



Port Douglas Daintree Tourism Limited  
Annual General Meeting  
13<sup>th</sup> October 2015

Meeting Minutes

Attended by

**TPDD Board**

Tony Baker – Chairman, Sheena Walshaw (Vice Chair), Cr Julia Leu, Jane Wilson, Liz Schibbig-Edgar, Natalie Johnson, Ben Woodward, Rhys Bawden  
Board Apologies – Wendy Van der wolf

**TPDD Representatives**

Tara Bennett – Executive Officer, Ben Brearley – Market Development Executive and Mikala McDowall – Administrative Coordinator

**Members and guests**

**Company**

Australian Tourist Publications  
Bay Villas Resort  
Bay Villas Resort  
Dragonfly weddings  
Exemplar coaches and limousines  
Exemplar coaches and limousines  
Hemingways Brewery  
Parker Travel Collection  
Pullman PD Sea Temple Resort  
QT Port Douglas  
QT Port Douglas  
QT Port Douglas  
Quicksilver Group  
Radio Port Douglas  
Star Resorts  
Star Resorts  
The Reef Marina  
Tropical Journeys  
Tropical Journeys

**Representatives**

Trish Blackman  
Tiffany Bai  
Sebastien Godbille  
Bec Mclean  
Gordon Wellham  
Cheryl Wellham  
Tony Fyfe  
Robbie Bastion  
Joss Brenon  
Sharon Timms  
Rupert Sakora  
Peta Hill  
Megan Bell  
Michael Gabour  
Alison Pitcher  
Jenny Fulton  
Robert Cruz  
Cathie Jones  
Eleanor Jones

**Guests**

Douglas Shire Council  
Douglas Shire Council  
Strategic PR

Abigail Noli  
David Carey  
Tanya Snelling



## **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 Lisa and the team at Pullman Port Douglas Sea Temple Resort & Spa for hosting the AGM. Apologies for the meeting were received from Member for Leichhardt Warren Entsch, DSC Chief Executive officer Linda Cardew, DSC councilor Bruce Clarke, TTNQ Executive Alex De Waal and Wendy Van der wolf as well as TPDD members Michelle Beshman, Todd Parker, Astrid van Peelan, John Morris, Aiden Mulcahy and Alex Scott. Nine proxies have been lodged.

### **2. Minutes of 2014 Annual General Meeting**

The Chairman called for a motion to accept the 2014 Annual General Meeting Minutes as a true and correct record of that meeting.

**Moved by Sheena Walshaw and seconded by Cathie Jones. MOTION CARRIED**

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

The Chairman delivered his report for 2014/15 which included:

As October 2015 draws near, so does the end of my second year as Chairperson of Tourism Port Douglas Daintree. Over the past two years I have been very proud to work with my fellow board members and the executive group firstly through a significant organisational change and then this year a renewed focus on promotional and marketing activities and engagement with our members, stakeholders and partners. I would like to acknowledge the commitment of this year's group of Directors, who once again volunteered their valuable time to help the TPDD executive team focus on destination awareness through a targeted mix of marketing activities designed to maximise sustainable visitation to the Douglas Region. I would also like to acknowledge the Douglas Shire Council for their ongoing support and particularly our Mayor Julia Leu who has continued to be a very active and engaged Board member.

Through 2015 the board of TPDD and the Executive team under the management of Tara Bennett has concentrated on our key priorities. These priorities are Destination Marketing and Promotion, building our e-marketing and social media capabilities, maximising collaborative opportunities, providing market intelligence on new and existing markets, trade and industry representation, membership engagement, working closely with the new Douglas Shire Council and improving the industry's access to meaningful Tourism research. The success achieved throughout the year would not be possible without the support of our members and the Douglas Shire Council. I once



again acknowledge the Council's three year funding commitment to TPDD and thank them for confirming that funding will increase by 5% each year. I also wish to acknowledge our members who this year have increased in number by 9%. The growth in numbers and a restructure of the membership has resulted in membership revenue increasing by 11%.

With three new board members and the significant organisational changes of 2014 behind us, the 2015 board started the year with a strong focus on Marketing and Stakeholder engagement. The first action was to review our domestic marketing activities to facilitate an increased emphasis on Digital and E-Marketing activities. The next step was to ensure the Weddings and Business Events Marketing sub-groups provided direct reports to the Board. This was quickly followed by the establishment of a Daintree Marketing Advisory Group. It was also a busy start to the year with a sharp jump in Trade and Media Famil activity which provided excellent exposure for the region and an early indication of a good year ahead. To service the increasing media activity the executive team reviewed and updated TPDD's collateral and in March the Board confirmed "Where Rainforest meets the Reef" as our Regional Brand. This aligned with the Regional messaging adopted by TTNQ.

Promotional activity both traditional and online was a key driver of our domestic branding activities. Across the year and in partnership with TTNQ and TEQ in particular the executive delivered a number of very successful promotional activities. With events also playing an important part in attracting domestic visitors to our region we were very pleased to work closely with Douglas Shire Council and assist in the development of their events strategy. The growth in Events across the year did necessitate a greater dispersal of our marketing funds. In the international market we continued our strong representation in respect to our core western markets. This year again we had a very successful ATE with strong post event Famil activity.

With increased Stakeholder engagement an important priority for the year, our EO has been heavily engaged with both TTNQ and TEQ. This has paid significant dividends for the region with strong growth in cooperative marketing expenditure. On a more local front, while we have again engaged heavily with Council we have also worked closely with the Port Douglas Chamber of Commerce. This has included quarterly meetings with the Chamber President, the presentation of TPDD's Business and Marketing Plans to the Chamber Board and an invitation to the Chamber President to attend and present to a TPDD Board Meeting. However, our most significant effort has been on improved engagement with our members. This has included a new membership prospectus, new membership structures, quarterly briefings and a concerted effort by the executive team to visit our members on site.

For our region the 14/15 year to March was very strong with visitor nights up 11% on the previous 12 months. Visitor numbers to the region have continued to grow through the year with most business more recently reporting improved occupancy or visitation numbers and improving yields. While the domestic market has been very strong over recent months it has also been pleasing to see growth returning from our traditional international markets. With the low Australian dollar and the Chinese market continuing to evolve the year ahead looks very positive. The much anticipated refurbishment of the Sheraton Mirage has also been well received by the Business Events Market with many operators seeing a surge in enquiries for the year ahead. Together these changes in the market should see a strong level of optimism return.



Finally, this past year has seen Tara Bennett complete her first full year as the Executive Officer of Tourism Port Douglas Daintree. Tara quickly established herself as a wonderful tourism ambassador for the Douglas Region. She has certainly exceeded mine and the board's expectations over the year. Tara and her team of Chelsea, Ben and Mikala are passionate, hardworking individuals who get through a mountain of work. In closing I leave my final congratulations to them for their fantastic contribution to the Douglas community.

Tony Baker

TPDD Chairperson

a. Motion to accept Chairman's report for 2014/15  
**Moved Natalie Johnson seconded by Sheena Walshaw. MOTION CARRIED**

**4. Treasurers Report for the year ended 30<sup>th</sup> June 2015 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 2014/15 Financial Year**

	<u>2015</u>	<u>2014</u>
<b><u>Income for the year</u></b>	<b>\$589,177</b>	<b>\$547,387</b>
Council Contribution	430,000	430,000
Members subscriptions	80,404	72,280
Business & Wedding Group Fees	25,118	28,960
Interest & Sundry Income	3,269	4,008
Subsidies and Grants	50,655	12,139
<b><u>Operating Expenses</u></b>	<b>\$570,960</b>	<b>\$584,048</b>
Administration	149,708	161,948
General Marketing Costs	112,526	95,164
Domestic Marketing Costs	188,506	180,938
International Marketing Costs	94,994	119,618
Business & Wedding Costs	26,043	26,380
<b><u>Surplus / Deficit for the year</u></b>	<b>\$18,487</b>	<b>-\$36,661</b>
Retained earnings as at 30 <sup>th</sup> June	<b>\$91,429</b>	<b>\$72,943</b>



TPDD successfully increased income over the past year including an 11% increase in member revenue resulting from the tiered membership structure that was introduced in July 2014. TPDD were also successful in securing TEQ and TTNQ support for a number of campaigns, member buy in for co-operative advertising activity and receiving an Export market development grant.

This year's surplus goes some way to returning to our desired position. General marketing includes our support of events, digital activities etc.

In 2013/14 TPDD accessed reserve funds to facilitate organisational change within the executive management group. The previous year resulted in a \$36k deficit and we are pleased to report we achieved a strong result for the past year with an 18k surplus. Marketing expenditure overall was at the same level as the previous year at \$422k and puts us in a strong position to increase marketing activity in 2015/16.

TB proposed the following:

- a. Motion to accept Secretary Treasurers report including adoption of financial statements for 2014/15

**Moved Ben Woodward seconded by Sheena Walshaw. MOTION CARRIED**

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

**Moved Natalie Johnson seconded by Bec McLean. MOTION CARRIED**

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

TB verified that all financial members had received voting forms.

Standing down are appointed Directors;  
Tony Baker  
Ben Woodward

Standing down are elected Director's;  
Rhys Bawden - Port Douglas zone Director  
Natalie Johnson – General Director  
Sheena Walshaw – Cape Tribulation Zone Director

The Board positions were declared vacant for:

- General Director 1 position, 3 nominees. Megan Bell, Damian Dunlop, Ben Woodward.
- Port Douglas Zone Director 1 positions, 2 nominees. Tony Fyfe, Natalie Johnson.
- Cape Tribulation Zone Director 1 position, 1 nominee. Sheena Walshaw.

The nominee for Cape Tribulation Zone Director was elected unopposed and the Chair TB announced Sheena Walshaw as the successful Director.



The General Director and Port Douglas Zone Directors positions were declared vacant with three nominations received for the General Director position and 2 nominations received for the Port Douglas Zone Director Position. Members were asked to vote for one of the nominees. TB appointed Mikala McDowall and Julia Leu overseen by TTNQ's Jane Wilson as scrutineer to count the votes.

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

Tourism Port Douglas Daintree finished 2014/15 having successfully exceeded the targets set internally and in agreement with the Douglas Shire Council. The year has produced excellent results in marketing the significant drawcards of the Douglas region, as well as strengthening the organisations engagement with key stakeholders. Visitor numbers have grown to pre GFC levels across domestic and international markets. TPDD and 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 digital marketing, participation in trade activities, maximising media exposure and applying influence on decision makers. Support for TPDD activities has continued with the Douglas Shire Council funding TPDD with an agreement in place through to June 2017. This is a significant investment by Douglas Shire Council towards strengthening the tourism industry and long term prosperity of the region's economy.

In the 2014/15 year we have undergone significant organisational changes with the implementation of a new membership structure which successfully secured more businesses in the region involved in TPDD activities and benefiting from the resources available through the organisation. TPDD has benefitted from the application of the TPDD Engagement Strategy to achieve stronger ties and communication with key stakeholders and the Douglas community. The Board has been instrumental in implementing a reviewed business plan and focus on our core activity of promoting the Douglas region to domestic and select international markets.

During the 2014/15 year, TPDD has undertaken a significant range of activities to align our activities with the State and Regional organisations as well as independently seeking out opportunities for the Douglas region;

- Achieving 9% growth in membership numbers and 11% growth in membership income
- Producing Discover Paradise with the largest domestic distribution to date at 133,000 copies
- Innovative "Show Me Your Paradise" campaign to leverage off the messaging from TTNQ's activity and to build TPDD user generated content assets.
- Increased focus on event marketing and working with DSC and the Douglas Shire Event Strategy to support the long term growth of events.
- Working in close partnership with TTNQ and TEQ to leverage marketing opportunities as well as support for the industry and tourism development



- Rebranding of the business events group to Business Events Port Douglas to increase the relevance of the group and appeal of the destination to business events
- For the year ending June 2015 visitor nights reached 2.25 million generating over \$526 million in revenue

I would like to acknowledge the professionalism and strategic direction of the TPDD Board and my staff for their support over the past year, my first as 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.

a. Motion to accept Executive Officers report for 2014/15  
**Moved Robbie Bastion seconded by Jane Wilson MOTION CARRIED**

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

TB announced the election result for the vacant General Director Position as Ben Woodward and the Port Douglas Zone Director as Natalie Johnson.

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

TB called for a motion to destroy the ballot papers.

**Moved Sheena Walshaw seconded by Jane Wilson. MOTION CARRIED**

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

Nil

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

TB declared the TPDD AGM closed at 6:14pm

All members and guests were invited to join the Board for a networking function being hosted by Pullman Port Douglas Sea Temple resort and Spa on the Lagoon View Terrace.

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

Signed \_\_\_\_\_