



**YOUR
MARGARET
RIVER
REGION**

2017

Annual General Meeting

of the Margaret River Busselton Tourism Association

26 October 2017

**YOUR
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REGION**

WELCOME

**YOUR
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REGION**

APOLOGIES

**YOUR
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REGION**

MINUTES

of the last AGM



**YOUR
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CHAIRPERSON

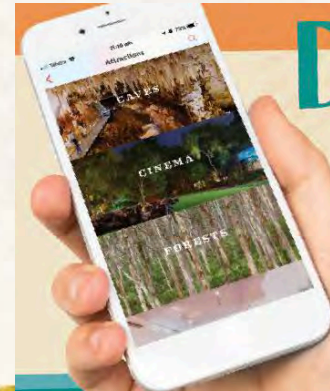
Report

The Board's Strategic Focus

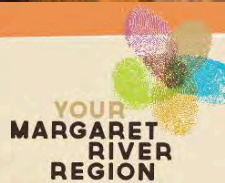


To attract visitors to the region and preserve our natural assets for the benefit of members who seek increased visitation and spend.

- Embrace and develop technology
- Partnerships and collaboration
- Develop products and diversified funding
- Business efficiency and improvement
- Brand development and penetration



DOWNLOAD THE OFFICAL APP



It's everything you need to explore the region!

- The most comprehensive list of things to do in the region
- Audio tours of iconic locations
- Find what's near you
- Browse tours & accommodation
- Interactive map

Download the
Your Margaret River Region app at



Visit
www.margaretriver.com/app

for full details

Key Achievements 2016/17

- Commenced redevelopment of Cape Leeuwin and Cape Naturaliste Lighthouses
- Formal partnerships with Australia's South West, South West Development Commission and Nature Conservation Margaret River Region
- Developed Nature-based Tourism Strategy
- Launched a new membership program
- Launched 'Wine Stories' to celebrate 50 years of commercial winemaking in the region
- Relocated Busselton Visitor Centre to Railway House



**YOUR
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MARKETING

Report



Awards

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- **SILVER:**
Visitor Information Services, Australian Tourism Awards
- **GOLD:**
Visitor Information and Services, WA Tourism Awards
- **GOLD:**
Marketing, WA Tourism Awards
- **Sir David Brand Medal:**
MRBTA Deputy Chair, Clive Johnson, WA Tourism Awards
- **'Most Outstanding Region in Australia':**
Delicious Magazine 2016 Produce Awards
- **'Best Food & Wine Region':**
Australian Traveller magazine Readers' Choice Awards
- **Most Spectacular Places to Give you Wanderlust:**
Expedia
- **'Best Australian food and wine region':** Luxury Travel Magazine Gold List Awards
- **Best Local Initiative award for 2016:**
Cruise Insight Magazine
- **7th Top Destination, Australia:**
TripAdvisor 2017 Traveller's Choice awards for

AUSTRALIAN
TRAVELLER
HONESTLY AUSTRALIAN

delicious.



YMRRR visitation



	YE June-15	YE June-16	YE June-17	% Change
International Overnight Visitors	95,500	132,100	128,600	-3%
Interstate Overnight Visitors	135,000	127,000	127,000	0%
Intrastate Overnight Visitors	1,175,000	1,342,000	1,274,000	-5%
Total Overnight Visitors	1,405,500	1,601,100	1,529,600	-4%
Intrastate Daytrip Visitors[^]	1,115,000	887,000	1,191,000	34%

Growing our reach through digital

YOUR
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Margaretriver.com

+ 13%

1,300,000 sessions

+ 42%

127,000 blog views

- 18%

\$1.7 million bookings

+ 14%

812,00 users

+ 3%

1,067,000 member page views

App

+ 57%

10,000 downloads

Growing our reach through digital Social Media

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Marketing highlights



➤ Public Relations

Over \$2.6 million in media coverage generated for the region

➤ Cabin Fever

Attracted 5,500 people

Over half were overnight visitors

➤ Singapore Campaign

Digital ads: 341,000 reach; 85,000 engagement

PR: EAV >\$630,000; reach of 5.6 million

➤ Wine Stories

550,000 video views

Total campaign reach: >1.5 million



To win, follow these simple steps:

- Enjoy a tasting, glass or bottle of Margaret River region wine
- Take a 'selfie' photo or video with your wine and share via Instagram, Facebook or Twitter
- Accompany with the hashtag #margaretriverfirstclass
- Follow @margaretriver (Instagram & Twitter) or @thamargaretriverregion (Facebook)

The draw for the grand prize will take place on 15 February 2017, and along the way there will be regular giveaways for the best selfies each month.

Terms and Conditions apply. Visit margaretriver.com/firstclass for full details.

**WIN A
DREAM
HOLIDAY
TO THE
MARGARET
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REGION**



Visitor Centres

YOUR
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➤ Dispersed more than 450,000 visitors -17%

Busselton 155,000 -20%

Dunsborough 76,000 -12%

Margaret River 187,000 -17%

Augusta 33,000 -12%



Trip Advisor rating overall average rating
of **4.4 out of 5 (88%)**

➤ More than \$2 million in bookings

Telesales \$914,000 +47.5%

Over the counter \$1.13 million -65%

➤ \$177,000 grant funding secured



Membership

830 member subscriptions **+2%**



> Member survey results

- 71% would recommend MRBTA to a friend or colleague
- Overall satisfaction with MRBTA member services = 7/10




> What you wanted to see more of:

- Increased destination marketing, capturing the region's diversity
- Development of interstate/international markets - capitalizing on BMRRA
- Growing off-peak visitation through events and marketing
- More training and networking opportunities



> Partnering with our members



The background of the entire page is a light beige color with a large, faint fingerprint pattern. In the top right corner, there is a cluster of colorful fingerprints in shades of purple, green, yellow, and blue. Along the right edge, there is a vertical strip of blue and white wavy patterns. At the bottom, there is a horizontal strip of green and yellow wavy patterns.

**YOUR
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OPERATIONS **Report**

Attractions

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➤ Attracted more than 389,000 +1% visitors

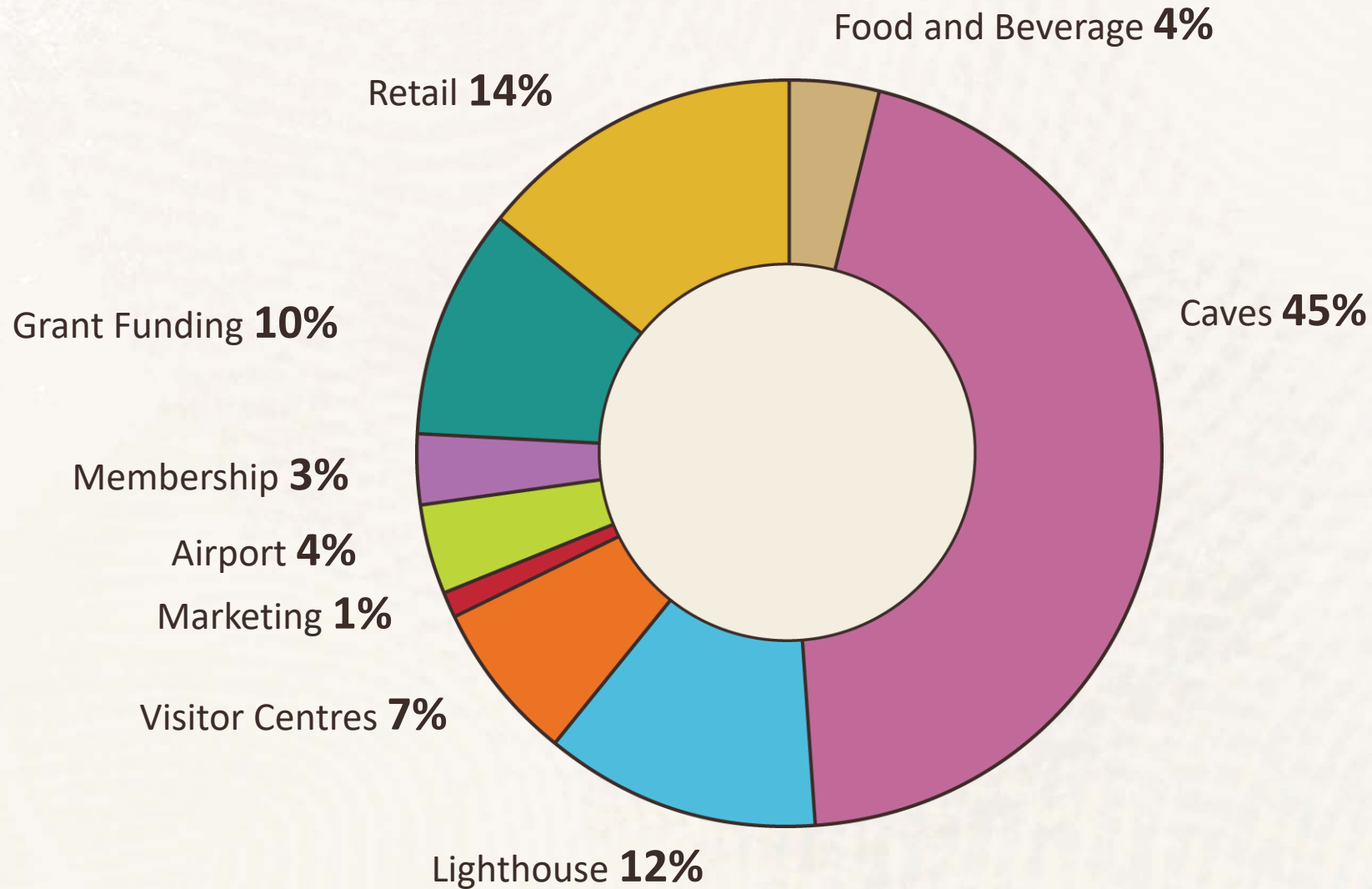
Cape Leeuwin Lighthouse	103,546	+2%
Cape Naturaliste Lighthouse	27,442	-36% (due to construction works)
Ngilgi Cave	74,492	+13%
Lake Cave	56,146	-1%
Mammoth Cave	66,189	+7%
Jewel Cave	62,123	+9%



Trip Advisor rating overall average rating
4.31 out of 5 (86%)



2016/17 Income Source



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FINANCIAL

Statements

2016/17 Financial Performance



\$'000	GBTA & AMRTA 2015	MRBTA 2016	MRBTA 2017
Income	\$8,237	\$8,403	\$8,759
Cost of Sales	\$650	\$662	\$878
Expenditure	\$7,206	\$7,255	\$7,380
Operating Surplus Before Depreciation	\$380	\$486	\$500
Capital Grant Income (not included in Income above)			\$1,416

- Operating surplus & capital grant income **reinvested** into improvements in the organisation
- More than **\$3.3 million** invested in marketing, visitor servicing and member servicing

2016/17 Financial Position

	2016	2017
Cash at Bank	2,466	1,896
Other Assets	10,267	6,091
Liabilities	4,053	3,266
Equity	6,213	2,824

- Caves re-vesting & lighthouses lease transfer AMRTA & GBTA to MRBTA
- Previous asset value of \$4.9m not carried through to MRBTA's balance sheet
- Change in reporting, but no change in the operation (ie. assets remain)

Auditor's Report

- *“The financial report gives a true and fair view of the financial position of the MRBTA as at 30 June 2017.”*

-AMD, Auditors

- There were no significant findings identified in the final audit.





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GENERAL

Business



Proposed Constitutional Amendments



- Removal of reference to Transitional Board
- Updates as required by the new *Association Incorporation Act 2015*, and in line with the new *Model Rules (Associations) 2016*, including:
 - Establishment of classes of Members
 - Establishment of by-laws
 - Disciplinary Action, Disputes and Mediation
 - Circumstances in which payment may be made to a member of the Board



Special Resolution

"It is resolved that, for the purposes of section 51 of the Associations Incorporation Act 2015, rule 21 of the Association's constitution and for all other purposes, the Association's constitution be amended as shown in mark-up in Annexure A of this Notice of Meeting."



Provision for Board Member stipends

- The Board recommends that a total of \$33,000 per annum be allocated for the provision of Board Stipends.
 - Board Chairperson \$30,000 p.a. (no increase on previous year)
 - Audit & Risk Committee Chair \$300 per meeting x 6= \$1,800 (new)
 - Audit & Risk Committee Member \$200 per meeting x 6 = \$1,200 (new)



Ordinary Resolution

*"It is resolved that, for the purpose of rule 11(i) of the Constitution, a total sum not exceeding **\$33,000** per annum be allocated (as determined by the Board) for payments of stipends to the Chairperson, the Audit and Risk Committee Chairperson and the Audit and Risk Committee members."*



Board Member Election Results



Welcome Claire Savage

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THANK YOU