

Tourism Advisory Committee Meeting Record 24 July 2019



Location:	Central Coast Council Wyong Office Level 2 Committee Room 2 Hely Street, Wyong	
Date:	24 July 2019	
Time	Started at: 3.03pm	Closed at: 4.59pm
Chair	Councillor Chris Holstein	
File Ref	F2018/01648	

Present:

Mayor Jane Smith (arrived 3.44pm), Councillor Chris Holstein, Councillor Jeff Sundstrom, Robert Diaz, Nadia O'Connell, Emma Perham, Catharine Retter, Glenn Caldwell – Destination Sydney Surrounds North, David Jewell – Central Coast Tourism Inc. (arrived 3.28pm)

Council Staff present:

Julie Vaughan – Director Connected Communities, Sue Ledingham – Unit Manager Community Engagement, Carlyne Wildman – Section Manager Marketing and Tourism, Kelly Drover – Advisory Group Support Officer, Zoie Magann – Advisory Group Support Officer

Item 1 Welcome, Acknowledgement of Country and Apologies

Apologies received: Tim Faulkner, Bill Jackson, Russell Mills – Tourism Central Coast

Sue Ledingham (Unit Manager Community Engagement) welcomed the Advisory Group and completed an Acknowledgement of Country.

Item 2 Introductions

Each member of the Advisory Group briefly introduced themselves and noted their connection to the Tourism industry.

Item 3 Nomination of Chairperson

The Advisory Group discussed the election of a Chairperson.

Action: The Advisory Group recommends to Council that Councillor Chris Holstein be appointed as the Chairperson of the Tourism Advisory Committee.

Item 4 Disclosures of Interest

Mayor Jane Smith declared a less than significant non-pecuniary interest as a member of the Marine Discovery Centre Trust Committee.

Item 5 Terms of Reference

The Advisory Group discussed the draft Terms of Reference.

Action: The adopted Terms of Reference be reported to Council as soon as practicable.

Item 6 Destination Management Plan and Progress

Sue Ledingham (Unit Manager Community Engagement) provided a presentation including an overview of the Destination Management Plan, National Visitor Survey Results, and the Tourism Opportunity Plan (TOP). It was noted the TOP is currently on public exhibition until Friday 30 August 2019 – Advisory Group members were encouraged to submit any feedback they may have.

Action: Staff to circulate figures from National Visitor Survey Results to Advisory Group members.

Action: Staff to circulate link to Glasgow Tourism and Visitor Plan to Advisory Group members,

Action: Staff to circulate public exhibition link for TOP and 1,000 Little Things We Could Do to Advisory Group members.

It was commented there are core challenges for enabling tourism in addition to those identified in the presentation including lack of large conference facilities and range of accommodation, and high level of customer service. The possibility of rebranding as opposed to repositioning our current brand was also suggested (eg. move away from using 'Central Coast' as identifying factor – location may not be known).

Action: Staff to circulate the product review and analysis which support the TOP to Advisory Group members.

Item 7 Advisory Committee Action Plan for next 12 Months

The Advisory Group discussed future topics for focus. Some suggestions included:

- Old Sydney Town
- Data and research (supporting facts and feedback about tourism)
- 1,000 Little Ideas We Can Do (aspect of the TOP)
- Large events coming to the Central Coast which generate good tourism and the feedback on success of these events
- Communications to visitors (what is effective?)
- Visitor Information Services (locations of Information Centres and future plans)
- Transport networks and connection to services
- Economic Development Strategy presentation – accommodation and transport
- Further opportunities for exploration: conference market, day trips, sporting events
- Invite Darkinjung Local Aboriginal Land Council / Bara Barang – input into Indigenous culture

- Presentation on Disability Inclusion Action Plan and supporting people with disabilities
- Feedback on what Council can facilitate better (where improvement is needed)
- Industry connections, collaboration and communication
- Tourism Opportunity Plan (public exhibition)
- Activating international tourism (eg. translations on websites, inbound tour operators)

Action: Glenn Caldwell to provide a presentation on how other regions have overcome blockages with regard to tourism opportunities that we are faced with.

Action: Glenn Caldwell to provide information on various strategies and/or reports for Advisory Group information.

Action: Extraordinary meeting to be held for briefing on TOP and Old Sydney Town on Wednesday 21 August 2019 – 3pm in Long Jetty (possibly at The Entrance Community Centre)

Item 8 General Business and Close

The Advisory Group noted there was a motion passed at the Ordinary Council Meeting on 22 July 2019 to explore the option of Central Coast Council hosting Sculpture by the Sea in the future.

The meeting closed at 4.59pm

Next Meeting: **Extraordinary Meeting**
Wednesday 21 August 2019
3pm – 4.30pm
The Entrance Community Centre

Ordinary Meeting
Wednesday 23 October 2019
3pm – 5pm
Location TBC