

MINUTES

DESTINATION COFFS COAST S55 COMMITTEE MEETING

COFFS HARBOUR SURF CLUB
CONFERENCE ROOM
8.30AM TUESDAY 24 MAY, 2022

ATTENDEES: Keith Bensley Chris Bramley
Lyndall Dykes Michael Lockman
Joe Murray Nicola Ruitenberg
Glenn Storrie Nikki Greenwood (chair)
Daniel Heather Fiona Barden

Item	Discussion	Action
1. Apologies	Chris Chapman, Tiga Cross, Cr Julie Sechi Absent – Kamla Webb, Cr Rodger Pryce, Cr Tegan Swan	Noted
2. Introduction of Members		Noted
3. About Destination Coffs Coast Committee 3.1. History 3.2. Terms of Reference 3.3. Working Groups	Scope - to provide strategic advice, advocacy, leadership and coordination in regards to the committee's purpose and objectives in relation to tourism for the Coffs Coast Region. TOR – attached Working Groups - Industry Engagement Working Group; Nature Based Working Group; Accommodation Working Group	
4. Destination update	Place of Plenty – marketing concept incorporating local Gumbaynggirr sharing culture and highlighting the growing number of experiences and opportunities. Website – new and improved – www.coffscoast.com YouTube link for videography content - https://www.youtube.com/coffscoast Eco Certification – received in November 2021 – first destination in NSW to achieve, 7 businesses also eco-certified with another 3 almost completed. BLERF – Grant funding activity providing upskilling for tourism industry (77 businesses enrolled) and digital marketing activity Tourism Monitor Report – 1.65m visitors (2021), 17% share of North Coast visitors (highest) Champion's breakfast – Provides information to tourism businesses of new and changed experiences. Planned for 21/6. Opportunity to introduce DCCC members	DCCC members welcomed to attend Champions breakfast - ALL Register at https://www.eventbrite.com.au/e/coffs-coast-champions-breakfast-tickets-348530573327

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5. Tourism Strategic Plan review	<p>Commencement of Tourism Strategic Plan review and rewrite.</p> <p>Committee asked three questions to provide feedback for industry wide survey.</p> <ol style="list-style-type: none"> 1. What has worked well from the current strategy? 2. What hasn't? or what is missing? 3. What are the priorities for tourism/Visitor economy for the next five years? 	<p>Chair to be involved in selection panel for successful RFQ – FB to organise</p> <p>Committee members to provide any further feedback by 2/6 – FB to send questions</p>
6. Election of Office Bearers 6.1. Chair 6.2. Vice Chair 6.3. Working Group Chairs	<p>Nominations were called for the following positions and the following members were unanimously voted in to serve a 12 month term (to May 2023).</p> <p>Chair – Chris Bramley</p> <p>Vice-Chair – Michael Lockman</p> <p>Working Group Chairs</p> <ul style="list-style-type: none"> - Nature-based – Glenn Storrie - Industry Engagement – Joe Murray - Accommodation – Michael Lockman 	<p>Follow up any further code of conduct / induction / delegation information required for DCCC members – DH</p>
7. Meeting Timing	<p>All members prefer in person meetings (not hybrid or online). 8.30 am on Tuesdays suits every second month. Working Groups meet alternate months. Diary invites for the remainder of 2022 will be sent.</p> <p>Call for agenda items will be sent week prior to meeting – via cath.stretton@chcc.nsw.gov.au</p>	
8. General Business	<p>DCCC representatives on Working Groups</p> <p>NB – Glenn, Keith, Lyndall +</p> <p>IE – Joe, Lyndall +</p> <p>Acc – Michael, Lyndall +</p> <p>From time to time DCCC write letters of support towards projects or grant applications, where it is aligned with the adopted strategy. These are to be raised in the agenda under 'policy/strategic alignment' which will be a standing agenda item.</p>	<p>Committee members to advise which working group they would like to be part of - ALL</p>
Next Meeting	<ul style="list-style-type: none"> • Tourism strategic plan engagement; June/July TBC • Working groups; June TBC • DCCC meeting; Tuesday July 26, 2022 8:30am 	<p>FB</p>