

TCA GENERAL MEETING MINUTES

[CONFIDENTIAL DOCUMENT]

Date: 6 April 2022

Location: Witchetty's Function Room, Araluen Arts Centre, Alice Springs

General Meeting commenced at **6.04 pm**

1. Welcome and Apologies – Chair

Present: As per attendees register

Apologies: As per apologies register

Chairperson: Patrick Bedford

Welcome by the Chair, Patrick Bedford, who acknowledged the traditional owners of the land, and thanked all our members for attending this General Meeting.

The Chair acknowledged and welcomed our distinguished guests attending onsite and online:

- Robyn Lambley MLA
- Josh Burgoyne MLA
- Bill Yan MLA
- Minister for Tourism Natasha Fyles
- All our Life Members present

The Chair also welcomed:

- Staff members and
- Supporters of TCA both in the room and online

2. Approval of Minutes of Previous Meeting - 22 September 2021

MOTION: That the minutes of the General Meeting held on the 22 September 2021 be accepted as a true and correct record.

Moved: Steve Shearer

Seconded: Grant Whan

CARRIED

3. Key Note Speaker – Hon. Natasha Fyles, Minister for Tourism and Hospitality and Minister for Health

The Chair introduced and warmly welcomed the key note speaker of the night the Hon. Natasha Fyles the Minister of Tourism and Hospitality and also the Minister for Health coming in on Zoom.

The Minister gave a verbal report, key items included:

- The Minister acknowledged the traditional owners of the land. The Minister also acknowledged the last couple of years being tough for Central Australia and also acknowledged the leadership of Tourism Central Australia by the Chair and the CEO.
- The Minister expressed her excitement about seeing changes and spoke about the recent big announcements:
 - National Aboriginal Art Gallery
 - New Visitor and Information Centre for Tourism Central Australia
 - Investments around the Lasseters Hotel Casino and also
- In the Federal Government Budget the commitment towards roads.
- The Minister acknowledged Marion Scrymgour and Damien Ryan
- Aviation - the opening of the international borders and also the Sydney to Uluru flight
- \$3M for an international marketing campaign
- The understanding of the importance of the drive market is a key part of the 2030 strategy
- The Federal Budget of \$132 M put into roads in Central Australia
- The business events space will be continued to be worked on
- \$3.6 M working holiday maker campaign
- The Minister acknowledged the leadership of TCA's Chair and CEO.
- The Minister congratulated the team for pulling together the upcoming drive itineraries on the website.
- The Minister thanked for the opportunity to zoom in this evening and thanked the Chair.

The Chair thanked the Minister and appreciated all the support given to our industry and as well to Tourism Central Australia.

4. Chair's Update

The Chair gave a verbal report, key items included:

- The great announcement around the new Visitor Information Centre
- The big federal announcement around the sealing of the Mereenie Loop
- Meetings have been held with the Departments around the Covid rules.
- The TCA Strategy Plan is in process to be presented to the members for feedback and then endorsement in about 6 to 8 weeks' time.
- Arising media opportunities are constantly being taken

5. Finance Update

The Chair welcomed TCA's Treasurer and Chair of TCA's Finance and Risk Committee Jodie Summers to give an overview of the financials.

The Treasurer attended online and apologised for not being there in person. The Treasurer acknowledged the Central Arrernte people and paid respect to their elders past, present and emerging.

The Treasurer provided the TCA financial report, YTD to February 2022.

Some key items included:

- Commission income from Visitor Information Centre sales has been strong over summer due to the 4th round of the NT Government Tourism Vouchers.
- VIC sales are up by 5.3% against YTD budget.
- Renewals are up 11.5% YTD on budget – The Treasurer acknowledged the TCA membership team for their tenacious efforts and thanked those renewing members.

- Grant and funding revenue recognition is not in line with budget or activity timing with several initiatives in progress. These activities include the Consumer Shows and Coop Marketing and Austrade projects which our Marketing team are busy working on. We will see these come in line with budget by the end of the year.
- Retail sales have been slow over summer but are starting to pick up and we are confident that we will achieve budget by end of year.
- The Financial Literacy Program has been extended due to previous underspend; we hope to increase participation in this very beneficial program.
- Higher bookeasy commission payments reflect increased sales.
- Overall, we are tracking well to budget.

The Treasurer thanked the TCA staff for all their efforts in managing this in some difficult times.

MOTION: That the Financial Report be accepted.

Moved: Steve Shearer

Seconded: Lynne Peterkin

CARRIED

6. CEO's Update

CEO Danial Rochford presented the TCA Operations update. Key items included:

- The NT Government's recent announcements: The location and commitment towards the National Aboriginal Art Gallery including an Aquatic Park and the 350 house lots at Kilgariff stage three.
- The Federal announcements: Almost \$1 billion in road funding for Central Australia. A bulk of that is the commitment of the wider sealing of the Outback Way and the sealing of the Mereenie Loop and also the Tanami Road.
- Private investment: \$70 M upgrade of Lasseters Casino and Hotel, over \$10 M into Kings Creek Station and Kings Creek Resort and Glen Helen Resort.
- Barkly Region - the announcement of the \$80 M upgrade to the Ninki Ninyu Cultural Centre
- The recent announcement by the Prime Minister in Cairns \$45 M for Tourism Australia
- The total amount of \$10 M committed for Tourism Central Australia in the last year alone
 - \$5 M for the new Visitor and Information Centre
 - \$3.5 M from the Commonwealth Government for the region's recovery program
 - \$1.25 M additional support from the NT Government for Marketing
 - \$150,000 from the National Indigenous Australian Agency
- The CEO thanked all members for their investment in TCA through their membership fees.
- The CEO spoke about TCA's continuing advocacy on behalf of the members for our sector. TCA is continually prominent in the media, with politicians and government to support issues like the workforce challenges, many of the legacy COVID policies that still are in place, the accommodation and housing issues and crime and safety. TCA is working with governments proactively to see the support and implementation of our three destination management plans across the Central Australian Barkly regions.
- The CEO acknowledged the TCA team for all the hard work they have been doing.
- Visitor and Information Centre bookings have increased tremendously.
- Our social media has reached over 2 million people in the last 28 days.

- The CEO acknowledged the great work and efforts done by our Industry and Membership support team and thanked all team for the work they do day in and day out.
- The CEO reported on the success of TCA's marketing efforts in the last four month. Thanks to the support of the Federal Government - for the first time have launched its own National Marketing Campaign. The CEO shared the Get Out There Campaign results showing a short video.
- The CEO acknowledged the three people who have put this work together the TCA Marketing department: Steve Jarrett, Ben Urquhart and Georgia Tidey and thanked them for the amazing work they have done in putting this program together.
- The CEO reported on the key take out of the results of a research done. As a result of the contain pieces there have been published 50 articles from out of this campaign in the last four month. Through those contain pieces the research has shown there's been a 13% shift in perception about Central Australian Region in particular that we are not just Uluru. This is great news for Alice Springs, West Macs and the Barkley Region to get that dispersal across the region.
- TCA has just finished a first burst with Flight Centre. Results of that campaign have delivered a 15 to 1 return on investment. TCA had a second burst which will be our single biggest retail partnership of this whole program.
- The CEO acknowledged those in the industry that are still facing tough times and challenges and made it clear that TCA will have their membership's back and is working tirelessly for all our industry.

The Chair acknowledged the CEO and all TCA team for their daily efforts and work they are putting in.

7. Presentation – Federal Election candidates

The Chair welcomed the two major party candidates:

- Damian Ryan who is standing for the Country Liberal Party and
 - Marion Scrymgour who is standing for the Australian Labor Party.
- The Chair acknowledged both candidates and their passion to put their hand up to stand to contest the seat.
 - Both candidates have been invited to present to the audience on their vision for the region, what their respective parties are putting forward that will benefit tourism and any announcements they would like to make.
 - Each candidate has been given up to 15 minutes to present each.
 - The CEO flipped a coin to decide the speaking order.
 - First presenter was Marion Scrymgour, second presenter was Damian Ryan

8. Presentation – RTO and Visitor Information Centre Review

The Chair introduced and welcomed the consulting team local firm Centred Solutions owned and operated by Mark Coffey and Fionn Griffin.

- The Chair invited Mark Coffey and team to give a small presentation on the 5-year funding review.
- Mark Coffey spoke to a Power Point presentation and invited Jeremy Johnson and Roger Grant to introduce themselves.
- Centred Solutions provided an update on the 5-year funding review and conducted a survey with the membership audience via their mobile phones and Slido.com.

- Mark Coffey informed about the next steps and thanked everyone for their time.
- The Chair thanked and acknowledged all members of the project team: Mark Coffey, Fionn Griffin, Jeremy Johnson and Roger Grant.

9. New Members Update

The Chair invited the CEO to introduce the new members of TCA since the last General Meeting.

- The CEO tabled following new member: Kulgara Roadhouse

10. General Business

- Steve Shearer acknowledged that some signage issues have been fixed and also the fence alongside Stuart Highway and the railway.
- Lynne Peterkin mentioned her involvement since over more than 20 years in the efforts of achieving the sealing of the Mereenie Loop.
- Rex Neindorf raised following key points: The high importance of having visiting school groups in town spending money and tourism moving forward in this area. Rex Neindorf also raised the topic of increased insurance fees.

i) **New Product Presentations**

The Chair introduced a raft of new products that are coming online or information about them.

Following four businesses showcased their experiences:

- Paul Tolliday from **Ayeye Atyenhe Art**
- Brad Seymour and Belinda Seymour from **Arltunga Bush Pub & Eco Retreat**.
- Luke Hoolihan from **Red Centre Adventures**
- Kat Doederer from **Alice Springs Helicopters**

No further business arose from the floor.

11. Meeting Closed

With no further business the meeting was closed at **8.04pm**.

12. Attendees Register

Duffield	Malcolm	AAAR
Neindorf	Rex	Alice Springs Reptile Centre
Scrymgour	Marion	Candidate for Lingiari
Walsh	Nicole	Chamber of Commerce
Ryan	Damien	CLP for Lingiari
Banks	Marli	Councillor
Bitar	Allison	Councillor
Melky	Eli	Councillor
Doederer	Kat	Alice Springs Helicopters
Oosthuizen	Nicky	Alice Springs School of the Air Visitor Centre
Tolliday	Paul	Ayeye Atyenhe Art
Seymour	Belinda	Arltunga Bush Pub & Eco Retreat
Seymour	Brad	Arltunga Bush Pub & Eco Retreat
Woo	Allan	Airport Development Group
Stafford	John	Alice Springs Expeditions
Marshall	Estelle	Alice Springs Desert Park
Mahendra	Mahesh	ALICE HOLIDAY TOURS
Baldwin	Steve	AQA Group Pty Ltd
Whan	Grant	BECNT
Coffey	Mark	Centred Solutions
Griffin	Fionn	Centred Solutions
Grant	Roger	Centred Solutions
Johnson	Jeremy	Centred Solutions
Cunningham	Jason	Cunningham Jason
Molloy	Gillian	Department of Industry, Tourism and Trade
Nowland	Ross	Department of Industry, Tourism and Trade
Skinner	Jessica	Discovery Holiday Parks
Gregory	Becci	Discovery Holiday Parks
Bedford	Patrick	Emu Run Experience
Fritz	Kathy	Kathys Place Bed and Breakfast
Shearer	Gayle	Lasseters
Peterkin	Lynne	Lynne Peterkin Life Member
De Beer	Joe	MAGNT Museum of Central Australia (MCA)
Dubyna	Samantha	MAGNT Museum of Central Australia (MCA)
Hamilton	Lester	Manyrivers
Burgoyne	Joshua	Member for Braitling
Connellan	Sonya	Mt Zeil Wilderness Park
Yan	William	Namatjira Electorate Office
Philip	Camilla	Northern Territory Government
Puklowski	Tracy	NTG
Robinson	Lee	NT News
Smits	Robert	NT Soaring
Ganderton	Jenny	NT Soaring
Catchlove	Jill	Parks and Wildlife
Hoolihan	Luke	Red Centre Adventures
Heness	Kerry	Red Centre Adventures

Lambley	Robyn	Robyn Lambley MLA
Guley	Susan	Rural Business Support
Ryland	Toni	Shebah
Shearer	Steve	Thrifty
Mehling	Dominic	Tourism Australia
Raut	Megha	Tourism NT
Ruch	Nick	Tourism NT
Smith	Russell	Tourism NT
Atkinson	Robert	Tourism NT
Webb	Susan	Tourism NT
Gorey	Chrissy	Tourism NT
Di Maria	John	Tourism NT
Campbell	Nicole	Tourism NT
Smith	Valerie	Tourism NT
Paige	Leanne	Tourism NT
Deacon	Gabrielle	Tourism NT
Colin	Leel	Vatu Sanctuary
Morgan	Kimberley	Wild Honey Travels
Bajzik	Karl	Yubu Napa Gallery
Farmer	Ric	Yubu Napa Gallery
Hog	Lachie	Yubu Napa Gallery
Martin	Andrea	Yubu Napa Gallery
Wilcox	Bill	G'Day Mate Caravan Park
Wilcox	Linda	G'Day Mate Caravan Park
Dalrymple	David	

13. Attendees online

Halford	Laurelle	DIY Tourguide
Lehman	Andrea	Outback Ballooning
Summers	Jodie	Charles Darwin University
Fyles	Natasha	Minister of Tourism and Hospitality and also the Minister for Health

14. Apologies

Bezjak	Brigita	Heritage Alice Springs Inc.
Williams	Marcus	Pyndan Camel Tracks
Drabsch	Clare	Trek Larapinta
Prus	Nick	National Road Transport Hall of Fame
Castle	Keith	Keith Castle
Jones	Kevin	SEIT
Blandford	Brendan	NT Government
Ohlson	Raelene	Alice Springs Turf Club
Standish-White	Jen	Standish-White Jen
Batten	Larnie	Tourism NT
Ord	Stuart	Tourism NT