



2019

**YOUR
MARGARET
RIVER
REGION**



ANNUAL GENERAL MEETING
of the Margaret River Busselton Tourism Association

30 October 2019

**YOUR
MARGARET
RIVER
REGION**



WELCOME



APOLOGIES

A scenic view of a lake at sunset. In the background, a hill is covered with houses and trees. The water is calm, reflecting the warm light of the setting sun. In the foreground, three people are on paddleboards, and several swans are visible in the water. A long pier extends into the lake. The word "MINUTES" is written in large, bold, yellow letters across the middle of the image.

MINUTES

of the last AGM

CHAIRPERSON

Report

Key Result Areas

Custodianship

Protecting, preserving & maintaining natural assets for future generations

Customers & Markets

Destination of choice; matching experiences to visitors' interests

Sustainable Business Operations

High quality tourism operations for visitors' experiences and to fund activities

Stakeholder Value & Benefits

Contributing to members and the social, economic and environmental viability of the region

Governance & Culture

Good leadership and strong, positive culture

Leadership Team

Cinde Fisher

Joint CEO

**Group Manager
Corporate Services**

Steve Harrison

Joint CEO

**Group Manager
Operations**

Sharna Kearney

Joint CEO

**Group Manager
Marketing**



ACHIEVEMENTS

18/19

Supporting the success of Jetstar Melbourne to Busselton direct air service

New Route Launch Sale

Fly Melbourne (Tullamarine) to

**BUSSELTON
MARGARET RIVER**

FROM

\$89[^]

All day, **every day**, low fares

Jetstar 

**Increased focus on Singapore through
cooperative marketing with MRWA,
SWDC & ASW**

Margaret River



Online booking strategy review



Abbey Beach Resort

Google Reviews ★ 4

OVERVIEW

Abbey Beach Resort is south west accommodation at its finest. Located at the gateway to the Margaret River Wine Region, in the historic countryside between Busselton and Dunsborough, it is ideally located to provide convenient access to nearby scenic attractions, wineries and galleries.



BOOK DIRECT

Visitor servicing innovations

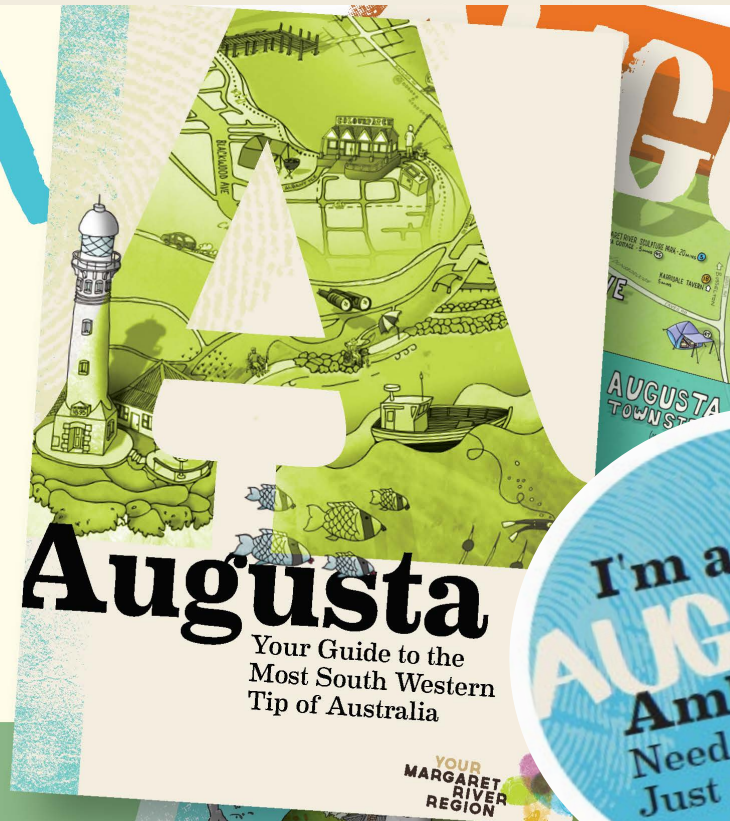
AUGUSTA

The Augusta Marketing Reference Group (AMRG) invites Augusta business and community members to attend a marketing update on Thursday, 14 February 2019.

Please join us for the launch of the new Augusta map, promotional video and Visitor Information Hubs.

When: 5.30 pm, Thursday 14 February
Where: Augusta Hotel

Please RSVP to:
communications@margaretriver.com
Drinks and canapes provided.



Invested \$400k in Cape Leeuwin interpretive centre



OPERATIONS Report



Attractions Visitation

> **460,000 visitors (+8%)**

Cape Leeuwin Lighthouse	115,000
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Mammoth Cave	77,000
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Cape Naturaliste Lighthouse	71,000
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Ngilgi Cave	65,000
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Jewel Cave	61,000
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Lake Cave	43,000
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Forest Adventures	29,000
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Ground Handling



2018/19 Income Sources

Attractions	75%
Retail	10%
Ground Handling BMRA	5%
Booking Commissions	4%
Membership Fees	4%
Local Govt. Funding (CoB)	2%

Conservation and Technical Services



Regional Product Development Opportunities



MARKETING

Report





BEST IN ASIA PACIFIC 2019

#1 DESTINATION

MARGARET RIVER & SOUTHERN WA,
AUSTRALIA



Margaret River On Tour

- **32 MRBTA members – wine and tourism**
- **> 25 events**
- **320 consumers at showcase event**
- **155 VIP media & trade**
- **\$120,000 PR Value**



Marketing Highlights



Expedia Campaign

- **Match-funded \$100,000 campaign**
- **13 March – 7 May targeting Singapore**
- **+36.5% room nights**
- **+27.3% growth in length of stay**



An underwater photograph of two divers swimming near a coral reef. The water is clear blue, and the reef is covered in various colorful corals and sea anemones. Bubbles from the divers' breathing apparatus are visible in the water.

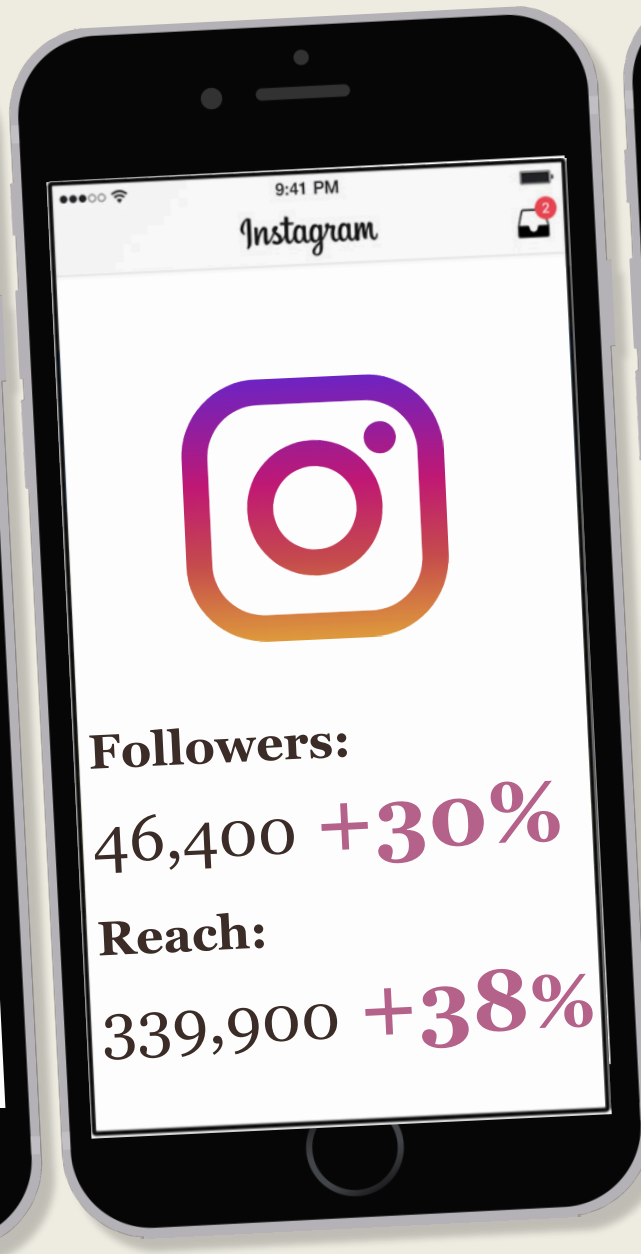
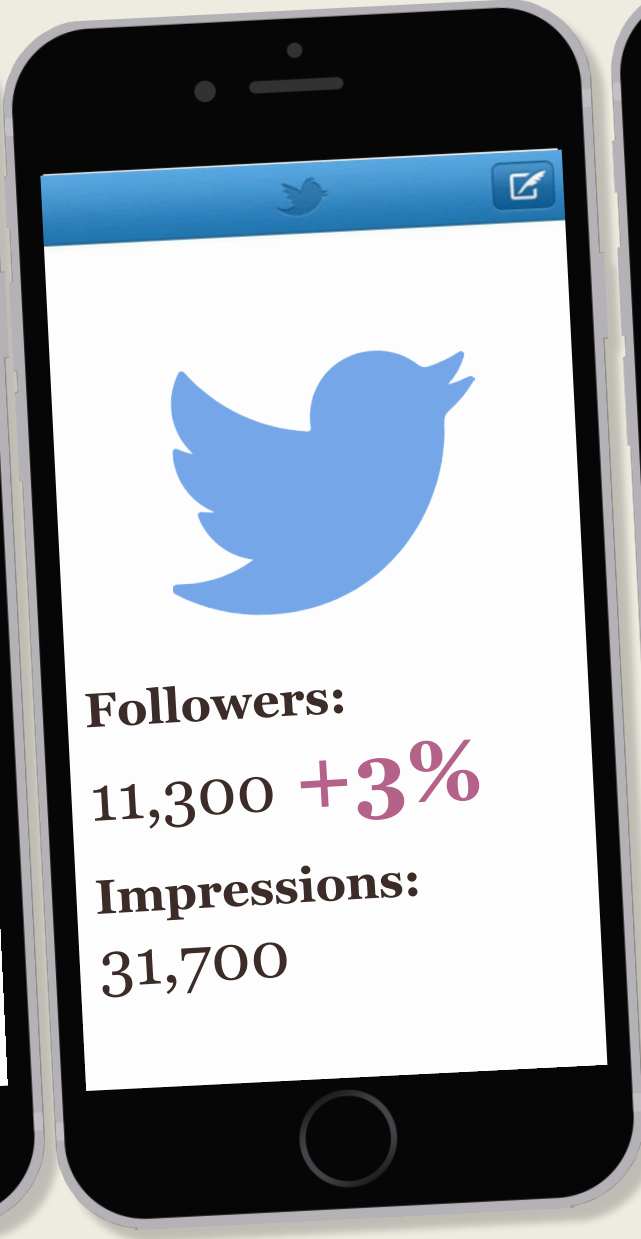
**‘Rediscover’
campaign**

**re
fresh**

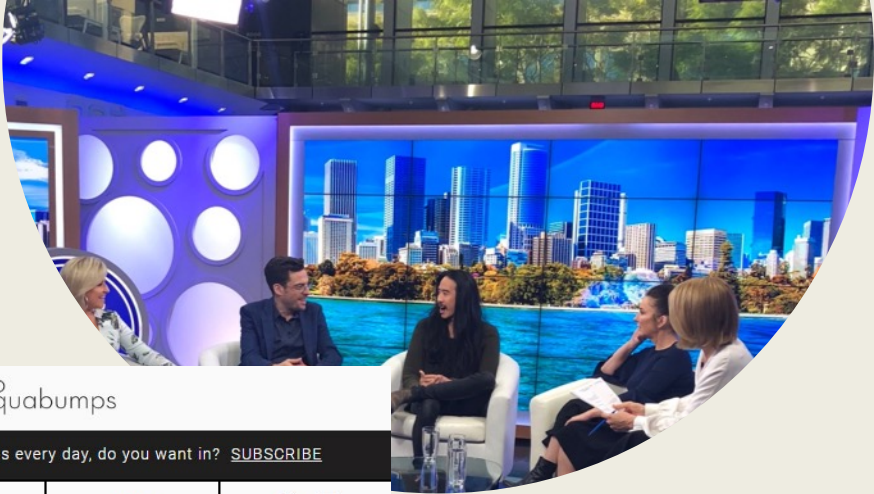
435K
video views

441K
*total actions
(likes, comments,
shares)*

918K
impressions



Public Relations




The New York Times

With Beaches, Wine and Buzz, Is This Australia's Next Hot Place?

The remote Margaret River region has beauty, vineyards and an annual food and wine festival called the Gourmet Escape that is increasingly putting it on the map.

AUSTRALIAN TRAVELLER

A Perth to Esperance road trip: 6 top experiences




South West WA is renowned for its incredible beaches.

aquabumps

40,000 people view our photos every day, do you want in? [SUBSCRIBE](#)

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Retired and stoked, Taj Burrow at home and undercover

[BUY](#)

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Cape to Cape

May 13, 2019



LONDON **LIVE**

DOMESTIC GODDESS

Today 7:46

NIGELLA LAWSON

MARGARET RIVER'S 'GOURMET ESCAPE' IS ON 16-18 NOVEMBER

SYD 17°

Regional Visitation

– Year Ending June 2019

Overnight visitor statistics:

- Intrastate: **+8.2%** to 1,283,000
- Interstate: **-2.3%** to 167,000
- International: **+6.8%** to 136,800
- Member visitation and spend survey initiated



MARGARETRIVER.COM

The region's number 1
destination authority



1.3M
sessions

845K
users

160K
blog views

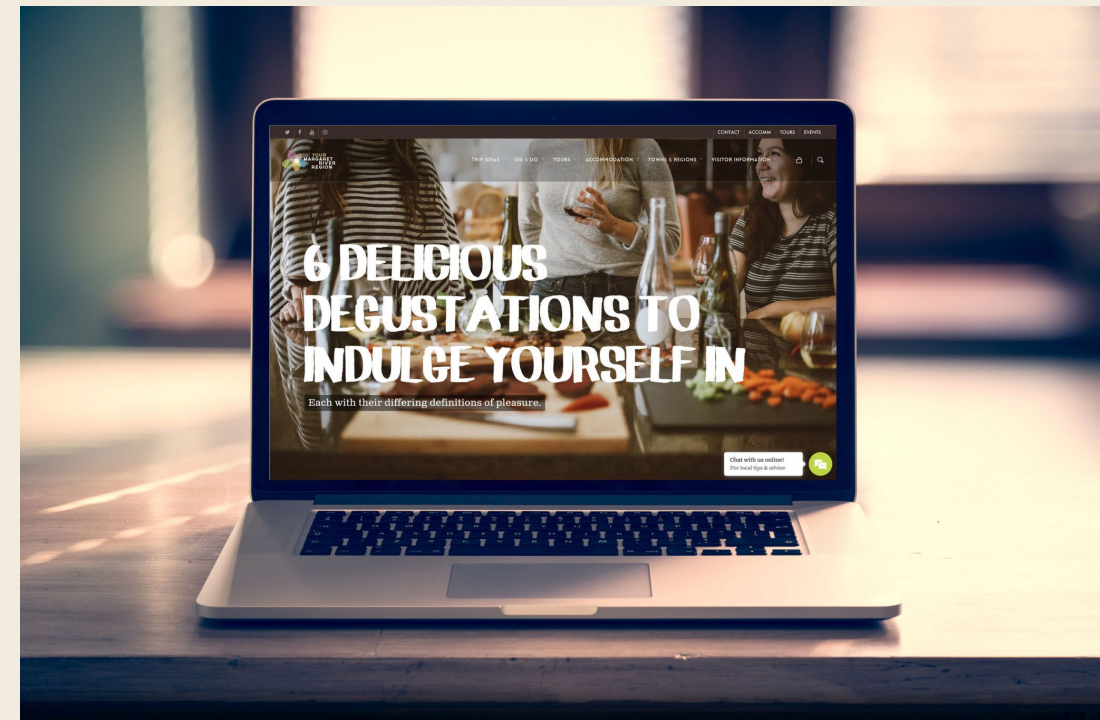
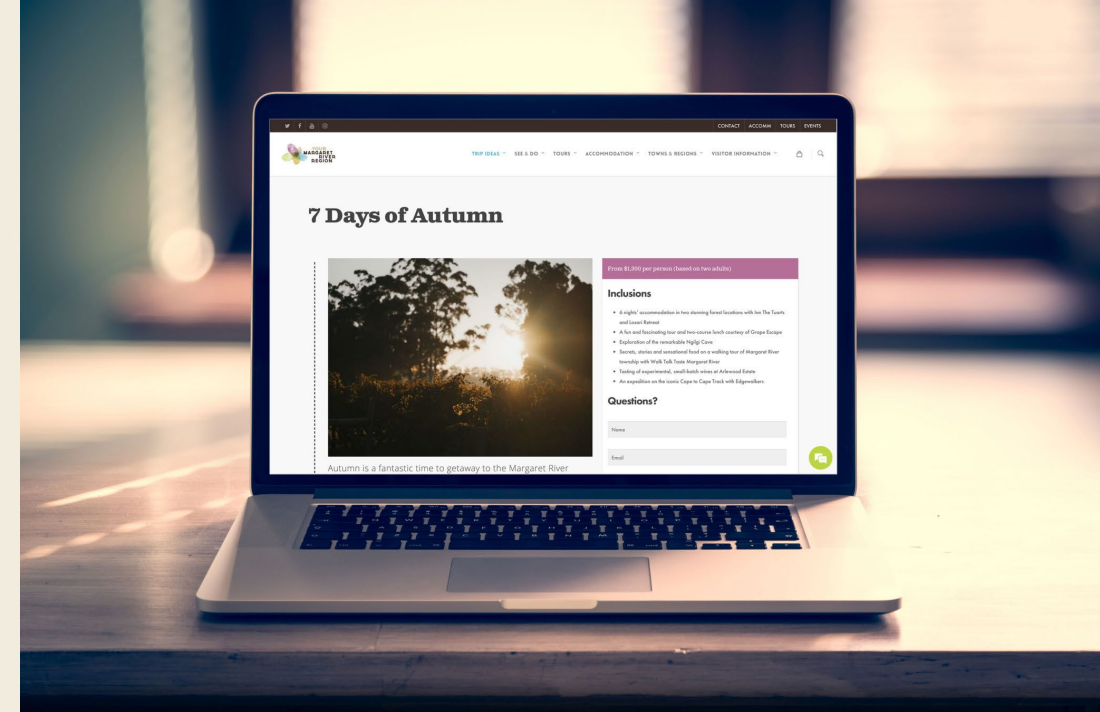
1.1M
*member
page views*

No.1
*search engine
rankings*

2018 - 19 website statistics

Seasonal Content Calendar

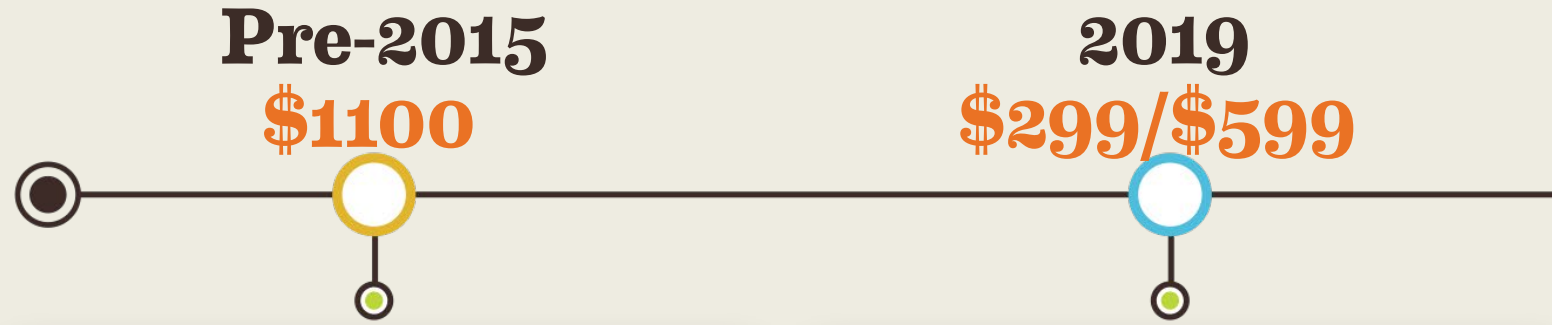
- **Launched December 2018 based on member feedback**
- **> 40 opportunities available each season starting from \$69**



Visitor Servicing





Membership: Evolution of Benefits



-  **Website listing**
-  **Printed map listing**
-  **Brochures**



-  **Website listing**
-  **Printed map listing**
- Plus* Choice of brochures; famils; visitor centre ads; seasonal content calendar**

Listening to Members

- **Member visitation and spend survey**
- **More Singapore**
- **Direct referral model**
- **New member console**
- **Seasonal content calendar**



FINANCIAL

Statements

2018/19 Financial Performance



\$'000's	2018	2019
Income	8,896	9,258
Expenditure	8,436	8,797
Operating Surplus Before Interest & Depreciation	460	461
Capital Grant Income	527	298

2018/19 Financial Position

'000's	2018	2019
Cash at Bank	960	244
Other Assets	4,188	4,820
Liabilities	2,314	1,949
Equity	2,834	3,115

Auditor's Report

➤ *“The financial report gives a true and fair view of the financial position of the MRBTA as at 30 June 2019.”*

-AMD, Auditors

➤ **There were no significant findings identified in the final audit.**



**YOUR
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GENERAL **Business**

PROPOSED CONSTITUTIONAL AMENDMENTS

- The terms of elected Board Members to be extended from 2 years to 3 years.**
- The terms of appointed Board Members to be extended to a term not exceeding 3 years.**
- Elections to fill vacancies for elected Board Members shall arise with respect to a third of the Board Members successively over a three year period (rounded up or down as necessary to ensure that, during each three year period, elections arise with respect to all elected Board Members).**

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."

Board Member Election Results





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THANK YOU