

Tourism Advisory Committee Meeting Record 16 October 2019



Location:	Central Coast Council Gosford Office Level 1 Committee Room 49 Mann Street, Gosford	
Date:	16 October 2019	
Time	Started at: 4.01pm	Closed at: 5.36pm
Chair	Councillor Chris Holstein	
File Ref	F2018/01648	

Present:

Councillor Chris Holstein, Councillor Jane Smith (left 4.56pm), Robert Diaz, Tim Faulkner, Bill Jackson, Nadia O'Connell, Catharine Retter, Michael Forster – Destination Sydney Surrounds North (non-voting), David Jewell – Central Coast Tourism Inc, Russell Mills – Tourism Central Coast (phoned in)

Council Staff present:

Julie Vaughan – Director Connected Communities (arrived 4.10pm), Sue Ledingham – Unit Manager Community Engagement, Carlyne Wildman – Section Manager Marketing and Tourism, Zoie Magann – Advisory Group Support Officer

Item 1 Welcome, Acknowledgement of Country and Apologies

Apologies received: Councillor Jilly Pilon, Councillor Jeff Sundstrom, Emma Perham, Glenn Caldwell – Destination Sydney Surrounds North

Councillor Chris Holstein welcomed the Advisory Group and completed an Acknowledgement of Country.

Item 2 Disclosures of Interest

Councillor Jane Smith declared a less than significant non-pecuniary interest as she had done so previously, as a member of the Marine Discovery Centre Trust Committee.

Tim Faulkner declared a less than significant non-pecuniary interest regarding any discussions pertaining to the Old Sydney Town Precinct as he is employed by The Reptile Park.

Item 3 Confirmation of Previous Meeting Record

The Advisory Group confirmed the Meeting Records from 24 July 2019 and 21 August 2019.

The Advisory Group discussed the Action Log.

Item 4 Tourism Opportunity Plan Update (standing item)

Sue Ledingham (Unit Manager Community Engagement) provided the Advisory Group with an update on the Tourism Opportunity Plan (TOP) following the end of public exhibition and Council adoption of the TOP at the Ordinary Council Meeting held [8 October 2019](#).

It was noted there is a Public Art Project underway by the Community Partnerships team, and EOIs are currently open for an installation in Woy Woy.

The Draft Cultural Plan is also on public exhibition on [yourvoiceourcoast](#) until 15 November 2019.

Staff advised the Destination Brand Strategy is currently pending ELT approval and will come back to the Advisory Group when available.

Action: Written updates on the TOP to be distributed with agendas for each Advisory Group meeting as part of the standing item.

Action: Tourism Research Australia stats that are regularly populated to be distributed to Advisory Group members for their information.

Action: General information on the Public Art Project to be provided to Advisory Group members.

Item 5 Soft Adventure Market – Canoeing and Kayaking Report

The Advisory Group discussed canoeing and kayaking tourism opportunities as per Council Resolution 907/19 from the 25 September 2019 Council meeting:

907/19 That Council refer the matter to the Tourism Advisory Committee for further consideration with a view to convening a workshop of relevant Council staff and key stakeholders to develop a draft action plan to promote and support the growth of this sector.

The Advisory Group noted their support of staff convening a workshop, ideally before the end of 2019. Members were encouraged to refer any key stakeholders to staff for inclusion.

Action: Staff to liaise with Tourism Central Coast to identify key stakeholders to be involved in the workshop.

Action: Advisory Group Support Officer to forward link to Business Paper report from 25 September 2019 titled *Response to Notice of Motion - Kayaking and Canoeing Tourism Opportunities* to Advisory Group members.

Item 6 Presentation from Destination Sydney Surrounds North (Action 7)

Michael Foster (Destination Sydney Surrounds North - DSSN) provided a presentation on the travel market of MICE (Meetings, Incentives, Conferences and Exhibitions), Destination NSW (DNSW) and next steps in these areas.

Michael advised there is a Regional Conference Unit that looks after MICE and helps drive business events into the NSW region. However a challenge for Central Coast is the lack of a local 'coordination bureau' to focus on targeted marketing and sales activity.

Good news story: in 2018 a Central Coast business provider received a Meetings and Events Australia (MEA) / DNSW Scholarship for Avoca Beach Resort.

It was noted there is a site [Meet in Regional NSW](#) which details MICE venues and suppliers in regional NSW, however the list is a poor representation of what is actually available on the Central Coast (there are some notable businesses missing). Michael advised listings are free, but low awareness of the site perhaps contributes to the limited listings.

Good news story: the Central Coast was represented at the AIME conference in 2019 and will be again in 2020.

Michael suggested key next steps are continuing to grow exposure of the Central Coast by increasing collaboration and selling of region through programs such as Meet in Regional NSW, and establishing a point of contact for region for famils and site inspections. Note: Currently all famils are organised by Destination NSW and Central Coast Council is the point of contact for any support or recommendations.

The Advisory Group noted concerns that there is no new market being generated for tourism on the Central Coast and most activity is return business.

Action: Link to Meet in Regional NSW to be shared with Advisory Group members.

Action: DSSN to provide further information on economic value of MICE and number of business events held, as well as details on famils to Advisory Group members.

Item 7 Items for Next Agenda

The Advisory Group discussed items for the next meeting agendas. The below items were agreed:

- Data and Research – Carolyne Childs, My Travel Research (meeting after next)
- Disability Inclusion Action Plan presentation
- Destination Brand Strategy

Item 8 General Business and Close

- a) Accessible Tourism: The Entrance Chamber of Commerce is looking to meet with stakeholders regarding accessible tourism opportunities in The Entrance. Staff advised there is work being done in the area of accessible tourism (Disability Inclusion Action Plan).

Michael Foster (DSSN) mentioned there is an app being developed by St Vincent de Paul which allows users to search for attraction with accessible features.

Action: Information on accessible tourism app to be shared with Advisory Group.

- b) Event Feedback: There were two major events held on the Central Coast recently – Coastal Twist Festival (LGBTIQA+ Arts and Culture Festival) in Umina and the Koori Knockout (Aboriginal Rugby League Knockout) in Tuggerah. It was noted litter was an issue for both events and it would be beneficial to get feedback on events.

Action: Feedback from events coordinators (pros and cons) for the Coastal Twist Festival and Koori Knockout to be sought and provided to Advisory Group members.

- c) Town Crier: Central Coast's Town Crier, Stephen Clarke, won the National Championships and will now be participating in the World Championships. It is proposed the National Championships will be held on the Central Coast next year.
- d) Halloween Events: The Entrance Chamber of Commerce is hosting a Halloween event on 31 October 2019. 75 businesses are involved in the event.

The meeting closed at 5.36pm

Next Meeting: **Wednesday 29 January 2019**
 3pm – 5pm
 Central Coast Council Wyong Office
 Level 2 Committee Room