RECORD OF NTIG MONTHLY MEETING

Held: Wednesday 6 September 2017 7:30am-9:30am
Venue: UoN NeW Space
Chairperson: Will Creedon
Minutes: Rachelle Brockbank

ATTENDEES: Stewart Ford (Fordtronic Video & Sound), Jill Gaynor (Newcastle City Council), Samantha Willcox (Newcastle City Council), Tim Askew (Newcastle City Council), Steff Maddison (Quest Newcastle West), Will Rifkin (UoN Hunter Research Foundation Centre), Jim Garis (Hamilton Chamber of Commerce), Matt Anderson (Crowne Plaza Newcastle), Rick Christian (Newcastle City Council), Lil Foster (Westfield Kotara), Laura Eyles (Westfield Kotara), Colin Law (Commbank Business Banking), David Harding (Newcastle Connections), Richard Hamment (NTIG Sales), Mike Hadaway (SNP Security), Gwendalyn Burt (Apollo International Hotel), Bernard McCarthy (Club Macquarie), Nikki Abercrombie (Abercrombie Management), Lesley Faulkner (Club Macquarie), Courtney Dolan (Maxim Accounting), Jake Relf (Quality Hotel NOAH's on the Beach), Simon Glover (Alloggio), Charlotte Hilder (Newcastle Museum),), Dennis Parker (Luxlift Airport Transfters and Luxury Travel), Paul Stold (University of Newcastle), Natasha Lumley (Newcastle NOW), Greg Frame (Frame Promotional Products), Colin Lippiatt (BRIEF Media), Will Creedon (Alloggio), Patti Johnson (University of Newcastle), Dominic May (University of Newcastle), Tamara Young (University of Newcastle), Lily Wang (University of Newcastle)

APOLOGIES: Leanne Sansom (Oakvale Farm and Fauna World), Kellie Smith (Oakvale Farm and Fauna World), Elyss Larkham (Moonshadow – TQC), David Brown (Port of Newcastle), Rolly de With (Australian Hotels Association), Kevin Lyons (University of Newcastle), Tegan Hughes (Keolis Downer)

1. **MEETING OPEN**

   Meeting opened 8 am.

2. **WELCOME** (Will Creedon)

   Will welcomed the attendees and introduced the venue.

   Will introduced Tony Travaglione (Pro Vice-Chancellor of Business and Law), who gave a brief overview of his employment history with Newcastle and gave an update on the University of Newcastle's current position in education, as well as its plans to expand.

3. **COMMITTEE UPDATE** (Will Creedon)

   Gwendalyn Burt from Apollo International Hotel was welcomed as a new member of the NTIG Committee.

Jan Ross has resigned from NTIG, leaving the Committee position of Deputy Chair open. This position has been filled by Stewart Ford from Fordtronic Video and Sound.

Webjet Campaign – NTIG recently joined with Newcastle Airport and Newcastle City Council for a Webjet promotion during July, which was targeted at the Queensland area. During the campaign, a 25% growth was seen inbound to Newcastle.

Vision Document – On 17 August 2017 a workshop was held with various stakeholders, to help establish the key items that need to be enabled over the next 5-7 years. On 7 September 2017 another group will be hosted, seeking their understanding of which levers need to be introduced and which barriers need to be overcome so that we can drive some future visitor economy icons. The document is still on track to be delivered in the next 4-6 weeks.

Business NSW Tourism Division hosted a China Round Table in Newcastle on 5 September 2017, helping to understand how we improve our foreign connection with Asia and how we use our local region.

4. GUEST SPEAKER

- **Dr Tamara Young (Senior Lecturer, Newcastle Business School, University of Newcastle)**

  Tamara discussed the positive aspects of the NeW Space building, as well as the Faculty of Business and Law relocating to the newly opened campus. The vision for moving to NeW Space is to utilise the CBD location to work closely with business, industry and the community in educating their students in their undergraduate and postgraduate programs. Tamara went on to mention several initiatives, including Visiting Friends and Relatives, as well as the department's new position in the city facilitating more engagement with industry colleagues and the delivery of their courses.

  CAUTHE (The Council for Australasian Tourism and Hospitality Education) – NeW Space will be hosting the CAUTHE Conference on 5-8 February 2018. This event brings together Universities from Australia, New Zealand and Asia, which offer degrees in tourism, hospitality and events, promoting the development of tourism, hospitality and events research and education. Tamara discussed the theme for the conference, as well as how they have worked to incorporate Newcastle. They are currently seeking industry sponsors for the conference and sponsorship packages range from $1,000 to $10,000, providing organisations with excellent opportunities to promote their products and services, as well as being seen as a leader at the forefront of the Newcastle tourism industry and demonstrating commitment to the Australasian tourism, hospitality and events industry. Anyone interested in receiving the sponsorship prospectus, or discussing how they can contribute, is invited to contact Tamara directly.

5. COUNCIL UPDATE

- **Samantha Willcox – Event Manager, Newcastle City Council**

  Samantha addressed the recent issues surrounding community and public safety at events and how it is important for social cohesion, community building and capacity

building, to continue holding a range of events, despite the public safety issues that are there. Events not only bring people to our city, but build strong relationships.

Samantha gave a PowerPoint presentation on the events in Newcastle and how events contribute to tourism, as well as statistics and how they gather information, such as where people are coming from. She went on to discuss the roles of the Newcastle City Council Events Team (eg event licensing; providing maps and guides to visitors).

Newcastle City Council have two sponsorship programs for events in Newcastle. The first is the Annual Events Sponsorship Program, which, in 2017, received roughly 40 applications for $100,000 and 40 applications for over $500,000. The second program is the Major Events Sponsorship Program, which looks at events which have significant economic or destination marketing potential for the city.

6. GUEST SPEAKER

- **Professor Will Rifkin *(Chair, Hunter Research Foundation Centre)***

Will gave a PowerPoint presentation titled '25 Ways to Spot an Expert' and engaged with the meeting attendees on what qualities they thought represented an 'expert'. He went on to discuss communication between experts and non-experts; common characteristics associated with experts; and the implications for Newcastle and tourism.

Often 'experts' have differing points of view as they source and put their own spin on information. Hunter Research Foundation Centre aims to help provide a single source of truth, engaging people from many sectors of the community.

Feedback was requested from the audience (including what kind of information they would like to see, would be handy, council would like, the port would like, other businesses in the region would like), so that they can have a common source of truth. A sample was taken of what messages people were taking away from the presentation.

7. UPCOMING MEMBERS MEETINGS

- **4 October 2017 – TBA**
- **1 November 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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Colin	Law	Committee	colin.law@cba.com.au	0406 991502
Gwendalyn	Burt	Committee	sales@apollointernational.com.au	0419 285 891

8. MEETING CLOSE

Agenda items concluded at 9:15 am.

9. NEXT MEETING

DATE: Wednesday 4 October 2017
VENUE: TBA