

MEETING NOTES

Destination Management Plan Review Reference Group

Date	14 August 2023	Time	3-3.25pm
Chairperson	Mayor Claire Pontin	Note-taker	Paul De Szell
Venue	Yalawanyi Ganya – Barrington Room or via Zoom		
Present	Cr Claire Pontin (Mayor), Selina Nichols (SN), El Rattray (ER), Paul De Szell (PdS); Bill Monks (BM), Michael Thurston (MT); Thomas Davey (TD); Walt Stinson (WS), Trudy Schultz (TS), Charlotte Prouse (CP)		
Apologies	Cr Peter Howard (PH), Rick Wraight (RW), Peter Chapman (PC)		

Meeting Items

Item		Responsible officer
1	Acknowledgement of Country	Mayor Pontin
2	Welcome, introduction and apologies	Mayor Pontin
3	Review notes of last meeting <ul style="list-style-type: none">No objections or amendments raised in regard to previous meetings.	Mayor Pontin
4	Draft DMP – Update on Process <p>Charlotte Prouse (CP) presented a summary on the consultation undertaken with the Council and industry stakeholders on the Draft DMP over a number of sessions.</p> <p>DMS are still waiting on feedback from industry stakeholders before updating document.</p> <p>The next step is the Draft DMP being workshopped with Councillors on 30 August.</p> <p>A report is likely to be presented to Council on 27 September so that the document can be publicly exhibited.</p> <p>Exhibition could then occur over October and early November.</p> <p>A final report adopting the DMP is to be presented to Council prior to the end of the year.</p>	Charlotte Prouse

5	<p>Destination North Coast – Performance Research Results</p> <p>Charlotte Prouse (CP) and Michael Thurston (MT) discussed the value of tourism on the north coast as per the table below:</p> <table border="1" data-bbox="325 577 1294 1473"> <thead> <tr> <th colspan="7">Mid North Coast</th> </tr> <tr> <th></th> <th>2019</th> <th>2021</th> <th>2022</th> <th>% change YoY</th> <th colspan="2">change since 2019</th> </tr> </thead> <tbody> <tr> <td>Visitors (000)</td> <td>7,284</td> <td>5,445</td> <td>6,065</td> <td>11%</td> <td colspan="2">-17%</td> </tr> <tr> <td>Expenditure (\$M)</td> <td>\$2,443</td> <td>\$2,072</td> <td>\$2,751</td> <td>33%</td> <td colspan="2">13%</td> </tr> <tr> <th colspan="7">Belligen</th> </tr> <tr> <th></th> <th>2019</th> <th>2021</th> <th>2022</th> <th>% change YoY</th> <th colspan="2">change since 2019</th> </tr> <tr> <td>Visitors (000)</td> <td>336</td> <td>248</td> <td>337</td> <td>36%</td> <td colspan="2">0%</td> </tr> <tr> <td>Expenditure (\$M)</td> 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6	<p>General Business</p> <p>Bill Monks (BM) asked a question in relation to how the new DMP would be implemented.</p> <p>Paul De Szell (PdS) responded and outlined the new team structure in “Economic and Destination Development” and “Engagement Communication and Education”.</p>																																																																																																																																																																																																																																																						
7	<p>Next Meeting</p> <p>TBC – November 2023</p>																																																																																																																																																																																																																																																						

Next meeting

Date	TBC - November	Time	TBC
Venue	Yalawanyi Ganya - Barrington Room or via Zoom	Note-taker	TBC

Actions arising and outstanding

Meeting Date	Action	Responsibility
	Nil	