

Tourism Mount Gambier

GROWING THE TOURISM ECONOMY

MINUTES for the inaugural Annual General meeting **Wednesday 8 March 2017** 5.30pm
at The Commodore on the Park, Mount Gambier

1. Welcome, approval of register of meeting attendees eligible to vote, apologies

At appointed time there was quorum and the meeting opened at 5.37pm. The registration sheet was signed by all attending members.

Apologies were received from Mr Tony Pasin MP, Mr Patrick O'Donnell, Ms Faye Roberts, Ms Kirsty Balnaves and Mr Lachy Mutton.

Refer page 3 for the list of financial members at 8 March 2017.

Chairman Mr Steven Perryman welcomed all members to the inaugural Annual General Meeting of Tourism Mount Gambier (TMG). He also welcomed guests from the City of Mount Gambier Council, Mayor Andrew Lee, CEO Mark M^cshane, Councillor Sonia Meznic, General Manager City Growth Judy Nagy, Economic Development officer Simon Wiseman, who has been assisting the interim Board in last few months. The President of the Mount Gambier Chamber of Commerce, Mrs Lynette Martin was also welcomed with the Chairman explaining that the Chamber is the parent body of TMG, as TMG is a subcommittee of COC. Welcome to Mrs Biddie Shearing Tourism Industry Development Officer Limestone Coast Local Government Association region. Biddie was one of the founding members of the working party. Brittany Denton representing The Border Watch.

2. Chairman's report

The Chairman read out his report. Refer attached.

Motion to accept the Chairman's report. Moved: Kent Comley Seconded: Val Michelin

3. Treasurer's Report

The Chairman read the Treasurer's Report and tabled the profit and loss statement, advising the process to apply for funding from the City of Mount Gambier is quarterly. Refer attached. Motion to accept the Treasurer's report. Moved: June Kain. Seconded: Jane Read

4. Election of office bearers

The interim board office holders vacated and the Chair was taken by Mark M^cShane. The following people were elected as office bearers for TMG.

- Chairman..... Kent Comley
- Deputy Chairman Stephen Perryman
- Secretary Anne Hinky-Tyler
- Treasurer..... Kim Simpson
- Industry Nick Katris
- Industry David Pratt
- Appointed Ockert Le Roux
- Mount Gambier Chamber of Commerce..... Lynette Martin

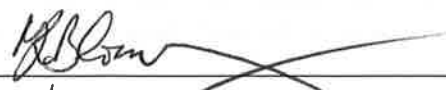
The motion to accept the nominations for office holders was moved by James Stephenson
Seconded: Stephen Perryman.

The new Chairman, Kent Comley thanked Mark M^cShane and Steven Perryman. He explained that TMG started with a few people who had an idea. They did not know how they were going to form a body and fund it. It was Steven who had the experience in Council, understood the environment they were operating in and brought together the process to turn ideas into reality. It was that foresight that was critical to the formation of this work. The Chairman also thanked Mrs Jamie Perryman for her support with the time Stephen's role took, as a volunteer on top of his business and family duties. He also thanked James Stephenson and Tom Kosch for their work from the beginning until tonight and appreciated all their work.

TMG interim board have done the planning and now is the year of action. We need to employ someone as tourism manager so we have the resource to enact the work set out. Major projects of data collection, signage and the website are underway. The data we currently have shows the tourism numbers in the Limestone Coast are growing ahead of the State. This region has so much to offer and the work we do together will drive hard to deliver results that will benefit the whole town. The growth in visitor numbers is not solely about tourism, it is growth that will benefit all in the community.

Thank for coming, your faith in an idea and we look forward to delivering. Any suggestions, ideas, criticism please let us know.

- Meeting closed:** 6.00pm
- Next Meeting:** Wednesday 18 March 2017
- Minute Taker:** Anne Hinky-Tyler
- Chairman:** Kent Comley

Signed 

Name KENT COMLEY **Date** 15/3/17

TMG Members at AGM 8 March 2017

Business	First	Last
Apartments on Tolmie	Sandra	Parsons
Arkana Motor Inn	Josh	Pettman
Avis Mount Gambier & Blue Fin Holiday Homes	Kim	Simpson
Balnaves Winery	Peter	Balnaves
Bernie Flood Conveyancing	Bernie	Flood
Best Western Southgate Motel	David	Pratt
Caffe Belgiorno	Maria	Gentile
Cape Jaffa Wines	Derek	Hooper
Carlin & Gazzard	Peter	Gazzard
Chapmans Newsagency	Lynette	Martin
Clarendon Chalets	Frank	Templeton
Colwyn House B&B & Stable Cottage	Simon	Browning
Commodore on the Park	Evan	Kosch
Engelbrecht Cave & Coffee Shop	Jan	Coleman
Hello Friday	Ben	Hood
Hertz Mount Gambier	Shane	Brook
Kalganyi Holiday Park	Gavin	Fraser
Lakes Resort	Val	Michielan
Matthews Group	Guy	Matthews
Metro Bakery	Toni	Vorenas
Motel Mount Gambier	Les	Wright
Mount Gambier Central	Jane	Read
Mount View Motel	Tom & Kathy	Bland
Nelson Amble In Cottage/RoomsHere.com	June	Kain
Ockert Le Roux Photography	Ockert	Le Roux
Presto Eatery	Josslyn Lee & Lucy	Von Stanke
Quality Inn Presidential & Bertha Stree Serviced Apartments	Steven	Perryman
Red Carpet Motel	Gordon	Mead
Redgum Country	Wendy	Richardson
Sorrentos Café	Lachlan	Mutton
Southern Cross Austereo Mt. Gambier	Patrick	O'Donnell
Studio 8 B&B	Fay	Roberts
Tafe SA	Tania	Plunkett
The Barn	Kent	Comley
The Old Goal	James	Stephenson
The Treehouse Play Café	Stewart & David	Owen & Walker
Thyme@thelakes	Nick	Katris
Villa Mont	Anne	Hinkly-Tyler

Tourism Mount Gambier

GROWING THE TOURISM ECONOMY

Chairperson's Report to the Inaugural Annual General Meeting of Tourism Mount Gambier

Since the restructure of South Australian Tourism Commission some five or so years ago, and subsequent demise of Limestone Coast Tourism our region has been without a co-ordinated industry body to represent it. The absence of such a body has been compounded in Mount Gambier given that the once active Greater Mount Gambier Tourism group, which coordinated efforts in the Mount Gambier area, wound up around seven years ago. In recognition of the need to fill the void, in August 2014, a group of industry stakeholders formed a working party to address the issue. This working party consists of tourism business operators Kent Comley (The Barn), Toni Vorenas (Metro Cafe), David Pratt (Best Western Southgate), James Stephenson (The Old Mount Gambier Gaol Hostel), Steven Perryman (Quality Inn Presidential), Tom Kosch (Commodore on the Park), supported by Biddie Shearing (Tourism Development Officer -Regional Development Australia Limestone Coast) and former Member for Mount Gambier Rory McEwen.

The aims of the working party were to:

- Unite the tourism industry in our area; and
- Facilitate development of Industry Strategic Plan to support growth of the visitor economy; and
- Communicate and collaborate with stakeholders; and
- Undertake reliable, localized data collection; and
- Develop a structure for a representative industry body for the Mount Gambier area.

Some two and a half years later, having formed strong partnerships with the Mount Gambier Chamber of Commerce and the City of Mount Gambier Council, the goal of establishing just such a body has been reached with the first Annual General Meeting of Tourism Mount Gambier.

The journey has been a long and arduous one for the members of the working party. Its work included establishing initial contact with potential stakeholders, industry peers, local and state governments. The group held two industry forums which were very well attended and supported. These forums helped to shape and refine the foundation of what has now been adopted as the primary reference for development of our industry titled "Changing the Tourism Culture – An Industry Plan To Grow Mount Gambier's Tourism Economy". Outside of the forums and associated industry consultation on the plan, many a core group of Working Party members committed many hours of work to complete the plan and then present it to the South Australian Tourism Commission, City of Mount Gambier Council, Grant District Council, Mount Gambier Chamber of Commerce and a number of other stakeholders.

An early draft plan was presented to 47 tourism industry operators and stakeholders on 12th May 2015. Some 9 months later, on 16th February 2016 38 tourism industry operators, reconvened and supported a motion put be Mount Gambier Chamber of Commerce President Mrs Lynette Martin that: "The meeting gives in-principle support that the document "Changing the Tourism Culture – An Industry Plan to Grow Mount Gambier's Tourism Economy" and that the members of the working party form a group to be known as Tourism Mount Gambier so that they may in turn may make approaches to government bodies and stakeholders for funding."

Sadly, at this point the group lost Mrs Biddie Shearing, however, the in-principle support from Lynette Martin was embraced by her Board and in early 2016 Mount Gambier Tourism was established as a sub-committee of the Mount Gambier Commerce. This provided a readymade structure for our group to operate in, under a set of Terms of Reference developed specifically to guide the operation of this new organisation. The relationship between TMG and the Chamber is a

strong one and is evidenced by the Chamber President taking up a position on TMG at the is meeting. A few months later, what was now referred to internally as the Interim Board of TMG invited Mrs Kim Simpson, Mrs Anne Hinkley-Tyler and Ockert Le Roux to join its ranks and assist drive it forward.

Discussions over a long period of time between TMG and the City of Mount Gambier had been positive with strong encouragement from CEO Mark McShane, his staff and Kristina Roberts (Council's Economic Development Advisor). Presentations were made to Council Elected Members in 2016 and a funding agreement with Key Performance Indicators was finalised between CoMG and TMG in November 2016.

With the structure and funding in place TMG 'launched' on 2nd December 2016 via a cocktail function at the Main Corner. Biddie Shearing noted of the launch event:

"There is a real momentum brewing... the belief is building too... I personally have not witnessed such a large industry networking evening in the region in over 9 years – well done!"

The launch event and follow up efforts has attracted 37 members to Tourism Mount Gambier. Our aim is to have 70 members by July this year. I ask each of you here tonight to speak with your peers about the important role TMG has in taking our industry forward and how important their support, membership and participation is to growing the visitor economy.

Most recently, the City of Mount Gambier provided an initial contribution of \$40,000 for projects underway including the continuation of a successful social media campaign, construction of a web site (currently under construction), a visitor app, photo & video library, and an experiences based marketing campaign which is under development. In addition, TMG is supporting CoMG with two current projects – Visitor Data Collection and Signage Strategy. The pace is frantic and all of these projects are planned to be completed prior to 1st July 2017.

TMG has much work ahead of it, there is nothing surer. Shortly, this meeting of the initial 37 members of Tourism Mount Gambier will be asked to endorse its first Board. James Stephenson and Tom Kosch, who have been involved from the very beginning have chosen not to nominate. On behalf of all those who have worked with them over the past two and a half years, I thank them for their important contribution to seeing TMG established and acknowledge your commitment to the industry and our community.

Our more recent members, Ockert managing social media; Kim as Treasurer; and Anne as Secretary; have been outstanding in their roles and have provided high quality input into discussions and workshops, so to you a big thank you also.

David Pratt has not only been there from the start, he has made a further commitment to TMG by nominating for a position, so David I thank you for both your past efforts and for being willing to continue then into the future in pursuit of the industry goals. And to Nick Katris, I look forward to working with you as a new member, we are more than happy to share the load and I hope you will find plenty of ways to use your experience to the benefit of TMG and its goals.

Lynette Martin, deepest appreciation goes to you for your leadership and through you to the Chamber of Commerce Board for supporting TMG to get off the ground. As you often say, tourism is everybody's business, well you are about to really make it yours! Welcome aboard.

At the City of Mount Gambier Council one person who has been most prominent in assisting TMG to get to this point, CEO Mark McShane. I acknowledge the close interest Mark has taken in assisting TMG to navigate its path and the networking he has done, and continues to do at a State level in the area of tourism. Kristina Robert also played a supportive role, connected us and motivated us onto a major project which is under development and soon to be launched. Its very exciting and Kristina was the catalyst for that idea.

I would also like to acknowledge the interest which was taken by Tourism Minister Leon Bignell in the early days, which lead to fruitful and informative discussions with SA Tourism Chair Sean Kennihan. In turn this has led to engagement with SATC CEO Mr Rodney Harrex and his team at the Commission. The groundwork laid will be very useful in the years to come.

I save my final acknowledgement for Kent Comley, Deputy Chairperson of TMG. Kent has proved always, sound strategic analysis and advice. More than that, Kent has been ever reliable to step into my role when I have been unavailable. As those in this room can appreciate, the industry in which we operate can be very demanding so it has been very reassuring to have Kent's back up and it has been called upon regularly. I look forward to returning the favor over this coming term.

Thank you everybody for bearing with the long thank you list. It is important at such an occasion as this to acknowledge those who have helped you get there. Please join me in showing your appreciation for those important contributions.

I conclude my report with some sense of relief and with thanks to each of our members for showing your commitment to growing the visitor economy.

Yours truly,



Steven Perryman
Chairman

8 MARCH
26 November 2016



Tourism Mount Gambier

Treasurers Report – AGM 8 March 2017

Currently membership numbers are at 38 for a total of \$5,235.00.

Current amount at Bank is \$1658.21.

The City Council invoice has been amended to \$40,000 and emailed to Mark McShane and has been approved for payment but has not yet been received into the bank account, as at 8 March 2017.

Please see attached reports:

Profit & Loss Statement as at 7th March 2017.

Accounts List (Detail, to show Cash at Bank) as at 7th March 2017.

Signed



Kim Simpson

Treasurer

Tourism Mount Gambier

A subcommittee of the Mount Gambier Chamber of Commerce

Mount Gambier South Australia 5290

Mob. 0417855280

Accounts List [Detail]

As of 8/03/2017

Account No.	Account Name	Type	Dr/Cr	Header/Detail	Level	Balance	Tax Code
1-0000	Assets	Asset	Debit	Header	1	\$41,778.21	
1-1000	Current Assets	Asset	Debit	Header	2	\$41,778.21	
1-1100	Bank Accounts	Asset	Debit	Header	3	\$1,658.21	
1-1110	Business Bank Account #1	Bank	Debit	Detail	4	\$1,658.21	N-T
1-1300	Other Current Assets	Asset	Debit	Header	3	\$40,120.00	
1-1310	Trade Debtors	Accounts Receivable	Debit	Detail	4	\$40,120.00	N-T
2-0000	Liabilities	Liability	Credit	Header	1	-\$56.50	
2-1000	Current Liabilities	Liability	Credit	Header	2	-\$56.50	
2-1200	GST Liabilities	Liability	Credit	Header	3	-\$56.50	
2-1210	GST Collected	Other Liability	Credit	Detail	4	\$17.73	N-T
2-1220	GST Paid	Other Liability	Credit	Detail	4	-\$74.23	N-T
3-0000	Equity	Equity	Credit	Header	1	\$41,834.71	
3-9000	Current Year Earnings	Equity	Credit	Detail	2	\$41,834.71	N-T
4-0000	Income	Income	Credit	Header	1	\$44,877.27	
4-1000	Membership Income	Income	Credit	Detail	2	\$4,877.27	EXC
4-2000	Income from Grants	Income	Credit	Detail	2	\$40,000.00	EXC
6-0000	Expenses	Expense	Debit	Header	1	\$3,042.56	
6-1000	General Expenses	Expense	Debit	Header	2	\$1,916.96	
6-1100	Accounting/ Bookkeeping Fees	Expense	Debit	Detail	3	\$75.00	GST
6-1200	Advertising & Marketing	Expense	Debit	Detail	3	\$667.27	GST
6-1300	Bank Fees	Expense	Debit	Detail	3	\$164.80	FRE
6-1650	Dues & Subscriptions	Expense	Debit	Detail	3	\$115.41	N-T
6-1710	Events/Functions General Exps	Expense	Debit	Detail	3	\$246.53	N-T
6-1720	Events/Functions Decorations	Expense	Debit	Detail	3	\$647.95	N-T
6-2690	Social Media Expenses	Expense	Debit	Detail	2	\$1,125.60	N-T

This report includes Year-End Adjustments.

Profit & Loss Statement

1/07/2016 To 7/03/2017

Income		
Membership Income		\$4,877.27
Income from Grants		\$40,000.00
Total Income		\$44,877.27
Gross Profit		\$44,877.27
Expenses		
General Expenses		
Accounting/Bookkeeping Fees	\$75.00	
Advertising & Marketing	\$667.27	
Bank Fees	\$164.80	
Dues & Subscriptions	\$115.41	
Events/Functions General Exps	\$246.53	
Events/Functions Decorations	\$647.95	
Social Media Expenses		\$1,125.60
Total General Expenses		\$1,916.96
Total Expenses		\$3,042.56
Operating Profit		\$41,834.71
Total Other Income		\$0.00
Total Other Expenses		\$0.00
Net Profit/(Loss)		\$41,834.71

This report includes Year-End Adjustments.