



East Coast Tasmania Tourism | Annual General Meeting

MINUTES

Thursday 28 September 2023 | 3pm – 4pm

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

Present: Jen Fry (Chair), Grace Keath (CEO), Alli Anderson, Annette Hughes, Joe Pickett, Barry Le Fevre, Lisa Punshon, Theresa Lord

Other Invited Guests Present: Rachael Roberts, Tim Bishop, Kelly Luck, Amy Hills, Monica Orrego, Rob Inches, Jon Samin, Trent Thompson, Cassie Stanley, Anne Greentree, Kate Mirowski, Kiley Hay, David Noonan, Carl Windsor, Cam Brett, Suzy Brett, Allison Wallace, Sophie Murffit, Mackensie Belbin, Melissa Denkinger, Sally Taylor, Nick Wardlaw

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

2. Apologies.

Paul McDonald, Donna Stanley, Jo McBain, Michael Symons,

Other Invited Guest's Apologies: Alex Heroys, John Johnstone, John Brown, Jayne Richardson, Matt Gibson, Matt Lowndes, Amanda Roberts, Isabella McCallum, Christine Pritchard, Jack Milbourne, Steve Old, Samantha Shaw, Sarah Clarke, Todd Babiack, Jess Radford, Tory Ross, Cheryl Norris, Andrew McCullough, Greg Ingham, Cheryl Arnol, Camilla Thompson, Claire Fitzgerald, Jessica Elkerton, Emilie Donavan, Alicia Perry, Michael Patterson, Marnie Craig, Taryn Reid, Jenny Davis, Ben Coull, Allison Clarke

3. Minutes of previous Annual General Meeting held in October 2022

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

Moved Annette Hughes

Seconded Barry Le Fevre

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 collaborate with local governments, businesses, and tourism operators as they continue to feel the effects of an economy effected by the pandemic, pent up travel by Australians to overseas markets and rising costs of living. The ECTT focus has been to support and promote our East Coast tourism industry through planning, promotions, and advocacy. Jen thanked funding partners; Tourism Tasmania, Glamorgan Spring Bay Council and Break O'Day Council.

Highlights have been:

- Continued promotion of responsible tourism practices namely sustainability, accessibility and inclusivity
- The implementation of quarterly recognition of high achieving operators on the East Coast resulting in regular events and celebration for the industry

Jen gave special thanks to Grace for her stellar work in her first year as CEO and to Grace's team of Mel, Sally and Kiley for their dedication and professionalism to their roles.

6. Annual Financial Reports and Statement by Synectic

Presented by Jen Fry

Chair reported a profit of \$1479 for the year.

Auditors provided some feedback around line items and this was taken onboard by the CEO

Motion: That the Financial Report be accepted.

Moved Alli Anderson

Seconded Theresa Lord

Carried

Synectic has been appointed as auditors for financial year '24

It was noted that the audit for financial year '24 is the last year that Synetic will be used for ECTT audit.

7. Introduction of new Board members

Jen Fry has been reinstated for another term as Board Chair. Annette Hughes acknowledged Jen's work and thanked her on behalf of the Board.

Jen advised new board members have been appointed:

- Paul McDonald – Director
- Lisa Punshon– Director
- Theresa Lord – Director
- Michael Symons – Glamorgan Spring Bay Council representative

8. Acknowledgement of departing Board Members

Jen acknowledged the departure from the Board of 3 members, and thanked them for their service to the Board and to the Community:

- Ange Boxall
Ange left during the year to continue to work incredibly hard on her music career and her efforts are not going undeserved. We look forward to seeing Ang's star shining on the international music stage!
- Rob Churchill
Rob was an excellent Board Member who always brought the communities view to the table. We will miss him.
- Joe Pickett
Joe has brought a high level of professionalism alongside a wonderful sense of humour. He took on some great roles including the Lead of the Audit & Risk Committee. We wish him all the best!

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 Lisa Punshon

Seconded Annette Hughes

Carried

10. Annual Report by CEO on other major activities

Presented by Grace Keath

The highlights of the year for Grace were as follows:

- The last summer was an incredible season for operators and the season. 16% yearly increase from 2019 was reported. Some towns reported 30% increase!
- Winter 2023 has been tough for operators but ECTT is working on initiatives for Winter 2024 including continued integration with Tourism Tasmania's OffSeason campaign
- Grace spent a lot of time initially getting to understand the challenges and opportunities that are available on the coast and ECTT now has a very solid plan in moving forward and will push for the Positive Impact Plan to come to life
- Grace has stabilised the team and now has Mel in the North, Sally in the South and Kiley taking care of the social media channels
- Continued advocacy for improved road infrastructure communication services, solutions for workers accommodation and the Positive Impact Plan. These are three big priorities that will take precedence in the coming year

- There was some big wins at the 2023 National Tourism Awards with Wukalina Walk winning Gold, Big4 St Helens Holiday Park and Tas Walking Co both winning Silver. This is a fantastic representation of the standard of operators on the Coast
- Implemented quarterly industry Awards. To date, there has been 30 Awards given out. The themes included Guest Love, Positive Impact. Accessibility & Inclusivity and Innovation (to be awarded in Nov / Dec 2023)
- Coached 8 businesses through to the TICT Tourism Awards

Grace 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 3:29pm