

# Tourism Advisory Committee Meeting Record 19 February 2020



Location:	Central Coast Council Wyong Office Level 2 Committee Room 2 Hely Street, Wyong	
Date:	19 February 2020	
Time	Started at: 3.03pm	Closed at: 4.17pm
Chair	Councillor Chris Holstein	
File Ref	F2018/01648	

**Present:**

Councillor Chris Holstein, Councillor Jane Smith, Robert Diaz, Bill Jackson, Nadia O'Connell, Emma Perham, Catharine Retter, David Jewell – Central Coast Tourism Inc, Russell Mills – Tourism Central Coast

**Council Staff present:**

Gemma Axford – Team Leader, Marketing and Tourism, Myra Pettinger – Marketing Officer, Marketing and Tourism, Teresa Walters – Section Manager, Communication and Engagement, Donna Payne – Advisory Group Support Officer

**Item 1 Welcome, Acknowledgement of Country and Apologies**

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Apologies received: Councillor Jilly Pilon, Councillor Jeff Sundstrom, Carlyne Wildman – Section Manager Marketing and Tourism, Glenn Caldwell – Destination Sydney Surrounds North, Tim Faulkner

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

**Item 2 Disclosures of Interest**

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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.

**Item 3 Confirmation of Previous Meeting Record**

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The Advisory Group confirmed the Meeting Records from 16 October 2019.

The Advisory Group discussed the Action Log.

#### **Item 4                    Tourism Opportunity Plan Update (standing item)**

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Gemma Axford – Team Leader Marketing and Tourism provided the Advisory Group with an update on the Tourism Opportunity Plan (TOP).

Community Engagement Staff are working through the Destination: Central Coast brand including consumer testing with a view to launch from April 2020.

**Action:** Staff to coordinate a presentation of the Destination: Central Coast branding to the Tourism Advisory Committee prior to the launch. Noting this will require an Extraordinary Meeting to accommodate the planned project timeline.

**Action:** Staff to provide an invitation to the upcoming Destination: Central Coast function to all committee members.

#### **Item 5                    Update on Waterways Activation**

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Myra Pettinger – Marketing Officer, Community Engagement provided the Advisory Group with an update on 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.*

**Action:** Councillor Holstein requested staff to provide further information on funding for tourism that is provided for in the 2020/21 budget.

**Action:** Councillor Smith has requested further information from staff on other key events that could be targeted for the Central Coast waterways, for example canoeing, kayaking, paddle and other water sports as part of the action plan for waterways activation. Russell Mills noted that the Canoe, Kayak and Paddle Sport Workshop Consultation Report articulated that setting up appropriate infrastructure was the first step to developing a plan for waterways activation as a tourism product.

**Action:** The Response to Notice of Motion – Kayaking and Canoeing Tourism Opportunities that went to the 25 September 2019 Ordinary Meeting detailing the level of activity and opportunities for growth be brought to the next committee meeting for review.

**Action:** The committee requested that the adjective 'soft' be removed from the Canoe, Kayak and Paddle Sport Workshop Consultation Report when preceding 'adventure' in line 3 (*included in a soft adventure cluster was paddle sports...*) and line 1 of 'Next Steps' (*The next steps for waterways and soft adventure tourism...*). Staff advised that soft adventure was discussed at the workshop and the Consultation Report is the report of the workshop findings. The term 'soft adventure' is a universally accepted term in tourism to describe the type of adventure that requires little or no experience and is low risk. The term 'soft adventure' consistent with the terms in the Tourism Opportunity Plan 2019-2024

## **Item 6                    Thinking Bigger and Better**

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The Advisory Group discussed the notion of 'Thinking Bigger and Better' as proposed by Catharine Retter.

The idea was discussed that there is possibly a role that the committee can play in educating smaller businesses and venue operators on the Central Coast to encourage them to grow, and market their business to attract a wider demographic of the local, state and national market.

**Action:** Russell Mills of Tourism Central Coast to compile a short list of providers and events that offer skills development workshops or mentoring programs to small business operators in areas such as networking and best practice for the committee for review.

## **Item 7                    General Business and Close**

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The following discussion points were noted:

- Councillor Smith enquired on changes in tourism at a state level following the recent natural disasters of drought, fire and floods. It was noted that funding has been made available for affected areas and that the Central Coast falls into this category. Staff are looking at the \$10k offered in funding but have stated that the guidelines are not clear.
- It was noted that funding will be available in the near future for flagship events to an amount of \$1m.
- Robert Diaz spoke of the 18-35% loss in business due to the fires surrounding the Central Coast area, in particular the Gospers Mountain fire. Tourism Central Coast have conducted a survey with local businesses on the effect the fires have had to their businesses.

**Action:** Tourism Central coast to provide the outcome of the survey to the committee for review.

- Russell Mills of Tourism Central Coast informed the committee of an advertising campaign that is currently in production and is due to be aired in March 2020. Funding to promote the campaign has been sourced through corporate investment from local industry and it was noted that The Mantra at Ettalong are on board.
- David Jewell of Central Coast Tourism Inc requested further clarification on the strategic role of an Advisory Group. Councillor Holstein confirmed that he would be available to answer any questions from committee members.

**Action:** Advisory Group Support Officer to confirm with staff if the April meeting is to be brought forward to a date in March 2020 to allow discussion around the launch of the Destination: Central Coast Brand.

The meeting closed at 4.17pm

**Next Meetings:**

**Thursday 2 April 2020**  
**3pm – 5pm**  
**Central Coast Council Gosford Office**  
**Level 1 Committee Room**

**Wednesday 3 June 2020**  
**3pm – 5pm**  
**Central Coast Council Wyong Office**  
**Level 2 Committee Room**

**Thursday 6 August 2020**  
**3pm – 5pm**  
**Central Coast Council Gosford Office**  
**Level 1 Committee Room**