

MINUTES

DESTINATION COFFS COAST COMMITTEE MEETING

PARK AND JETTY BEACH ROOMS

COUNCIL ADMIN BUILDING

8.30AM, TUESDAY 19 SEPTEMBER 2023

<p>ATTENDEES:</p> <p>Chris Bramley (Chair)</p> <p>Tiga Cross</p> <p>Sam Newman</p> <p>Kamla Webb</p> <p>Cr Scott Wolgamot</p> <p>Natalia Cowley</p> <p>Susan Colby</p>	<p>Keith Bensley</p> <p>Nicole Donovan</p> <p>Neil Manson</p> <p>Michael Lockman</p> <p>Cr Tegan Swan</p> <p>Nicole McLennan</p>
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Item	Discussion	Actioner
<p>1. Acknowledgement of Country</p> <p><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></p>		Chris
<p>2. Apologies:</p>	Terry Goodall, Glenn Storrie, Lyndall Dykes, Cr Rodger Price	Noted
<p>3. Conflicts of interest</p>	Neil Manson representing Coffs Chamber advised the Observatory Apartments	Noted
<p>4. Confirmation of minutes 19 September 2023</p>	<p>Confirmed</p> <p>Actions from last meeting:</p> <p>Works and mowing around high tourism traffic areas;</p> <ul style="list-style-type: none"> • The works at Gallows are currently a construction site and its not CHCC site but State Government. • The summer program for mowing will start next week and Bonville head will be done in the next 4 weeks. • Beacon Hill was mowed recently – issue with the sloping land. Remote mower being investigated. 	Noted
<p>5. Destination Coffs Coast Update</p> <p>5.1 Achievements</p> <p>5.2 Information/Events/Grants etc</p> <p>5.3 Marketing</p>	<p>Achievements</p> <ul style="list-style-type: none"> • Tourism Sentiment Index for Q2 – Coffs ranked number 76 in the world for positive tourism conversation and sentiment. Key experiences/assets contributing to this sentiment measure are Beaches, and Festivals and Events. • The team has influenced this positive sentiment by working with DNSW on digital ‘Beaches’ campaigns and SEO improvements, and ‘always on’ promotion of Coffs as the place for events in regional NSW. 	Noted – see appendix

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	<ul style="list-style-type: none"> Business Won With Pacific Bay Resort and Destination North Coast, we successfully pitched to win the 2024 Australasian Radiation Protection Society Conference – up against Hunter Valley and Newcastle (economic value \$300k+) 	Noted
	<ul style="list-style-type: none"> Bongil Bongil Ecotourism Certified National Parks gained certification for Bongil Bongil – this park has bookable accommodation and public facilities (now 10 eco certified business and experiences on the Coffs Coast) 	Noted
	<p>Marketing</p> <ul style="list-style-type: none"> Cover article in TrulyAus /Rex magazine for Oct/ Nov. Focus on nightlife, creative and cultural experiences. Promotion campaign to include digital ads on social media – also amplifying exhibitions at YAM. 	Noted
	<ul style="list-style-type: none"> Meet a Local campaign - articles featured in updated destination magazine and website - focus on local tips and recommendations (personalised approach). Campaign will also include social media. 	Noted
	<ul style="list-style-type: none"> 60+ local business and events have been promoted in the last month - only 5 ECO Business- keeping it balanced 	Noted
	<ul style="list-style-type: none"> Stats for ‘Always On Digital Campaigns’ June to Aug. Best performing ads are Beaches, Orara Valley and Foddie stories. 	Noted
	<ul style="list-style-type: none"> - Social Ad Click-throughs to Coffs Coast website: 27.2k -Total Impressions (Organic + Ads): 3.4 million 	Noted
	<p>Information /Events</p> <ul style="list-style-type: none"> Tourism Industry Famils booked through YAM DNSW Visitor Economy Forum in Sydney - Nicole presenting Eco Tourism case study on leveraging natural assets LGNSW Destination & Visitor Economy Conference - shortlisted for 2025 or 26 - famil on October 4 outcome to be advised ATDW project to support operators has been commenced - update and improve operator listings especially food and drink businesses. Program will last 3 weeks. Coffs Coast Champions Event held on 12 Sept with next event planned for November. Event promotion – Newcastle Jets, Curryfest, Yarrila Opening, Oztag campaigns. Oztag pop up visitor information. 	Noted
		Noted

Item	Discussion	Actioner
6. Tourism Strategic Plan Update	TSP currently on public exhibition. <ul style="list-style-type: none"> Discussion around Destional NSW intention drivers involved these drivers being included successfully in the annual marketing plan (as indicated by the Tourism Sentiment Index) along with other overlapping recomenations. Chamber reps agreed to provided detailed feedback. 	Noted
7. DCCC Working Groups	<ul style="list-style-type: none"> Combined working groups of Accommodation and Engagement held – discussion centred around effective comms for industry. Nature Based Working Group meeting postponed until the 20 September 	Noted
8. General Business	<ul style="list-style-type: none"> Tiga Cross updated on Dolphin Marine Conservation Park – Still looking for support and possible sponsorship. Michael Lockman updated on Big Banana new assets coming before Christmas. 	Noted
9. Next Meeting: 8.30am, Tuesday 21 November 2023		