

Meeting notes

MidCoast Destination Barrington Coast Reference Group

Date	Monday 12 October 2020	Time	13:00
Venue	Via zoom	Chair	Cr Hutchinson
		Note-taker	Sharon Bultitude
Attendance	Cr Karen Hutchinson (Chair), Naomi Kilby, Sue Hedditch, Rob Jeffres, Rick Wraight, David Brown, Jan Ross, Anthony Somers, Deb Tuckerman, Angela Hutchins, Ben Andrews		
Apologies	Cr Troy Fowler, Donna Carrier, Michaela Breese, Brooke Heath, Duncan Campbell		
Guests	Kate Faithorn, Leonards Advertising.		
	Charlotte Prouse, Destination Marketing Store		

Meeting items

Item	Key points/actions
1	Acknowledgment of Country
2	Introductions/Apologies: Refer to above. Housekeeping/WHS: Completed by the Chair
3	Actions arising from previous notes not covered elsewhere in agenda. Refer attached table. All actions completed.
4	Presentation from lead project consultants, Leonards Advertising, on the development of next year's Destination Marketing Campaign. Feedback provided by group members on the proposed direction of the campaign strategy. Together with input on ways to best collaborate and communicate with industry stakeholders moving forward. Overall the group was very positive about the campaign direction.
5	Proposed Campaign Advertising Packages were discussed and feedback provided by the group. Relationship with Partnership Program was also discussed.

6	<p>This year's Topics & Focus Areas were reviewed and priorities for 2020/21 discussed. The following were proposed: -</p> <ul style="list-style-type: none"> • Tourism Campaign • Experience/Product development (including a review of the experiences / products proposed as part of the DMP) • Development of key performance measures • Customer/Visitor Servicing • Staffing skills base & training
7	<p>It was agreed to lock in dates for meetings on a Tuesday (1-3pm) every 2 months.</p> <p>Action: Proposed meeting dates to be circulated to the Group for remainder of the year.</p> <p>Scheduling ad-hoc workshops in between these core Reference Group meetings as and when required was also agreed.</p>

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? <i>Yes, they can. DM team will invite EOI's via their weekly newsletter.</i>	13.08.19	DM Staff	Completed
5	Declaration of Pecuniary Interest of Ref. Gp member to be discussed & resolved.	26.02.20	PDS/DT/SB	Completed
6	Follow-up Marketing Campaign Workshop to be organised for Wed 20 Oct.	12.10.20	SB	Completed
7	2020/21 Meeting Dates to be scheduled	12.10.20	SB	Completed

Next meeting

Date:	Tues 17 November	Time	1pm-3pm
Venue:	Zoom		