looking at development of a Community Trust to drive the project and ensure remains public and is working with Council on potential parking for the coastal walk.</li> <li>• Marine Park Advisory Committee is undertaking a review of the sanctuary zone.</li> </ul> <p><b>Fly Point Tunnels</b><br/>Work had commenced on opening up the tunnel entrance from World War 2 which were a submarine base – it is estimated there is 3kms of tunnels.</p> <p><b>DPS Strategic Plan Review</b><br/>Board reviewing strategic plan to align with the Port Stephens Council Agreement.</p> <ul style="list-style-type: none"> <li>• November board meeting to review DPS Events Strategy and at January meeting on priority 3.</li> <li>• Resources and funding to also be discussed</li> </ul>  |

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|              | November and January board meetings to be extended to 9.30am to allow time.   |
| <b>Close</b> | Meeting closed at 9.00 am<br><br><b>Next Board Meeting will be held on Thursday 28 November 2019.</b> There will be no board meeting in December with the 2020 meetings commencing on 30 January and will be held the last Thursday of the month. |
|              | Signed as an accurate record<br><b>E. Gilliland</b><br>2019   |