

MINUTES

DESTINATION COFFS COAST COMMITTEE MEETING

PARK AND JETTY BEACH ROOMS

COUNCIL ADMIN BUILDING

8.30AM, TUESDAY 21 MARCH 2023

<p>ATENDEES:</p> <p>Keith Bensley Tiga Cross Sam Newman Kamla Webb Cr Julie Sechi Cr Rodger Pryce Terry Goodall Nicole McLennan</p>	<p>Chris Bramley (Chair) Lyndall Dykes Glenn Storrie Chris Winn Cr Tegan Swan Natalia Cowley Nicole Donovan Susan Colby</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>	Glenn Storrie, Tiga Cross, Keith Bensley, Chris Winn, Cr Rodger Price, Tiga Cross, Cr Tegan Swan, Sam Newman	Noted
<p>3. Conflicts of interest</p>	N/A	Noted
<p>4. Confirmation of minutes 22 November 2022</p>	Confirmed	Noted
<p>5. Tourism Strategic Plan Update</p> <p>5.1 Achievements 5.2 Information/Events/Grants etc. 5.3 Marketing</p>	<p>Achievements</p> <ul style="list-style-type: none"> Discussed Green Destinations Story – Top 3 achievement and the only Australian Destination to receive an award <p>Information Events</p> <ul style="list-style-type: none"> Solitary Islands Surf School latest Eco-Certified operator Successful Champions Industry Breakfast held on 14 March at the new Wiigulga Sports Complex Collaboration is the 2023 Industry focus Jun Oz Tag, National Rugby, Senior Oz Tag– Geo Targeting, Pop Up – Drive participants to visit 	Nicole Mc

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	<p>Marketing</p> <ul style="list-style-type: none"> • update of campaigns into Niche markets Golfing and Digital 'Always on' Beaches Campaign • Future marketing activities to include Aligning with Eco messages in Australian Traveller Magazine and Industry supported campaign in Link Magazine • Strategies to Review Economic Development Strategy Movement and Place Strategy Draft Public Realm Strategy 	Susan
<p>6. Tourism Strategic Plan Update</p>	<ul style="list-style-type: none"> • Discussed the key Strategic Direction and requested members review and provide and final comments. • Visitor Information research is being prepared as part on NOM and will be incorporated as Appendix in the final TSP • TSP will go up to Council for endorsement in July 	Nicole Mc
<p>7. Export Ready Tourism</p>	<ul style="list-style-type: none"> • Nicole advised possible opportunities to work with local businesses to increase Inbound Readiness • Discussed ATE and alignment via Marriot relationship. Tourism prospectus – inclusion of all business • Industry Workshop booked to leverage local knowledge and ideas from Kamla and Frank who will share some tips for success. • Agreed to follow up from DNSW event held 14 February and review various wholesale / Marriot relationships. • Advised that the ATE program should be industry-led. 	Nicole D
<p>8. Business & Cultural Events</p>	<ul style="list-style-type: none"> • Events focus on significant events such as Elton that bring a lot of people and suit all ages • The Destination needs to attract families so that tourism visitation can convert visitors into potential residents. • Destination North Coast Business Events Prospectus 	Noted

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9. DCCC Working Groups 10.1 Nature Based Working Group – Update	<ul style="list-style-type: none"> • Group working through prioritised tasks to enable better water access for snorkelling off North wall/base of Muttonbird Island • NPWS advised that Sandy Beach youth hob and skate park activation has been well utilised • Opportunities to share historical oral and heritage stories from SIMP and NPWS 	Susan
10. General Business	<ul style="list-style-type: none"> • Advise on Industry famils & Collaboration and the possibility of creating an industry famil program. • Updated on DNC Accommodation Reinvestment and Destination Management Plan <p>Regional Plans</p> <p>DNC Destination Management Plan</p> <p>North Coast Accommodation Reinvestment Guide</p>	Nicole Mc
11. Next Meeting: 8.30am, Tuesday 16 May 2023		