



## **RECORD OF NTIG MONTHLY MEETING**

**Held:** Wednesday 6 July 2016 7:30am-9:30am

**Venue:** Crinitis, Westfield Kotara Rooftop

**Chairperson:** Matt Anderson

**Minutes:** Rachelle Brockbank

**ATTENDEES:** Dom Grundy (Newcastle Executive Apartments), Thomas Klotz (Novotel Newcastle Beach), Greg Frame (Frame Promotional Products), Simon Glover (Mercure Newcastle Airport), Jake Relf (Quality Hotel NOAH's on the Beach), Natalie Kelly (Rafferty's Resort), Rob Wilce (Inner City Winemakers), Sarah Sylvester (Westfield Kotara), Lesley Faulkner (Club Macquarie), Bernard McCarthy (Club Macquarie), Stewart Ford (Fordtronic Video & Sound), Jonathon Ford (Fordtronic Video & Sound), Mike Hadaway (SNP Security), Tim Jackson (Newcastle Beach Hotel), Nerida Worboys (Newcastle City Council), John Mungoven (Sovereign Inn Motel), Nicki Read-Jones (Hunter Business Chamber), Will Creedon (Tourism Hunter), Craig Kennedy (Arrive First Class), Howard Keegan (Newcastle Cruising Yacht Club), Jan Ross (HBS Matters), Darren Parmenter (Ronald McDonald House), Colin Perry (DPC), (Lillias Foster (Westfield/Scentre Group), Kate Murphy (Westfield/Scentre Group), Ruth Appleby (Appleby Solutions), (Debera Mackenzie (Quality Hotel NOAH's on the Beach), Candice Read (Newcastle Cruising Yacht Club), Dave Brown (Port of Newcastle), Monica Zarafu (Interbike)

### **1. MEETING OPEN**

Meeting opened 8:00 am.

### **2. RECORD OF THE PREVIOUS MONTHLY MEETING**

The Minutes of the meeting held on 1 June 2016 were confirmed as a true and accurate record.

### **3. HOST VENUE INTRODUCTION**

Kate Murphy and Sarah Sylvester (Westfield Kotara Centre Managers) – Introduce the Rooftop, which aims to bring to life the Hunter Valley, which is unique to the Greater Newcastle area. Offering a diverse range of retail offerings, and the second largest screen (Vmax - 25m long) in the Southern Hemisphere at Events Cinema.

### **4. FOCUS AREAS**

- **Marketing Sub-Committee/VFR Campaign (Natalie Kelly)** – Working through NTIG website. Aim to meet with Jonathon Ford to discuss updates. Economic Development Grants for visitors' services are yet to be decided. Webjet sales results will be available once the program finishes in September. Normal results are around 0.08 and Newcastle is currently averaging at approximately 0.6 and Port Stephens is averaging at approximately 0.5).

- **Membership (Mike Hadaway)** – Introduction of Membership Consultant, Richard Hamment. Welcome new members – Das Hund Haus, Newcastle Shuttle Bus and Transfer, Newcastle’s Famous Tram, Newcastle Executive Apartments, Club Macquarie and Westfield Kotara. Redesigned membership for, which is now active and available on the NTIG website. In final stages of finalising a quarterly direct debit option for members. Discontinued PayPal system of payment, as there are 4 alternatives. Ongoing offer to new and existing members, to come up at meetings and discuss their business. This can be arranged by contacting Richard or a member of the Committee. Fordtronic Video and Sound is migrating the membership database to a CRM platform, which is user friendly and can be integrated with NTIG social media platforms. Member Referral Form handed out to attendees and asked to list one referral and handed to Richard for follow up.

## 5. GUEST SPEAKERS

- **Jill Gaynor, Newcastle City Council (Major Events)** – Newcastle City Council run an annual program, called the Events Sponsorship Program. In 2015 the Council’s \$110,000 investment attracted approximately 55,000 people to the events and had an economic return of \$5 million. Council has specific goals for the program, aiming for exposure for Newcastle, economic benefits, overnight visitation and Newcastle’s reputation as a visitor destination, which must be displayed through marketing plans and communication plans upon application. For each event sponsored by the Council, there is a legal contract drawn up which asks for specific information back from the event organisers. Is an area they will be building on in order to build their database of the people that are coming to Newcastle. New events for 2016-2017 year - Port-to-Port, Australian Bowl Riders, This That and Live, Celebration of Cricket, Light Up Newcastle Walk, King of Concrete, Ukulele and Barbershop Harmony. Predicting \$23 million coming in to the economy in the 2016-2017 year from major and business events.
- **Colin Perry, Department of Premier and Cabinet** – Coordinate local solutions and use their regional knowledge and stakeholders to influence policies and programs. Offer support to the Parliamentary Secretary by providing advice, briefings and arranging meetings on his behalf within the Hunter. Recent review in to the Regional Tourism Organisation lead to a series of meetings to form a response as to what an RTO should look like will eventually be put in to Destination NSW. On a number of committees which assist in bringing people to the Hunter (eg the Transport Sub Committee for the Asia Cup which developed a transport plan which assisted in getting attendees in and out of the event through parking plans, shuttle services, etc). In the future DPC would like to see streamlining of major event approval processes across government boundaries and state agencies. DPC would also like to look at major event infrastructure through working with the new Regional Tourism Organisation and Hunter Councils. Continue to look at event access and inclusion.
- **Nerida Worboys, Newcastle City Council (Business Events)** – Business Events Facilitator for Newcastle City Council, which involves promoting our city as a destination for business events. Also part of the Altogether Perfect team as the Newcastle Specialist. Altogether perfect is a collaboration between Hunter Valley Wine Country, Port Stephens and Newcastle, which came about as they all work in the same space, leading to the decision to promote the region as a whole. Received news from DNSW in May/June that the funding application had been approved for the campaign and

Newcastle was asked to then lead the campaign going forward in to the 2016/2017 year. Given the short amount of space given, and the potential for issues, the offer of funding was declined. It was then offered to both the Hunter Valley and Port Stephens, who also declined the offer. Altogether Perfect is now keen to move forward without the DNSW model for Altogether Perfect 3, making it more flexible and with their key focus being trade shows.

## 6. UPCOMING MEMBERS MEETINGS

- **3<sup>rd</sup> August – Newcastle Cruising Yacht Club**
- **7<sup>th</sup> September – Hunter Venues**
- **5<sup>th</sup> October – (*Invitation open to host*)**

## 7. MEMBERS UPDATE

- **Fordtronic Video & Sound (Stewart Ford)** – Stewart made a video presentation for his Audio Visual Hire business, which has been operating for more than 35 years.
- **Club Macquarie (Lesley Faulkner)** – Lesley spoke about Club Macquarie, a registered club with 36 room accommodation, which has been open for 8 years.

## 8. GOVERNEMENT ANNOUNCEMENTS

- Richard Corbet (Federal Minister for Tourism) recently visited the area and made an announcement, at the port, that the Federal and State Governments have put money towards some barge facilities. This will enable, not just the port, but tourism, in particular cruises. He was also shown other areas which could potentially be enablers to bring more visitors to the area, and took back evidence on how they can achieve this in the future.
- Last June it was decided to create a disruption opportunity for the government to step in and look at regional tourism. This morning the Deputy Premier of NSW, Troy Grant, and the Minister for Tourism, Stewart Ayres, announced that the change in Regional Tourism Organisation (RTO) structure will be that instead of 11 across state, there will now only be 6. The reason this wall lobbied for is scale and the ability to partner with other organisations that can deliver serious visitation and infrastructure to our region. The new name for an RTO will be a Regional Destination Network, and it will be an administration hub. There will be a fund of \$10 million put to regions and of that \$10 million will be used solely for the administration and resourcing purposes of those six zones. It will be used for a minimum of three staff in each location and a board which will work in consultation with Destination NSW, the Ministers Office and other agencies across state government, as well as in to federal government. The \$10 million is guaranteed for four years and will replace the quarantined Regional Visitor Economy Funding of \$3.7 million.

## 9. GENERAL BUSINESS

No general business.

### ***Committee Members Contact Information***

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#### **10. MEETING CLOSE**

Agenda items concluded at 9:30 am.

#### **11. NEXT MEETING**

**DATE:** Wednesday 3 August 2016

**VENUE:** Newcastle Cruising Yacht Club

**GUEST SPEAKERS:** Regional Development Australia (Kate O'Mara) and Tourism Advisory Council (Dean Godard)