

MINUTES
DESTINATION COFFS COAST COMMITTEE MEETING
PARK AND JETTY BEACH ROOMS
COUNCIL ADMIN BUILDING
8.30AM, TUESDAY 18 JULY 2023

ATTENDEES: Keith Bensley Chris Bramley (Chair)
 Tiga Cross Lyndall Dykes
 Kamla Webb Glenn Storrie
 Nicole Donovan Natalia Cowley
 Nicole McLennan Susan Colby

Item	Discussion	Actioner
1. Acknowledgement of Country <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
2. Apologies:	Terry Goodall, Cr Julie Sechi, Sam Newman	Noted
3. Absent:	Cr Rodger Price, Cr Tegan Swan	
4. Conflicts of interest	N/A	Noted
5. Confirmation of minutes 16 May 2023	Confirmed	Noted
6. Destination Coffs Coast Update 6.1 Achievements 6.2 Information/Events/Grants etc 6.3 Marketing	<p>Achievements</p> <ul style="list-style-type: none"> • There were 12 finalists in the North Coast Tourist Awards held at Kingscliff on 27 July. Achieving 3 gold i.e. Giingan Gumbaynggirr Cultural Experience, Pacific Bay Resort and Lindsay Russell, Broken Open Events. And 4 silver winners include The Big Banana, Woopi Brewing Co, Lydia Crossingham and Neil Manson as outstanding tourism business leaders. • Harry Barry – New director appointment to the Destination North Coast board • New product in Business. Barefoot Conferences – Coffs Coast Accommodation and Coffs Coast Concierge. Pitched and supported by City team along with Destination North Coast to target small business events. • Working with DNSW to develop website content that has increased social media 	<p>Noted</p> <p>Noted</p> <p>Noted</p>

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	<p>engagement by up to 30% in the last 6 months</p> <p>Information Events</p> <ul style="list-style-type: none"> • Think.Shop.Local - working with visitor economy businesses to implement effective programs that target high yield baby boomer demographics. • ATDW project – a priority for local business to be listed on ATDW (Australian Tourism Data Warehouse) To appear on the Coffs Coast website, new Coffs Coast Explore app and Kiosk. • Discussed Data sharing - Tourism Monitor Report report which offers insights into the Value of Tourism with findings into the VFR segment. • Advised Strive 4 Sustainability roll out – free program for any NSW visitor economy business with a benchmark status for individual businesses The program offers access to business planning templates such as Bullying in the workplace. Other ECO programs available include Earth Check – Free sustainability 101 webinars. • Advised ACCC published draft guidance to improve businesses' environmental claims. ACCC's recent greenwashing internet sweep, found 57% of businesses reviewed were making potentially misleading environmental claims. The City is seeking advice from Ecotourism Australia to develop a clear message that local business can share about the region's ECO Destination status. • Advised next Champions Industry Breakfast to be held on 12 Sept. <p>Marketing</p> <ul style="list-style-type: none"> • Digital Campaigns 'Always On' promoting soft adventure with new content - Whale Watching, Family Escapades, Quirky Things to do and Orara Valley Tourist Trail. Future plans for bushwalking and local recommendations content. Month of June achieved click through rate is 3.64% vs the industry 	<p>Noted</p> <p>Noted</p> <p>Report Attached</p> <p>Noted</p> <p>Noted</p> <p>Noted</p> <p>Noted</p>



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	benchmark of 1%. Other marketing activities to include Foodie Finds and Event Support <ul style="list-style-type: none"> • Planning new campaign targeting Baby Boomers from metro locations with interests in art, culture and history to showcase the amazing exhibits at Yarrila Place and Aboriginal culture • Team projects include Destination magazine, Explorer App and Kiosks. 	Noted
7. Tourism Strategic Plan Update	<ul style="list-style-type: none"> • TSP in final stages for released to public in late July and includes additional report on Visitor Information research prepared as part of NOM see Appendix Draft Coffs Coast Tourism Strategy 2023 	Strategy Document linked
8. Tourism Data / Visitors School Holidays	<ul style="list-style-type: none"> • Keith advised Sawtell Chilli received very positive feedback. The Festival attracted 5.5k visitors with some extended nights over the weekend. Increased stalls numbers, extended hours and more outdoor entertainment. Added a \$5 entry which included celebrity chef. • Michael for The Big Banana advised better visitor number than before Covid 	Noted
9. DCCC Working Groups Nature Based Working Group	<ul style="list-style-type: none"> • Dorrigo master plan and new VIC at Dorrigo – exhibited and ask about benefits to tourism and transport. Next month detailed master plans • Glenn advised Great Koala National Park received \$80m commitment by the NSW Government. 	Noted
10. General Business	<ul style="list-style-type: none"> • High traffic areas such as Gallows, Jetty Areas and Beacon Hill lookout in need of maintenance to be more appealing for visitors. Requested roads and traffic add to the published works program. 	Noted Scheduled works linked
11. Next Meeting: 8.30am, Tuesday 19 September 2023		