



*Tourism Central Australia*

**EXECUTIVE MEETING MINUTES**  
**Wednesday 28 January 2009 TCA board Room**  
Meeting Commenced 12:05 pm

**WELCOME & APOLOGIES**

**PRESENT:** Ren Kelly, Grant Whan, Rex Neindorf, Matt Wait, Jo-Anne Harkin, Karen Lock, Phil Taylor, Geoff Booth, Phil Walcott, Laurelle Halford, Damien Ryan, Tony Mayell

**APOLOGIES:** Roddy Calvert (Barkley)

**CONFLICT OF INTEREST:** Nil

**CHAIRMAN:** Ren Kelly

**GM:** Peter Grigg

**MINUTES:** Merrilyn McIver (TCA)

Executive members information brochures distributed with calendar schedule , contact numbers, association act etc included.

**MINUTES OF PREVIOUS GENERAL MEETING:**

A motion was put that 'the minutes of the previous meeting were a true and accurate record'.

**Moved:** Rex Neindorf

**Seconded:** Phil Walcott

**All in favour.** Motion carried.

**BUSINESS ARISING:**

**3.2 Election of Office Bearers:**

Deputy Chair	Grant Whan	Moved and accepted
Treasurer	Matt Wait	Moved and accepted
Secretary	Laurelle Halford	Moved and accepted
<i>Portfolio Positions:</i>		
Membership	Phil Walcott	
Transport	Phil Taylor	
Accommodation	Karen Lock	
Business Strategy	Geoff Booth	
Attractions	Rex Neindorf	
Marketing	Laurelle Halford	

All portfolio positions moved and accepted

## **CORRESPONDENCE:**

### **4.1 – In Coming**

- 4.1.1 Minister's Ferguson & Garret re Red Centre Way
- 4.1.2 Minister Delia Lawrie re NT Driver Fatigue laws

Moved incoming correspondence be received

**Moved:** Phil Taylor     **Seconded:** Phil Walcott

**All in favour:** Motion carried

### **4.2 – Out going:**

- 4.2.1 Draft letter to Minister Garrett  
Will email out draft for comments from Eexc within a week

Moved the draft document be emailed out to Executive members for comment

**Outgoing moved for circulation to Executive:** Grant Whan

**Seconded:** Phil Taylor

**All in favour:** Motion carried

## **REPORTS:**

### **5.1 – GENERAL MANAGER:** Report as tabled

Problems between Traffic Pro Counter and Vista program being experienced. Quote of \$1100.00 to upgrade Traffic Pro approved

#### **ACTION:**

TCA to purchased an upgrade Traffic Pro compatible with present systems to go ahead

**Moved:** Grant Whan     **Seconded:** Rex Neindorf

**All in favour:** Motion carried

### **5.2 -VIC:** Report as Tabled

### **5.3 - MEMBERSHIP:** Report as tabled

Two applications received from Australia Ecotours and Darwin Harbour Cruises

**ACTION:** A motion was put that 'the listed businesses be accepted as members of TCA'

**Moved:** Phil Walcott     **Seconded:** Grant Whan

**All in favour:** Motion carried

### **5.4 - MARKETING:** Report as Tabled

### **5.5 VOLUNTEERS:** Report as Tabled

Expectations have been exceeded with 13 volunteers signed up to date.

A media release on success of the program will be prepared and distributed.

In reply to Phil Walcott, we have not particularly targeted the indigenous area but the opportunity is there for any interested people.

### **5.5 - FINANCE:** Report as Tabled

The Chairman reported currently the Association is in a fairly healthy position.

Executive decision to send out summary reports only prior to meetings, but full financials are available to any executive member on request.

Peter advised finance officer position is outsourced which has cut this finance cost in half.

Need to arrange a meeting with Peter, Ren, Finance and Treasurer Matt to discuss systems.

**ACTION:** A motion was put that the 'Reports be accepted'

**Moved:** Phil Walcott                      **Seconded:** Karen Lock

**All in favour:** Motion carried.

### **5.6 - TOURISM NT:** Report as Tabled

Tiger Airways representatives will be in Alice Springs in February. Suggested TCA to host a meeting via our General Meeting.

**ACTION:** TCA to rearrange General Meeting date to accommodate

## **GENERAL BUSINESS:**

### **6.1 – TCA Exec Meetings 2009 Schedule**

Agreed on the third Wednesday of each month at 12:00 noon in the TCA Boardroom.

Schedule to also include one in Tennant Creek set for Fri 22 May and also Ayers Rock set for 19 June. TCA to arrange transport

ASP show is 50<sup>th</sup> year this year – marketing to get whole of industry to be involved

### **6.2 – Letetia Marketing Committee Report**

**6.2.1** Peter requested Exec committee accept the variance after Letetia presented her report. It is the same amount, but identified variance to another section with a higher priority.

Ren advised report needs to be circulated by email for comments by Friday and if no comments received, report taken as accepted.

**ACTION:** A motion was put that the emailed report be decided by the Chairman

**Moved:** Phil Taylor **Seconded:** Laurelle Halford

**All in favour:** Motion carried

In discussion to this matter:

- 1) If no response received, exec members have indicated accepted response of the report.
- 2) Jo-anne (TNT) explained the funds are linked with marketing /administration / attendance etc for industry enhancement.
- 3) Commitment is to the end of this financial year. Re-budgeting in May is ongoing.
- 4) Tony Mayell feels document is very complex and requires further investigation ie background information
- 5) Tony expressed concerns over time facto of acceptance and receiving report,
- 6) Executive particularly concerned over the \$90,000 amount for online marketing development
- 7) Jo-Anne advised TNT will want some evidence of decision changes. There is no executive connection between the SLA marketing committee.
- 8) Ren advised that Laurelle now becomes a link between the SLA committee and TCA Exec committee
- 9) Peter stated he could go back to the SLA committee for further info and can approach the Govt to advise questions need to be answered before approval can be given.
- 10) Phil Taylor rescinded his motion on the basis more information is required.  
Secunder agreed. **Motion is withdrawn**
  
- 11) Peter stated we can advise Clare George we are having these discussions and require more time. We need a brief on the \$90,000 amount and the preparation of it ie to justify how the committee came at that amount, as this appears to be the sticking point to the whole proposal
- 12) Agreed we need a well presented discussion paper which puts together all the background on reaching this decision of approval for the recommendations. We need effective expenditure
- 13) Peter explained the committee did what was required of them, and this was the first chance for Exec committee to get together to discuss.
- 14) Request for Letetia to provide details re establishment of the \$90,000 so the Executive can respond regarding the proposal by Friday

**ACTION:** A motion was put that the Executive members request more details on the \$90,000 amount and any changes in the description.

**Moved:** Geoff Booth

**Seconded:** Phil Walcott

**All in favour:** Motion carried

Members to respond by 2pm Friday 30 January and a nil response will see acceptance.

**6.2.2** Peter gave an explanation on the Barkley Region situation. Members need to be a member of TCA not the old Barkley Association for advertising in our booklet. TCA have about 8 businesses on board.

Discussion took place on general workings of the Barkley region.

TCA has done what is required under association obligations. Every month will provide an update of events through their local paper which shows our support to get them back on board.

**ACTION:** A motion was put that we form a sub-committee comprising of Geoff, Peter and Ren to investigate this matter further

**Moved:** Grant Whan **Seconded:** Rex Neindorf

**All in favour:** Motion carried

### 6.3 – TCA Organisational Structure

6.3.1. Peter advised that he has recently interviewed all employees and evaluated these positions.

Presented an ORG chart of the structure of TCA positions ... to be completed by managers of their department staff

Held a Senior Management meeting, which will continue on a fortnightly occurrence.

After discussions with those present, operational changes expected to work very well.

Re these positions:

**Marketing:** is more of an advisory role, they will make recommendation advice, strategies and marketing plans.

**VIC:** Number of operational problems ie membership which has now been transferred to Administration under the direction of Sue Bray. Sue is well versed with membership and has past experience in this area. VIC needs to concentrate more on their own area

Re the 1800 number - Peter sees VIC more of a fund revenue raising from this number.

He has created a new position of Information processor to attend to 1800 number enquiries to convert to sales and not handed to TD. Core business function we need to execute

Airports & Railway – struggled to have a staff member attend. Now to have a dedicated person for this role

VIC Manager to identify training for her staff

#### **Finance:**

Employed on a contracted-out basis. Data entry and routine activity to be responsibility of the administration role.

Admin to be first point of contact for finance enquiries.

#### **Membership/Volunteers**

Up and going very well.

Have identified one of the volunteers to take on small management role, which will free up Sue to take on membership role.

Mini Walkabouts and Golf days are still on the agenda for this year.

Anticipates a 3 months re evaluation time frame to assess the changes.

### 6.3.2 Rex

- 1) Expressed concerns of Mall and continuation of bad behaviour. Young kids around in early hours of morning in Mall and around Rex's property.

**ACTION:** Need to keep working with Council

- 2) Flooding in West Macs – Parks contacted Roads to keep tourists off the road. but must consider the operators working out that way. Seems to be a problem of roads vs operators.

**ACTION:** to discuss next meeting

### 6.3.3 Phil.

- 1) Addressed this comment to the Mayor: re the forthcoming Ecotourism Conference later this year - recycling will be an issue. He has tried to contact person in ASTC to discuss but to no avail. Council should be proactive in this area. Can ASTC submit a proposal on general recycling.

Damien replied trying to start up "cash for cans" again. NT Gov have knocked this back and passed onto Federal Govt. It is not the Councils core business but keen to get it into effect again. Damian recommends we give council time to the "cash for cans" program. Noted ASTC contributing \$10,000 towards this conference.

**Action:** item for next meeting

### 6.3.4 Laurelle

- 1) Suggested we set up guidelines reporting perimeters to go to membership on what we (TCA) are doing.
- 2) Queried the position of Exec Marketing participation with Marketing committee. Peter advised this position with sub-committee has been non functional of late and to be included in future

### 6.3.5 Phil Walcott:

- 1) Referred to the Responsible Drinkers report for discussion.

**ACTION:** Peter to obtain a copy and email out to executive.  
Agenda item next meeting.

### 6.3.6 Peter:

- 1) TCC Bob Kennedy – defer to next meeting

### 6.3.7 Ren

CDU development – Tony advises steering committee had received report. Final touches being put on report. Will report back to this group.

**Meeting declared closed: 3:05 pm**  
**Next Meeting: 25 February 2009 Venue TBA**

**Signed**

**Chairman:** \_\_\_\_\_ **Date:** \_\_\_\_\_