



RECORD OF NTIG MONTHLY MEETING

Held: Wednesday 5 April 2017 7:30am-9:30am

Venue: Merewether Surfhouse

Chairperson: David Brown

Minutes: Rachelle Brockbank

ATTENDEES: Stewart Ford (Fordtronic Video & Sound), Luke Foteff (Boulevard on Beaumont), Jake Relf (Quality Hotel NOAH's on the Beach), Will Creedon (Willger), Catherine Wightman (Supercars Australia), Debra Mackenzie (Quality Hotel NOAH's on the Beach), Nicki Read-Jones (Hunter Business Chamber), Martin Van Hees (Newcastle Event Hire), Laura Milton (Merewether Surfhouse), Brett Company (Skyline Aviation Group), Dennis Parker (Luxlift Airport Transfers and Luxury Travel), , Greg Frame (Frame Promotional Products), Mike Hadaway (SNP Security), Richard Hamment (NTIG Sales), David Hoar (Merewether SLSC), Lesley Faulkner (Club Macquarie), Bernard McCarthy (Club Macquarie), Kate Griffith (Westfield Kotara), Snezana Belevska-Bennell (Big Kiss Creative), Marty Adnum (Out Of The Square Media), Allan Woo (Newcastle Airport), Tess Campbell (Newcastle Airport), Stewart Smith (Commonwealth Hotel), Catherine Antaw (Commonwealth Hotel), Paula Sanchez (Destination NSW), Matt Anderson (Crowne Plaza Newcastle), Jill Gaynor (Newcastle City Council), Nason Aylmer (Crowne Plaza Newcastle), Rick Christian (Newcastle City Council), Tim Askew (Newcastle City Council), Pip Scott-Allen (TreeTops Newcastle), Glenn Crook (Sovereign Inn Mayfield), Olivia O'Brien (Newcastle NOW BIA), David Brown (Port of Newcastle).

APOLOGIES: Jan Ross (HBS Matters), Gwendalyn Burt (Apollo International Hotel)

1. MEETING OPEN

Meeting opened 8 am.

2. WELCOME (David Brown)

Welcomed members to meeting and thanked Megan, Christa and team from Merewether Surfhouse for hosting the meeting. David gave a brief overview of the venue.

David discussed the recent boom in membership for NTIG and referenced:

- Transport Sector - Newcastle Bus and Truck Rental and Luxlift Transfers
- Accommodation and Entertainment Venues - Merewether Surfhouse, Apollo International Hotel and Commonwealth Hotel
- Attractions - Skyline Aviation Group
- Marketing Agency Services - Out Of The Square Media

3. GUEST SPEAKER

- **Phil Shaw (Supercars Australia - General Manager Events)**

Played a hype reel for the event, which was released earlier in the planning process for the Supercars event.

Phil discussed figures for the upcoming event on 24-26 November 2017.

- Hoping to draw 150,000 people over the three day event.
- Over the 5 years that the event will be held in Newcastle, they are expecting 81,000 unique interstate and international visitors.
- Economic injection of \$57 million over the 5 year period.
- Expected global television audience of 220 million.
- Civil works upgrades in Newcastle of \$8.8 million.
- Third most attended sport in Australia.
- Fourth most watched sport in Australia.

Went on to discuss the track layout, traffic management, races, additional entertainment, ticket launch, civil works projects, communication, measures for businesses inside the race zone and the demographic of attendees.

The membership can help by becoming ambassadors for the event. They can provide information to their customers regarding the event, and potentially offer packages to potential customers, who are looking at using their services on the event weekend. There are discounts for bulk purchases of tickets, which can be utilised by businesses.

The Greater Hunter Region will be offered tickets one day prior to the general public, at the official launch, and will receive a 10% discount.

4. COMMITTEE UPDATE (Will Creedon)

Discussed the Mid-Term Report Card for the Visitor Economy, released by NSW Business Chamber (distributed to membership on Tuesday 4 April 2017).

Discussed the Vision Document for the Newcastle CBD, which NTIG released in 2015. NTIG will be refreshing this document and slightly widening the geographical area included. The document is currently underway and scheduled to be presented in the third quarter of the year. The document will also be used as an advocacy piece.

5. COUNCIL UPDATE

- **Tim Askew – City Revitalisation Coordinator, Newcastle City Council**

Introduced Rick Christian, the replacement for Rebekka Cunningham as Destination Marketing Officer for Newcastle City Council, and gave a brief overview of his history.

- **Rick Christian – Destination Marketing Officer, Newcastle City Council**

Major Projects Update

- Visitor Services – Consultants have been conducting an overview of the range of visitors services available, and have developed a strategy which fits the needs of Newcastle. Aiming to have some pilot programs and trailing some of the strategies over the next few months.
- Visit Newcastle Branding – Consultants have come back with a brand refresh. Some of the components of the refresh include maintaining the key assets of the brand; a range of tag lines which can work across a range of scenarios and media channels; reinforces current brand, while being more current and relevant as a marketing tool; and allows flexibility for integration and use by stakeholders, while maintaining the integrity of the core branding device.
- Visiting Friends and Relatives (VFR) – Recently opened for submissions for a VFR campaign. Have narrowed the entries down to two, and are currently working with each of the agencies to ensure they get the best outcome with respect to value, creativity and engagement of the local community.

International Marketing Update

- Recently teamed up with Port Stephens Tourism to attend an Australian Tourism Exchange Workshop, conducted in Sydney by Destination NSW.
- Currently reviewing a range of products with a view to assessing their export readiness. There is an upcoming workshop for suppliers who need help getting their product export ready.

Recent taken advantage of an offer from Tourism Research Australia, which has given discounted access to their complete set of historical International Visitors Survey (IVS) and National Visitors Survey (NVS) world data, until June 30. Can use this for statistics on trends, and will be creating some useful data tables.

6. GENERAL BUSINESS

- **Pip Scott-Allen - TreeTops Newcastle**

Gave an update of projects that the business is working on for this year, including corporate team building packages.

7. UPCOMING MEMBERS MEETINGS

- **3 May 2017 – Newcastle Airport**

Guest speakers will be Peter Cock (Newcastle Airport, CEO) and possibly an airline, which is to be confirmed.

- **7 June 2017 – TBA**
- **5 July 2017 - TBA**

Committee Members Contact Information

FIRST NAME	LAST NAME	ROLE	EMAIL	PHONE
David	Brown	Chair	David.Brown@portofnewcastle.com.au	02 4908 8223
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Jill	Gaynor	Newcastle Council Representative	jgaynor@ncc.nsw.gov.au	02 4974 2707
Jan	Ross	Deputy Chair	jan@myjaffa.net	0421 406 437
Kevin	Lyons	Comms/Advocacy Sub Committee	kevin.lyons@newcastle.edu.au	02 4921 8989
Will	Creedon	Treasurer	willcreedon@yahoo.com.au	02 4929 3313

8. MEETING CLOSE

Agenda items concluded at 9 am.

9. NEXT MEETING

DATE: Wednesday 3 May 2017

VENUE: Newcastle Airport