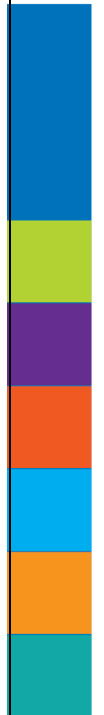


**MINUTES**  
**DESTINATION COFFS COAST COMMITTEE MEETING**  
**PARK AND JETTY BEACH ROOMS**  
**COUNCIL ADMIN BUILDING**  
**8.30AM, TUESDAY 16 MAY 2023**

**ATTENDEES:**

Keith Bensley	Chris Bramley (Chair)
Nicole Donovan	Lyndall Dykes
Sam Newman	Glenn Storrie
Kamla Webb	Cr Julie Sechi
Susan Colby	Nicole McLennan

Item	Discussion	Actioner
<b>1. Acknowledgement of Country</b> <i>We acknowledge the Gumbaynggirr People, Traditional Custodians of the land on which we live and work, and pay our respects to their elders, past and present.</i>		Chris
<b>2. Apologies:</b>	Tiga Cross, Terry Goodall, Chris Winn, Cr Rodger Price, Cr Tegan Swan, Natalia Cowley	Noted
<b>3. Conflicts of interest</b>	N/A	Noted
<b>4. Confirmation of minutes 21 March 2023</b>	Confirmed	Noted
<b>5. Destination Coffs Coast Update</b> 5.1 Achievements 5.2 Information/Events/Grants etc. 5.3 Marketing	<b>Achievements</b> <ul style="list-style-type: none"> <li>Coffs Harbour achieved finalists in the Top Tourist Town Awards with the winner to be announced at the LGA Conference in Manly on 30 May 2023.</li> <li>Developed a monthly Visitor Services Newsletter to all visitor hubs with Whats On and new business information for front line staff.</li> <li>Chris congratulated Summa Fredericks, Marketing Services Officer re: destination content that has been developed over the last six months which has increased social media engagement for Coffs Coast by up to 3000%.</li> </ul>	Noted  Nicole McL – to send newsletter to DCCC members



	<p><b>Information Events</b></p> <ul style="list-style-type: none"> <li>• Discussed work shop with TRC who are working with Destination North Coast on feasibility study for the Great North Coast Trail. Review SICW product development – 24 May 2023 online.</li> <li>• Advised ED&amp;T team are investigating if Solitary Islands Coastal Walk can be Eco accredited.</li> <li>• Nicole attended the ECO Think Conference on 28 March 2023 – presented on the benefits of ECO Destination certification.</li> <li>• Advised next Champions Industry Breakfast to be held on 21 June 2023 at King Tide Brewery.</li> <li>• May major events include NRL and Storyland on 20 May 2023 – Team offering Digital marketing support targeting regional drive participants to visit.</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Digital Always On experiences and new content for soft adventure - Golf, Beaches, Pet Friendly and Whale Watching. Future plans for bushwalking content</li> <li>• Future marketing activities to include Foodie Finds and Event Support</li> <li>• Rex Co-operative campaign targeting metro inbound Syd &amp; Mel. Bonza Airlines launched 20 April 2023.</li> <li>• The team are focused on Launching new App at the end of July and Destination magazine July / Aug</li> <li>• <b>Strategies to Review</b>  <a href="#">Economic Development Strategy</a>  <a href="#">Movement and Place Strategy</a> </li> </ul>	
<p><b>6. Tourism Strategic Plan Update</b></p>	<ul style="list-style-type: none"> <li>• TSP in final stages of preparing presentation to Ex team with release to public expected late July after Council endorsement.</li> <li>• Visitor Information research has been prepared as part on NOM and will be incorporated as Appendix in the final TSP.</li> </ul>	<p>Noted</p>

<p><b>7. Tourism Data</b></p>	<ul style="list-style-type: none"> <li>Discussed tourism data required by industry. DCCC members would like to know information on visitor numbers, source of location, age group, party size, and duration of stay, etc. for each demographic.</li> </ul>	<p>EC&amp;T team to investigate and report on available data</p>
<p><b>8. Export Ready Tourism</b></p>	<ul style="list-style-type: none"> <li>Kamla advised feedback after attending ATE with demand for self-drive requests who are looking for bookable ready experiences. Currently people are driving through Coffs and only stopping for food. Other requests included Luxury and nature packages for 2 or 3 nights.</li> <li>Nicole advised follow up with DNSW after Industry workshop for next steps of industry readiness and possibility of selecting a suitable booking site that operators could test for international bookings i.e. Hero, Red Balloon</li> </ul>	<p>Noted</p>
<p><b>9. DCCC Working Groups</b> 10.1 Nature Based Working Group – Update</p>	<ul style="list-style-type: none"> <li>Advised new signage at Muttonbird Island</li> <li>NSW Government has committed to delivering the Great Koala NP. VIC centre north end of Bongil Bongil – at round about to Repton.</li> <li>Next meeting rescheduled to 1 June 2023.</li> </ul>	<p>Noted</p>
<p><b>10. General Business</b></p>	<ul style="list-style-type: none"> <li>Chris Winn advise that he can no longer attend. Action to find another Coffs Chamber representative for future meetings.</li> <li>Discussed updates on Industry famils &amp; Collaboration and next steps to create an industry famil program.</li> <li>Documents to review Woolgoolga Plan of Management.</li> </ul> <p><a href="https://haveyoursay.coffsharbour.nsw.gov.au/wooloolga-movement-and-place-plan">https://haveyoursay.coffsharbour.nsw.gov.au/wooloolga-movement-and-place-plan</a></p>	<p>Nicole McL to request new rep from Coffs Chamber</p>
<p><b>11. Next Meeting:</b> 8.30am, Tuesday 18 July 2023</p>		