

Tourism Advisory Committee Meeting Record 17 March 2021



Location:	Zoom Meeting
Date:	17 March 2021
Time	Started at: 3.02pm Closed at: 5.03pm
Chair	Sue Ledingham – Unit Manager Customer Service and Communication
File Ref	F2018/01648

Present:

Bob Diaz, Bill Jackson, Nadia O'Connell (joined 3.34pm), Emma Perham, Catharine Retter, Glenn Caldwell – Destination Sydney Surrounds North (left 4.34pm), David Jewell – Central Coast Tourism Inc

External representatives present:

Michael Forster – Destination Sydney Surrounds North

Council Staff present:

Natalia Cowley – Director Corporate Affairs, Jamie Barclay – Unit Manager Economic Development and Property, Sue Ledingham – Unit Manager Customer Service and Communication, Gemma Axford – Team Leader Marketing and Tourism, Zoie Magann – Advisory Group Support Officer

Item 1 Welcome, Acknowledgement of Country and Apologies

Apologies received: Tim Faulkner

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

Advisory Group members introduced themselves to Natalia Cowley (Director Corporate Affairs) as this was the first meeting Natalia has attended given the organisation restructure.

Item 2 Disclosures of Interest

No disclosures were received.

Item 3 Confirmation of Previous Meeting Record

The Advisory Group confirmed the Meeting Records from 15 December 2020.

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

Regarding Covid-19 data previously requested, only data up to December 2020 is available as Council no longer has access to the data contractor. Staff are working closely with NSW Government and other stakeholders with regard to business recovery, particularly with support of outdoor dining and the Dine & Discover Program.

Action: Jamie Barclay to share economic data available up to December 2020 and provide overview of key changes since then.

Item 4 Destination Management Plan and TOP – Status Report

Gemma Axford (Team Leader Marketing and Tourism) provided an update on marketing and tourism matters with regard to progress with the Destination Management Plan (DMP) and Tourism Opportunity Plan (TOP).

The below key points were noted:

- Marketing and Tourism team submitted \$1.18 million in funding applications across December 2020 to January 2021 to meet DMP and TOP goals. Currently awaiting outcomes of these applications.
- Central Coast had segment on Sunrise on 17 February 2021 – over 25 minutes of footage was aired as free PR opportunity (no cost to Council). Media value expected to exceed \$120,000. Members were notified of segment day before it aired.
- LoveCentralCoast.com is still being redeveloped in accordance with \$50k grant to align with DMP.
- Website stats shared with group for July 2020 to March 2021 period. Consultants to be engaged to improve website engagement – currently out to tender and open to all.
- Blank Canvas project underway and expected to launch in April 2021. This presents opportunity to showcase high-calibre local 'makers and creators'.
- Destination NSW (DNSW) Partnership campaign – Council working with DNSW on *Now's The Time To Love NSW* content and editorial partnership, as well as and influencer campaign. Will share updates with group out of session as campaigns progress.
- Eco certification program with Ecotourism Australia (EA) continues and there has been lots of interest from local operators to become certified. EA expected to visit region in April 2021 to present preliminary report and engage with interested operators.
- Draft 2021/22 Operational Plan briefly shared for members to provide feedback on what projects should be considered for prioritisation. Members invited to provide any feedback via email once they've had time to consider offline.

Action: Advisory Group members to provide feedback on projects identified for draft 2021/22 Operational Plan to Gemma Axford for consideration (presentation to be provided).

Item 5 Marketing Update Overview and Questions

This item was addressed as part of Item 4.

Item 6 DSSN Destination Management Plan Working Group

Glenn Caldwell and Michael Forster (Destination Sydney Surrounds North, DSSN) provided a presentation on the DSSN Destination Management Plan (DMP) to collect feedback from members.

The below key points were noted:

- Current DMP is three years old and needs to be updated. DSSN are now liaising with key stakeholders to get better idea of opportunities and challenges in region.
- Draft DMP includes regional focus and day visitation as two key targets, which are both areas the Central Coast can benefit from.
- DSSN is currently performing as number one in region. Members feel it's important to not become complacent and need to continue growing visitor economy and improving targets.
- Existing feedback is that product development and info on consumer needs to be further considered in DMP, perhaps with introduction of specific KPIs.
- Noted that priorities for destinations within region are different so varied approach is needed. Also important to not forget existing or recent customer base in effort to target new customers – this is part of building brand awareness.
- Group discussed what did and didn't work with current DMP and how this could be improved. Michael captured feedback for inclusion in draft DMP with regard to following points:
 - List of hero experiences in current DMP and items to add.
 - List of infrastructure in current DMP and items to add, including consideration of what infrastructure and support is needed at various levels (Federal, State, Local, private enterprise level) to deliver outcomes for region.
 - What tourism data is already collected for region and what data is needed.
 - Any gaps in current DMP to address.
- Important to consider how assets will be maintained and costs associated. Council currently has limited capacity to take on new assets given current financial situation and restricted resources available.

Gemma advised a Netflix series was recently filmed locally and presents opportunity to generate economic value for region. Members noted there is a film interest group advocating for a studio in the region, which would further improve such opportunities.

Action: DSSN's draft Destination Management Plan to be shared with Advisory Group members for further review once feedback has been applied.

Item 7 General Business and Close

- It was noted there's a report going to Council on 23 March 2021 regarding some changes to Advisory Groups, which involves consolidation of some similar interested groups including this one.
- Regarding the Dine & Discover program, it was suggested that a campaign be considered to promote the Central Coast as a destination to use vouchers. Gemma advised staff are working with the State Government to advocate on behalf of region. Members also noted difficulties with online registration which complicates process for busy operators Michael will explore how DSSN can help support businesses wishing to get involved in Dine & Discover.

The meeting closed at 5.03pm

Next Meetings: To be confirmed