

TCA GENERAL MEETING MINUTES **[CONFIDENTIAL DOCUMENT]**

Date: 19th November 2020

Location: CDU – Desert Lantern Restaurant, Alice Springs

General Meeting commenced at 5:03pm

1. Welcome and Apologies – Chair

Present: As per attendees register

Apologies: As per attendees register

Chairperson: Patrick Bedford

Welcome by the Chair, Patrick Bedford, who acknowledged the traditional owners of the land, Patrick also noted the meeting was being streamed via the TCA ZOOM meeting link and welcomed all members watching.

The Chair recognised the Welcomed our VIP guests.

- Warren Snowden, Member for Lingari;
- Bill Yan, Member for Namitjiri
- Robyn Lambley, Member for Araluen
- Jeffery McLaughlin Mayor of Barkly Regional Council
- Damien Ryan, Mayor of Alice Springs Town Council

2. Approval of Minutes of Previous Meeting – 20th August 2020

- Motion: That the minutes of the General Meeting held 20th August be accepted as a true and correct record, subject to the changes noted.

Moved: Dale McIver

Seconded: Nick Prus

CARRIED

3. Chair's Update

Patrick Bedford presented the Chairperson's update, key items included:

- Chair Patrick advised that he has been busy attending meetings with Government officials and attended a meeting with the Chief Minister and the Minister for Tourism regarding five key action Points.

- The Five action points included things like the price of flights in Alice, the sealing of the Mereenie Loop, financial support for struggling businesses, and the anti-social behavior.
- The Chief Minister has sent a Letter with feed back on financial Support for the Operators in need and has assured Patrick that this issue is in the forefront and being investigated.
- Patrick also mentioned that he has been busy working on the Priority Action Plan with CEO Danial Rochford.
- He also advised members of the decision that the TCA Board made regarding the relaxation of membership fees for the next 18months, to assist for Members.
- Chair Patrick also mentioned all the work that has been put into the creation of the BTAG team by him and CEO Danial, the Barkly Tourism Action Group was introduced to bring more focus to the Region where needed.

4. Finance Update

Ellie Norris presented the Treasures Update, key items included,

- Treasure Ellie advised that this was an update on the first quarter of the Financial year from the 1st July- 30th Sept 2021.
- Ellie advised that we have already exceeded our forecasted Budget by \$80k for the Financial year 2021.
- Ellie advised Members that TCA has generated \$570k as the total for the first quarter.
- Treasure Ellie gave a detailed Breakdown of the \$570 income, as listed below:
 - \$420k was from Government Grants and other Government assistance.
 - \$77k in Travel booking Commission
 - \$50k in retail sales income
 - \$20 in cold marketing campaigns
- Ellie also mentioned that the total expenses for the first quarter was in line with the budget and it came to \$414k in total. Breakdown listed below:
 - 64% was Employment expenses
 - 18% was Member and Visitor Servicing expenses
 - 12% was Administration and Property expenses
 - 6% was other overheads
- Ellie advised that even though we exceeded our target in terms of revenue, she was please to say that TCA kept the costs in line with budget.
- Ellie mentioned that our Financial status at the end of September stood at \$1.3m in total Assets which includes bank balances of just over \$500k.
- Total Liabilities of \$1.1m related to unexpended grants ATO obligations, Employee provisions and Accounts payable.
- Ellie advised members that overall, the Net assets of TCA stood at \$250k at the end of the first Financial quarter.

- Treasure Ellie went on to mention that the Board was very pleased with the comfortable Financial position that TCA was in at the end of the First quarter.
- Ellie thanked the Senior Management team for all their hard work and efforts to keep inline with the Budget, on behalf of the entire Board.
- Motion: That the Financial Report be accepted as a true and correct record, subject to the changes noted.

Moved: Damien Ryan

Seconded: Grant Whan

CARRIED

5. TCA Operations Report

CEO Danial Rochford presented the TCA Operations Update, key items included,

- Members of the team at TCA have been super busy especially with the NT Tourism Voucher Campaign.
- CEO Danial went on to discuss the \$1.3m which was about 10% of the Voucher revenue was obtained by our Member here the Central Australia, this was unfortunately based on the demographics of the region. With Darwin Operators receiving the bigger chunk.
- He also mentioned that TNT have now introduced a \$200 bonus claim amount in round 2 of the Voucher Campaign, so that we can encourage those from the top end to come and visit Alice Spring and the surrounds.
- Danial advised that we had been busy working with Bookeasy to provide operators with support and understanding of the benefits of having a live or Gold bookable product.
- Danial advised that 6 months ago we only had 45% Bookable products. However, we are currently at 60% bookable product on Bookeasy.
- Danial acknowledged that we have been very busy and active from a Marketing perspective, with the launch of the Spring Into Alice campaign, and a specific campaign for Yulara in partnership with Voyages.
- Marketing has also been busy working with the West Mac's and Hermannsburg Tourism Action Group to create a new West Mac's brochure, which will showcase all that is to see in the West MacDonnell region.
- Danial advised that thanks to the launch of the new website we have seen an increase in online booking for round 2 of the Voucher campaign in comparison to round 1.
- Danila mentioned that we had been working with ASTC on the establishing a Memorandum of Understanding to help strengthen that relationship between the ASTC and TCA, also to work together to build tourism.
- Danial discussed the internal refocus at TCA and introduced the New recruits which included.
 - Susan Silvester as VIC Team leader
 - Jordan Braver as Assistant Team Leader

- Alex Dye as Membership and Industry Support Manger
- James Acklin as Membership and Industry Support Coordinator

6. New Members Update – New members since August 2020.

- Batchelor Holiday
- Ibis Styles Katherine
- Skippers at Dundee
- Outback Camper Trailer Hire
- Mobile Windscreen Repairs
- Magnum Serviced Apartments
- Jacksons Art Supplies
- Airborne Solutions
- Barkly Regional Arts
- Finke River Adventures
- Mayvin Global – Top End
- Cavanagh Lodge
- Hyper Hyper
- Outback Vehicle Recovery
- Southern Cross Tours and Travel
- Manbulloo Homestead Caravan Park
- Austour
- Leisure Solutions
- Original Jumping Crocodile Cruise
- Grill Me Crazy
- Lee and Jenny’s Bushcamp – Top End
- Merrilyn Spencer
- Malcolm Duffield
- Alana Richardson
- Nick Prus

7. General Business

1. Priority Action Plan Presentation

- The Priority Action List was established at the 2020 Tourism Summit held on the 20th August 2020.
- Although the Summit resulted in 6 Key Projects after the votes were counted, discussions with Board Members resulted in an extra 5 projects being added to that list. Which brought the total number of 11 projects to advocate for.

- The idea of the Priority Action Plan was to think Big, Bold, and Brave, something that will make a huge difference to Tourism in Alice Springs.
- The good news is that Tourism NT has also included the 11 Project in their Destination Management Plans.
- Patrick requested our Members to endorse the Priority Action Plan and allow our Chairperson and the organization to help advocate on behalf of Members.

Priority Action List

1. Alice Springs Sky Park
2. Embrace the SAVE market (Scientific, Academic, Volunteer and Education)
3. The National Aboriginal Art Gallery and Central Australia Art Trail
4. Roads of Tourism Significance – The Outback Way and Mereenie Loop
5. The Central Australian Heritage Trail
6. Central Australia by Night
7. 6 Stars, Under the Stars in the MacDonnell Range
8. Alice Springs Convention Centre Revitalisation
9. Indigenous Employment Opportunities
10. Tourism Precinct – Telegraph Station to CBD
11. Tourism Precinct – Telegraph Station to CBD

Motion: That the Priority Action Plan be endorsed.

Moved: Lynne Peterkin

Seconded: Brenton Schild

CARRIED

8. Meeting Closed

With no further business the meeting was closed at 6.03pm

9. Attendees Register

Organisation	Name
Uluru Segway Tour	Alex Dye
Diplomat Motel - Stumps Cafe - Uncles Tavern	Melissa Tata
Outback Ballooning	Andrea Lehman
Namatjira MLA	Bill Yan
Big4 MacDonnell Range Holiday Park & Life Member	Brendan Heenan
Finke River Adventures	Brenton Schild
Tourism NT	Chrissy Gorey

Alice Event Management & Consultancy & Rotary Henley on Todd Inc	Dale McIver
Alice Springs Town Council	Damien Ryan
Alice Springs Airport	Dave Batic
Club Eastside	Deryck Goodman
Diplomat Motel - Stumps Cafe - Uncles Tavern	Diana Sams
Individual	Ellie Norris
Alice Springs Desert Park	Estelle Marshall
Business Enterprise Centre NT	Grant Whan
	Katrina Whan
Outback Caravan Park	Jan Baldwin
Outback Ballooning	Jason Livingston
Voyages & Life Member	Jeff Huyben
Barkly Regional Council	Jeffrey McLaughlin
Parks and Wildlife	Jill Catchlove
Tourism NT	John Di Maria
Wild Honey Travels	Kimberley Morgan
National Road Transport Hall of Fame	Lester Hamilton
Individual and Life Member	Lynne Peterkin
Hyper Hyper	Margaux Everett
CDU	Martin Bollmeyer
Personal Member	Nick Prus
Tourism NT	Nick Ruch
Angkerle Atwatye – Standley Chasm	Nova Pomare
Emu Run	Patrick Bedford
Alice Springs Reptile Centre	Rex Neindorf
Yubu Napa Gallery	Ricki Farmer
NT SOARING	Robert Smits
Outback Tour Services	Robyn Cox
Robyn Lambley MLA	Robyn Lambley
DTBI	Ross Nowland
Tourism NT	Scott Lovett
Arid Lands Environment Centre Inc.	Sophie El Mouttie
Tourist Information Centre	Stephanie King
Outback Caravan Park	Stephen Baldwin
Thrifty	Steve Shearer
Tourism NT	Stuart Ord
Friends of the Larapinta Trail	Tamara Siemionow
Hi, Oscar	Toni Ryland
Office of Warren Snowdon MP	Vince Jeisman

Office of Warren Snowdon MP	Warren Snowdon
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10. Apologies

Organisation	Name
Sandrifter Safaris	Bill Wilcox
NT Department of Industry, Tourism and Trade	Bill Sankey
Trek Larapinta	Clare Drabsch
Mayvin Global	Deanna Varga
Outback Elite Tours	Filippo Gelada
Lasseter's	Gayle Shearer
Alice Springs Expeditions	John Stafford
Outback Group NT	Justine Petrick
Ross River Resort	Lee Donald
G'day Mate Tourist Park	Linda Wilcox
Pyndan Camel Tracks	Marcus Williams
Boothby MLA	Marie Clare
Trek Larapinta	Nick Scharm
Wintersun Cabin & Caravan Park	Robbie Alison Armstead
Barkly Regional Council	Steve Moore
Member for Barkly	Steve Edgington
ATG Downunder	Wayne Thompson