

Barrington Coast Destination Management Reference Group

Date	Tuesday 13 August 2019	Time	12:30 lunch (1pm start)
Venue	Tea Gardens Hotel Tea Gardens	Chair	Cr Hutchinson
	Dolphin Meeting Room	Note-taker	Ben Andrews
Attendance	Cr Karen Hutchinson (Chair), Cr Troy Fowler, Jan Ross, Rob Jeffries, Naomi Kilby, Duncan Campbell, Donna Carrier (DNC), David Brown (NPWS), Michaela Breese, Deb Tuckerman, Ben Andrews		
Apologies	Brooke Tebenhoff, Morgan Stewart, Tony Summers, Sue Hedditch, Sharon Bultitude Guest Apologies: Teresa Charchalis – Port Stephens Ferry		
Guests	Jess & Darren – Lazy Paddles Greg Acret – Hawks Nest Golf Club		

Meeting items

Item		Lead
1	Acknowledgment of Country	Chair
2	Introductions/Apologies: Refer above. Housekeeping / WHS: Completed by Chair. Sharing of contact details: Completed.	Chair
3	Action arising from previous notes not covered elsewhere in agenda. Refer attached table. All actions completed.	Chair
4	Tea Gardens Hawks Nest Tourism Update with guests: <ul style="list-style-type: none"> • Rick Wraight • Jess & Darren – Lazy Paddles • Greg Acret – Hawks Nest Golf Club <p>Rick Wraight (Reference Group Member and local resident) - provided a general overview of the Myall Lakes area including statistics around bed numbers and estimated value of tourism in the area. Also highlighted number of absentee homes.</p> <p>Jess & Darren (Lazy Paddles) – importance of return visitors. Customers are mainly overnight visitors. Offering service to satisfy the desire for boat-based camping. Part of Kayak & Canoe Industry Australia to help address issues arising in the sector.</p>	Chair

Item		Lead
	<p>Reference Group raised opportunity for Lazy Paddles to product packaging with accommodation providers, ferry service etc.</p> <p>Greg from Hawks Nest Golf Club – interested in presenting at the next meeting or meeting with Council representatives.</p>	
5	<p>Destination Management Update</p> <p>2019 North Coast Tourism Symposium & Awards – takeouts:</p> <ul style="list-style-type: none"> • Hand out circulated at meeting and discussed. <p>2020 North Coast Tourism Symposium & Awards</p> <ul style="list-style-type: none"> • Discussion took place about possibility of hosting event in 2020 or 2021. • Several Reference Group members would be willing to mentor businesses interested in entering awards. Important to support the Awards. Need to demonstrate benefits to local businesses of entering awards. Awards itself should be part of wider program in lead up to and after the event. Benefits to staff morale from winning awards. Preference to host awards in 2021. <p>Social Media Influencer Campaign:</p> <ul style="list-style-type: none"> • Marketing Officer provided overview of recent visit. <p>Great Lakes Great Walk & Aquatic Trails – update:</p> <p>Council staff are liaising with NPWS on aspects of the report.</p>	<p>Deb Tuckerman / Ben Andrews</p>
6	<p>Reference Group Focus Areas – updates/approach</p> <p>Partnership Program: Next year’s prospectus is being developed incorporating feedback from Reference Group.</p> <p>Product Development: General discussion followed after presentations from guests regarding skill shortages/customer experience/business hours.</p> <p>Deb - plan is to work with business chambers on strategies to improve customer experience. Very big area which would benefit from cooperative approach. Michaela offered to be involved. Suggestion for activity based workshops for operators.</p> <p>Development of Appropriate Measures: To be topic of a separate workshop or for next meeting.</p>	<p>Deb Tuckerman</p>

7	<p>Other business</p> <p>David (NPWS):</p> <ul style="list-style-type: none"> • Tabled media release regarding visits to NPs in NSW including popularity of Myall River NP. • 50th anniversary of Barrington Tops coming up. Suggested incorporating presentation into November meeting. • Snow on the Barrington Tops – complimented Council staff for their responsible coverage of the events. <p>Jan Ross (GLITA):</p> <ul style="list-style-type: none"> • GLITA held their AGM. • Continuing business as usual. <p>Troy:</p> <ul style="list-style-type: none"> • Requested update on progress of Barrington Coast website. <p>Donna:</p> <ul style="list-style-type: none"> • Formation of Barrington Coast Women in Business Network. <p>Ben:</p> <ul style="list-style-type: none"> • Destination filming continuing. • Destination Services team continuing to conduct famils. <p>ACTION: Ben to find out of other partners can attend these famils.</p>	Chair
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Record of Actions

Item		Date added	Resp	Status
1	Request that members 're-acquaint' themselves w/ the DMP & Action Plan prior to meeting	01.04.19	All	Completed
2	Contact details to be shared with members	14.05.19	All	Completed
3	Review current Partnership Program in preparation for workshop in June	14.05.19	All	Completed
4	Can Partners join staff on famils?	13.08.19	DM Staff	

Next meeting

Date	Tuesday 12 November 2019	Time	12:30 (1pm start) to 3pm
Venue	Gloucester (venue tbc)		