



Port Douglas Daintree Tourism Limited  
Annual General Meeting  
3<sup>rd</sup> November 2014

## Meeting Minutes

Attended by

**TPDD Board**

Tony Baker – Chairman, Sheena Walshaw (Vice Chair), Cr Julia Leu, Brian Hennessy, Bec McLean, Natalie Johnson  
Board Apologies - Rhys Bawden, Greg Erwin

**TPDD Representatives**

Tara Bennett – Executive Officer, Chelsea Mee – Market Development Executive and Mikala McDowall – Administrative Coordinator

**Members and guests**

**Company**

Blue Dive  
Courthouse Hotel  
Events NQ  
Executive Retreats  
Exemplar  
Exemplar  
Moonlight Cinemas  
OT Resort  
Paradise Links Resort  
Parker Travel Collection  
Parker Travel Collection  
Pullman PD Sea Temple Resort  
Quicksilver Group  
Radio Port Douglas  
The Reef Marina  
Tropical Journeys

**Representatives**

Mark Fraenkel  
Charles Warren  
Mark Jennings  
Wendy Van Der Wolf  
Gordon Wellham  
Cheryl Wellham  
Steve Oakley  
Steve Oakley  
Liz Schibig  
Andrew Dineen  
Robbie Bastion  
Kelvin Dodt  
Emma Wolstencroft  
Michael Gabour  
Rob Cruz  
Eleanor Jones

**Guests**

Douglas Shire Council  
Douglas Shire Council  
Douglas Shire Council  
Strategic PR  
TTNQ  
Warren Entsch Office

Abigail Noli  
David Carey  
Linda Cardew  
Tanya Snelling  
Alex de wall  
Heather Beck



## **Proceedings**

Meeting opened at 5.30pm by Chairman Tony Baker.

### **1. Apologies & Proxies**

Welcome to Mayor Julia Leu, Douglas Shire Councilors and guests. Thank you to Steve and the team at QT for hosting the AGM. Apologies for the meeting were received from Member for Cook David Kempton, Rhys Bawden and Greg Erwin as well as TPDD members Natasha Kollosche and Kevin Eldridge. Five proxies have been lodged.

### **2. Minutes of 2013 Annual General Meeting**

The Chairman called for a motion to accept the 2013 Annual General Meeting Minutes as a true and correct record of that meeting.

**Moved by Natalie Johnson and seconded by Robbie Bastion. MOTION CARRIED**

### **3. Introduction by Chairman Tony Baker**

The Chairman delivered his report for 2013/14 which included:

Late in 2013 I was very pleased to receive an invitation to join the board of Tourism Port Douglas Daintree. Change within our local government, improving tourism visitation numbers and pending organisational changes would combine to make 2014 an exciting year for TPDD. I would firstly like to acknowledge the contribution of the past Chair Gordon Wellham and past directors, Peter Martin, Todd Parker and Steve Oakley. Becoming a director of TPDD is a commitment to volunteer your valuable time to our industry and community and for that I would like to thank both the past and current group of directors. I would also like to acknowledge our Mayor Julia Leu who despite her many commitments was a very active participant of our board.

2013/14 has been a very busy period for the TPDD board and executive team. From the outset there were two significant items for the board to deal with. The first was the 'reformation' of the Douglas Shire Council and the pending election of the new council. I would like to acknowledge the efforts of all the board members and the Executive in meeting with the council aspirants and subsequently councillors and council officers over the course of the year as a strong relationship with council is critical to the future of our organisation. Council is the single largest financial contributor to our organisation and I would like to acknowledge their three year commitment to TPDD.

The second significant item was the pending departure of the organisations foundation Executive Officer Doug Ryan and recruitment of his replacement. Doug has always been not only a fantastic advocate for TPDD and tourism in the Douglas region he has also been an active



member of the community. I was very pleased to be able to acknowledge his contribution at a farewell function in May and I do so now again. The recruitment process for our next Executive Officer started shortly after the 2013 AGM. From an extensive list of applicants the board was very pleased to be able to confirm Tara Bennett's appointment as TPDD next Executive Officer. With a new board comprising of four new directors our team started with a focus on the strategic direction of the organisation. Working with the executive group our first port of call was to establish a new finance committee. Committees were also established for the recruitment of the Executive Officer, development of a new business plan and development of a new marketing plan. This year has indeed been a busy year for the directors and the executive with all directors undertaking additional committee duties. Other key focus areas throughout the year have included a review of our membership structure and membership engagement, engagement with other key industry organisations such as TTNQ, TEQ, QTIC and the Chamber of Commerce, preparations for ATE and a review of our constitution.

For our industry 2013/14 has been a year where we have achieved growth on the achievements of the previous year. Visitor numbers to the region have continued to improve as has length of stay. While the domestic market has remained strong we have also seen a return from our traditional international markets and the emergence of China as a new market. While Conference and Incentive business and weddings were again key market segments Events have continued to emerge as a key important driver of visitation to the region.

Finally we believe the Douglas region with the assistance of TPDD, industry and industry partners is well positioned to take advantage of a continual growth in tourism numbers. In the year ahead with a new executive team TPDD will look to work more closely with our members, Council, TTNQ and other industry partners to reinforce the Douglas region as the iconic Australian tourism destination where the magnificent Daintree Rainforest meets the Great Barrier Reef.

Tony Baker  
Chairman

TB handed over to SW Vice Chair to conduct the remainder of the meeting.

- a. Motion to accept Chairman's report for 2013/14

**Moved Brian Hennessey seconded by Bec Mclean. MOTION CARRIED**

#### **4. Treasurers Report for the year ended 30<sup>th</sup> June 2014 TLB**

The audit of the accounts, by Greg Stanton of GKS Chartered Accountants, has been completed and has been signed off as being correct.



**Profit and Loss for the 2013/14 Financial Year**

	<u>2014</u>	<u>2013</u>
<b><u>Income for the year</u></b>	<b>\$547,387</b>	<b>\$585,894</b>
Council Contribution	430,000	430,000
Members subscriptions	72,280	67,080
Business & Wedding Group Fees	28,960	29,457
Interest & Sundry Income	4,008	3,598
Special Grants received	0	40,802
Other Income	12,139	14,958
<b><u>Operating Expenses</u></b>	<b>\$584,048</b>	<b>\$525,244</b>
Administration	161,948	131,630
General Marketing Costs	95,164	95,300
Domestic Marketing Costs	180,938	165,986
International Marketing Costs	119,618	104,604
Business & Wedding Costs	26,380	28,724
<b><u>Surplus / Deficit for the year</u></b>	<b>-\$36,661</b>	<b>\$60,651</b>
Retained earnings as at 30 <sup>th</sup> June	<b>\$72,943</b>	<b>\$109,604</b>

The major change for the year in income was due to not qualifying for an EMDG whereas 2013 we received two years' worth in the one financial year.

In June 2013 the organisation faced great uncertainty due to late confirmation of council funding from CRC which is why we cut back on our spending in 2013 resulting in the \$60k surplus.

In 2013/14 we accessed reserve funds to facilitate organisational change within the executive management group. This primarily involved the recruitment and subsequent for the Executive Office role, contractual arrangements for staff and their entitlements.

As a result the year finished with more expenditure in Administration than in previous years.

SW proposed the following:

- a. Motion to accept Secretary Treasurers report including adoption of financial statements for 2013/14

**Moved Natalie Johnson seconded by Gordon Wellham. MOTION CARRIED**



- b. Motion to appoint GKS Chartered Accountants to carry out the annual audit of accounts

**Moved Bec McLean seconded by Steve Oakley. MOTION CARRIED**

## **5. Announcement of vacant Board positions**

SW verified that all financial members had received voting forms.

Standing down are appointed Directors;

Tony Baker

Bec McLean

Standing down is elected Director;

Greg Erwin Mossman Daintree Village zone Director

The Board positions were declared vacant for:

- Mossman/Daintree Village Director 1 position, 1 nominee. Wendy Van Der Wolf.
- General Director (2) 2 positions, 3 nominees. Bec McLean, Liz Schibig-Edgar, Charles Warren.

The nominee for Mossman/Daintree Village Director was elected unopposed and the Vice Chair SW announced Wendy Van Der Wolf as the successful Director.

The General Director positions were declared vacant with three nominations received. Members were asked to vote for one of the three nominees. SW appointed Mikala McDowall and Julia Leu overseen by TTNQ's Brian Hennessey as scrutineer to count the votes.

## **6. Executive Officers Report – Tara Bennett**

Tourism Port Douglas Daintree assets and infrastructure are significant drawcards for the strong visitation to the broader Tropical North Queensland region, which is now hosting in the vicinity of 2 million visitors per annum. While current growth patterns are improving in the post GFC recovery, the Douglas region tourism industry is actively seeking to continue to grow visitor numbers as well as to extend visitor length of stay, visitor nights and yield, and to increase the volume of repeat and referral visitation.

TPDD has been able to maintain the region's high profile through the advantageous use of online marketing, participation in trade activities, maximising media exposure, and applying influence on decision makers. Support for TPDD activities has continued with the Cairns Regional Council (CRC) funding TPDD until December 2014 and the new Douglas Shire Council funding January to June 2014. Douglas Shire Council (DSC) has signed off an agreement with TPDD to continue funding the organisation via a three year agreement extending to June 2017.

In the 2013/14 year we have undergone significant organisational changes with the departure of Doug Ryan the Executive Officer from 2006–2014. The Board has been



instrumental in implementing a reviewed Business Plan and Marketing Strategy which will secure our organisation and activities going forward.

TPDD will continue to work closely with the Douglas Shire community to support growth of the local tourism industry. The implementation of a new membership structure aims to get more businesses in the region involved in TPDD activities and benefiting from the resources available through the organisation.

During the 2013/14 year, there has been a significant range of activities undertaken to align our activities with the state and regional organisations as well as seeking out opportunities for the Douglas region;

- Working in close partnership with TTNQ and TEQ to leverage marketing opportunities as well as support for the industry and tourism development.
- Producing Discover Paradise with the largest domestic distribution to date at 125,000 copies through The Weekend Australian.
- Hosting an unprecedented number of international suppliers in region for the Australian Tourism Exchange 2014 in Cairns.
- Increased focus on event marketing and working with DSC to develop their Event Strategy to support the long term growth of events, to promote increased visitation, the profile of the region and bolstering visitation in the shoulder season.
- Developing and implementing a membership restructure for the Port Douglas Wedding Professionals group.
- Port Douglas Incentives worked closely with Business Events Cairns and Great Barrier Reef to showcase the region when the annual trade show Sell TNQ was held in Port Douglas with high accolades received from participants.
- For the year ending June 2014 a survey of Douglas region tourism operators reported 32% better trading than the previous year with a further 16% being up more than 10% on the previous year.

I would like to acknowledge the conduct and professionalism of the TPDD Board and my staff for their support over the past year and in my transition to Executive Officer. I would also like to acknowledge the unwavering support we receive from the Douglas tourism industry allowing TPDD to undertake a greater range of activities. Finally, I would like to thank Doug Ryan for his commitment, passion and the role he played in championing the tourism industry.

- a. Motion to accept Executive Officers report for 2013/14

**Moved Eleanor Jones seconded by Gordon Wellham. MOTION CARRIED**

## **7. Announcement of General Directors**

SW announced the election result for the vacant General Director Positions as Bec McLean and Liz Schibig-Edgar.

## **8. Motion to destroy ballot papers**



SW called for a motion to destroy the ballot papers.

**Moved Brian Hennessey seconded by Natalie Johnson. MOTION CARRIED**

#### **9. General Business**

David Carey raised the topic of crocodile management and asked for members' opinions, a discussion was held with members agreeing that whilst crocodiles on the beach are a concern for tourism in the region and something we need to be wary of, the crocodiles in their natural environment are also a draw card for tourists.

Mark Frankel from Blue Dive brought up the current condition of the Reef, TB agreed that we need to find the right balance.

#### **10. Meeting Closure**

SW declared the TPDD AGM closed at 6:23pm

All members and guests were invited to join the Board for a networking function being hosted by QT Resort Port Douglas in the Estilo Bar.

Chairman's acceptance of the minutes confirmed as true and accurate.

Signed \_\_\_\_\_