

# Meeting notes

## MidCoast Destination Barrington Coast Reference Group

<b>Date</b>	Thursday 4 February 2021	<b>Time</b>	13:00
<b>Venue</b>	Via zoom	<b>(Acting) Chair</b>	Sharon Bultitude
		<b>Note-taker</b>	Ben Andrews
<b>Attendance</b>	Cr Troy Fowler, Donna Carrier, Sue Hedditch, Rob Jeffress, Rick Wraight, David Brown, Anthony Somers, Naomi Kilby, Deb Tuckerman, Ben Andrews		
<b>Apologies</b>	Cr Karen Hutchinson, Cr Troy Fowler, Jan Ross, Michaela Breese, Brooke Heath		
<b>Guests</b>			

### Meeting items

Item	Key points/actions
1	Acknowledgment of Country
2	Introductions/Apologies: Refer to above. Housekeeping/WHS: Completed by the Acting Chair. (Note: Cr Hutchinson was unable to attend at late notice.)
3	Actions arising from previous notes not covered elsewhere in agenda. Refer attached table. All actions completed.
4	Summer Holiday Round-up.  The strong visitation experienced since October continued into summer, with all areas across the Barrington Coast reporting an exceptionally busy summer holiday period. <ul style="list-style-type: none"> <li>- Businesses have continued to welcome repeat &amp; regular visitors.</li> <li>- Increased numbers of both younger and higher-yield visitors. (new visitors) observed.</li> <li>- Future bookings reported to be strong through to post-April.</li> </ul>
5	Destination Marketing Campaign Update – Campaign Partnership, website pixel & experience/product packages. <ul style="list-style-type: none"> <li>- BA presented an overview of the Campaign development to date, with completed &amp; future project milestones.</li> <li>- BA provided an update on the Campaign Partnership program.</li> </ul>

6	<p>Tourism Sentiment Index (TSI) – presentation</p> <ul style="list-style-type: none"> <li>- Decision to postpone &amp; include in future discussion re. Tourism KPIs &amp; measurement.</li> </ul>
7	<p>Follow-up: skills/staff shortage in our hospitality sector.</p> <ul style="list-style-type: none"> <li>- DT provided an overview of the current Council status with regards to this issue &amp; outlined some future initiatives being considered.</li> </ul>
8	<p>Focus areas for 2021</p> <p>SB reminded the group of the Focus Areas agreed at the inception of the Reference Group. It was agreed that a priority focus area should continue to be Key Performance Measures.</p>
9	<p>New Product Update</p> <p>SB raised the potential for the group to feedback each meeting on new products or experiences within the Barrington Coast. This would help the DBC Team in building a comprehensive database of all product in the destination, which will assist with promotion and identification of product/experience gaps. It also allows the team to report on this to DNC &amp; DNSW each quarter.</p>
10	AOB

## Record of Actions

Item		Date added	Resp	Status
1	2020/21 Meeting Dates to be scheduled	12.10.20	SB	Completed
2	Feedback on Tourism Campaign Reference Group to be considered by BC and Leonards.	24.10.20	BA	Completed
3	Consider special meeting to develop local strategies to address skills/staff shortages in the industry	20.10.20	DT	Ongoing

## Next meeting (or as required for urgent business)

Date:	Tues 20 April 2021	Time	1:30-3:30pm
Venue:	Yalawanyi Ganya, Taree		