

MINUTES

DESTINATION COFFS COAST COMMITTEE MEETING

PARK AND JETTY BEACH ROOMS

COUNCIL ADMIN BUILDING

8.30AM, TUESDAY 22 NOVEMBER 2022

<p>ATENDEES:</p> <p>Keith Bensley Tiga Cross Sam Newman Kamla Webb Cr Julie Sechi Cr Rodger Pryce Nicole McLennan</p>	<p>Chris Bramley (Chair) Lyndall Dykes Glenn Storrie Chris Winn Cr Tegan Swan Natalia Cowley</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>	Michael Lockman, Nicole Donovan, Tiga Cross, Sam Newman, Kamla Webb, Cr Rodger Price, Lyndall Dykes, Chris Winn	Noted
<p>3. Conflicts of interest</p>	N/A	Noted
<p>4. Confirmation of minutes 27 September 2022</p>	Confirmed	Noted
<p>5. Tourism Strategic Plan Update</p>	<p>The Chair provided positive feedback on new initiatives and ideas contained within the TSP Strategic Directions Paper.</p> <p>Attendees encouraged to send any comments to Nicole or Sasha (consultant).</p>	Nicole McLennan
<p>6. Council Strategies Update</p>	Economic Development Strategy - Have your say feedback open until next Monday. Encouraged attendees to comment.	Noted
<p>7. Business Arising</p>	<ul style="list-style-type: none"> • Discussed having an action plan around product development as this is an area that is currently lacking • Discussion around the placement of Digital kiosks • Discussion about the reactivation of city centre post bypass 	Noted



Item	Discussion	Actioner
<p>8. DCCC Working Groups</p> <p>8.1 Nature Based Working Group – Update</p> <p>8.2 Industry Engagement Working Group – Update</p> <p>8.3 Accommodation Working Group – Update</p>	<p>Group looking into processes to get better access to enable snorkelling off North wall at base of Muttonbird</p> <p>Getting the Eco messaging out to all operators and promoting benefits of Eco accreditation</p> <p>Focus on sustainable business and how industry can participate and capitalise on Eco accreditation</p> <p>Organising famils to educate operators and their staff to update product knowledge</p> <p>Putting focus on some of our high end accommodation with Marriott endorsement</p>	<p>Noted</p>
<p>9. General Business</p>		
<p>9.1 Economic Development & Tourism team update</p> <p>9.2 Coffs Coast marketing update</p>	<ul style="list-style-type: none"> • Summer jobs campaign is in full swing on Instagram and doing well • Eco Anniversary messaging and toolkit coming out Thursday • Christmas Feasts page being updated and sent out to industry to advise guests where to preorder Xmas day lunch • Positive stats on website hits and social media engagement for last 2 months • Eco Tourism event by Coffs Chamber on 29 Nov at The Link. Tourism operators encouraged to attend 	<p>Noted</p>
<p>10. Next Meeting: 21 March 2023</p> <p>2023 Meeting dates are to be scheduled as per the attached.</p>		<p>Noted</p>

DESTINATION COFFS COAST COMMITTEE 2023 MEETING DATES

Meetings are held on the third Tuesday of every second month

Time: 8.30am to 10am

Location: Park and Jetty Beach Rooms, Council Admin Building

Meeting Dates in 2023:

- March 21
- May 16
- July 18
- September 19
- November 21