

Tourism Palm Cove Inc

Annual General Meeting

14 November 2022

MINUTES

1. Meeting opened at 5:02pm
2. Present: Stacey Miezis (Elysium Collection), Sharon Day (Elysium Collection), Ian Stone (Palm Cove Weddings), Delwyn Robertson (DJR Accounting & Bookkeeping), Jo Clayton (MoJoBI), Wayne Harris (Reef House), Di Bailey (It Takes 2), Gordon Wellham (Exemplar Coaches & Limousines), Tessa Bailey (Bare Hair Studio), Matthew Cork (Mango Lagoons Resort), Gerhard Labuschagne (Sanctuary Palm Cove), Annie Gillow (Annie's at the Beach/Beach Catwalk), Rachel Webb (Chill at Portofino), Jessica James (Pullman Palm Cove Sea Temple Resort & Spa), Jo Strangman (Alassio Palm Cove), Gary Kerr (Vital Leaders), Olivia Riley (Chill at Portofino)

3. Welcome and apologies

Apologies: Nil

With 16 financial members present, a quorum was achieved and the meeting proceeded.

Gary Kerr chaired the meeting and welcomed everyone.

4. Minutes of the Extraordinary General Meeting held on 11 April 2022

Moved: Jessica James Seconded: Jo Clayton that the minutes of the EGM held on 11 April 2022 is a true and accurate record. Carried

5. President's Report

Gary Kerr tabled the President's Report (attached).

Moved: Gary Kerr seconded: Ian Stone that the President's Report be accepted
Carried

6. Verified Financial Statements for financial year 2021/22

Delwyn Robertson tabled the Treasurer's Report (attached)

Moved Delwyn Roberston, seconded by Annie Gillow that the financial statements and verification letter provided by Vipiana & Associates be accepted Carried

7. Election of Management Committee

All current committee positions were declared vacant and Sueanne Carr assumed the Chair.

Nominations were called for the position of President:

President:

Gary Kerr self nominated and was seconded by Ian Stone.

As there were no other nominations Gary Kerr was elected as President

Gary Kerr assumed the Chair

Secretary

Gary Kerr self nominated and was seconded by Annie Gillow.

As there were no other nominations Gary Kerr was appointed as Secretary

Treasurer:

Delwyn Robertson self nominated and was seconded by Gary Kerr

As there were no other nominations Delwyn Robertson was elected Treasurer.

General Committee:

The following nominations were received for General Committee positions:

Jessica James, self nominated, seconded by Gary Kerr

Jo Strangman, self nominated, seconded by Jo Clayton

Tessa Burley, self nominated, seconded by Di Bailey

Di Bailey, nominated by Amanda Savory, seconded by Jo Clayton

Jo Clayton, self nominated, seconded by Di Bailey

Stacey Miezis, self nominated, seconded by Jessica James.

All nominations were carried.

(Note, a nomination was received from Denis Olsson but was deemed ineligible as he was not a current financial member).

8. Meeting closed at 5:25pm

Signed as a true and accurate record

Chair

Date

Tourism Palm Cove Inc.
2022 Annual General Meeting

President's Report

I believe one word can sum up the last 12 months for Tourism Palm Cove.....transformation

The most important thing that member-based organisations should do is understand what it's members want it to do.

So in March this year we surveyed our members and the broader industry asking them what our main focus should be.

From the survey it was clear that Marketing was what our members and the wider industry said we should be doing.

Over the last three months of the 2021/22 financial year we worked to build our marketing capability, including our marketing assets and how we utilised them

As our activities were now to be marketing focussed, we restructured our membership categories to reflect the levels at which our members wanted to participate – from the highest Partner level to the basic Ambassador level.

To provide a clear focus and framework for TPC to deliver marketing outcomes for our members, we prepared the Destination Palm Cove Strategy. This was launched at a members networking evening on 30 May

Our new membership structure commenced on 1 July and we were really pleased on how the industry embraced this change.

One of the most important things we recognised is the need to provide timely and professional services to our members. As a voluntary committee our capacity to take on additional commitments apart from participating in the management committee of the organisation are very limited.

Over the last four months, we have:

- Implemented a sponsor program
- Member welcome pack including certificate and door decal
- Engaged Nikki Cooney from Socialeyes Media to manage social media
- Redesigned and launched our new website and engaged Potent Web for
 - Website management
 - SEO management
 - Adwords management
- New photos and videos under the Create Great program
- Members only Resource Centre as part of the new website

- Palm Cove identity and customer journey mapping

Transforming an organisation is not easy and quite often it can take you outside your comfort zone. None of what we have achieved over the last 12 months would have been possible without a committed and passionate committee and I personally thank you for your foresight and support.

As our transformation continues our next challenge is to secure long term financial resources to provide high quality member and industry engagement and the professional promotion of Palm Cove as the most serene and sophisticated tropical destination in Australia.

AGM 14 November 2022

Treasurer's Report by Delwyn Robertson

I am here to present to you the financial statements for the year ended 30 June 2022 which have been verified by a local Chartered Accountant – as per the guidelines set out by the Office of Fair Trading.

The total income for the year was \$27,612 and the total expenses were \$24,253, resulting in a net profit for the year of \$3,359. This compares to a net profit the previous year of \$4,212.

However, the 2022 expenses include \$12,000 which was repaid to the Cairns Regional Council for a Reef Feast Grant which was received in 2020, but since Reef Feast didn't proceed that year the funds had to be refunded. So, the true profit for 2022 is actually \$15,359.

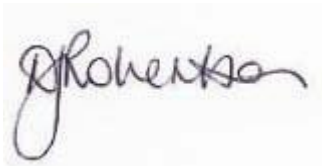
The total income was made up of membership fees and advertising listings in the Palm Cove map. The expenses were mainly compliance costs such as audit fees, bookkeeping costs, insurance, domain names and website hosting. There were also the costs associated with producing the map and new TPC banners for events.

As at 30 June 2022 our total assets were \$48,982 and total liabilities were \$31,562 giving a total equity of \$17,420.

Today we have \$22,893 in the bank and we are owed \$1,173 from outstanding membership invoices. We currently have no creditors who we owe money to.

Copies of the financial statements are here if you wish to look at them in further detail.

Thank you



Delwyn Robertson
Tourism Palm Cove Treasurer

14 November 2022