

# Tourism Advisory Committee Meeting Record 15 December 2020



Location:	Zoom Meeting
Date:	15 December 2020
Time	Started at: 3.06pm Closed at: 3.21pm
Chair	Sue Ledingham – Unit Manager Community Engagement
File Ref	F2018/01648

## **Present:**

Bob Diaz (joined 3.17pm), Bill Jackson, Nadia O’Connell, Emma Perham, Catharine Retter, Michael Forster – Destination Sydney Surrounds North (on behalf of Glenn Caldwell), David Jewell – Central Coast Tourism Inc

## **External representatives present:**

Juan Iocco – Naughty Noodle Fun Haus (joined 3.10pm, left 3.54pm)

## **Council Staff present:**

Sue Ledingham – Unit Manager Community Engagement, Gemma Axford – Team Leader Marketing and Tourism, Zoie Magann – Advisory Group Support Officer

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

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Apologies received: Tim Faulkner, Glenn Caldwell – Destination Sydney Surrounds North, Julie Vaughan - Director Connected Communities, Jacqueline Svedas – Business Economic Development Manager

The Chairperson declared the meeting open and completed an Acknowledgement of Country.

It was noted Russell Mills resigned from the Advisory Group as his company is no longer contracted by Council to offer tourism industry services.

## **Item 2 Disclosures of Interest**

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No disclosures were received.

## **Item 3 Confirmation of Previous Meeting Record**

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The Advisory Group confirmed the Meeting Records from 9 September 2020.

The Advisory Group discussed the Action Log, noting updates from staff on pending items.

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#### **Item 4 Update on Economic Taskforce and Current Situation with COVID**

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*Item deferred to next meeting due to late apology.*

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#### **Item 5 Destination Management Plan – Status Report**

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Sue Ledingham (Unit Manager Community Engagement) provided an update on the Destination Management Plan (DMP).

The below key points were noted:

- Update on progress of DMP went to Council on 20 November 2020. Noted that current DMP ends in 2021 so revised plan will need to be established.
- Partnerships are important aspect of DMP implementation to ensure strategic priorities are leveraged.
- Enablers for success of DMP include investment attraction, accessibility, connectivity (particularly with regard to visitor transport), and community support.
- Many challenges for tourism industry in 2020 given impact of bushfires, flooding, and COVID. Stats from Tourism Research Australia (TRA) were shared to show decline in visitor numbers and expenditure. Despite challenges there have still been some major key achievements for DMP.
- Next steps for 2021 is to continue progress towards Key Strategic Priority actions and commence review of DMP to develop actions in preparation for new DMP (following creation of NSW Visitor Economy Strategy and DSSN DMP). Noted that DSSN looking to renew contracts for DMP in early 2021.
- Council successfully received total of \$125,000 in grant funding and partnerships to date for 2020 for DMP and Tourism Opportunity Plan (TOP) related activities.
- Regarding events and programs placed on hold, staff are unsure when these will be able to commence given Council's current financial situation but are seeking funding opportunities where applicable.

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#### **Item 6 Marketing Update**

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Gemma Axford (Team Leader Marketing and Tourism) provided an update on marketing activities.

The below key points were noted:

- Provided recap of tourism campaigns which ran in 2020, noting the media value, total estimated reach and industry investments generated.
- A number of billboards placed in various high-profile locations to promote Central Coast destination, as well electronic signs in shopping centres, bus stops and Central Coast stadium.
- The Visit Central Coast website has also been redeveloped to [LoveCentralCoast.com](https://LoveCentralCoast.com) to help drive tourism outcomes for the region. Local web agency was utilised for this 100% grant funded initiative.
- Member flagged that some key stakeholders unaware of Destination Brand – further education may be required to increase exposure although members note engagement to date has been significant. Staff noted efforts in this area are continuing and advised community members should be encouraged to reach out if any questions. Further awareness activities will be undertaken in 2021.
- Concerns flagged that Destination Brand advertising in region is obsolete as visitors already here so would be worthwhile to go out of region. Staff advised in region campaign was the first stage of Destination Brand launch to create brand awareness locally and for visitors travelling in region during peak periods. Significant out of region marketing activities were also undertaken in 2020 including national digital and content campaigns and HALA above the line campaign. A 2021 above the line tourism campaign would require funding but is being investigated.

- Advisory Group commended marketing efforts and encourage Council to share activities and outcomes with industry going forward.
- Michael Forster shared [link for View on Demand NSW Road Trips Campaign](#) for member information.
- EcoDestination Certification Program is progressing, with preliminary interviews and planning commencing December 2020. Findings expected to be presented to Council in early 2021.
- Good news story that A Current Affair visited Central Coast today as part of travel segment. The Entrance is also currently in Wotif's Top 10 destination for the year.

**Action:** Gemma Axford to share marketing presentation with members for their information.

**Action:** Gemma Axford to share website data with members for their information at future meetings.

## **Item 7                    Tourism Opportunity Plan Update (Standing Item)**

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Sue Ledingham (Unit Manager Community Engagement) provided an update on the Tourism Opportunity Plan (TOP).

The below key points were noted:

- RV Feasibility Study and Eco and Rural Feasibility Study recently completed with details circulated to members via email.
- Members invited to provide feedback – noted that strategy is needed to understand how RV tourism will be managed moving forward. Members supported these studies being included in the DMP and TOP.
- Staff advised funding will be sought for implementation of actions as required, as well as consideration of the infrastructure required for related actions of the studies.

**Recommendation:** That Council consider and prioritise outcomes of the Waterway Activation Study, RV Feasibility Study, and Eco and Rural Tourism Study to incorporate priority actions in the new Destination Management Plan to be developed for 2022-2025.

## **Item 8                    2019 Coastal Twist Festival and 2020 Girls on the Green**

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*Item brought forward to follow Item 3. Followed by Item 5*

Juan Iocco (Naughty Noodle Fun Haus) provided an update on the 2019 Coastal Twist Festival and 2020 Girls on the Green events hosted by Naughty Noodle.

The below key points were noted:

- Coastal Twist Festival was held in October 2019 in the Peninsula area and ran over three days.
- Event was highly successful with significant turn out of over 8,000 attendees. 50% visitation was from out of area including interstate (determined by ticket sales and surveys on day).
- Positive outcomes followed event with improved connections between providers, empowerment and awareness for LGBTQIA+ community, increased interstate presence including attendance at interstate Fringe Festivals, great benefits for Arts and Culture.
- Coastal Twist Festival for 2020 was cancelled due to COVID, however aiming for event to return in 2021.
- Girls on the Green was part of Great Southern Nights live music event in November 2020. Event ended up being 1 of largest gigs on the Coast.

- 20% of audience were from out of area and tickets sold out 2 weeks before event.
- Event helped to champion women and also provided great opportunities for local food and beverage providers.
- COVID presented many challenges but Naughty Noodle have still been successful in delivering events, particularly during November 2020. Noted that new events (e.g. Art Ball) are still being planned.
- In other good news, Naughty Noodle recently commenced partnership with Booking.com to improve accommodation options for region.
- Advisory Group commended efforts of Juan and team, particularly with regard to marketing of events.

## **Item 9                      General Business and Close**

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- a) Question about Council's current financial situation. Administrator's 30 Day Interim Report is available online here: <https://www.centralcoast.nsw.gov.au/council/news/councils-financial-situation>. Staff are reviewing Capital Works program and seeking grant funding where possible.

**Action:** Sue Ledingham to follow up with senior Council staff about role of Advisory Group and possibilities for support, given Council's current financial situation and potential impacts on resources available.

The meeting closed at 5.21pm

**Next Meetings:              February 2021 (TBC)**