

MUDGE E REGION

Mudgee Region Tourism – Annual General Meeting

Tuesday, 29 Nov 2022

Club Mudgee, Auditorium

1. Welcome + Apologies

Meeting opened 5.05pm by CEO, Tim Booth; Acknowledgement of Country and Chairperson, Des Kennedy, introduced.

Present: Ainsley Hayes – Hideaway Domes, Alina Azar – MWRC, Alison Broinowski – Perfectly Sorted + Business Mudgee, Amber Hooper – Amber Hooper Photography, Angela Fittler – Club Mudgee, Beau Kassass – KlickX, Belinda Steele – Farmers Quarters, Brendan + Fiona Foote – 791 Estate, Buzz Sanderson – Kandos Museum, Callum Richardson – Roth's Bar + Wine Cellar, Catherine Sykes – Bandalong Cottages, Charmaine Hurrell – Evamor Valley, Claudine Townsley – Cullenbone Schoolhouse, Des Kennedy – Ori Cottage, Oriental Hotel, Paragon Hotel, Soldiers Motel, Woolpack Hotel, Diana Sykes – Bandalong Cottages, Fiona MacDonald – Kandos Museum, Gavin Wake – Farmers Quarters, Hannah Edensor – Lowe Family Wine Co, Jordan Rowlands – Roth's Wine Bar + Cellar, Joy + Tony Harrison – Gulgong Gold Experience, Julie Watt – Mudgee Fine Foods Inc, Karen Patterson – Ezyride Mudgee, Karen Webb – Mudgee Homestead Guesthouse, Laticia + Brody Crawford – Smokin Bro + Co, Lauren Honeysett – Cudgegong Valley Motel, Leeroy Patsky – Mudgee Concierge, Leianne Murphy – Hipscotch, Lisa Austin – Mudgee Concierge, Madeleine Wilson – Individual Member, Margot Palk – Convent and Chapel Wool Shop, Matt Ravlich – Kelly's Irish Pub, Nathan Williams – Baker Williams Distillery, Norbert Krebs – Grattai Grove, Patrick Auld – Craigmoor Wines, Paula Hansen – Lazy Oak Wine, Rick + Stephanie Ross – Exclusively Mudgee, Rowena Ellis – Ellis Family Hotels, Sam McKendry – Vinifera Wines + Mudgee Wine Association, Shaun Barry – High Valley Cheeses, Simon Staines – Individual member, Simone Sheridan – Gulgong Holtermann Museum

Mudgee Region Tourism Team: Tim Booth – CEO, Camilla Davis – Administration, Marli Hungerford – Tourism Office Manager, Joanna Schuetz – Partnerships Specialist + Ernest Schuetz Estate, Tammy Skinner – Experience Expert, Morgan Hannaford – Experience Expert

Apologies: Amber + Gerry Norton-Knight – Rosby Wines + Gallery, Brigitte + Phil Corrigan – Mudgee Guesthouse, Anne Cleary – The Pampered Lady, Brad Cam – MWRC, Cameron + Natasha D'Arcy – Sierra Escape + Abingdon House, Cara George + Casey Mobbs – The Guest House Hill End, Dayna Stockton + Emma Smith – Bunnamagoo, Greg Dowker – Charnwood Food + Wine and Winning Post Motor Inn, Heather McCormick – Mudgee Museum, Helena Kelly – Riverlea Cottage + Stables and The Wandering Grape and 44 The Lane, Ian + Malcolm McLellan – Mansfield Wines, Ian Newton – Cobb and Co Court Boutique Hotel, Jamie Hudson – Petersons of Mudgee, Janelle Biles – Wanderlight Motor Inn, Jayne Bentivoglio – Rylstone Olive Press, Jodie + Angela Harber – Wandarra Homestead, Karen + Trevor Hartas – Mudgee Sunflower + The Old School House 1883, Kirsten Veleski – Kirsten Accommodation Mudgee, Lara Crestani – Pipeclay Pumphouse, Larissa Treay – Mudgee Horse Riding Centre, Maree Fekkes – The Coffee House at Parkview, Margareth + Garry Meredith – Stacks Down Under, Mark + Leesa Burnard – Xenya Accommodation, Martin Holdaway – Fly Pelican, Mary Potts – Kundalini Lodge, Merri Ryan – Feirmlee Naturals Mudgee, Michelle Wills + Matthew Scaife – Balloon Aloft, Paul + Kristin Walter –

Walter Wines, Peter Vo – Afton House B&B, Rachel + Michael White – Glenayr Farm, Rebecca Sutton – Mudgee Sourdough by Olive.a.twist, Rob Krause – Wildwood Guesthouse, Robert + Lyn Christian – ThumbPrint Wines, Sharon Barlow – Red Lotus Retreat + Guesthouse, Sharon McMahon – Bonnie View Produce, Stacy + Phil Stoddart = Evanslea Luxury Boutique Accommodation, Susan Buckley – Mainly Mudgee Gifts, Susan Nichols – The Gallery Gulgong, Vicki + Pat Pilley – Red Rattler Retreat

Motion: to accept apologies.

M Simon Staines **S** Buzz Sanderson **Carried**

2. Confirmation of Minutes (2020 + 2021 Special AGM // General AGM)

Minutes of the meetings held on 22 February 2022 + 17 May 2022 were presented to the members.

Motion: to adopt the minutes of 2022 Annual General Meeting.

M Des Kennedy **S** Joy Harrison **Carried**

3. Annual Reports

3.1 Chairperson's Report

Chairperson D Kennedy declared that there was a quorum (10 per cent of membership not members) and formally opened the MRT 2022 Annual General Meeting. He welcomed the new CEO, Tim Booth, and thanked the outgoing Acting CEO, Leianne Murphy, for jumping in to guide MRT during the recruitment process that was managed by McArthur Recruitment based in Sydney. He also thanked Marli Hungerford for the terrific work being done at the Visitor Information Centre – 10,000 visitors during the 10 months opened during FY22 – and Jo Schuetz for her work with the Partnerships.

D Kennedy congratulated all the Partners for the work they are doing. MRT winning Top Tourism Town NSW + Top Tourism Town Australia two years running would not be possible if the businesses were not doing what they do so well with the visitors still coming and returning to the Region.

Welcomed and congratulated were the new MRT Board Directors – Cameron D'Arcy and Ali Broinowski – and Margot Palk who has been re-elected.

Motion: That the Chairperson's Report be adopted.

M Simon Staines **S** Margot Palk **Carried**

3.2 Treasurer's Report

Treasurer Margot Palk presented the audited 2021–22 financial report as prepared by Lawrence Bennett Portelli Pty Limited and as stated in the printed annual report available for attending members. An electronic copy of the report can be found on the Mudgee Region Tourism website.

M Palk noted that it was a strong year and ran through the overall results, detailing that the FY22 revenue was up 24% and expenses up 21% – most of which reflects the BLERF funding and expense campaign. Profit and Loss was \$94k and retained earnings we \$98k.

Highlights not dependent on grant funding include that retail sales and event ticket sales were up. A big contributor was that Partnership sales were very strong. The contract with MWRC was increased.

Non-marketing expenses that were up were wages + salaries, however, the staff movements mean that the liabilities have come down considerable. The visitor guide expenses were down considerably.

Looking forward, 2023 looks to be a strong year with both the BLERF and BBRF funding still coming through, and the additional contribution coming from the MWRC including the non-visible support such as rental and overheads.

Motion: That the auditor's report, as presented by Treasurer M Palk, current to June 30, 2022 be received and accepted.

M Simon Staines **S** Buzz Sanderson **Carried**

4. New Skills Based Directors

Des Kennedy, Chairperson, presented the following motions to members:

Adoption of the Director Selection Board Sub-Committee and Board recommendation to fill three positions for a voluntary three-year term.

Motion: that the meeting accept the nomination of Margot Palk, Cameron D'Arcy and Alison Broinowski as incoming Board members, as recommended by the Director Selection Board Subcommittee and MRT Board, in line with the Mudgee Region Tourism Inc. Constitution.

M Simon Staines **S** Diana Sykes **Carried**

5. Presentations

5.1 Mudgee Region Tourism Annual Report – CEO

Incoming CEO Tim Booth formally thanked the Board through the recruitment process who he noted do an incredible job promoting the region. He also thanked Simon Staines, Deputy Chairperson, who is stepping down from the MRT Board and provided great guidance on his way into the role.

T Booth also thanked the MRT Crew, an amazing team who he highly commends for the work they do and who live, love and breathe for the region. He confirmed that there is some recruitment happen, and he hopes to have the key position filled by the end of the year.

T Booth provided an overview of the success of the award-winning visitor information services, partnerships (353 members + sponsors in FY22), destination marketing and the Feel the Love campaign.

Motion: that the Mudgee Region Tourism 2022 Annual Report be received and accepted.

M Simon Staines **S** Joy Harrison **Carried**

5.2 Feel the Love – Reconnect | Rediscover | Reimagine campaign

Beau Kassas from Klick X presented an overview of the latest Feel the Love marketing campaign, as part of the successful BLERF grant application, including what the campaign involves, how the campaign is tracking and the next steps. He also notified Partners of a series of industry development workshops planned for 2023.

6. General Business

Tim Booth, CEO, ask the floor if there were any questions.

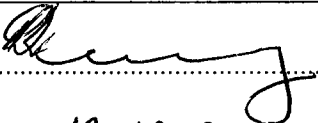
What is the pool of data referenced; the sources, accuracy and are they any plans for more data from a marketing perspective?

T Booth noted that this was a question that came out of the recent industry engagement workshops and is something that MRT is working through with MWRC, including the right way that it can be delivered meaningfully and the right approach to collecting the data. The plan is to come back to industry within the next six months. The data will range from accommodation statistics, to Visitor Information Centre visitors and competition entries, to marketing.

Is there an agency that works across the regions with a broader strategy than regions focussing on their own region?

T Booth confirmed that there isn't a region that has figured this out and that in NSW there are the destination network agencies that report back to Destination NSW. There is a tighter destination network within which Mudgee will sit, however, it advised that these networks don't look after marketing and currently there is no ambition from the State Government to do this. Mudgee Region is open to working with other destinations such as Bathurst, but it would need to be the right opportunity that fits for the region and within the remit and boundaries of MRT's contract with MWRC and working with MRT's Partners.

Meeting closed at 6.06 pm by CEO, Tim Booth.

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| Signed: |  | D Kennedy, Chairperson MRTI Board |
| Dated: | 12.12.22 | |