

Minutes of the Victorian Tourism Industry Ltd 3rd Annual General Meeting

Wednesday 12 November 2014
Level 5, 486 Albert Street
East Melbourne VIC 3002

Minutes

1. Welcome

VTIC Chairman J Johnson welcomed VTIC members, board members, life members to the 3rd Annual General Meeting of Victorian Tourism Industry Ltd, trading as the Victoria Tourism Industry Council or VTIC.

2. Present and Apologies

Present

Paul Albone, Tourism Victoria; Trevor Armstrong, Wine Tours Victoria; Brooke Barry, Coach Tours Australia/Goldbus; Sue Beeton, LaTrobe University; Richard Berman-Hardman, Sovereign Hill; Karen Bolinger, Melbourne Convention Bureau; Tim Bracher, Yarra River Business Association; Alysia Brandenburg, Parks Victoria; Barry Broons, Victoria University - Footscray Park Campus; Nathan Brown, Global Blue; Garry Burns, Sovereign Hill; Adrian Byrt, Victoria Tourism Industry Council; Sally Capp, KPMG; Laura Cavallo, Destination Melbourne Ltd; Brett Cheatley, Brett Cheatley Consulting; Julian Clark, Lancemore Group Pty Ltd; Bev Constable, Boutique Stays Pty Ltd; Emma Cullen, Eureka Skydeck 88; Germaine Davey, The Greenhouse Backpacker; Charles Davidson, Peninsula Hot Springs; Ashley Davies, Australian Grand Prix Corporation; Jessica Derham, LaTrobe University; John Dickie, Wildlife Coast Cruises; Colin Drake, Victoria University; Fiona Dunn, Parks Victoria; Andrew Dwyer, VTIC Life Member; David Eaton, David Eaton; Steve Finlayson, Radisson on Flagstaff Gardens Hotel; Will Flamsteed, Grampians Tourism; John Forman, Red Rock Leisure; William Fox, Bill Fox & Associates Pty Ltd; Kim Francis, YHA Ltd; Mark Francis, Murray Regional Tourism Board; Brenton Gill, WETRAK; Roger Grant, Tourism Greater Geelong & The Bellarine; Michael Hamilton, Victoria Tourism Industry Council; Leigh Harry, Tourism Victoria; Louie Hayek, FH Hospitality; Annika Hoffman, ATAP; Mary Hollick, Federation University Australia; Tracy Hore, Melbourne Star Management Pty Ltd; Melanie Hyde, Grollo Leisure and Tourism; Hedley Imbert, City of Melbourne; Anne Jamieson, Melbourne Convention Exhibition Centre; Jeremy Johnson, Sovereign Hill; Matt Jones, Chatterbox Marketing; Peter Jones, Peter Jones Special Events; Wendy Jones, Goulburn River Valley Tourism; Wayne Kayler-Thomson, VTIC Life Member; Adeline Keh, Business Events Victoria; Fran Kerlin, City of Melbourne; Michelle King, Australian Hotels Association; Peter King, Melbourne Convention Exhibition Centre; Kit-e Kline, Organic Discovery Tours; Peter Kulich, Baw Baw Shire Council; Jonathan Lazarovits, The Greenhouse Backpacker; Jonas LeSouef, Lightning Ridge Opal Mines Pty Ltd; Scott Lever, Parks Victoria; Tim Lewis, OFM Exhibitions; Kathryn Mackenzie, Bendigo Tourism; Felicia Mariani, Tourism Victoria; Maree Martin, Ian McDougal, Victoria Tourism Industry Council; Museum Victoria; John McGaw, Destination Melbourne Ltd; Jim McInerney, Professional Tour Guide Association of Australia; Jenny McKenzie, Coach Tours

Australia/Sunbury Coaches; Erin McLeod, ATAP; Michelle Meredith, Chisholm Institute of TAFE – Dandenong; John Milanese, Mr John Tours; Christabel Millar, Lightning Ridge Opal Mines Pty Ltd; Geoff Moed, A Maze'n Things Pty Ltd; Harley Moraitis, Crown Metropol; Steve Nagle, City of Melbourne; Brett Neagle, Auswalk Walking Holidays; Matthew Noble, Australian Wine Tour Company; Maria North, Chisholm Institute of TAFE – Dandenong; Kirsten Nuez-Hombroek, City of Melbourne; Leigh Obradovic, KPMG; Michael Pearlman, ML Pearlman Investment Trust; Antony Platford, Novotel Melbourne on Collins; Richard Ponsford, Western Melbourne Tourism; Chris Porter, Business Events Victoria; Liz Price, Great Ocean Road Regional Tourism Limited; Andrew Prior, AP Food Enterprises Pty Ltd; Nigel Preston, Victoria Tourism Industry Council; Robert Ratcliffe, NMiT Hospitality and Tourism; Andrew, Robilliard, Edge Insights; Gavin Ronan, Bothfeet; Tina Seirlis, Destination Melbourne Ltd; Jeff Sharp, I Tour Australia; Trine Shelmerdine, Point Leisure Group Pty Ltd; Lauren Simpson, Coach Tours Australia/Organs Coaches Kyneton; Sam Smale, Arts Centre Melbourne; Terry Smit, Go West Tours; Fiona Smit, Go West Tours; Dianne Smith, Victoria Tourism Industry Council; Kim Storey, Destination Phillip Island Inc.; Jacqui Susan, City of Melbourne; Julia Swanson, Melbourne Convention Bureau; Tom Szolt, City of Casey; Paul Tesselaar, Tesselaar Direct Pty Ltd; Kaye Tuddenham, Public Transport Victoria; Andrew Westacott, Australian Grand Prix Corporation; Jacqui Whitby, Grollo Leisure and Tourism; Chris White, Tourism Victoria; Krystle Williams, ATAP; Andrea Wilson, Holiday Shacks Pty Ltd; Penny Wilson, St Kilda Tourism Association.

Webinar / Livestream

James Gantidis, Melbourne River Cruises; Maree Glasson, Greater City of Shepparton; Michael Leaney, Walhalla Goldfields Railway; Carlie Ryan, Shire of Campaspe.

Apologies

Dr Kathy Alexander, City of Melbourne; Kristina Burke, Victoria Tourism Industry Council; John Dalton, Tourism Victoria; Rachel Donovan, Insight Communications; Brooke Doughty, Melbourne Convention Exhibition Centre; Alva Hemming, Mornington Peninsula Tourism; Julie Jewell, Mildura Rural City Council ; Erin Joyce, Lightfoot Marketing; Steve Kropf, Leapfrog Travel Marketing; ; Laura Miles, Museums Australia (Victoria) Inc.; Brian Negus, RACV; Barbara Nixon, VTIC Life Member; Nicole Pretty, City of Greater Bendigo - Visitor Information Centre; Sara Quon, Tourism North East; Carole Reid, Great Ocean Road Regional Tourism Limited; Terry Robinson, Destination Gippsland; Prue Rogers, Melbourne Convention Exhibition Centre; Carla Sheridan, Zoos Victoria; Graeme Stoney, VTIC Life Member; Hayley Underwood, Moore Stephens; and Elizabeth White, Victorian Caravan Parks Association.

2a. In Memoriam

J Johnson acknowledged the passing of VTIC Life Member Rhonda Rust, who passed away in September 2014. J Johnson tabled the thank you card VTIC received from Rhonda's daughter Bron. A moments silence was held for Rhonda.

J Johnson also acknowledged the passing of VTIC member and Policy Committee Member Jerome Miller, of MELTours, who passed away early in 2014.

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

The Minutes of the Annual General Meeting held on Friday 31 October 2013 were accepted as a true and correct record.

Moved: Roger Grant

Second: Matthew Noble

Carried.

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

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

- In this election year, the VTIC Board consciously chose to invest in research during 2013/14 that would provide the foundation for a solid election year campaign. Although the results of the campaign are yet to unfold or fall outside of the financial year reported on today, the investment in that campaign was made during 2013/14.
- 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
 - Laura Miles – Convenor of the Attractions Committee
 - Roger Grant – 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
 - Sally Capp and Kim Francis, Board-appointed directors, now half way through their term.
- J Johnson also noted that VTIC continues to foster its working relationship with VECCI.

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 the value proposition to members. VTIC undertakes two key activities: a united and strong voice on behalf of our industry to governments and stakeholders; and the delivery of high quality business services as part of the membership subscription.

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

- 40% Accommodation
- 9% Attractions
- 18% Destinations

- 7% Events
- 12% Services
- 14% Tour and Transport

D Smith also noted that VTIC's membership revenue increased by 33% in 2013/14.

2014 Pre-election campaign

D Smith reported that VTIC's pre-election campaign has five key platforms which are based on being most reasonable, achievable and jobs-focused.

VTIC's summary agenda has aimed to:

- improve the intrastate marketing of Victoria;
- support growth of medium sized, regional events;
- boost visitation from Asian markets;
- get small businesses online; and
- address capacity constraints in Melbourne, and grow Melbourne sustainably.

The message to both parties is simple: tourism equals jobs and is a serious economic driver.

This campaign was reinforced by a significant increase in media activity and also by community announcements on PRIME 7.

In addition to this research and the campaign we advocated on a range of issues, largely driven by VTIC's policy committees (names shown on screen). All voting members could nominate to be on these committees, and Premium members have an automatic seat.

Committees and Policy Outcomes

In addition to the Pre-election research and campaign, VTIC advocated on a range of issues, largely driven by the policy committees.

Developments of each sector are detailed below:

- Accommodation:
 - The re-instatement of the national Survey of Tourist Accommodation;
 - The level playing field and the sharing economy
 - Assisted with the formation and ongoing network for the backpacker segment: Victorian Backpacker Advisory Group (VBAG).
- Attractions:
 - ensuring tourism is supported in both state and federal budgets; specifically, the State Government's \$45 million arts funding commitment, which included \$3m for 2014-15 to support renewal of permanent exhibition spaces and new children's exhibition at the Melbourne Museum;

- \$5m for 2014-15 for asset replacement works at the Melbourne Exhibition Centre.
- VTIC also helped drive the growing of Victoria's Chinese New Year celebrations.
- Events:
 - Supported the extension of the contract for the Australian Formula One Grand Prix;
 - the uncapping of airline seats from China during the Chinese New Year period, which assisted selected major events such as the Australian Open;
- Destinations:
 - Protecting the National Parks Investment bill,
 - Public transport challenges, and how myki ticketing works for visitors.
 - VTIC was pleased with a Free CBD Tram Travel Zone being introduced in Jan 2015 yet has requested the boundaries be expanded.
- Tour and Transport:
 - Three key issues included Accreditation, licensing and industry development
 - Some effective liaison with Transport Safety Victoria was undertaken in regards to enforcement and other changes to bus accreditation;
 - Red tape reforms - including the enabling of Segway tours on public paths.
 - Supported the growth of flights, and access to and from Victoria's airports.
- Tourism Services and Hospitality:
 - Advanced the need to improve the profiling of the value of the industry, and issues of visa reforms and the Tourist Refund Scheme.

VTIC also made submissions to both the State Government Inquiry into Heritage and Ecotourism, Commission of Audit process, and to the Red Tape Commissioner.

VTIC Events:

VTIC ran 20 events in the 2013-14 FY, including:

- the Tourism and Events Excellence Conference;
- the annual Visitor Information Centre Summit;
- Victoria Tourism Week featuring the Leadership Dinner;
- the Student Summit;
- Industry Christmas Party;
- Ideas Forum;
- ACCC Forum;
- Premium member lunches with The Right Hon. Lord Mayor Robert Doyle and Shadow Minister for Tourism John Eren MP.

Membership of the National Tourism Alliance:

In 2013-14, VTIC continued our membership of the National Tourism Alliance, which provides an avenue to advocate on issues at a national level, particularly relevant in what was a federal election year. These issues included the freezing the Passenger Movement Charge and the administration of federal programs such as the TQUAL accreditation scheme and the Export Market Development Grant program.

Awards:

In 2013-14, VTIC awarded the Lynette Bergin Tourism Fellowship to Natalie Duke; and the Small Business Award to Rachel Donovan.

General Service Agreement with Tourism Victoria:

Included in General Service Agreement with Tourism Victoria for 2013/14 was the delivery of the preparatory workshops, mentoring and peer reviews programs for the Victorian Tourism Awards; administration and facilitation of the Victorian Visitor Information Centre Reference Group and the Visitor Information Centre Summit.

Additional programs:

In 2013-14, 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.

Federal Government's T-QUAL Tourism Quality Projects Funding Program

VTIC was successful in the Federal Government's T-QUAL Tourism Quality Projects Funding Program. Development of the project, titled "Online Tools for Better Visitor Servicing" commenced during 2013/14.

VTIC also released results of the 2013 Local Government Health Check.

Staff changes:

D Smith noted the several staff changes throughout 2013-14 acknowledged the many contributions of those whom have moved on, in particular Monica Lougoon and Melinda Anderson.

Industry and Corporate Partners:

D Smith acknowledged our industry and corporate partners: Tourism Victoria, the Regional Tourism Boards, local governments, the National Tourism Alliance, Accommodation Association of Australia, City of Melbourne, Public Transport Victoria, Parks Victoria, Destination Melbourne, KPMG, OAMPS, Melbourne Airport, and Prime7.

Motion for Operations Report to be accepted:

Moved by: Tim Bracher
Seconded by: Jacqui Whitby

Carried

6. Financial Report

D Smith presented the 2013/14 Financials and noted a deficit which was a considered and approved by the Board to fund the pre-election research; and matched funding for the successful TQUAL Grant.

- D Smith noted the Board has budgeted for a lesser deficit in FY14/15, and break even (if not better) in FY15/16.

Financial Report be received as read.

Moved: Jonathan Lazarovits
Seconded: David Eaton

Carried.

7. Special Resolution – Amendment of the Constitution

The following amendments were made to the VTIC Constitution:

1. To remove the election process for positions on a Policy Committee and replace it with a process whereby a Voting Member nominates to be part of a Policy Committee relevant to their sector.
2. To stipulate in Clause 34.8 that an appointment of a Policy Committee member will be for two years and will expire at the end of that period. All Policy Committee Members must remain a financial Voting Member of the Company for the duration of their term.
3. To amend Clause 32.2 such that Policy Committees must meet at least three (3) times per year. Previously this was four (4) times per year.

Vote by members:

All those in favour: 32

All those against: 0

Carried

8. Results from the ballot to appoint new Policy Committee members

During 2013/14 ballots were conducted to appoint new members to the Destinations, Attractions and Tour & Transport Policy Committees. The new appointees join those Premium Members who are Automatically Elected.

These new Committees are:

Destinations:

- Barry McGuren – City of Melbourne – Automatic Seat
- Laura Cavallo – Destination Melbourne – Automatic Seat
- Wendy Jones - Goulburn River Valley Tourism – Automatic Seat
- Liz Price - Great Ocean Road Regional Tourism – Member Elected
- Rachel Donovan – Insight Communications – Member Elected
- Will Flamsteed - Grampians Tourism - Member Elected
- Judith Isherwood - Daylesford & Macedon Regional Tourism Board – Member Elected
- Roger Grant – Tourism Greater Geelong and the Bellarine – Member Elected

Attractions:

- Nicoleta Giurgiu – Phillip Island Nature Park – Automatic Seat
- Kate Oxenbould – State Library of Victoria – Automatic Seat
- Jeremy Johnson – Sovereign Hill – Automatic Seat
- John Forman – Red Rock Leisure- Automatic Seat
- Jacqui Whitby – Grollo Leisure and Tourism – Automatic Seat
- Jane Sydenham-Clarke – Fed Square Pty Ltd – Automatic Seat
- Harley Moraitis – Crown Metropol – Automatic Seat
- Helen Moran – Merlin Entertainments Group – Automatic Seat
- Trevor Dohnt – Melbourne Cricket Ground – Automatic Seat
- Mark O’Sullivan –Royal Agricultural Society of Victoria Limited – Automatic Seat
- Kathryn McKenzie – Cultural Tourism Victoria – Member Elected
- Charles Davidson – Peninsula Hot Springs – Member Elected
- Laura Miles – Museums Australia (Vic.) – Member Elected
- Thomas Seddon - The Bendigo Trust – Member Elected
- Erin Joyce - Castle Tourism & Entertainment – Member Elected

Tour and Transport:

- Carly Dixon – Melbourne Airport – Automatic Seat
- John Dickie – Wildlife Coast Cruises – Member Elected
- Kiff Saunders – Global Ballooning – Member Elected
- Trevor Armstrong – Wine Tours Victoria – Member Elected
- Matthew Noble – Australian Wine Tour Company – Member Elected
- Gavin Ronan – bothfeet – Member Elected

Member-elected Board members

The following appointees were elected by members to the VTIC Board.

- Charles Davidson, Peninsula Hot Springs – elected to the Board to represent the Attractions sector, and convener of the Attractions Policy Committee.
- Will Flamsteed, Grampians Tourism - elected to the Board to represent the Destinations sector, and convener of the Destinations Policy Committee.
- Matt Noble, Australian Wine Tour Company – re- elected to the Board to represent the Tour and Transport sector, and convener of the Tour and Transport Policy Committee.

J Johnson thanked out-going board directors Laura Miles and Roger Grant.

9. Induction of Life Member

J Johnson presented Matthew Noble with a VTIC Life Membership, in recognition of a working life dedicated to the sector and its improvement and sustainability. M Noble responded to his being awarded a Life Membership and thanked VTIC for this honour.

10. Close

J Johnson thanked members for their attendance.
Meeting closed at 3:45pm.