

QUARTERLY REPORT

Period ending 31 December 2017

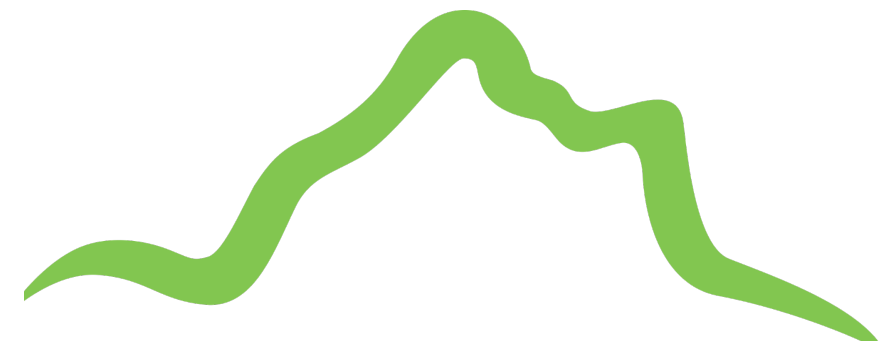


TABLE OF CONTENTS

SUMMARY OF ACTIVITIES	3
ORGANISATIONAL CONTEXT	4
SUMMARY OF VISITATION STATISTICS TO YEAR ENDING 30 SEPTEMBER 2017	2
DESTINATION MARKETING	3
PR AND MEDIA ACTIVITY OCT-DEC 2017	4
STAKEHOLDER AND INDUSTRY ENGAGEMENT	5
VISITOR SERVICING OCTOBER - DECEMBER 2017	6
Destination Tweed website :	7
FINANCIAL REPORTS – SEE CONFIDENTIAL ATTACHMENTS	8

SUMMARY OF ACTIVITIES

This report gives an overview of the activities undertaken during the reporting period (October to December 2017) and provides statistical data compiled by Tourism Solutions on behalf of Destination Tweed Ltd, sourced from Tourism Research Australia's (TRA) quarterly National and International Visitor Surveys for the period ending 30 September 2017. TRA data is always accessible one quarter behind. Hence why the statistics for December 2017 report relate to the year ending September 2017.

The information contained within is a summary of key activities, financial statements and other key performance indicators as required by Tweed Shire Council as part of their current contract with DT.

Summary of key activities for the current quarter.

- An organisational review was undertaken following the resignation of the former CEO, a number of changes were recommended including restructuring the operations, executive management, membership model and the constitution. These changes were designed to make the organisation more focused and effective.
- Significant changes to why, how and when we engage with industry. This includes changes to industry engagement and networking activities and involving industry and stakeholder into strategic working groups focusing on both the product development and marketing aspects of destination management.
- Greater collaboration with Tweed Shire Council. Whilst DT's focus is on tourism, there are a number of areas where collaboration with key departments within TSC would be of benefit to both parties. Communications, economic development and events are three critical areas where there are common objectives and more effective collaboration and communication with these areas of TSC would be of great benefit to both organisations.
- Establish strong partnerships with other groups. Focused effort on building stronger links with groups such as Destination NSW, Destination North Coast Network, Tweed Experiences Network, Connecting Southern Gold Coast, Gold Coast Airport, Gold Coast Tourism, Creative Caldera, GoldOC (Comm Games) Chambers of Commerce and key community groups as well as nurturing relationships with the food industry and nature based sector are all important partnerships that are of benefit to DT
- Development of a Tweed Brand and Marketing Strategy commenced this quarter. A strong collaboration and partnership has been formed between with Tweed Shire Council's Communications and Economic Development teams to ensure alignment in activity and leveraging of investment.

Summary of staff changes.

To ensure continuity and efficacy, the board appointed Knowledge Transfer Services Pty Ltd to deliver Executive Management Services to DT. This includes a part time CEO, Marketing Director, Special Projects Coordinator to focus on Agri Food industry development and in house creative service to manage the development of the new brand creative and collateral. Rose Wright, Andrew Sargant, Amy Colli and Marcus Laffranchi are key staff in these roles. The appointment ensured continuity in leadership and continued momentum following on from the successful engagement processes through the DMP and the changes brought about following the change in CEO and organisational review.

Industry buy in.

Destination Tweed has increased membership from 107 to 110 members as at 31 December 2017. With a number of long established tourism businesses re-joining DT as a result of the new strategic direction.

Destination Tweeds Core objectives

- Increasing visitation both domestically and internationally through targeted marketing campaigns and PR activity in key source markets.
- Generating increased length of stay by providing authentic, Tweed experiences that visitors are going to want to do.
- Driving visitor spend in region by ensuring excellent products and product delivery so visitors are encouraged to spend their hard-earned dollars in the Tweed.
- Delivering return on investment for all stakeholders, including its member organisations, and creating enduring commercial success for all tourism operators.
- Ensuring the environment everyone treasures and the region's unique natural landscapes are maintained.

THE DESTINATION TWEED BOARD

CHAIR

Aymon Gow – General Manager, Tropical Fruit World

DEPUTY CHAIR

Charles Martin – Charles Martin Consulting

COMPANY SECRETARY/TREASURER

Belinda Hall – Director, Cameo Business Consulting

PUBLIC OFFICER

Darren Wright – General Manager, Flight Centre Australia

DIRECTOR

Kylie Ryan-Milroy – Director, Atlas Currency Exchange

DIRECTOR

Sharon Styman – Director, InvestRent

APPOINTED TSC DIRECTOR

Katie Milne – Mayor, Tweed Shire Council

CEO

Rose Wright – Knowledge Transfer Services Pty Ltd

SUMMARY OF VISITATION STATISTICS TO YEAR ENDING 30 SEPTEMBER 2017

The following visitation statistics are sourced from the National Visitor Survey (NVS) and International Visitor Survey (IVS) undertaken by Tourism Research Australia (TRA)

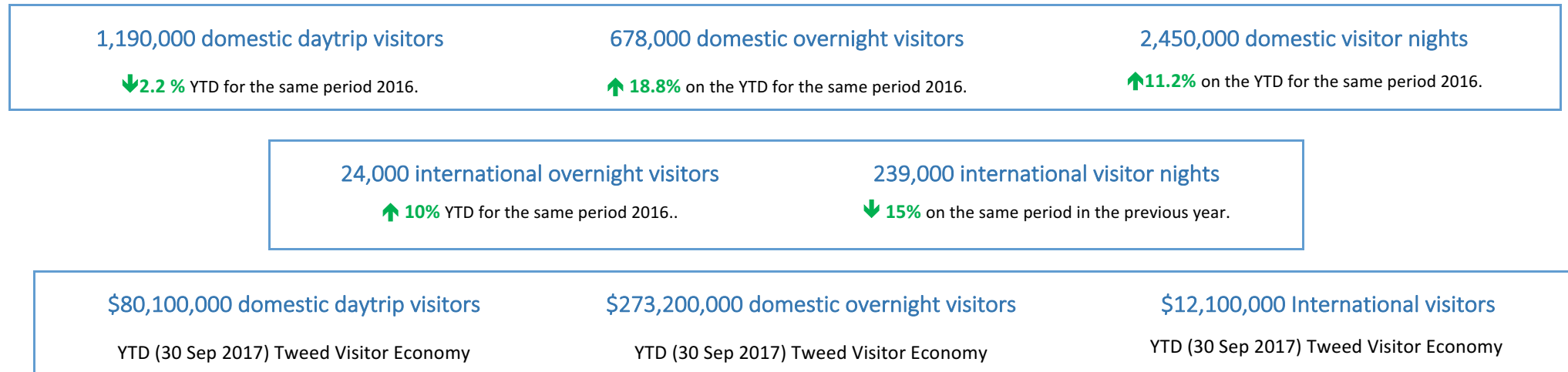
Key tourism statistics for the year ending June 2017:

Domestic Overnight Visitors: According to TRA, the number of domestic overnight visitors to the Tweed has continued to grow this quarter with an estimated 678,000 visitors (the highest for any 12-month period on record). The average length of stay for domestic overnight visitors was marginally down this quarter by .2% with an average stay of 3.6 nights resulting in an estimated 2,452,000 visitor nights generating an approximate \$273,200,000.00 for the Tweed economy.

Domestic Day Trip Visitors: An estimated 1,178,000 day visitors in the year ending September 2017. This represents a drop of 2.2% on the same period last year. The value of these day trippers to the Tweed economy is \$80,100,000

International Overnight Visitors: An estimate of 24,000 international visitors came to the Tweed in the year ending September 2017. The total nights 239,000 nights in the Tweed and an average of 9.95 nights per visitor. The value of international visitors to the Tweed economy is \$12,100,000 for the year ending 30 September 2017.

The total value of tourism to the Tweed economy is estimated at \$365,000,000.00 for the year ending 30 September 2017.



Please see attached Tweed Tourism Monitor Report for full reporting details.

Data source: Tweed Tourism Monitor Report; Prepared by Peter Valerio – Tourism Strategy Development Services. DATA COPYWRITE REMAINS WITH COMMONWEALTH OF AUSTRALIA.

DESTINATION MARKETING

Work continued on developing a marketing strategy for The Tweed as an add on to the Destination Management Plan. The Tweed Brand and creative has developed significantly over this quarter in partnership with TSC Corporate Communications and Economic Development. DT has also commissioned digital consultants specialising in tourism to ensure investment and structure of digital marketing channels focuses resources on the most effective digital marketing and social media strategies. Work is planned for early 2018 on the new consumer/visitor site www.visitthetweed.com.au as a separate site to the current site (www.destinationtweed.com.au) which will become the DT's company or corporate site focused on members and stakeholders only. The website is moving away from bookable accommodation options to focus on information and bookable experiences. Links to online booking agents and properties directly will form part of the approach.

An interim visitors guide was published prior to Christmas featuring drives throughout the Tweed and listed all members. Distribution has been limited to within the region and surrounding areas. The guide was in addition to the regular guide and served to provide an interim solution whilst the annual visitors guide production and content was being reviewed in line with the new marketing strategy.

A number of commitments had been made for investment in various advertisements in regional publications targeting the Gold Coast and Byron day trip market. These publications are distributed through various means and serve to target visitors who are already in the broader region.

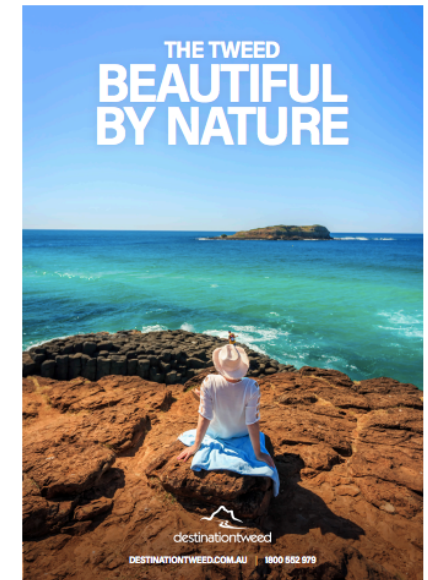
The full visitors guide is in production due for released pre Commonwealth Games. This publication will be the last of its kind before DT moves towards a different style of publication in line with the marketing strategy. The visitors guide received strong support from local businesses wanting to promote their offering in a regional context.

CEO and Media staff arranged several meetings at DNSW in Sydney to ensure the knowledge of these key contacts of the destination and its offering was current. DT prepared a Trade Fact Sheet on the Tweed to provide a snapshot of the offering and capacity available in the Tweed. Several significant leads have come from this face to face meeting, which will be repeated regularly to ensure the Tweed is top of mind and collaborating effectively with DNSW and leveraging the many opportunities they can offer.

DNSW Regional Conferencing Unit invited DT to submit an EOI to be considered as the host destination for the Australian Regional Tourism Convention. This pitch was prepared and submitted in mid December.

Significant investment in time and resources has been undertaken to secure and manage several media familiarisations. These have resulted in excellent media coverage in national and international publications. The partnership with Destination NSW and North Coast Network has assisted greatly in this regard.

Sponsorship of the NSW Surf Titles held at Kingscliff and Cabarita beach continues. Discussions regarding working with Surfing NSW and Surfing Australia regarding how we can better leverage the events and profile the Tweed region is gaining as a surf and surf culture/lifestyle destination.



PR AND MEDIA ACTIVITY OCT-DEC 2017

The following are media and PR activities generated or supported by Destination Tweed this quarter.

Published Media Compilation List	Industry, Stakeholder and Community PR Activities	Media/Trade Famil Activity
<ul style="list-style-type: none"> • Tweed Daily News-CEO update Rose Wright 20/10 • Womens Day NZ-famil 20/27/10 • ABC coast FM- foodie Friday 10/11 • Jetstar Byron and surrounds arts story 1/11 • Jetstar feature destination 1/11 • Brisbane News-Santai feature 1/11 • Financial Review famil-10/11 • ABC Coast FM-Foodie Friday Aida-Osteria 17/11 • Byron & Beyond advertorial 24/11 • Over 50's Gold Coast advertorial 24/11 • Gojourny NYC feature 1/12 • Women's Day-Tweed feature 1/12 • Urbanlist-Ancora 1/12 • The Weekend edition- Salt Village 15/12 • Urbanlist-Salt Village 14/12 • Daily News- summer on the Tweed 16/12 	<ul style="list-style-type: none"> • Madura Tea meetings and collaboration • Green X, staff training and follow-up media story • Kingscliff chamber presentation and strategy meeting • Co-ordinate TEN/DT meeting Kingscliff VIC, parklands & hotel • Social media, daily posts Instagram and FaceBook • DNSW follow-up from Today show analytics - Follow-up images, work with DNSW for final story. • Urbanlist follow-up story plantation house/TFW • Collate info/images for Dec Burringbar story- refer Eva • DNC- Cameron Arnold partnership meeting • Surfing NSW Luke sponsor meeting and follow-up for Dec series launch event • Sydney meetings Women's Day editor, Women's Weekly food editor, Husk/Madura-follow-up story • DNSW Sydney trip includes trade, media, funding, MICE, regional managers-plus follow-up • Assist with content for DT fact sheet, devise text/images for distribution • Assist with content for interim visitor guide, devise text/images for distribution • Devise media release for VICS, summer holidays for Dec release • Media release & distribution Opera, Mavis's Kitchen-Blank Mag/Tweed Daily News, Bulletin • Follow-up Tweed Coast Wedding brand launch • Advertising-assist text/images for Byron & Beyond/over 50's mag • Assist food forum, catering, member list, attendance • Assist DT xmas event, industry/member list, Ancora venue, event set-up, media, attendance • Jetstar follow-up creative Tweed/Byron story • Schedule comms meeting TSC & event follow-up • Kingscliff Tri- planning, emails, calls '18 event • Follow-up Kingy Tri progress • PR assist MAT media manager • Media release for Salt Village • Media release for Tweed Wedding Trail • Media release for Summer on the Tweed 	<ul style="list-style-type: none"> • Temple Door Cooking school PR assist/VIC famil • Media Famil, Womens Day NZ-Taverna/Osteria/Halcyon/Cabarita Headland, images follow-up work with DNSW for final story. • Media Famil, Financial Review-Ancora/Tweed Endeavour, Mt Warning Tours/Osteria/Taverna/Husk

STAKEHOLDER AND INDUSTRY ENGAGEMENT

The organisational review revealed the need to significantly change why, how and when we engage with industry and our strategic partners. This includes changes to industry engagement and networking activities and involving industry and stakeholder into strategic working groups focusing on both the product development and marketing aspects of destination management.

Key to our focus is the need to engage industry in sharing a common vision for the future and working collaboratively to lift standards and create a more diverse range of product and experiences offerings that fit within our core experience themes and our brand.

Initial meetings of food and agribusiness businesses was a critical first step to developing the Tweed as a culinary and agritourism destination. The core focus will be on creating links between supply and demand and facilitating a distribution network to enable local food produced to be sourced and served as part of an authentic regional menu offering. Further more, developing on farm experiences to assist in enticing more people to disperse into the valley is also critical. This first meeting was highly successful and demonstrated the level of interest and support for the concept. It also resulted in a number of new working relationships developing and collaborations to create unique Tweed signature dishes and drinks using local produce. Many of the food and drink producers were featured during the DT Christmas party, which was very well attended.

Continued support for the Creative Caldera group is ensuring the a focus on developing experiences that include the Arts. Whilst there is significant work to be done, this group is contributing significantly to the development of creative experiences in the Tweed again creating another experience that will disperse visitors beyond the coast. DT supported a successful grant application through DNSW Regional Flagship Funding for the Murwillumbah Arts Trail event.

The Earth Learning group are being supported to develop an application for funding for a cultural trail in Murwillumbah that will help provide interpretation around the various public art works and murals in the area. It also provides a connection between the Tweed Regional Gallery and the CBD.

Several meetings and support is being provided for the Eddie Roberts and Hugh Flower who are leading the concept of developing the Nightcap Track as an alternative walking trail to compliment Wollumbin Mt Warning (WMW). Suggestions to connect the trail concept to the Tweed Valley Rail Trail at Burringbar provides an opportunity to network a range of trails and facilitate greater dispersal and connectivity throughout the region. This is a high priority in the DMP due to the pressure on WMW and the expectation that the Tweed has walking trails, given its significant natural heritage. Most of which remain inaccessible.

Greater collaboration with Tweed Shire Council has been a key priority following the organisational review. Whilst DT's focus is on tourism, there are a number of areas where collaboration with key departments within TSC would be of benefit to both parties. Communications, economic development and events are three critical areas where there are common objectives and more effective collaboration and communication with these areas of TSC would be of great benefit to both organisations. Excellent progress has been made in this regard with regular and valuable communication and collaboration on a range of different activities is ensuring both TSC and DT are benefiting from a mutually beneficial working relationship. In particular collaboration in developing the Tweed Brand has ensured the progress and momentum on this stalled project was prioritised so that it can be launched in early 2018.

Re-establish strong partnerships with other groups focusing on tourism and the region more broadly was seen as critical. Focused effort on building stronger links with groups such as Destination NSW, Destination North Coast Network, Tweed Experiences Network, Connecting Southern Gold Coast, Gold Coast Airport, Gold Coast Tourism, Creative Caldera, GoldOC

(Comm Games) Chambers of Commerce and key community groups as well as nurturing relationships with the food industry and nature based sector are all important partnerships that are of benefit to DT. Significantly a key outcome is a the development and signing of a joint Memorandum of Understanding between DT and the TEN group to ensure both organisations are working collaboratively for the greater good of the region.

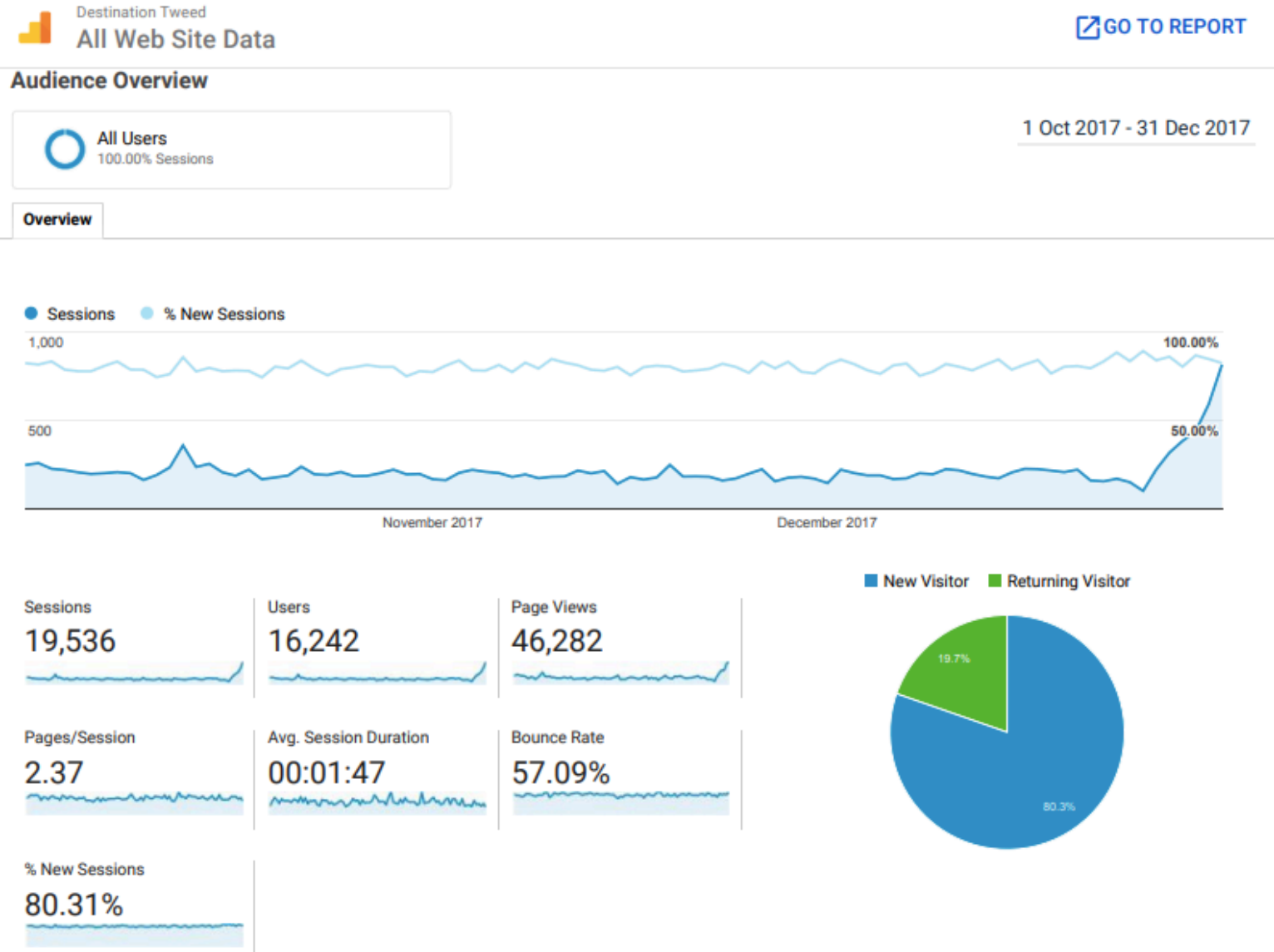
VISITOR SERVICING OCTOBER - DECEMBER 2017

The Draft DMP identifies that the current visitor servicing model needs significant review and overhaul. The relocation due to flooding in Murwillumbah and the foreshore redevelopment in Kingscliff is having a significant impact on the numbers of visitors through these centres. However, 2018 will see a focus on alternative models of dispersing visitor information and servicing visitors to the region

- 3153 Customers in Murwillumbah VIC – 38% down on same quarter last year – The new location is not conducive to attracting bus groups through the centre, as they use the park for a picnic area and do not come over to the current location
- 5100 Customers through the Tweed Heads VIC – slightly down on same quarter last year
- 1613 Customers through the Kingscliff VIC – 45% down on same quarter last year – Largely due to foreshore redevelopment

DESTINATION TWEED WEBSITE ¹:

A copy of the Google Analytics for the www.destinationtweed.com.au is as follows;



¹ Google Analytics, Audience – Overview.

