



East Coast Tasmania Tourism | Annual General Meeting

MINUTES

Monday 24 October 2022 | 3pm – 4pm

Spring Bay Mill, 555 Freestone Point Rd, Triabunna, Tasmania

Present: Jen Fry (Chair), Rhonda Taylor (CEO), Ben Coull (Auditor) via Zoom, Glenn McGuinness, Rob Churchill, Alli Anderson, Tony McLeod, Kate Smith, Max Swain, Grace Keath, Joe Pickett, John Brown, Georgie Gow, Ange Boxall, Greg Crump, Jo McBain, Angela Turvey, Allison Horswill, Anna Williams, Jayne Richardson, Tony McLeod, Kyle Duffield, Tory Ross, Michael Davis, Annette Hughes, Barry LeFevre, Greg Ingham, Glenn Travers, Aletta Macdonald, Mark Jones, Christine Proctor, Kiley Hay.

1. Welcome and Acknowledgement of Country by Chair, Jen Fry

2. Apologies.

John Fitzgerald, Claire Fitzgerald, Camilla Thomas, Ian Rankine, Anne Greentree, Liz Swain, Mick Tucker.

3. Minutes of previous Annual General Meeting held in October 2021

Motion: That the Minutes be accepted as a true and accurate record.

Moved Annette Hughes

Seconded Jo Mc Bain

Carried

4. Business arising from Minutes of previous Annual General Meeting

Nil

5. Chair's Annual Report

Presented by Jen Fry.

The priority of the East Coast Tasmania Tourism Board over the past 12-months has been to advocate and support tourism through the pandemic. Jen thanked funding partners; Tourism Tasmania, Glamorgan Spring Bay Council and Break O'Day Council.

Highlights have been:

- Strategic planning to have a 'positive impact; as the industry emerges from the pandemic.
- The East Coast Tasmania Tourism App has been released and is something we can be proud of.
- DAPs and Super DAPs have provided a great opportunity to 'reach in' & have been a great success.

Jen gave special thanks to Rhonda as she departs next week following 3 years in the role of ECTT CEO, and introduced Grace Keath who joins ECTT as CEO in early November 2022. Grace comes to us from a tourism background and is a local to the East Coast.

6. Annual Financial Reports and Statement by Synectic

Presented by Jo McBain

Ben Coull, Auditor, via Zoom

CEO was successful in securing grant funding during a difficult period over the pandemic. Small net loss was absorbed by reserves. Feel strongly that it was important to draw on reserves to complete our work in supporting tourism on the East Coast.

ECTT has a solid reserve position: to maintain this we must closely monitor our key costs against future income; those costs being staff and marketing.

Appreciation to Natacha from Cense accounts

Motion: That the Financial Report be accepted.

Moved Alli Anderson

Seconded Barry Le Fevre

Carried

Synectic has been appointed.

Ben noted that no issues noted during the audit and those responsible for managing the books have done a good job.

7. Introduction of new Board members

Annette Hughes and Susan Carins were both reaffirmed as Board Members.

Jen advised new board members have been appointed:

Allison Anderson who is Deputy Chair, Joe Pickett from Spring Bay Mill, Barry LeFevre from BODC and Jo McBain who is Treasurer.

8. Acknowledgement of departing Board Members

Jen acknowledged the departure from the Board of 2 members, and thanked them for their service to the Board and to the Community:

- Susan Carins - Has made a wonderful contribution, particularly through her innovative approach to matters.
- Angela Turvey

Has given an incredible amount of time and work to the Board over 6 years, including time as Chair. One of the key things was to bring the region together under one brand, so that visitors understand our story of who we are and so that the industry had something to be proud of.

9. Ratification of the continuation of the following Sub-Committees:

- Marketing
- Audit and Risk
- Tourism Awards
- Rules of Association

Motion: That the Marketing, Rules of Association Audit & Risk and Tourism Awards Sub-Committees are ratified as authorised Sub-Committees of the Board.

Moved Annette Hughes

Seconded Ange Boxall

Carried

10. Annual Report by CEO on other major activities

Rhonda referred the meeting to the CEO Report as contained in the Annual Report.

Rhonda referenced work over the last 12-months putting hand up for as many grants as we could so ECTT could do more for the industry. Seeking funding and supporting others in our industry who were applying for funding.

Some of the projects tackled in the past year are:

- App – currently just over 4000 downloads of the app. Version 22 has just been released
- Strategic Plan & Destination Management Plan
- Health of our industry. We were continually asking them to reach out to Lifeline and the like but ECTT decided to 'reach in' by conducting a number of surveys on the phone to see if people were okay.
- Marketing strategy – needed to step up and
- Workforce planning & housing – ECTT has been a part of the conversation advocating
- Three digital East Coast Holiday Guides
- Agritourism – Austrade funding was secured to support the development of agritourism on the East Coast.
- NECI – Tourism Australia initiative to develop content – 30 businesses received 5k each to produce content.
- Digital Training Projects

Rhonda thanked the East Coast Tasmania Tourism team and the Board, industry stakeholders and industry partners.

13. Close of Annual General Meeting

Meeting closed by the Chair at 3:45pm