

Destination Coffs Coast Committee Meeting Minutes

Date and time	21 May 2024 8	21 May 2024 8.30am – 10.00am				
Location	Coachwood Roo	Coachwood Rooms, Level 3, Yarrila Place				
Attendees Michael Lockman Keith Bensley Glenn Storrie Lyndall Dykes Cr Tegan Swan Natalia Cowley Nicole McLenna		an (Interim Chair) Tiga Cross Garth Shipperlee (Coffs Chamber) Kamla Webb Simon Latchford Susan Colby				
Apologies	Neil Manson, Sam Newman, Cr Scott Wolgamot, Nicole Donovan					
Absent						
Ite	em	Discussion	Actioner			
1. Acknowledgement of Country 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. Michael Lockman						
2. Apologies:		As noted above	Noted			
3. Conflicts of interest		None	Noted			
4. Confirmation of Minutes - 20 February 2024		Continued discussions about Eco Tourism and Great Koala National Park Visitor Centre with possibility of wildlife centre in community centred location. i.e., Coffs Coast Wildlife Sanctuary	Noted			
 Resignation of Chairperson & Election of new Chairperson a. Resignation of Chris Bramley effective 13/05/2024 		 Voting Results Keith Bensley appointed as Chairperson until new election Chairperson nominations in September. 	Actioned			

6. Destination Coffs Coast Update	Achievements	Noted
a. Achievementsb. Projectsc. Information/Events/Grants etc.	 Coffs Coast Explorer App launch 26 May at All One Under the Sun event. 	
d. Marketing	Projects	
	 New Qantas Airbus 220 planes with direct flights from Coffs Harbour to Melbourne. Team working towards targeting international visitors (2–3 year timeline). 	Noted
	Events/Grants etc	Noted
	 AIME Conference, potential 1.9 million economic impact as outcome from attending. 	
	CWA event and activation program	
	 Sea Monsters Exhibition at YAM first major ticketed event. 	
	 Economic Development and Tourism Team booked to visit DNSW and Tourism Australia 	
	 Support Women's International Golf Classic. 	
	Marketing	Noted
	 Amplify destination awareness campaigns with Aviation partnership, Webjet Ads in Sydney, Melbourne & Brisbane, Australian Traveller 6-month partnership. 	
	 Social Media Reach 2.5 million and 120,000 website visits in the last 5 months. 	
	 Investment Prospectus drafted with roadshow planned for Sydney, Melbourne and Brisbane. 	
	Industry Engagement & Training	Noted
	 Supporting the DNSW Choose Tourism Program with mentor program. 	
	 Feedback recommendations for best way to engage with local businesses. Ideas included incentives such as enter 	

			competitions for staff training, customer service program, awareness stickers and collateral utilise chambers, Coffs Coast App & Website.	
7.	priorities discussion Nature Based and Sustainability Working Group	•	Nature & Sustainable Tourism Working Group meetings rescheduled to low numbers. Groups to narrow down actions and expectations and report back to DCCC at next meeting.	Noted
8.	General Business	•	Glenn – Reported on at Bellingen Council Chambers about new product development ideas leading into the Dorrigo Escarpment Great Walk and future opportunities for local businesses. Garth – Mentioned future development opportunity of a Rail Trail that would run across 3 LGA's. Along with the Great Koala National Park.	Noted Noted
9.	Next meeting: 23 July 2024 @ 8.30a			