

## Minutes of the Victorian Tourism Industry Ltd 6th Annual General Meeting

Wednesday 29 November 2017

Room 209, Melbourne Convention & Exhibition Centre, Melbourne VIC

### MINUTES

#### 1. Chief Executive welcome

VTIC Chief Executive Brad Ostermeyer welcomed attendees and acknowledged the traditional custodians of the land, the Wurundjeri people of the Kulin Nation and their elders, past and present. B Ostermeyer outlined the agenda for the meeting.

#### 2. Chair's welcome

VTIC Chair Charles Davidson opened the meeting at 4.34pm, and acknowledged the traditional custodians of the land, the Wurundjeri people of the Kulin Nation and their elders, past and present.

C Davidson welcomed the VTIC Deputy Chair Wayne Kayler-Thomson, VTIC Board, Chief Executive B Ostermeyer and VTIC partners, members and staff to the 6th Annual General Meeting of Victorian Tourism Industry Ltd, trading as the Victoria Tourism Industry Council (VTIC).

#### 3. Acknowledgements and 2015/16 minutes

##### Present

Darren	Waite	Accor Hotels
Andrew	Westacott	Australian Grand Prix Corporation
Matt	Noble	Australian Wine Tour Co
Rachel	Fletcher	Balgownie Estate
Prasad	Philip	Beyond Vacations
Vishnu	Ravindran	Beyond Vacations
Tim	Booth	City of Port Phillip
Laura	Cavallo	Destination Melbourne
Garry	Lucas	DoubleTree Hilton
Narelle	Welsh	Fraser Place Melbourne
Chantelle	Khan	Gray Line Melbourne
Fiona	Sweetman	Hidden Secrets Tours
Arlene	Balmores	Imagine Hotels & Resorts
Jonas	Le Souef	Lightning Ridge Opal Mines
Pam	Bull	Lynette Bergin Tourism Award
Bev	Williamson	Melbourne Convention Bureau
Nola	Cuddy	Melbourne Star Observation Wheel
Jon	Hutchins	Mt Hotham Resort Management Board
Matthew	Jackson	Parks Victoria
Lisa	Patroni	Parks Victoria
Charles	Davidson	Peninsula Hot Springs
Emma	Hutchinson	Puffing Billy Railway
Molly	FitzGerald	Puffing Billy Railway
Nicki	Baird	Punting on the Lake

Wesley	Golledge	Punting on the Lake
Clinton	Farley	Radisson on Flagstaff Gardens Melbourne
John	Forman	Red Rock Leisure
Peter	Wallace	Searoad Ferries
Matt	McDonald	Searoad Ferries
Catherine	Lamblin	Searoad Ferries
Leanne	Jones	Searoad Ferries
Chris	Burton	ShineWing Australia
Dean	Lee	Shrine of Remembrance
Craig	Emmerson	The Grange Group
Francesca	Jorio	The Hotel School
Jim	McInerney	The Professional Tour Guide Association of Australia
Roger	Grant	Tourism Greater Geelong and The Bellarine
Brett	Ince	Tourism Greater Geelong and The Bellarine
Shawn	Vlaeminck	Victoria Polytechnic
Naomi	Smith	Victoria Racing Club
Barry	Broons	Victoria University
Joanne	Pyke	Victoria University
Grant	Dreher	Victoria University
Andrew	Kong	Victoria University
Noel	Dempsey	Visit Ballarat
Kate	Rickwood	VTIC
Brad	Ostermeyer	VTIC
Rohish	Gupta	VTIC
Olivia	Bowden	VTIC
Ian	McDougal	VTIC
Robert	Ratcliffe	VTIC
Michael	Hamilton	VTIC
Paul	Corrigan	VTIC
Grace	Maynard	VTIC
Chris	Porter	VTIC
Tracy	Hore	Yering Gorge Cottages by The Eastern Golf Club
Daisy	Jenkins	Zoos Victoria

Apologies

Campbell	Davies	BIG4 Holiday Parks
Anne	Jamieson	Melbourne Convention and Exhibition Centre
John	Hart	Restaurant and Catering Industry Association
Rob	Asplin	River Country Adventours
Joan	Asplin	River Country Adventours
Elizabeth	White	Victorian Caravan Parks Association
Mark	Stone AM	Victorian Chamber of Commerce and Industry
Don	Rankin	Victorian Chamber of Commerce and Industry
Peter	Bingeman	Visit Victoria
Nicholas	Hunt	William Angliss Institute

C Davidson noted apologies as above.

The Minutes of the Annual General Meeting held on Wednesday 30 November 2016 were accepted as a true and correct record.

Moved: Noel Dempsey

Seconded: Nola Cuddy

Carried

#### **4. 2016/17 Year In Review – Charles Davidson, Chair**

C Davidson outlined key changes over the 2016-17 period, with B Ostermeyer appointed Chief Executive and C Davidson appointed Chair. C Davidson highlighted the strong foundations VTIC has established over the last five years, and noted the importance of this leading into the 2018 Victorian State Election.

C Davidson emphasised the potential growth of the industry and the need for collaboration and partnership to achieve the ambitious targets set out in the 2016 Victorian Government's Visitor Economy Strategy.

VTIC's association with Business Events Victoria (BEV), the Australian Tourism Accreditation Program (ATAP) and Star Ratings Australia were acknowledged, and key partners Visit Victoria, Department of Economic Development, Jobs, Transport and Resources, the City of Melbourne, Destination Melbourne, the Regional Tourism Boards and local Governments were thanked.

C Davidson highlighted key international and domestic visitation statistics for financial year 2016-17, with continued growth for Victoria. It was noted that international expenditure in regional Victoria is low and must be addressed as a priority for regional economies to capitalise on the Chinese tourism boom. It was also highlighted that investment and investment facilitation in regional Victoria is essential for providing the experiences, attractions, accommodation and services sought after by increasingly discerning international visitors.

Domestic tourism and the need to continue to collectively lobby Government for long-term investment into attracting Australian visitors to Victoria was mentioned.

C Davidson thanked VTIC's Policy Committees across the industry segments of Accommodation, Attractions, Destinations, Tours & Transport, Events, and Tourism Services and Hospitality, for their time and effort in addressing issues that affect their sector and the industry more broadly.

C Davidson acknowledged VTIC's outgoing Chief Executive, B Ostermeyer for his contribution to VTIC and acknowledged the support of Victorian Chamber of Commerce and Industry Chief Executive Mark Stone. C Davidson extended his thanks to the VTIC Board for contributing their time, knowledge and support to VTIC, with special thanks to outgoing Deputy Chair, W Kayler-Thomson and Board Directors Lisa Patroni and John Hart for their contribution. C Davidson welcomed VTIC's incoming Deputy Chair, Matt McDonald and new Board Directors, Anne Jamieson and Nick Hunt.

#### **5. 2016/17 Operations report – Brad Ostermeyer, Chief Executive**

During 2016/17 VTIC achieved a number of key milestones including five years since the formation of Victorian Tourism Industry Limited, trading as VTIC, and member numbers reached over 1000.

C Davidson commenced as Chair and Paul Corrigan, Kate Rickwood and Olivia Bowden were welcomed into the team.

VTIC advocated regarding an online fraud scam, and the State Budget submission provided mixed results; \$25 million over two years for Visit Victoria, \$20 million for the Major Events Fund, \$54.6 million for Parks Victoria, \$10 million for commencement of planning for the Airport Rail Link and \$13.5 million over three years to develop a network impact management plan to manage the impacts of significant transport infrastructure upgrades.

B Ostermeyer acknowledged the six Policy Committees for their work throughout the year.

B Ostermeyer outlined VTIC's membership in key sectors, with 33 per cent in accommodation, 24 per cent in services, 19 per cent in attractions, 11 per cent in tour and transport, nine per cent destinations and four per cent events, with a total of 1067 members as at 30 June 2017.

VTIC is focused on three key areas in relation to membership:

- Growing a strong and diverse membership base – greater weight to advocacy work;
- Increasing revenue from membership to enable VTIC to do more for the industry; and

- Improving the value proposition of membership.

The Victorian Tourism Conference was held in Bendigo 25-26 July 2016. The two-day conference was held in the Ulumbarra Theatre, with key speakers including Peter Bingeman, the Red Tape Commissioner, Matthew Butlin, the Hon. John Eren MP and Robert Pennicott.

The 16<sup>th</sup> Annual Victorian Visitor Information Centre Summit was held at the Eastbank Centre in Shepparton from 8-10 August 2016.

The RACV Victorian Tourism Awards Gala Ceremony was held at Crown Palladium on 24 November 2016.

The Visitor Economy Forum, in conjunction with Tourism Australia was held on 6 March 2017 at Melbourne Convention and Exhibition Centre, with the focus on transport infrastructure.

A Premium Member lunch was held in June with Peter Bingeman from Visit Victoria as the keynote speaker.

On a smaller scale, the VTIC Mixer Series has been popular with members throughout the year.

The Australian Tourism Accreditation Program (ATAP) now has 354 accredited businesses. B Ostermeyer acknowledged the work of P Corrigan and G Maynard in managing the program.

Ashlee Kay of Peninsula Hot Springs was recognised as the winner of the 2016 Lynette Bergin Tourism Award and Simone Tyrell as the recipient of the Todd Blake Student Award.

B Ostermeyer acknowledged VTIC's Major, Corporate and Industry partners, in particular Business Events Victoria. B Ostermeyer noted partnerships are growing and ever important to VTIC.

At the end of 2016/17 it was noted VTIC is positioned well, continuing to grow. Five months into the next financial year, VTIC is headlong into a new work program, with a real focus on the opportunity that a State Election provides to garner greater Government support for the industry. B Ostermeyer noted CPR Communications have been engaged to undertake an advocacy campaign in 2018 and requested the support of members for the campaign launching on 28 February 2018.

B Ostermeyer said it has been a great privilege to lead the peak body for the tourism and events industry in Victoria, and wished all well for the future.

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

Moved by: Fiona Sweetman

Seconded by: Dean Lee

Carried

**6. Financial Report – Brad Ostermeyer, Chief Executive**

B Ostermeyer presented the 2016/17 financial reports and provided an overview of VTIC's operational performance and overall financial position.

- The Statement of Profit and Loss show a difference in revenue, largely due to \$120,000 being received in 2016 for the purchase of ATAP.
- Expenses are slightly higher in 2017, resulting in a net surplus of \$40,000.
- It was noted that under the current arrangements between the Victorian Chamber and VTIC, 95 per cent of membership revenue and 100 per cent of all other revenue excluding ATAP is provided to the Chamber in exchange for management services.
- Total equity position of the company after taking into account assets and liabilities is \$470,985, which is a slight increase when compared to the previous year.
- It was noted financial statements presented in the VTIC Annual Report should be read in conjunction with accompanying notes.

**Motion for the Financial Report be received as read:**

Moved: Wayne Kayler-Thomson

Seconded: Noel Dempsey

Carried

**7. Lynette Bergin Tourism Award presentation – Wayne Kayler-Thomson, Deputy Chair**

VTIC offers the Lynette Bergin Tourism Award annually, a grant for an individual, promoting professional and personal growth, and benefitting the industry. The Award offers a grant to the winner to undertake any case study that will contribute to their personal and professional development, and the development and growth of tourism.

The Award is named in honour of Lynette Bergin, seeking to perpetuate the skills and contribution Lynette made to the industry and celebrate the guiding hand she offered to many of the industry's new recruits.

Pam Bull was introduced to present the 2017 Lynette Bergin Tourism Award to Peter Wallace of Searoad Ferries. Peter outlined his project and thanked VTIC and the management team at Searoad Ferries for their support. Peter will be studying virtual reality and its application to tourism.

**8. Announcement of new Board members – Wayne Kayler-Thomson, Secretary**

The VTIC Board have been engaged in a succession plan, with the Chair and Deputy Chair nominated by the Victorian Chamber. Chairs of each of the Policy Committees also join the VTIC Board.

Matt McDonald was introduced as the incoming Deputy Chair and Secretary. It was noted Matt has been an observer of the VTIC Board for the past 12 months.

Nicholas Hunt, Chief Executive Officer at William Angliss Institute was introduced as the incoming Chair of the Tourism Services and Hospitality Policy Committee, and VTIC Board Director.

Anne Jamieson, Director of Customer Experience and Optimisation at Melbourne Convention and Exhibition Centre was introduced as the incoming Chair of the Victoria Events Industry Council and VTIC Board Director.

**9. Announcement of Policy Committees – Wayne Kayler-Thomson, Secretary**

During 2016-17 ballots were conducted to appoint new members to the Events, Tourism Services and Hospitality and Destinations and Tour & Transport Policy Committees. Secretary W Kayler-Thomson noted the new Committee Members:

**Events (VEIC)**

**Committee Member**

Anne Jamieson

Aimee Luxton

Andrew Westacott

Annalee Nolan

Barry Broons

Bev Williamson

Cherie Fraser

Chris Porter

Danielle Bleazby

Gab Robinson

Gordon White

Graeme Lewsey

Jo Beshara

**Company/Organisation**

Melbourne Convention and Exhibition Centre

Food and Wine Victoria

Australian Grand Prix Corporation

Nolan Media and Events

Victoria University

Melbourne Convention Bureau

City of Melbourne

Business Events Victoria

Australian Football League

Harry the Hirer

Melbourne Museum

Virgin Australia Melbourne Fashion Festival

Restaurant Associates

John Forman	Red Rock Leisure
Laura Cavallo	Destination Melbourne
Noel Dempsey	Visit Ballarat
Penny Tripp	National Trust of Australia (Victoria)
Peter Jones	Peter Jones Special Events
Sarah Addis	Melbourne Cricket Club
Simon Thewlis	Event Pty Ltd
Matt Jones	Federation Square
Sharon Cockerell	Geelong Major Events
Liz Price	Great Ocean Road Regional Tourism
Tim Sullivan	Invest Victoria
Natalie Phillips	DEDJTR
Jonathan Booth	Microflite
Marcia Allan	Racing Victoria
Tom Larner	Tennis Australia
Kylie Pritchard	The Herald & Weekly Times Ltd

#### **Accommodation**

##### **Committee Member**

Elizabeth White  
Adrian Williams  
Campbell Davies  
Andrea Wilson  
Stuart Skeggs  
Clinton Farley  
Craig Peachey  
Clive Scott  
Paul Corrigan  
Germaine Davey  
Neil Devonport  
Natasha Stipanov  
Trevor Rawnsley  
Kathy Childs

##### **Company/Organisation**

Victorian Caravan Parks Association Inc.  
Accor Hotels  
BIG4 Holiday Parks  
Holiday Shacks Luxury Accommodation / VICAIA Committee  
Melbourne Short Stay Apartments  
Radisson on Flagstaff Gardens Melbourne  
RACV  
Sofitel Melbourne on Collins  
Star Ratings Australia  
The Greenhouse Backpacker  
Apartments of Melbourne  
Crown Melbourne  
Australian Resident Accommodation Managers Association (ARAMA)  
Corporate Keys Australia

#### **Tourism Services & Hospitality**

##### **Committee Member**

Nicholas Hunt  
Anne Jamieson  
Elias Lebbos  
Joanne Pyke  
Jonathan Hutchins  
John Hart  
Warwick Frost

##### **Company/Organisation**

William Angliss Institute  
Melbourne Convention and Exhibition Centre  
Travellers Aid Australia  
Victoria University  
Mt Hotham Alpine Resort Management Board  
Restaurant and Catering Australia  
La Trobe University

W Kayler-Thomson thanked all members, and congratulated the VTIC Board and Policy Committees.

**10. Thank you to outgoing Board members – Charles Davidson, Chair**

C Davidson acknowledged outgoing Deputy Chair W Kayler-Thomson and noted his contribution to VTIC and Victorian Tourism over the past 30 years. W Kayler-Thomson has been instrumental in assisting VTIC and the industry to achieve important funding and policy outcomes, continuing to grow membership and bring recognised as a leading voice within industry and Government.

W Kayler-Thomson thanked outgoing Board members Lisa Patroni, also Chair of Victoria Events Industry Council and John Hart, Chair of the Tourism Services and Hospitality Policy Committee for their leadership and contribution to VTIC.

**11. Questions and meeting close – Charles Davidson, Chair**

C Davidson thanked members for their attendance.  
Meeting closed at 5.10pm.

DRAFT