

Meeting Notes

Barrington Coast Destination Management Reference Group

Date	Tuesday 28 July 2020	Time	12:30pm-2:30pm
Venue	Zoom	Chair	Cr Hutchinson
		Note-taker	Sharon Bultitude
Attendance	Cr Karen Hutchinson (Chair), Cr Troy Fowler, Donna Carrier, Michaela Breese, Sue Hedditch, Morgan Stewart, Naomi Kilby, Rob Jeffries, Rick Wraight, David Brown, Jan Ross, Deb Tuckerman, Paul DeSzell		
Apologies	Anthony Somers, Duncan Campbell, Brooke Heath		

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	SB presented a Visitor Services Workshop overview to the group. Together with an update on the Destination Website build and future domestic Marketing Campaign. DT provided a brief overview of the MidCoast Regional Recovery Business Roundtable (of which the Chair Cr Hutchinson, Donna Carrier and Rick Wraight are members) including the Why Leave Town Card initiative currently under development.
5	Feedback provided by Reference Group members on COVID impacts on business & current sentiment. Key points include: <ul style="list-style-type: none"> • Gloucester visitation incredibly strong through holidays with many businesses recording their busiest July ever. Activities/tours fully booked. • Has highlighted the large gap in product/activity offer in Gloucester w/ people looking for more to do. • TG/HN significant increase in day & overnight visitation (outside of school hols). Many cafes/restaurants are busy but struggling w/ square meter restrictions, which has meant many aren't actually making money. Large number of new cf repeat visitors. Opportunity identified to turn these first timers into repeat visitors by providing exceptional customer service. • Wingham has also been very busy. Again eateries experiencing problems with some customers not wanting to comply w/ new restrictions.

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	<ul style="list-style-type: none"> Reminder for businesses to have COVID requirements on Facebook page and website. Observation that visitors are going into region because they feel safe, and also want to support regional. Forster Big 4 record breaking July. Have seen the traditional “Easter” crowd holidaying. (families). Numbers still high following holiday period. Interestingly are seeing an increase in visitors wanting to know what’s “safe”. Currently not accepting visitors from hot-spot areas. (NSW Government Heat Map). Great to see increased numbers but are starting to see a growing uneasiness of a second wave of COVID and with it a heightening sense of responsibility to keep the community safe. Staff are exhausted because didn’t have enough staff to meet this high demand. Businesses still catching up. Also hard to get local staff. Mental impact of this also acknowledged. Club Taree, shut for 2 months, significant loss of revenue. Pivoted quickly to takeaway food which continues to be strong. Currently members only and excluding visitors from hot-spot areas. Taking it exceptionally seriously. High visitation to NP across the state. In response to COVID all NPWS campsites booking moved online (400+). New product upgrades.
5	<p>Due to time constraints, it was decided that a review of the Groups Key Focus Areas be deferred to the next Reference Group Meeting, this will include a discussion on this year’s Partnership Program.</p> <p>It was also agreed that the next meeting should be held in 8 weeks as opposed to quarterly.</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

Next meeting

Date: TBC		Time	
Venue:			