

Agenda Item	Issue Topic OR Background/Officer	Points of Discussion	Action Required / Resolution
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Tourism Greater Geelong and The Bellarine Annual General Meeting Minutes 2019

Date	Thursday 29 th October 2020	Time	Commenced: 2.00pm	Venue	Via Zoom
Chairperson	John Stevens	Minutes	Felicity McKenzie	Public Officer & Company Secretary – Brendan Sanders	

Opening and Welcome					
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In Attendance	Please refer to attendance list attached.				
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1	<p>WELCOME</p> <p>APOLOGIES</p>	<p>Issue Topic OR Background/Officer</p> <p>The Chairman of the Tourism Greater Geelong and The Bellarine Board made an acknowledgement of country and officially opened the Annual General Meeting of TGGB 2020, held virtually this year in accordance with Tourism Greater Geelong and The Bellarine’s Statement of Purposes and Rules and the Department of Consumer Affairs special consideration for this year.</p> <p>The Chairman welcomed guests, Municipal Partner representatives, Martin Cutter, CEO of the City of Greater Geelong, Shannon di Lisio Economic Development Manager, Borough of Queenscliffe and Economic Development Manager, Helena Charles, from Golden Plains Shire. He welcomed Elaine Carbines, retiring CEO of G21 Regional Alliance, and thanked for her work, leadership for the region and to the support provided to the Tourism industry over her time in the role. He also welcomed Council representatives to the Board for the previous period, Trent Sullivan, Owen Sharkey and Ross Ebbels, who are all awaiting results from respective Council elections.</p> <p>Apologies from Martin Gill from Borough of Queenscliffe and Tourism Greater Geelong and The Bellarine Board Treasurer, Helen Butteriss from Bellarine Business Advisors.</p> <p>Tracy Carter was thanked for her stewardship of Tourism Greater Geelong and The Bellarine whilst Brett Ince was seconded to the City of Greater Geelong.</p>	<p>The apologies were noted.</p>
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2	CONFIRMATION OF MINUTES		Confirmation of the Tourism Greater Geelong and The Bellarine Annual General Meeting minutes of 24 th October 2019 as tabled in the report.	Moved: Yes Seconded: Yes That the minutes of the meeting of the Tourism Greater Geelong and The Bellarine Annual General Meeting minutes held on 24 th October, 2019 are recorded as true and correct. CARRIED
3.	CHAIRMAN'S REPORT	Chairman & Executive Director's Report.	In addition to the Chairman's report the following points were noted: <ul style="list-style-type: none"> • Understatement that this year has been like no other. In February we were on track for both record visitation and spend in the region. • At the Special Meeting of the Board in March focused on 3 things: <ul style="list-style-type: none"> ○ Continue to provide service to members ○ Reduce if not eliminate on costs to members and partners ○ Have some gas in the tank to relaunch promotion of the region again when the time came. • One of the strengths of the organisation is that the Board has a breadth of representation and industry experience and have been very clear about the direction needed to go and have been focused on delivering that. The Chair thanked all the Board members for their dutiful leadership throughout this period. • He acknowledged the work of Brett Ince, Tracy Carter and the TGGB Team and their willingness to adapt, quickly change and readapt over the year. • The organisation is in a great position to begin to promote the region particularly to our key domestic markets. • Highlights included the Victorian Tourism Awards for the organisation and tourism members and strong visitation results prior to COVID-19. • COVID 19 resource centre has been an important resources for industry and there has been a great response to subscription membership for the year. • Acknowledgement was made of the support from municipal partners, Golden Plains Shire, Borough of Queenscliffe and in particular the City of Greater Geelong who recently announced \$600+K in business support to be available to TGGB to promote the region and also support our international students who, with their visiting friends and family, form a big part in our visitor economy. • Announcement of the Spirit of Tasmania to make its home port in Geelong 	Moved: Yes Seconded: Yes That the Chairman and Executive Director's Report be noted as per the Annual Report CARRIED

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			<p>from 2022 was a key highlight.</p> <ul style="list-style-type: none"> The Chair acknowledged that the Board requested he remain as Chair for next 18 months. The work of Geelong COVID Collective was recognised. Made up of representatives from the Geelong Chamber of Commerce, G21 Regional Alliance, Committee for Geelong, Geelong Manufacturing Council and City of Greater Geelong to work together to represent the needs and priorities of the region to Government towards the recovery. 	
4.	ANNUAL REPORT	Annual Report of the Board on the activities of the Association during the preceding financial year 2019/2020.	<p>The Annual Report includes a section on Tourism Greater Geelong and The Bellarine's response to COVID 19 but also focuses on the three key priority areas of Promotion, Development and Leadership.</p> <p>COVID 19 RESPONSE</p> <ul style="list-style-type: none"> In 2019 tourism was worth \$32.5Billion to Victoria and economic modelling shows the impact of Coronavirus projects a 72% fall to \$9.2 Billion. Accommodation and Food services suffered a combined loss of \$127 Million for the June quarter. Retail and the Arts recorded losses of \$87 Million and \$67 Million respectively. COVID 19 Resource centre doubled traffic from the previous year to the Tourism Geelong Bellarine industry website. Seven events moved online with over 254 registrations. City of Greater Geelong, Borough of Queenscliffe and Golden Plains Shire combined to provide \$11.1 Million in support to business and the community. The City of Greater Geelong has delivered \$633,000 to support visitor economy initiatives: Business Events procurement fund to drive midweek visitation, support for the 2000 International Students that remain in the region, Short Break marketing campaign and Visiting Friends and Relatives marketing campaign. <p>PROMOTION</p> <ul style="list-style-type: none"> Members' attention was drawn to the new Greater > Than marketing campaign, and the #summerunleashed campaign. 81,123 member listing views on VisitGeelongBellarine.com.au. 152,354 unique sessions. \$800K approximate equivalent media spend. \$5.1M in estimated economic benefit procured by or bid on by Business Events Geelong. 	<p>Moved: Yes Seconded: Yes That the Annual Report 2019/2020 be accepted</p> <p style="text-align: right;">CARRIED</p>

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			<ul style="list-style-type: none"> • 86% surveyed visitors said the Information Centre influenced their plans. • Study Geelong delivered the My Geelong Tour Guide campaign to encourage Visiting Friends and Relatives. <p>DEVELOPMENT</p> <ul style="list-style-type: none"> • An average of 45 people registered per training session over 21 events • Finalised the sub region brand narrative project. • Executive Director joined the Advisory Group ensuring the successful delivery of the Geelong City Deal projects. • Support for 58 major infrastructure projects and an additional 9 masterplans identified through the pipeline of major infrastructure projects. <p>LEADERSHIP</p> <ul style="list-style-type: none"> • 112 new members bringing total members to 617. • 29 partners across platinum, gold and silver categories. • On average 12 new members a month. 	
5.	FINANCIAL STATEMENTS	Financial Statements of the Association for the preceding financial year (2019/2020) submitted by the Board in accordance with Part 7 of the Act.	<p>The Business Manager and Company Secretary, in the absence of the Treasurer, stated that:</p> <ul style="list-style-type: none"> • The Business Manager commenced with thanking the Treasurer for her guidance for the past three years and particularly through COVID and he looks forward to the next three. • The 2019/2020 Financial Statements have been independently audited by LBW Accountants as per the distributed Annual Report. • The Business Manager was pleased to highlight that despite the impact of COVID 19 and relief measures put in place by the Board there was a nett loss of \$1,949 as there was a fantastic 9 months prior. • Relief measures put in place by the Board included membership credit or refund of the final quarter of 2019/2020. The Credit totalled \$43,446 which will be provided as credit for membership from January 2021. Some members chose a refund which totalled \$12,197 and some members who pay by a quarterly direct debit had approximately \$10,000 of Direct Debits cancelled. • Several marketing buy in programs, Business Events program, the Bellarine Taste Trail Moorabool Valley Taste Trail were also cancelled. • Operating as a not for profit association and with limited income due to relief measures, the Annual Action Plan was reviewed and several projects and activities have been put on hold. • The Municipal Partners were again thanked for their significant contribution 	<p>Moved: Yes Seconded: Yes That the audited financial statements 2019/2020 be accepted. <p style="text-align: right;">CARRIED</p></p>

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			<p>to the administration of Tourism Greater Geelong and The Bellarine, Business Events Geelong and Visitor Services. This means 100% of membership revenue and any external funding and grants are used for the promotion and development of our region.</p> <ul style="list-style-type: none"> Total activity budget for the year 2019/2020 was \$1.57M and approximately \$220,000 was secured in Local and State government grant funding across five major programs for Business Events Geelong, Study Geelong, marketing and Destination Accessible programs. 	
6.	ELECTION OF MEMBER APPOINTED BOARD MEMBERS	Election of member appointed board members.	<p>As per the Statement of Purposes and Rules for Tourism Greater Geelong and The Bellarine, this Annual General Meeting is also being held to elect the <i>Skills Based</i> member appointed Board positions. In accordance with the Statement of Purposes and Rules and advice from Dept. Consumer Affairs, this year's election will use a secure online platform. Nominations were called for the positions with nominations closing on Monday 19th October 2019. All attendees were provided with biographies and information of the nominations via email on Friday 16th October 2019.</p> <p>At the commencement of this meeting, a secure and individual virtual voting link was provided to all voting delegates registered and present at the meeting. All voting delegates were requested to complete their vote and submit.</p> <p>Nominees for the Skills Based Board Positions are: Position - Finance: Helen Butteriss – Bellarine Business Advisors – insight and understanding of member's issues As the only candidate for the Finance position, Helen was confirmed in this position.</p> <p>Position - Events: Chantal Fava – Fresh Creative Entertainment Karen Jackson – Novotel Geelong Chris Paterson – Sign 12 Media Jo Surkitt – Revitalize Lifestyle</p>	<p>Moved: Yes Seconded: Yes</p> <p>That the election of the member appointed board member is accepted relating to the process established to elect the members at this Annual General Meeting.</p> <p style="text-align: right;">CARRIED</p> <p>ACTION: That members be notified of the outcome of the election process.</p>

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			<p>Position - Marketing: Susannah Hewitt– Bellarine Community Health James Murphy - Sea All Dolphin Swims Connie Trathen – Grand Hotel Portarlington</p> <p>The tallied votes for the skills-based positions of the Tourism Greater Geelong and The Bellarine Board were tallied with the following elected representatives officially announced to those present by the Chairperson.</p> <p>Position - Events: Karen Jackson – Novotel Geelong</p> <p>Position - Marketing: Connie Trathen – Grand Hotel Portarlington</p> <p>Mel Stewart was thanked for her contribution to the Board over the past three years.</p> <p>All nominees were thanked for their commitment to the region. The Chair noted it's been characteristic of the organisation to have had multiple nominees for board positions which further strengthens the governance of Tourism Greater Geelong and The Bellarine.</p> <p>The Chair again recognised and thanked the partners of Tourism Greater Geelong and The Bellarine for their support, their expertise and leadership across the visitor economy which contributes to Tourism Greater Geelong and The Bellarine being a leader across regional tourism in the State of Victoria.</p>	
7.	GENERAL BUSINESS		<p>There were no items of General Business raised.</p> <p>Congratulations were offered to James Murphy of Sea All Dolphin Swims for his wins at the Geelong Business Excellence Awards.</p>	
8	NEXT MEETING		<p>Next Meeting: To be confirmed after the 2021 Board Meeting dates are developed in early 2021.</p>	<p>ACTION: Lodge the Annual Return Statement in accordance with Consumer Affairs Victoria.</p>

ATTENDEE LIST - TOURISM GREATER GEELONG THE BELLARINE AGM 2020

First Name	Surname	Company
Nadine	Kuc	Baie Wines / TGGB Board
Erena	Crowley	Barwon Heads Winestore
Alison	Klitzing	Bella E-Bike Hire
Susannah	Hewitt	Bellarine Community Health
Linley	Bell	Bells By The Beach Holiday House Ocean Grove
Lou	Stuckenschmidt	Black Sheep
Shannon	DiLisio	Borough of Queenscliffe
Mark	Day	Business Events Geelong
Martin	Cutter	City of Greater Geelong
Mark	Giles	City of Greater Geelong
Terry	Jongebroed	Clyde Park / TGGB Board
Corinne	Blacket	Drysdale Cheeses
Cathie	Ferguson	Drysdale House
Roger	Smith	Echidna Walkabout
Lou	Stuckenschmidt	Edge Geelong + Black Sheep
Chantelle	Fava	Fresh Creative Entertainment
Elaine	Carbines	G21 - Geelong Region Alliance
Rebecca	Hyde	Geelong Regional Library Corporation
Helena	Charles	Golden Plains Shire Council
Connie	Trathen	Grand Hotel Portarlington
James	Murphy	Great Ocean Road Surf Tours
Chris	Smith	Great Ocean Stays / TGGB Board
Mel	Stewart	Hyper Social
Sue	Jones	Little River Mechanics Institute & Library Inc
Claire	Gemes	Lon Retreat & Spa
Lisa	Cunningham	Mustang & Co
Karen	Jackson	Novotel Geelong
Mark	Edmonds	Ocean Grove Chalet
Daniel	Toby	Port Phillip Ferries
Phil	Cameron	Portarlington Community Information Booth
Jo	Surkitt	Revitalize Lifestyle
Ross	Ebbels	Ross Ebbels Hospitality
James	Murphy	Sea All Dolphine Swims
Chris	Paterson	Sign 12 Media
Felicity	McKenzie	Tourism Greater Geelong and The Bellarine
Jon	Helmer	Geelong Cellar Door / TGGB Board
Emma	Beilharz	The High Tea Mistress
Narelle	Needham	Tourism Geelong Bellarine
Elise	Getson	Tourism Greater Geelong and The Bellarine
Tracy	Carter	Tourism Greater Geelong and The Bellarine
Josh	Harris	Tourism Greater Geelong and The Bellarine
Brett	Ince	Tourism Greater Geelong and The Bellarine
Brendan	Sanders	Tourism Greater Geelong and The Bellarine
John	Stevens	Tourism Greater Geelong and The Bellarine - Chair
Varia	Mitchell	Vue Apartments and Ritz Hotel Geelong
Tegan	Clingan	Waurnd Ponds Estate