

Agenda Item	Issue No	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 24 th October 2019	Time	Commenced: 6.02pm	Venue	The Dunes, Ocean Grove
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	WELCOME APOLOGIES	1.1		<p>The Chairman of the Tourism Greater Geelong and The Bellarine Board officially opened the Annual General Meeting of TGGB 2019 at the The Dunes, Ocean Grove.</p> <p>Apologies from Cr Ross Ebbels from Borough of Queenscliffe, Georgina Capper, Avalon Airport, Helena Charles and Mick Cosgriff from Golden Plains Shire, Mel Stewart from HyperSocial, Patrick Hughes Secretary, Drysdale, Clifton Springs, Curlewis Association Inc., Doris Knight, Chocolates for Everyone, Jennifer Cromarty from Committee for Geelong, Cr. Pat Murnane from Geelong Connected Communities and Ben Flynn from the Geelong Chamber of Commerce.</p>	The apologies were noted.
2	CONFIRMATION OF MINUTES	2.1		Confirmation of the Tourism Greater Geelong and The Bellarine Annual General Meeting minutes of 25th October 2018 as tabled in the report.	<p>Moved: Yes Seconded: Yes</p> <p>That the minutes of the meeting of the Tourism Greater Geelong and The Bellarine Annual General Meeting minutes held on 25th October 2018 are recorded as true and correct.</p> <p align="right">CARRIED</p>
3.& 4.	CHAIRMAN & EXECUTIVE DIRECTOR'S REPORT	3.1	Chairman & Executive Director's Report.	<p>In addition to the Chairman and Executive Director's report the following points were noted:</p> <ul style="list-style-type: none"> Avalon Airport as Tourism Greater Geelong and The Bellarine's Platinum Partner, were thanked and acknowledged for their support. Their amazing achievements over the past 12 months were also noted, with the launch of Air Asia last December and the recent announcement of VietJet to be flying from 	<p>Moved: Yes Seconded: Yes</p> <p>That the Chairman and Executive Director's Report be noted as per the Annual Report</p>

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				<p>the new International airport by mid next year.</p> <ul style="list-style-type: none"> • City Deal talks have commenced with initial feedback that it will probably be a 10-year project. • The Tourism Development Plan got an update this year and identifies infrastructure projects with the capacity to grow the visitor economy in Greater Geelong and The Bellarine over the next 10 years. Find the Tourism Development Plan summary here and the full plan here. • The Chair farewelled Roger Grant and thanked him for his massive contribution to Tourism in the region. He also welcomed Brett Ince's return to the Tourism fold. • The region continues to flourish with 5.9Million visitors spending \$1.1Billion in the past 12 months up 12.3% on the previous year. In 2018/19, Tourism supported 7,551jobs in the region, up 28% on the previous year. • Unofficial feedback from the State Government's Regional Tourism Review is that Tourism Greater Geelong and The Bellarine, as a region, is an exemplar for its collaboration with three municipal councils and other regions with Great Southern Touring Route and Go Beyond Melbourne and its growth in visitor numbers, membership, investment and employment. • Municipal partners, City of Greater Geelong, Borough of Queenscliffe and Golden Plains Shire were acknowledged for their support. • Tourism and Business Event Partners were thanked for their support. • Tourism Members were also thanked and acknowledged for their contribution. 	CARRIED
5.	ANNUAL REPORT	5.1	Annual Report of the Board on the activities of the Association during the preceding financial year 2018/2019.	<p>The Annual Report focuses on the three key priority areas of Promotion, Development and Leadership.</p> <p>Members were reminded of our two websites. VisitGeelongBellarine.com.au for the visitor and TourismGeelongBellarine.com.au, the corporate site for members.</p> <p>Both sites noted for great visitation and content:</p> <ul style="list-style-type: none"> • 117,815 member listing page views • 56 new blogs and 800 new images • 76% of traffic is organic search • \$1.5m approximate equivalent media <p>Other achievements for the year included:</p> <ul style="list-style-type: none"> • 46% lead conversion rate for Business Events • 28 direct lead referrals to BEG member businesses • Visitor Information Services attended 19 pop-up events servicing 	<p>Moved: Yes Seconded: Yes That the Annual Report 2018/19 be accepted</p> <p>CARRIED</p>

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				<p>approximately 21,000 visitors</p> <ul style="list-style-type: none"> 42 businesses on average attended TGGB per PD session 103 Businesses have completed the 1-on-1 AFDO mentoring, with a target of 110 and 1 year still to complete 95,000 online conversations were actively promoting the region 4 sub-region brand narratives developed Weekly average TWIT open rate of 35% <p>Members' attention was drawn to several key projects: Destination Accessible in partnership with Australian Federation of Disability Organisation (AFDO), Sub region branding narrative completed for Geelong, Lara and the You Yangs region, the Northern Bellarine and Queenscliff, Point Lonsdale. The Southern Bellarine will follow this financial year, and the Study Geelong project. Over 3000 International Students who make the region their home and their visiting friends and family have a significant impact on the visitor economy.</p> <p>The Tourism Sentiment Index was also discussed as a tool for Performance measurement.</p>	
6.	FINANCIAL STATEMENTS	6.1	Financial Statements of the Association for the preceding financial year (2018/2019) submitted by the Board in accordance with Part 7 of the Act.	<p>The Treasurer stated as an inaugural Board member of Tourism Greater Geelong and The Bellarine she was proud to be part of the organisation and was pleased that 'people benefited from having Tourism in their Towns'.</p> <ul style="list-style-type: none"> The priority of the Board was to be sustainable. Members were reminded of the approximately \$275K reserve which parallels with the level of State Government Funding. The Treasurer was pleased to point out that although there was a nett loss of \$60,3223 where budgeted loss was \$64K, this meant members were receiving more benefit than they were contributing. Income streams have experienced continued growth through increased membership and the awarding of five grants including Augmented Bollards Activation, Accessible Tourism Program, Study Geelong International Student Welfare and Visiting Friends and Relatives Program and Queenscliff Branding and Vision Project. There has been an increase of \$10K in membership and sponsorship and consequently funds, which are all spent on promoting the region thanks to the partnership with City of Greater Geelong which covers the administration and staffing costs of Tourism Greater Geelong and The Bellarine, the Visitor Information Centres and Business Events Geelong. The 2018/19 Financial Statements have been independently audited by LBW Accountants as per the distributed Annual Report. 	<p>Moved: Yes Secinded: Yes</p> <p>That the audited financial statements 2018/19 be accepted.</p> <p style="text-align: right;">CARRIED</p>

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				<ul style="list-style-type: none"> The Treasurer concluded by welcoming Brett Ince as the new Executive Director and that she looked forward to the next 12 months. 	
7.	AMENDMENT TO THE ASSOCIATION'S STATEMENT OF PURPOSES AND RULES FOR MEMBER SPECIAL RESOLUTION	6.1		<p>The members voted on two amendments to the Association's Statements of Purposes and rules by special resolution.</p> <ol style="list-style-type: none"> Change to Section 5.4.2 Term of Office - That the term of the location-based member to the board be changed from two to three years to avoid the potential of a whole new board when elections for location and skills-based positions came up together every six years. Section 5.4.2 Term of Office New Clause 5.4.2.1.1 A location-based appointment will hold office for a period of three years. Change to Section 5.6.2 Filling casual vacancies - That this clause be inserted into the Statement of Rules and purposes so that in the event of a Board member's resignation before an election there will be a clear procedure in place to fill the vacancy. New Clause 5.6.2. Filling casual vacancies 5.6.2.5. Where a Member appointed Board Member has been appointed in accordance with rule 5.2.1.2.1 or 5.2.1.2.2 and that Board Member resigns in accordance with rule 5.6.1.2 (Resignee), the Board will provide notice of the Resignee's resignation to the region whom the Resignee represented and the region will provide the Board with the details of the person who received the next highest number of votes at the meeting where the Resignee was elected and that person will become a Board Member in place of the Resignee for the duration of the Resignee's term. Where the Resignee was the only candidate for that position, the Board will fill the casual vacancy in accordance with rule 5.6.2.1. Chair indicated that the Chair role may be discussed at next year's AGM. 	<p>The members voted by special resolution to endorse the amendments to the Association's Statement of Purposes and Rules: Section 5.4.2 Term of Office New Clause 5.4.2.1.1 A location-based appointment will hold office for a period of three years.</p> <p>5.6.2. Filling casual vacancies 5.6.2.5. Where a Member appointed Board Member has been appointed in accordance with rule 5.2.1.2.1 or 5.2.1.2.2 and that Board Member resigns in accordance with rule 5.6.1.2 (Resignee), the Board will provide notice of the Resignee's resignation to the region whom the Resignee represented and the region will provide the Board with the details of the person who received the next highest number of votes at the meeting where the Resignee was elected and that person will become a Board Member in place of the Resignee for the duration of the Resignee's term. Where the Resignee was the only candidate for that position, the Board will fill the casual vacancy in accordance with rule 5.6.2.1.</p> <p>ACTION: Notify ASIC/ Consumer Affairs Victoria of the amendment to the Association's Statement of Rules and Purposes.</p>

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8.	ELECTION OF MEMBER APPOINTED BOARD MEMBERS	8.1	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>Location Based</i> member appointed Board positions. Nominations were called for the positions with nominations closing on Monday 14th October 2019. All attendees were provided with biographies and information of the nominations via email on Monday 21st October 2019.</p> <p>At the commencement of this meeting, a Ballot paper was provided to all voting delegates to be filled out to register a vote. All voting delegates were requested to complete this form immediately and place the completed form in the voting box to the side of the room.</p> <p>Nominees for the Geelong region are:</p> <p>Location Based Position - Geelong:</p> <p>Keelie Hamilton – The Gordon Jon Helmer – Geelong Cellar Door Julie Hope – Deakin University</p> <p>The votes for the location-based positions of the Tourism Greater Geelong and The Bellarine Board were tallied by TGGB staff members with Jon Helmer elected representatives officially announced to those present by the Chairperson.</p> <p>All nominees were thanked for their commitment to the region and their enthusiastic support was a further indication of the strong visitor economy.</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>
9.	GENERAL BUSINESS	9.1		There were no items of General Business raised.	
8	NEXT MEETING			Next Meeting: To be confirmed after the 2020 Board Meeting dates are developed in early 2020.	<p>ACTION: Lodge the Annual Return Statement in accordance with Consumer Affairs Victoria.</p>

ATTENDEE LIST FOR TOURISM GREATER GEELONG & THE BELLARINE AGM 2019

First Name	Surname	Company
Annie	Glasson	Kardinia Park Stadium Trust
Anthony	Spence	Prestige Jayco
Bernard	Perry	Village Cinemas
Bob	Butler	Galaxy Limousines
Brendan	Sanders	Tourism Greater Geelong & The Bellarine
Brett	Ince	Tourism Greater Geelong & The Bellarine
Cathie	Ferguson	Drysdale House
Chilla	Tuicolo	BrewiColo Brewing Co
Chloe	Jetson	Bellarine Celebrant
Chris	Niven	Bendigo Bank
Christine	Smith	Great Ocean Stays
Claire	Gemes	Lon Retreat Pty Ltd
Connie	Trathen	Port Phillip Ferries
Cr. Owen	Sharkey	Tourism Greater Geelong & The Bellarine
Dave	Humphris	Piknik
David	Merrills	Out and About Minibus Hire
Dawn	Tarticchio	Breamlea Holiday Park
Debbie	Spence	Prestige Jayco
Denise	Humphris	Piknik
Elise	Getson	Tourism Greater Geelong & The Bellarine
Elizabeth	Simonsen	Barrgowan Vineyard
Elwyn	Davies	Geelong Winery Tours
Emilie	Painter	Bendigo Bank
Felicity	McKenzie	Tourism Greater Geelong & The Bellarine
Fraser	Baker	Digital Tourism Marketing
Gabby	Keesing	The Little Mussel cafe
Gareth	Jago	Digital Tourism Marketing
Garry	Flanigan	Provincial Media
Hannah	Code	Zoos Victoria
Hayley	Ollis	Novotel Geelong
Helen	Butteriss	Bellarine Business Advisors
Isla	Foy	Tourism Greater Geelong and The Bellarine
Jan	Bell	Bells By The Beach Holiday House, Ocean Grove
Jane	Mithen	Harwood Andrews
Jason	Smith	
Jo	Surkitt	Revitalize Lifestyle
John	Fitzgerald	Adriot Insurance & Risk
John	Stevens	Tourism Greater Geelong & The Bellarine
Jon	Helmer	Geelong Cellar Door
Jon	Zabiegala	Provincial Media
Julie	Hope	Deakin University
Karen	Jackson	Novotel Geelong
Kay	Godfrey	BrewiColo Brewing Co.
Keelie	Hamilton	The Gordon
Linley	Bell	Bells By The Beach Holiday House, Ocean Grove
Liz	Fountain	Fort Queenscliff Heritage Assn Inc
Lorraine	Golightly	BIG4 Beacon Resort
Maree	Corde	State of Wellness

Mark	Giles	Geelong Arena
Mark	Edmonds	Ocean Grove Chalet
Mark	Fountain	Supaworld
Mary-Grace	Greer	Swan Bay Holiday Park
Melinda	Clarke	City Maps Illustrated Pty Ltd
Melissa	Connor	ZUZU Hospitality Solutions
Nadine	Kuc	Tourism Greater Geelong & The Bellarine
Narelle	Needham	Tourism Greater Geelong & The Bellarine
Nick	Brau	Liberty Balloon Flights
Peter	Murrihy	Tourism Greater Geelong & The Bellarine
Richard	Simonsen	Barrgowan Vineyard
Roger	Smith	Echidna Walkabout
Russell	McGlashan	McGlashan Estate
Russell	Hyland	Oneday Estate
Sam	Murray	Oneday Estate
Sarah	Fenton	Bellarine Smokehouse
Simon	Goldie	Swan Bay Holiday Park
Stacey	Chen	Skydive Great Ocean Road
Sue	Warner	Bellarine Celebrant
Terry	Jongbloed	Tourism Greater Geelong & The Bellarine
Tim	Davies	Hyper Social
Tony	Greer	Swan Bay Holiday Park
Tracy	Bold	Advance Mussel Supplies
Wendy	Edmonds	Ocean Grove Chalet
Emma	Atkinson	Q Train
Lex	Chalmers	National Trust Australia
Tony	Graham	Queenscliff Golf Club