

## Minutes of the Victorian Tourism Industry Ltd 4th Annual General Meeting

Wednesday 11 November 2015  
Level 3, 150 Collins Street  
Melbourne VIC 3000

### Minutes

#### 1. Welcome & Acknowledgment of Traditional Owners

VTIC Chairman J Johnson welcomed VTIC members, board members, life members to the 4th Annual General Meeting of Victorian Tourism Industry Ltd, trading as the Victoria Tourism Industry Council or VTIC.

The traditional custodians of the land, the Wurundjeri people of the Kulin Nation and elders, past and present were acknowledged. As were those men and women who have selflessly served the people of Australia in the Armed Forces in times of war and conflict and on peace-keeping missions, on this day, being Remembrance Day 2015.

#### 2. Present and Apologies

##### Present

Margaret Anderson, Old Treasury Building; Alysia Bennet, Cumulus Studio Architects; Alysia Brandenburg, Parks Victoria; Chris Burton, Shinewing; Melinda Button, VLine; Adrian Byrt, Victoria Tourism Industry Council; Sally Capp, Victorian Employers Chamber of Commerce & Industry; Laura Cavallo, Destination Melbourne Ltd; Brett Cheatley, Brett Cheatley Consulting; Julian Clark, Lancemore Group Pty Ltd; Tracey Cooper, Mornington Peninsula Tourism; Nola Cuddy, Melbourne Star Observation Wheel & VTIC Life Member; Emma Cullen, Eureka Skydeck 88; Elizabeth Curtain, Tourism Greater Geelong & The Bellarine; Giovanna D'Abaco, State Library of Victoria; Charles Davidson, Peninsula Hot Springs; Tristan Dwyer, Victorian Employers Chamber of Commerce & Industry; Michelle Edmonds, Melbourne Cricket Club; Marcia Endacott, Victorian Major Events Company; Samantha Fabris, Travelodge Docklands; Ian Firth, Fowles Wine Pty Ltd; Padraic Fisher, National Wool Museum; Nick Foa, Visit Victoria; Kim Francis, VTIC Board Member; Matt Francis, Newgate Communications Pty Ltd; Deirdre Giblin, Academies Australasia Polytechnic; Roger Grant, Tourism Greater Geelong & The Bellarine; Michael Hamilton, Victoria Tourism Industry Council; Damien Hanger, Star Ratings Australia; Leigh Harry, ex-Tourism Victoria; John Hart, Restaurant & Catering Association; Annika Hoffman, ATAP; Tracy Hore, Peter Rowland Catering; Gabriella Iacune, Melbourne Sealife Aquarium; Brett Ince, Tourism Greater Geelong & The Bellarine; Anne Jamieson, Melbourne Convention Exhibition Centre; Jeremy Johnson, Sovereign Hill; Peter Jones, Peter Jones Special Events; Erin Joyce, Victoria Tourism Industry Council; Ellana Katos, Victoria Tourism Industry Council; Wayne Kayler-Thomson, VTIC Board Member & Life Member; Chris Kearny, Melbourne Sealife Aquarium; Adeline Keh, Business Events Victoria; Peter King, Melbourne Convention

& Exhibition Centre; Jonas LeSouef, Lightning Ridge Opal Mines Pty Ltd; Scott Lever, Parks Victoria; Vanesa Lukic, Travelodge Docklands; Geoff Manchester, Intrepid Group; Felicia Mariani, Department of Premier & Cabinet; Ian McDougal, Victoria Tourism Industry Council; John McGaw, Destination Melbourne Ltd; Erin McLeod, ATAP; Christabel Millar, Lightning Ridge Opal Mines Pty Ltd; Kellie Monger, Melbourne Convention & Exhibition Centre; Stephen Moore, Travelodge Southbank; Harley Moraitis, Crown Metropol; Paul Murray, MPT Travel & Lifestyle Group; Matthew Noble, Australian Wine Tour Company & VTIC Life Member; Lauren Owens, I Heart Melbourne Tours; Megan Peacock, Eureka Skydeck; Michael Pearlman, Academies Australasia Polytechnic; Richard Ponsford, Western Melbourne Tourism; Chris Porter, Business Events Victoria; Robert Ratcliffe, Young Tourism Network; Will Rayner, Parks Victoria; Prue Rogers, Melbourne Convention & Exhibition Centre; Tina Seirlis, Destination Melbourne Ltd; Belinda Seivers, Parks Victoria; Dianne Smith, Victoria Tourism Industry Council; Lauren Smith, Victorian Employers Chamber of Commerce & Industry; Tom Stafford, Holmesglen Institute; Joseph Stipo, Travelodge Docklands; Lisa Stolt, VLine; Fiona Sweetman, Hidden Secrets Tours; Kaye Tuddenham, Public Transport Victoria; Hayley Underwood, Shinewing; Brett Walker, Rendezvous Hotels; Megan Waring-Jones, Victoria Tourism Industry Council; Keith Westbrook, Cumulus Studio Architects; Elizabeth White, Victorian Caravan Parks Association.

#### Apologies

Kristina Burke, Victoria Tourism Industry Council; Richard Berman-Hardman, Sovereign Hill; John Dalton, Tourism Victoria; Will Flamsteed, Grampians Tourism; Nicholas Hart, William Angliss Institute; Laura Miles, Museums Australia (Victoria) Inc.; Liz Price, Great Ocean Road Regional Tourism Limited; Sara Quon, Tourism North East; Prue Rogers, Melbourne Convention Exhibition Centre; Carla Sheridan, Zoos Victoria; Kathryn Mackenzie, Cultural Tourism Victoria.

#### **2a. Appreciations**

J Johnson personally thanked Leigh Harry, previously Chief Executive Tourism Victoria, for his outstanding contribution to tourism in this state. Leigh was a great supporter of the developing role of VTIC, in particular giving the organisation the opportunity to manage the complete Victorian Tourism Awards program. He has also been one of the driving forces behind the establishment of the MCEC and in the development of the flourishing MICE market in Victoria.

J Johnson also acknowledge the efforts of Felicia Mariani. She's been a driving force behind the intrastate campaign and a great advocate for regional tourism. On behalf of the industry, J Johnson thanked them both for their dedication and wished them good luck.

#### **3. Minutes of the last Annual General Meeting**

The Minutes of the Annual General Meeting held on Wednesday 12<sup>th</sup> November 2014 were accepted as a true and correct record.

Moved: F Sweetman

Seconded: R Grant

Carried.

**4. An update from the Chair including the year in review**

J Johnson provided an overview of the previous year, noting the following:

It has been a year of change and success for both the tourism and events sector and for VTIC. Following the state election in November there was a change of government and a new Minister for Tourism and Events.

The new government announced a review of Victoria's Visitor Economy which had been long overdue. Encouragingly, the Government has declared the visitor economy as the seventh pillar of the Victorian economy and VTIC is building a close working relationship with the Minister's office.

The VTIC team provided a very comprehensive submission to the review and a number of members also made time to provide detailed submissions. VTIC has long advocated for improved alignment and collaboration between government across a range of portfolios and the tourism and events sector.

VTIC believes the revised structure and the Ministerial Advisory Committee will provide renewed focus for the industry and a whole of government approach.

J Johnson acknowledged the VTIC Board colleagues for contributing their time and lending their support to this organisation:

- Wayne Kayler-Thomson, Deputy Chair and Secretary
- Julian Clark – Convenor of the Accommodation Policy Committee
- Charles Davidson – Convenor of the Attractions Committee
- Will Flamsteed – Convenor of the Destinations Policy Committee
- Peter Jones – Convenor of the Victoria Events Industry Council
- Matt Noble – Convenor of the Tour and Transport Policy Committee
- Nicholas Hunt – Convenor of the Tourism Services and Hospitality Policy Committee
- Kim Francis, Board-appointed director, and
- Previously Laura Miles, Roger Grant and Sally Capp.

J Johnson also noted that VTIC continues to foster its working relationship with VECCI and thanked CEO Mark Stone for his ongoing collaboration for the benefit of VTIC members.

**5. Annual Operations Report – Dianne Smith**

D Smith gave an update on VTIC's work during the past year which has seen a focus on deepening VTIC's relationship with members and to increase advocacy efforts and visibility in the marketplace to raise the profile of the tourism and events sector as a driver of job creation and economic activity.

### Year in Review / Policy Outcomes

VTIC's policy agenda continued to pursue the intrastate marketing of regional Victoria; support to grow medium sized, regional events; boosting of visitation from Asian markets; capacity constraint issues, and to grow Melbourne sustainably.

Early in 2014/15 VTIC faced a State Election and lobbied strongly with both political parties. Once Daniel Andrews' Labour Government came into power VTIC pushed for and was delighted with announcements such as the Melbourne Convention and Exhibition Centre expansion, free CBD trams, the widening of the Tullamarine Freeway, a commitment to refurbish Flinders Street Station and upgrades at the Melbourne Museum and the State Library's Queens Hall.

In regional Victoria VTIC welcomed the funding commitment to the Grampians Peaks Trail, the Sovereign Hill by night program, the Geelong Performing Arts Centre, Eureka Stadium, the Victorian Wine Tourism Strategy as well as funding to support regional arts and culture.

Other key infrastructure developments VTIC advocated for included the upgrade of the RACV Cape Schanck resort and the securing of the future of Avalon Airport through a new ten year agreement with the Government to expand Jetstar's services by increasing flights, flights to new domestic destinations (such as the Gold Coast which opens up a new market for regional Victoria) and the ability to host international services.

VTIC also pushed hard for the implementation of the Victorian allocation of the TDDI program funding. The organisation continually raised this in meetings with Tourism Victoria and hopefully will see the announcements of successful applicants in the near future.

### Committees and Policy Outcomes

In addition to these campaigns VTIC advocated on a range of issues, largely driven by the policy committees. Some of the achievements in each of our six key sectors are as follows:

- Accommodation:
  - VTIC was represented on the panel of the Short Stay Accommodation Review for Melbourne's CBD. VTIC ensured that the visitor economy view was considered and the result was that the Government accepted the suggested options of the panel which included strengthening VCAT powers to shut down short-stay operators whose guests were found to be the source of anti-social behavior, with the burden of proof to be placed on the Owners Corporations; and a self-regulatory process via a code of conduct; and
  - policy positions on level playing field and the Online Travel Agent commission increases and restrictive clauses. The VTIC Board recently approved an updated position on the OTA developments which will be distributed shortly.

- Attractions:
  - improving co-ordination between events and attractions such as Chinese New Year;
  - increasing the profile of cultural attractions; and
  - pushing for additional investment in regional attractions to both improve the quality of existing attractions and encourage new attractions; and
  - sharing information and linking to one another through digital platforms and B2B to help spread the benefit of the larger attractions, who have enjoyed a strong year.
  
- Events:
  - received an extra \$20 million per annum over the next four years from the State Government;
  - retained the Cadel Evans Great Ocean Road Race in 2016;
  - there was record-breaking patronage of the Australian Tennis Open, “80 days of Melbourne”, Chinese New Year, White Night and the ICC Cricket World Cup; and
  - Victoria is hosting the International Champions Cup for the next three years, the World Cup of Golf in 2016 and the Formula 1 Grand Prix until 2023.
  
- Destinations:
  - strong foundation membership from the RTB network, also strengthened by a broad range of organisations, united by the mission and desire for best practice destination management across Victoria;
  - advocacy continued for a formal recognition of the Greater Geelong and Bellarine Peninsula regional tourism board, visitability, accessibility and public land management; and
  - agreement by VLine to trial bike storage on buses around Bendigo and Cowes to Wonthaggi, which hopefully sets a precedent for other relevant areas.
  
- Tour and Transport:
  - liaison with Transport Safety Victoria regarding the bus accreditation process, leading up to the December 2015 deadline;
  - advocacy to maintain Melbourne Airport’s curfew free status and both the Minister for Tourism and the Minister for Planning are committed to reaffirming this status; and
  - growth of flights to Avalon airport, which will improve access to and from regional Victoria.
  
- Tourism Services and Hospitality:
  - lobbying for action to spur labour availability in light of the abolition of the tax free threshold from the WHM visa holders;
  - input was provided into the Federal Workplace Relations Review; and
  - active campaigning against the new Public Holidays which were an election commitment of the Andrews Government, due to the impact of penalty rates on businesses. VTIC’s recent member survey confirmed our position on this issue.

### Federal Issues

VTIC has been working at a federal level with the National Tourism Alliance and continue working on a panel to bring reform to the process of claiming back GST on purchases for visitors. In addition VTIC lobbied for no increases to the passenger movement charge and were pleased with the decision to freeze this charge.

### Other State Issues

At a state level, VTIC continued to advocate for a fair operating environment with reduced red tape for planning approvals and expansion of existing business operations. After significant lobbying to reinstate a red tape commissioner, Dr Matthew Butlin was recently appointed.

### VTIC Events:

VTIC ran a substantial calendar of events in the 2014-15 FY, including:

- the Victorian Tourism Conference in Geelong;
- the annual Visitor Information Centre Summit in Lancefield;
- Victoria Tourism Week featuring the Leadership Dinner at the State Library with the Lord Mayor Robert Doyle, the CEO State Library of Victoria Sue Roberts and CEO Caravan Industry Association of Victoria Rob Lucas speaking;
- the Industry Christmas Party partnering with Destination Melbourne and Melbourne Convention Bureau; and
- Federal Minister Round Table and lunch with John Harnden AM and Trade and Investment Minister Andrew Robb AO MP.

### Membership Growth

D Smith presented on-screen a breakdown of the sectors represented within VTIC's membership:

- 35% Accommodation
- 19% Attractions
- 14% Destinations
- 5% Events
- 13% Services
- 14% Tour and Transport

D Smith also noted that VTIC's membership grew by 56% to 685 members resulting from work undertaken with the Regional Tourism Organisations around Ballarat and Bendigo to arrange a package deal for operators in the region; and member revenue increased by 20% in 2014/15.

### Professional Development Awards:

In 2014-15, VTIC awarded the Lynette Bergin Tourism Fellowship to Emma Cullen of Eureka Skydeck; and the Local Government Award to Phoebe Honey of Destination Gippsland.

General Service Agreement with Tourism Victoria:

Included in General Service Agreement with Tourism Victoria for 2014/15 was complete management control of the Victorian Tourism Awards program including delivery of the preparatory workshops, mentoring, judging and planning for the Gala evening, along with the administration and facilitation of the Victorian Visitor Information Centre Reference Group and the Visitor Information Centre Summit.

Additional programs:

In 2014-15, VTIC also managed Business Events Victoria, and provides administrative support for Cultural Tourism Victoria and the Young Tourism Network.

D Smith acknowledged the work of Brendan Maher, Kathryn McKenzie and Jess Derham as Chairs of Business Events Victoria, Cultural Tourism Victoria and the Young Tourism Network respectively.

In a first for VTIC, the online training project for industry "VTIC Online Learning and Training" (VOLT for short) comprising three modules: Volunteer Management, Customer Service and Coaching and Leadership, was completed and launched.

VTIC's working relationship with VECCI also continues to strengthen. In 2014-15 VTIC delivered an increasing range of professional support services to members through VECCI around human resources, industrial relations and industry development. D Smith thanked CEO Mark Stone for his continued collaboration with VTIC and the VECCI team (particularly Tristan Dwyer and Rachel Hewitt) for supporting VTIC's activities.

Appreciations:

D Smith thanked the VTIC Board and Policy Committee members for generously donating their expertise, time and leadership to the organization to strive to make VTIC and subsequently the sector, stronger and increasingly influential.

D Smith also acknowledged the VTIC team for their energy, creativity and tireless commitment to delivering services to members and supporting the Chief Executive, the Policy Committees and the Board.

Industry and Corporate Partners:

D Smith acknowledged the organisation's industry and corporate partners: Tourism Victoria, the Regional Tourism Boards, local governments, the National Tourism Alliance, City of Melbourne, Public Transport Victoria, Parks Victoria, Destination Melbourne, KPMG, Arthur J Gallagher, RACV, TTF, ATEC, Apply Direct and Prime7.

**Motion for Operations Report to be accepted:**

Moved by: N Cuddy

Seconded by: K Francis

Carried

**6. Financial Report – Dianne Smith**

D Smith presented the 2014/15 Financials and provided an overview of VTIC's operational performance and overall financial position.

- The income statement shows an improvement in the financial end result compared with the previous year. VTIC recorded a smaller deficit than last year, which was budgeted for by the Board.
- The statement of financial position shows net assets/equity has declined, again as budgeted, and part of VTIC's strategy to invest in building the capacity of the relatively new organisation.
- In the statement of cash flows, although operating cash is down on last year; there is a corresponding reduction in payables (as some older payables were paid in this financial year), and VTIC still has \$401k in a Bank of Melbourne term deposit.
- D Smith noted the pleasing growth of member numbers and projects in 2014/15 and that in the 2015/16 financial year the Board has budgeted for a break even position.

**Financial Report be received as read.**

Moved: T Stafford

Seconded: W Kayler-Thomson

Carried.

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

During 2014/15 ballots were conducted to appoint new members to the Accommodation, Tourism Services & Hospitality and VEIC (The Victoria Events Industry Council).

Secretary W Kayler-Thomson noted the new Committees:

**Accommodation**

- Adrian Williams – Accor Asia Pacific
- Neil Devonport – Apartments of Melbourne
- Kari Hunter – Big4 Holiday Parks
- Stuart Skeggs – Melbourne Short Stay Apartments
- Tony Gauci – Quest Serviced Apartments
- Sue Blake - RACV
- Steve Finlayson – Radisson on Flagstaff Gardens Hotel
- Clive Scott – Sofitel Melbourne on Collins
- Tammy Marshall – TFE Hotels
- Germaine Davey – The Friendly Group / Greenhouse Backpackers
- Julian Clark – Lancemore Group
- Elizabeth White – Victorian Caravan Parks Association
- Jessica Phipps - YHA



### **Tourism Services & Hospitality**

- Teresa Mahood – Bass Coast Shire Council
- Robert Lucas – Caravan Trade & Industries Association of Victoria
- Andrew Robilliard – Edge Insights
- Chris Buckingham – Go To Pty Ltd
- Lyndsey-Anne Jack – Grand Hyatt Melbourne
- Tom Stafford – Holmesglen Institute of TAFE
- Warwick Frost – La Trobe University School of Management
- Peter King – Melbourne Convention & Exhibition Centre
- Julia Swanson – Melbourne Convention Bureau
- John Hart – Restaurant & Catering Association
- Elias Lebbos – Travellers Aid Australia
- Joanne Pyke – Victoria University
- Nicholas Hunt – William Angliss Institute of TAFE

### **VEIC (Victoria Events Industry Council)**

- Kate Price – AFL
- Andrew Westacott – Australian Grand Prix
- George Sossi – Ballarat Regional Tourism
- Damian Gorman – Belgravia Leisure
- Jason Robilliard – Bicycle Network Victoria
- Chris Porter – Business Events Victoria
- Stan Liacos – City of Greater Bendigo
- Steve Nagle – City of Melbourne
- Kelly Jensen – Destination Docklands
- Tim Sullivan – Dept of Economic Development Jobs Transport and Resources
- Paul Sergeant – Melbourne Stadiums Ltd (Etihad)
- Simon Thewlis – Event.com.au
- Ron Gauci – Fed Square Pty Ltd
- Sharon Cockerell – Geelong Major Events
- Gab Robinson – Harry the Hirer
- Enna Giampiccolo – Melbourne & Olympic Parks Trust
- Potta Findikidis – Melbourne Convention Bureau
- Anne Jamieson – Melbourne Convention & Exhibition Centre
- Trevor Dohnt – Melbourne Cricket Club
- Liz Hamilton – Melbourne Food & Wine Festival
- Georgie Meyer – Melbourne Museum
- Jonathan Booth – Microflite Tours
- Annalee Humphry – Nolan Media & Events
- Peter Jones – Peter Jones Special Events
- John Forman – Red Rock Leisure
- Mark O’Sullivan – Royal Agricultural Society of Victoria

#### Member-elected Board members

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

- **Elizabeth White**, Victorian Caravan Parks Association – elected to the Board to represent the Accommodation sector, and convener of the Accommodation Policy Committee.
- **John Hart**, Restaurant & Catering Association - elected to the Board to represent the Tourism Services & Hospitality sector, and convener of the Tourism Services & Hospitality Policy Committee.
- **Lisa Patroni**, Victoria Racing Club –elected to the Board to represent the Events sector, and convener of VEIC (The Victoria Events Industry Council).

J Johnson thanked out-going board directors Julian Clark, Nicholas Hunt, Peter Jones & Kim Francis (resigned).

#### **9. Close**

J Johnson thanked members for their attendance.

Meeting closed at 3:45pm.