

ANNUAL GENERAL MEETING 2017

MINUTES

Venue:	Vibe Hotel Canberra Airport
Date:	Thursday 2 nd November, 2017
Time:	5:00pm – 5:45pm – Annual General Meeting 5:45pm – 6:30pm – Networking with refreshments

AGENDA ITEMS

1. Chair's welcome and apologies

Meeting commenced at 5:12pm

Chair welcomed all present to the meeting and thanked the Vibe Hotel Canberra Airport for hosting the AGM.

Invited guest Brendan Smyth, Commissioner for International Engagement (ACT Government) acknowledged by The Chair.

Chair noted apologies board members for Dr. Mat Trinca, Fredrick Arul.

2. Confirmation the minutes of last year's AGM held Tuesday 18th November, 2016.

Motion: That the Minutes of the 2016 AGM be adopted as a true and accurate record the meeting.

Moved: Rob Stefanic, Department of Parliamentary Services, Australian Parliament House

Seconded: Maurits de Graaf, General Manager, Mantra Hotel MacArthur

Motion passed

3. Reports

Chair's Report, Jure Domazet

The Chair acknowledged the local Ngunnawal.

Bureau Chair's Report for AGM 16/17 FY

Acknowledgment to Country and the local Ngunnawal people.

I am pleased to report that Canberra Convention bureau yet again exceeded assigned targets by contributing a sale result of \$45.7M and 65,299 room nights for 2016-2017.

Meeting planners and delegates are starting to enjoy the benefits of the \$5.4M ACT Government funded upgrade to the National Convention Centre. These aesthetic improvements were necessary to keep the facility competitive in a quickly evolving and competitive environment.

The Bureau also welcomes the ACT Governments recognition of the benefits of attracting business events to our region, evidenced through their election and budget commitments to increased Bureau funding over four years. This support along with industry support and engagement are essential for us to continue to grow our share of business events.

There are many first and highlights in the year that was, 2016/2017. International flights commenced in September 2016 and the Bureau made immediate efforts to capitalise through partners like Tourism Australia and also engaged in international representation in

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China. This past year saw further increases in sales and tradeshow activity and the first full year with a Sydney based sales office. We also saw greater targeting of business events aligned with both our destination strengths and government priorities by targeting events in the defence, renewables, health, innovation and higher education and also space. The business events space remains very competitive, both nationally and internationally. Our destination is growing in maturity, and we're now proud of the product and innovation happening in our sector. We're proud of our story, our destination and where we live. Accolades like the recent Lonely Planet announcement are fantastic talking points and validation of the effort businesses have undertaken the past few years, particularly in air, hotels, restaurants and food. I encourage you to work with the Bureau to tell your stories. I would also like to take this opportunity to thank two valuable contributors to the Bureau and business events at large. Chair for the past several years, Patrick McKenna moved to a role outside of the industry towards the end of 16/17 and Malcolm Snow, our Deputy Chair for many years stepped up as Interim Chair before his recent move to CEO of the City Renewal Authority. We wish Pat well and thank him for his service and are also pleased to see Malcolm, a strong advocate for city building and business events in such a vital new role for our city.

I thank my fellow Directors for their time, energy and commitment. I also acknowledge the ACT Government as a major funder of the Bureau, and particularly Chief Minister Andrew Barr for his leadership as Tourism Minister.

I'd also like to acknowledge the efforts and results of the Bureau staff. The past year has seen incredible team stability and the results that come from their efforts are telling. Lastly, I thank our members for their strong support of the Bureau and determination to showcase and grow business events for Canberra.

CCB Treasurers Report for AGM 16/17 FY

A very successful year in an ever more competitive landscape where once again our members played a vital role in this success. So thank you to everyone for your ongoing support of the work the Bureau does in bringing business events to Canberra. A particular thank you to the ACT Government for their ongoing recognition of the importance of business events in Canberra and their ongoing support of the Bureau.

The educational and research institutions are an increasingly critical part of Canberra's competitive advantage in the business events market and are placed to play a far larger role in winning major international events for the destination. CCB appreciates the close working relationship with all the research and learning institutes and will be looking for new ways to collaborate even closer in the future to maximise the opportunity that exists because Canberra is home to so many world leading experts in many research and learning fields. It is worth noting that the CCB is operating in an ever increasingly competitive landscape as state and territory governments recognise the value of business events as a key economic driver. This year saw the ICC Sydney open, a \$1.5b investment in business events infrastructure and the completion of the almost \$400m expansion of the Adelaide CC. Equally New Zealand is going through huge growth both in marketing and infrastructure investment to win a larger share of the Australian business events market. Asia continues to invest strongly in this sector again recognising the value as a key economic driver as well as being important in social and political development.

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The financial year ended for the Bureau with a deficit as noted in the Annual Report of \$78,517 with the balance of held reserve ending at \$63,139. It was felt that with the opening of international opportunities and growing competition on the domestic scene that it was very important to maintain the momentum of previous years and continue a strong presence in market. As a result, a high level of activity was conducted throughout the year rather than cutting back too far to avoid this deficit.

With the confirmed increase in Government funding over the next four years this deficit will be reversed to return the reserve to \$100k.

Major income sources remain ACT Government funding, membership fees and in-kind support and again we would like to thank everyone for their ongoing support of the Bureau enabling them to win business for Canberra.

Financial services continue to be provided by Vivid Accounting and it is felt this provides good stability and expert support for the Bureau in this area.

Audits have been conducted for the financial year by Synergy Group and the Bureau once again had a clean audit.

Membership Retention

Membership income showed very slight growth of just over 1% and retention remained high at 87%.

Membership numbers are similar to the previous year, 129 financial members at the close of the year compared to 130 last year.

22x new members inducted

CCB CEO Report for AGM 16/17 FY

The year in review has been a tremendous year for Canberra, for recognition and accolades and for results in business events and general tourism. It's also been a year of behind the scenes ongoing work to elevate our position for business events both nationally and internationally. The past year has seen the Bureau expand our presence in the Sydney market, build on PCO relationships like never before, revitalise our Melbourne presence and activate Canberra's influencers. We have made forays in the internationally space winning niche international events and have bid on several Asian incentive groups, winning a portion of Amway China in December 2016 and an upcoming smaller group of 300 later in December.

Importantly in 2016/17 we came to the end of our 4-year funding agreement with the ACTG. Much work was done to secure future funding to continue our work. The increase in funding to 2020/2021 validates the efforts made on your behalf. I sincerely thank Chief Minister Andrew Barr for his election commitment and subsequent budget support.

A successful year saw 76 bids submitted with an average bid value of almost \$1M and over 1,200 room nights. We talk a lot of the strengthening competition and importantly our conversion rate has remained strong showing we're targeting the right business events. 36 clients to Canberra, plus a TA China famil, PCO famil and Top Secret were made possible through the tradeshow activities, and over 500 sales calls. All our marketing and sales efforts are ultimately aimed at bringing influencers to Canberra to see our stories for themselves. Top Secret alone is closing on \$100M in contribution from this program since inception.

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Our success targeting business events aligned with our key strengths and also ACT Government priorities is why we've again exceeded assigned revenue targets. Priorities such as renewables, innovation, higher education, defence and cyber, and health not only improve our chances of success, but they showcase Canberra's capabilities, our best and brightest, and the research, investment and developments within our universities and government.

You'll have heard us talk of the Beyond Tourism benefits and we'll continue to communicate that the benefits delivered by business events extend beyond mere economics. Beyond Tourism needs to be broadly understood by the many layers of government and the broader community. We're please see that the Vice Chancellor at ANU understands this, and also Jonathan Kobus at VisitCanberra and we look forward to working together to access ACT Government areas of opportunity.

The need for a new convention facility for Canberra is not going away. The needs, opportunities and risks are apparent and by doubling or tripling our capabilities – importantly not just for large congresses but also to host multiple events we'll be doing our part to further diversify the ACT economy, contribute to Tourism 2020 goals and also contribute to future targets from a likely Tourism 2030 strategy. Importantly this will support the next increases in hotel room inventory to Canberra. The past bump of 10% in room inventory in 2013/2014 has largely been absorbed but with an excess of 2,200 new rooms coming in to the market by 2020 we require new infrastructure to support our hotels. Canberra continues to enjoy an unprecedented combination of excellent experiences, meetings and accommodation stock, vibrancy in our precincts and recognition as the Knowledge Capital. The team at Canberra Convention Bureau are to be congratulated on their achievements of the past year. We have a team as good as any to represent you, with the right mix of experience, enthusiasm and competitive drive to grow business events in Canberra. And we look forward to doing this with and for you in the year to come. Lastly, thank you to the board for their high level of expertise in guiding the organisation and for your engagement when needed. Thank you also to our hosts, TFE, Vibe and Canberra Airport for your hospitality this afternoon. I hope you will stay around to network.

Motion: To receive and adopt the Chair's Report, Treasurer's Report and CEO's Report.

Moved: Alan William – post meeting

Seconded: John Russell – post meeting

Motion passed – post meeting

5. Appointment of the Auditor

Motion: At the 2014 AGM, Synergy Group were appointed to undertake the audit for the next 3 years from 2014-15 to 2016-17 and we will continue to use their services.
Appointment of 3-year contract.

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Moved: Barry Neame, Consec Conference Management

Seconded: Kerstin Wallace, Hire a Guide

Motion passed

The Chair asked the floor if there was any objection, which there were none.

6. Election of Board positions

The following Directors are standing down at the end of a two-year term, and these positions are due for re-election:

*Incumbent **Stephen Byron, Canberra Airport**, (c) those who own or are engaged in the management of air transport. Standing **Stephen Byron, Canberra Airport***

*Incumbent **John Russell, Pialligo Estate Farmhouse Restaurant**, (d) those who own or are engaged in the management of restaurants or other outlets, catering establishments, or engaged in training for the tourism and hospitality industries. Standing **John Russell, Pialligo Estate Farmhouse Restaurant***

*Incumbent **Stephen Wood, National Convention Centre**, (f) those who own or are engaged in the management of convention venues in excess of 500 square metres. Standing **Stephen Wood, National Convention Centre***

*Incumbent **Jure Domazet, Doma Group**, (h) ordinary members who own or are engaged in the management of some other form of visitor, tourist or convention business or activity or any other business or activity. Standing **Jure Domazet, Doma Group***

*Incumbent **Brian Schmidt, Australian National University**, (i) those who are involved in educational institutions or provide services to support the work of the Federal government. Standing **Brian Schmidt, Australian National University***

*Incumbent **Mathew Trinca, National Museum of Australia**, (h) ordinary members who own or are engaged in the management of some other form of visitor, tourist or convention business or activity or any other business or activity. Standing **Adriaan Du Plessis, Novotel Canberra***

Those standing have been confirmed for 2 more years until AGM 2019.

Vacant Board position/s;

- **(e)** 'those who own or are engaged in the management of some form of visitor attraction'
Mathew Trinca, National Museum of Australia for the remainder of term to AGM 2018

The Chair declared the nominated Directors on categories (c), (d), (f), (h) and (i) are re-elected for two years and announced that Adriaan Du Plessis would be appointed on the Board and thanked Ben Murphy for his nomination.

The Chair asked the floor if there was any objection, which there were none.

7. Other Business and Questions

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No other business noted.

8. As there was no further business, the Chair again thanked the Vibe Hotel Canberra Airport for hosting the meeting. He thanked the members for attending and for their ongoing support of the Bureau.

The meeting was declared closed at 5.39