



Destination Coffs Coast Committee Meeting Minutes

Date and time	20 February 2024 8.30am – 10.00am		
Location	Coachwood Rooms, Level 3, Yarrila Place		
Attendees	Glenn Storrie (Interim Chair)	Tiga Cross	Cr Scott Wolgamot
	Keith Bensley	Nicole Donovan	
	Kamla Webb	Lyndall Dykes	
	Garth Shipperlee (Coffs Chamber)		
	Simon Latchford	Lewis Belling	
	Mandy McInerney		

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>		Glenn
2. Apologies:	Chris Bramley, Neil Manson, Sam Newman, Tegan Swan, Michael Lockman, Natalia Cowley, Cr Roger Pryce, Nicole McLennan, Susan Colby	Noted
3. Conflicts of interest	Noted	Noted
4. Confirmation of Minutes – 23 November 2023	Actions from last meeting: <ul style="list-style-type: none"> TSP action items underway with some already completed Simon and Glenn continued discussions re Eco Tourism 	Actioned Actioned
5. Destination Coffs Coast Update 5.1 Achievements 5.2 Projects 5.3 Events/Grants etc 5.4 Marketing	Achievements <ul style="list-style-type: none"> Eco Destination re certification Projects <ul style="list-style-type: none"> ATDW listings ongoing for Tourism operators 	Noted Noted

	<ul style="list-style-type: none"> • Expand on Champions Program as part of the Industry Development Plan (TPS 11.4) <p>Events/Grants etc</p> <ul style="list-style-type: none"> • New segments in Coffs Coast Business News EDM • AIME Conference attended this week. • Sea Monsters Exhibition at YAM, Junior Oztag, National Touch Championships • Limited state and federal Grant opportunities <p>Marketing</p> <ul style="list-style-type: none"> • Destination partnership Palisades, Agilus, City of Coffs Harbour – enhancing destination awareness, increase competition to drive prices down, marketing campaigns for next 5 months. • New investment prospectus • Cruise Industry looking at Coffs Coast • DNSW here this week for famil • Discussed possibility of future larger events like Elton John 	<p>Noted</p> <p>Noted</p> <p>Noted</p>
<p>6. DCCC Working Groups 2024 priorities discussion</p> <p>a. Nature Based and Sustainability Working Group</p>	<ul style="list-style-type: none"> • Nature & Sustainable Tourism Working Group meetings to be organised asap. Groups to narrow down actions and expectations and report back to DCCC at next meeting. 	<p>Noted</p>
<p>8. General Business</p>	<ul style="list-style-type: none"> • Keith – Reported on bumper holiday season at Sawtell • Garth – Suggested getting a survey of tourism sentiment and accommodation trends as some sectors experiencing downturn in second half of January. • Kamla – ATE they are only tourism operator from Coffs Coast who go to this. Also finds it hard to get their O/S tour booking guests accommodation. <p>Agreed to discuss accommodation issue in further detail at next meeting.</p>	<p>Noted</p>
<p>9. Next meeting: 21 May 2024 @ 8.30am</p>		