

Minutes of the Victorian Tourism Industry Ltd 5th Annual General Meeting

Wednesday 30 November 2015
Level 2, 150 Collins Street
Melbourne VIC 3000

Minutes

1. Welcome & Acknowledgment of Traditional Owners

VTIC Deputy Chair and Secretary Wayne Kayler-Thomson opened the meeting at 4.08pm and welcomed VTIC members, board members, and life members to the 5th Annual General Meeting of Victorian Tourism Industry Ltd, trading as the Victoria Tourism Industry Council or VTIC.

Special guest Pete Bingeman, CEO Visit Victoria; former Minister for Tourism John Pandazopoulos; and Cr Michael Leaney, Baw Baw Shire Council, were acknowledged.

Incoming VTIC Chief Executive Brad Ostermeyer was also acknowledged.

The traditional custodians of the land, the Wurundjeri people of the Kulin Nation and elders, past and present were acknowledged.

2. Present and Apologies

Present

Nicki	Baird	Punting on the Lake
Pete	Bingeman	Visit Victoria
Tim	Bracher	Yarra River Business Association
Alysia	Brandenburg	Parks Victoria
Barry	Broons	Victoria University
Kristina	Burke	VTIC
Adrian	Byrt	VTIC
Laura	Cavallo	Destination Melbourne
Nola	Cuddy	Melbourne Star Observation Wheel
Giovanna	D' Abaco	State Library Victoria
Ed	Davis	Ed Davis Advisory Services
Noel	Dempsey	Ballarat Regional Tourism
Clinton	Farley	DoubleTree by Hilton Melbourne
Arthur	Gillion	Australian Grand Prix Corporation
Annika	Hoffman	ATAP
Tracy	Hore	The Eastern Golf Club & Yering Gorge Cottages, Peter Rowland Catering
Despina	Karatzias	ATAP
Ellana	Katos	VTIC

Wayne	Kayler-Thomson	VTIC
Michael	Leaney	Walhalla Goldfields Railway
Dean	Lee	Shrine of Remembrance
Gabrielle	Lim	TRAPT
Jasmine	Lim	Melbourne Convention Bureau
Kirsty	Mawer	Exceptional Tours
Erin	McLeod	ATIC
Ian	McDougal	VTIC
John	McGaw	Destination Melbourne
Jim	McInerney	Professional Tour Guide Association of Australia
Matthew	Noble	Australian Wine Tour Company
Brad	Ostermeyer	Regional Development Victoria
John	Pandazopoulos	Destination Phillip Island Inc.
Lisa	Patroni	Victoria Racing Club
Michael	Pearlman	Consultant & Professional Writer
Richard	Ponsford	Western Melbourne Tourism Inc.
Robert	Ratcliffe	Young Tourism Network
Clive	Scott	Sofitel Melbourne on Collins
Dianne	Smith	Melbourne Chamber of Commerce
Dave	Stott	Adroit Insurance Group
Scott	Veenker	Victorian Chamber of Commerce and Industry
Fiona	Sweetman	Hidden Secrets Tours
Kaye	Tuddenham	Public Transport Victoria
Sian	West	Ocean Blue Coastal Retreats
Beverley	Williamson	Melbourne Convention Bureau
Andrea	Wilson	Holiday Shacks Luxury Accommodation

Apologies

Corina	Black	Australian Grand Prix Corporation
Michelle	Dall'Ava	Destination Melbourne
John	Dalton	Tourism, Events and the Visitor Economy
Charles	Davidson	Peninsula Hot Springs
Campbell	Davies	BIG4 Holiday Parks
Will	Flamsteed	Grampians Tourism
John	Forman	Red Rock Leisure
Roger	Grant	Tourism Greater Geelong and the Bellarine
Emma	Gray	Destination Melbourne
John	Hart	Restaurant & Catering Australia
Brett	Ince	Tourism Greater Geelong and the Bellarine
Matthew	Jackson	Phillip Island Nature Parks
Jeremy	Johnson	Sovereign Hill
Chris	Kearney	SEA LIFE Melbourne Aquarium
Helen	Moran	Merlin Entertainments

Di	Nelson	Tourism Greater Geelong & The Bellarine
Kylie	Pritchard	NewsCorp
Frank	Scifo	Hilton Victoria
Sharron	Willing	Abercrombie and Kent
Carter	Xu	TRAPT

2a. Acknowledgements

W Kayler-Thomson acknowledged the VTIC Board for contributing their time and lending their support to the organisation:

- Charles Davidson – Chair of the Board, Convenor of the Attractions Committee
- Elizabeth White – Convenor of the Accommodation Committee
- Will Flamsteed – Convenor of the Destinations Policy Committee
- Lisa Patroni – Convenor of the Victoria Events Industry Council
- Matt Noble – Convenor of the Tour and Transport Policy Committee
- John Hart – Convenor of the Tourism Services and Hospitality Policy Committee

W Kayler-Thomson also thanked Victorian Chamber CEO Mark Stone for his organisation's ongoing collaboration, which continues to provide benefits to VTIC members.

3. Minutes of the last Annual General Meeting

The Minutes of the Annual General Meeting held on Wednesday 11th November 2015 were accepted as a true and correct record.

Moved: N Cuddy
 Seconded: M Noble
Carried

4. Annual Operations Report – Kristina Burke, Acting Chief Executive

K Burke gave an update on VTIC's activities over the past year, a period in which the organisations underwent several changes of personnel, as well as an office relocation. Despite the many changes, VTIC achieved 24 per cent growth in member numbers (year-on-year) and 10 per cent growth in membership revenue.

In terms of advocacy VTIC tackled a range of issues throughout the year, including the Grand Final Eve Public Holiday, lease terms in national parks and short-stay accommodation in CBD apartments. VTIC also advocated against the removal of the tax-free threshold for Working Holiday Maker Visa holders; examined the anti-competitive nature of Online Travel Agents (OTAs); and at a national level, VTIC continued to support the Fuel Tax Credit Coalition, and Tourist Shopping Reform Group.

The 2016/17 State Budget Submission focused on boosting investment in tourism assets and growing demand through increased marketing funding and a renewed

focus on local events. VTIC was pleased with several of the key state budget announcements for tourism and events, which were well aligned with our priorities; in particular funding commitments for:

- Visit Victoria marketing
- Business Events Fund
- Regional Events Fund
- Regional Tourism Infrastructure Fund

VTIC also hosted a Tourism Research Roundtable, in conjunction with Tourism Research Australia, and this will be an ongoing forum.

VTIC's calendar of events continues to grow in both quality and quantity. As well as our hallmark events - the Victorian Tourism Conference, at the Melbourne Convention and Exhibition Centre; the Visitor Information Centre Summit, held at RACV Cape Schanck Resort; and the Visitor Economy Forum – the 2015/16 year saw the introduction of the VTIC Regional Roadshow and the VTIC Mixer Series.

The Regional Roadshows brought together VTIC partners from the Victorian Chamber of Commerce and Industry, Business Events Victoria and Australian Tourism Accreditation Program (ATAP), and coordinated with Regional Tourism Boards to present the breadth of VTIC's service offerings and connections to members and potential members across regional Victoria. The Roadshows also tied in with the extensive Victorian Tourism Awards workshop program, designed to encourage awards entrants and assist them with preparing their submissions.

The VTIC Mixer Series allows members and non-members alike to meet and engage with colleagues in a social setting, sparking conversations and connections that have led to genuine B2B opportunities, as well as new VTIC memberships.

The integration of the Australian Tourism Accreditation Program (ATAP) into VTIC in September 2015 marked the start of a new chapter for tourism industry development in Victoria. It created a fresh opportunity for VTIC to jointly improve industry sustainability through tourism excellence and professionalism and to increase the overall number of Victorian accredited operators. As part of this integration VTIC welcomed into the team Erin McLeod and Annika Hoffman.

This also gives VTIC the opportunity to further develop our national connections and relationships with the other interstate Tourism Industry Councils, as Erin McLeod's role included the provision of Secretariat duties to ATAP Ltd., the national body in charge of the ATAP. In February 2016 ATAP Ltd. changed its name to the Australian Tourism Industry Council (ATIC) and the opportunity for an expanded role encompassing the National Tourism Awards as well as ATIC Secretariat was made available.

At a state level, VTIC managed the 2015 Victorian Tourism Awards program in its entirety on behalf of the Victorian Government, including the delivery of the Victorian Tourism Awards Gala Ceremony. It was the first time in the Awards' history

that industry had taken on this active role in presenting the Gala, an event run by the industry, for the industry.

VTIC's own industry awards continue our commitment to fostering the next generation of tourism and events industry professionals and business leaders. VTIC recognized:

- Raffelle Lawrence of Colonial Tramcar Restaurant for the Lynette Bergin Fellowship
- Jeanine Howton for the Todd Blake Student Award

In addition, VTIC continues to manage Business Events Victoria and supports the endeavours of the Young Tourism Network which celebrated its 10th anniversary in late 2015.

VTIC membership has again increased year-on-year and in a year of change, this is a testament to the hard work, innovation and dedication of the VTIC team. The level of member engagement has also increased. K Burke acknowledged the members involved VTIC's policy committees and advisory groups for contributing their time, knowledge and experience; as well as the VTIC Board for their generosity, guidance and ongoing commitment to the organisation and the industry.

K Burke also acknowledged VTIC's industry and corporate partners in 2015/16, including the Victorian Chamber of Commerce and Industry, Visit Victoria and the team at Tourism Events and the Visitor Economy, City of Melbourne, Parks Victoria, Prime 7, Public Transport Victoria, Australian Tourism Accreditation Program, the Australian Tourism Export Council, the Australian Tourism Industry Council, Business Events Victoria, Destination Melbourne and Tour & Transport Forum.

Lastly, K Burke acknowledge the leadership of Dianne Smith and Erin Lightfoot, and the work and support of the VTIC staff over the course of 2015/16 year.

Motion for Operations Report to be accepted:

Moved by: E White
Seconded by: T Hore
Carried

5. Financial Report – Kristina Burke

K Burke presented the 2015/16 Financials and provided an overview of VTIC's operational performance and overall financial position.

- The income statement shows a considerable improvement in our financial end result, compared with the previous year. The organisation recorded a surplus of \$182,254, where the Board had budgeted for a break even position. This includes a profit of \$118,000 from the purchase of the Australian Tourism Accreditation Program (ATAP), which is recognised as a gain. Nevertheless, this

is the first surplus recorded by the organisation, which has performed better overall compared to the previous year.

- VTI Ltd.'s financial position shows an improvement in net assets/equity, in line with our overall positive Profit and Loss performance and includes the transfer of assets from ATAP.
- Likewise, in the statement of cash flows, VTI Ltd. has recorded improvements in cash generated from operating activities due to our strong performance, while the investing activities includes the inflow from the purchase of ATAP. Overall the cash position at the end of the financial year is stronger than FY15, allowing the organisation to maintain its term deposit of \$400k.
- As noted in the operations report, the growth of member numbers and membership revenue in 15/16 is a very pleasing outcome.

Motion for the Financial Report be received as read:

Moved: E White
Seconded: A Wilson
Carried

6. Results from the ballot to appoint new Policy Committee members – Wayne Kayler-Thomson

During 2015/16 ballots were conducted to appoint new members to the Attractions, Destinations and Tour & Transport Policy Committees. Secretary W Kayler-Thomson noted the new Committee Members:

Attractions

Company/Organisation

Crown Metropol
Cultural Tourism Victoria
Federation Square
La Trobe University (School of Business)
Melbourne Star Observation Wheel
Melbourne SEALife Aquarium
Museum Victoria
National Wool Museum - City of Greater Geelong
Peninsula Hot Springs
Phillip Island Nature Parks
Puffing Billy Railway
Red Rock Leisure
Shrine of Remembrance
Sovereign Hill
State Library Victoria
The Royal Agricultural Society of Victoria
Walhalla Goldfields Railway

Committee Member

Mr Harley Moraitis
Ms Kathryn Mackenzie
Ms Holly Barker
Dr Jennifer Lang
Ms Nola Cuddy
Mr Chris Kearney
Mr Gordon White
Mr Pdraic Fisher
Mr Charles Davidson
Mr Matthew Jackson
Ms Nadine Hutchins
Mr John Forman
Mr Dean Lee
Ms Jennifer Ganske
Ms Giovanna D'Abaco
Mr Mark O'Sullivan
Mr Michael Leaney

Yarra Trams

Ms Terese Scalise

Destinations

Company/Organisation

City of Melbourne
Department of Economic Development, Jobs,
Transport and Resources – RDV
Destination Gippsland
Destination Melbourne
Destination Phillip Island Inc.
Goulburn River Valley Tourism
Grampians Tourism
Great Ocean Road Regional Tourism
Grollo Group Management
Insight Communications
Murray Regional Tourism Board
Parks Victoria
Public Transport Victoria
The Enchanted Adventure Garden
Tourism Greater Geelong & the Bellarine
Tourism North East
Visit Ballarat
Western Melbourne Tourism

Committee Member

Mr Steve Nagle
Mr Anthony Walkley

Mr Terry Robinson
Ms Laura Cavallo
Ms Kim Storey
Ms Wendy Jones
Mr Will Flamsteed
Ms Liz Price
Mr Nick Whitby
Ms Rachel Donovan
Mr Mark Francis
Ms Alysia Brandenburg
Ms Kaye Tuddenham
Mr Fraser Bell
Mr Roger Grant
Ms Amber Gardner
Mr Noel Dempsey
Mr Richard Ponsford

Tour and Transport

Company/Organisation

Australian Visitor Centres
Australian Wine Tour Company
Bindaree Outdoor Education Services
Bunyip Tours
Exceptional Phillip Island Area Tours
Global Ballooning
Hidden Secrets Tours
Melbourne Airport
Microflite
Mr John Tours
Parks Victoria
Professional Tour Guide Association of Australia
Public Transport Victoria
Royal Brunei Airlines
Searoad Ferries
Wildlife Coast Cruises
Wildlife Tours Australia
Wine Tours Victoria

Committee Member

Mr Victor Chan
Mr Matthew Noble
Ms Gemima Weiler
Mr George Josevski
Ms Kirsty Mawer
Mr Kiff Saunders
Ms Fiona Sweetman
Ms Carly Dixon
Mr Jonathan Booth
Mr John Milanese
Mr Scott Lever
Mr Jim McInerney
Ms Kaye Tuddenham
Mr Giles Gilbert
Mr Matt McDonald
Mr John Dickie
Mr Paul Beames
Mr Trevor Armstrong

Member-elected Board members

W Kayler-Thomson also announced the following nominees were elected by committee members to the VTIC Board.

- **Matthew Jackson, Phillip Island Nature Parks** - elected to the Board to represent the Attractions sector, and Chair of the Attractions Policy Committee;
- **Noel Dempsey, Visit Ballarat** - elected to the Board to represent the Destinations sector, and Chair of the Destinations Policy Committee; and
- **Fiona Sweetman, Hidden Secrets Tours** – elected to the Board to represent the Tour and Transport sector, and Chair of the Tour and Transport Policy Committee.

W Kayler-Thomson thanked out-going board director Will Flamsteed and also Matt Noble, who steps down as the Chair of the Tour and Transport Committee but will continue to serve on the VTIC Board as a skills-based appointee.

W Kayler-Thomson also acknowledged Jeremy Johnson, who retired from the Board this year. Jeremy was a founding member and Chair of VTIC and has made an enormous contribution to the organisation and the broader industry, through his leadership and vision for a strong and independent peak industry body. Jeremy has been given Life Membership of VTIC for his continued support of, and services to, both VTIC and industry.

Lastly, Dianne Smith was acknowledged for her leadership of VTIC over the past 5 years and her dedication to the industry.

9. Close

W Kayler-Thomson thanked members for their attendance.
Meeting closed at 4.39pm