

TOURISM TOP END GENERAL MEETING AGENDA

April 2020



DATE: Tuesday 28th April
TIME: 6.00pm start via Zoom

- 1. Welcome**
- 2. Apologies**
- 3. Acceptance of Minutes of the General Meeting, 30th March 2020**
- 4. Business Arising from the General Meeting, 30th March 2020**
- 5. Treasurer's Report**
- 6. General Manager's Report**
- 7. Membership Standing Committee Report**
- 8. General Business**
- 9. Close Meeting**



TOURISM TOP END

wild life – wild land

Virtual General Meeting (Zoom) **30 March 2020,** **Minutes Commenced at 6.05pm**

1. Welcome

Michael Scott chaired the meeting and welcomed members and guests including:

Board Members: Michael Scott, Rachel Beaumont-Smith, Melanie Lewis, Andrew Hopper, Shaun Pearce, Penny Eckel, Annabel Curtain, Shane de Wit, and Shelly Haitana

Life Members: Michael Scott, Frances Fausett and Helen Galton

2. Apologies

Board Members: Alderman Peter Pangquee, David Metcalf, and Trevor Cox.

Special Apologies: Hon. Lauren Moss – Minister Tourism, Sport and Culture and Mary Fall

Life Members: Nil

3. Minutes of the General Meeting held on 25 February, 2020 (as circulated)

Motion: "That these minutes be accepted as a true and accurate record"

Moved: Michael Scott Seconded: Penny Eckel CARRIED

4. Business Arising from the Meeting held on 25 February, 2020

Nil

5. Treasurer's Reports – Presented by Glen Hingley for David Metcalfe

Trading Report for February 2020

1. Income was marginally down on budget for February reflected.
2. Expenses are under budget due to website development being still underway and Intra-Territory Marketing being postponed.
3. All budgeted expenses are now being reviewed.
4. The figures indicate that Tourism Top End continues to be in a satisfactory liquid position, and able to meet its commitments as and when they fall due.
 1. Refer General Meeting Register – March 2020 – Finance Report

Motion: "That the Treasurer's Report be accepted"

Moved: Glen Hingley

Seconded: Andrew Hopper

CARRIED

6. General Manager's Report – Presented by Glen Hingley

Reporting on February 2020

At the time of writing this report to members we now know that the foreseeable future for tourism in the Top End being the ability of Territorians to travel within the Top End. Over the last few weeks each time there is an announcement or communication to members, it is almost redundant shortly after.

Nonetheless, Tourism Top End (TTE) is committed to staying in close in touch with you all, as colleagues, as members and most importantly as friends. No matter what happens, our solidarity with each other as Territorians is key to our tourism industry's future. TTE has focused on how it can best assist members in the constantly changing environment now while also having an eye to the future.

The impacts are affecting every person, business and community in every part of the Top End. It is having a profound impact on all our members and their families, whom are now suffering from the loss of income and significant levels of anxiety.

Our focus as an Association is to keep as many members supported and viable, seeking ways for members to keep their business intact and where we can assist their staff.

We have sought to reduce the burden on resources and government by combining where-ever possible the various Associations with shared interest in the visitor economy. TTE will continue doing this to lead and assist members, especially in the delivery of sharing of resources and helpful information.

We will stay in close contact with all levels of government and organisations to get through this together.

When the conditions are right, and agreed by our medical experts we as your Association will be there with you to help with all we can in the mammoth task of reigniting our tourism industry and visitor economy.

Marketing Highlights

Social Media February

Metrics	Facebook	Instagram
Followers	+32 = 67,384	+601 = 23,708
Reach	755,551	323,342
Engagement	850,848	338,571

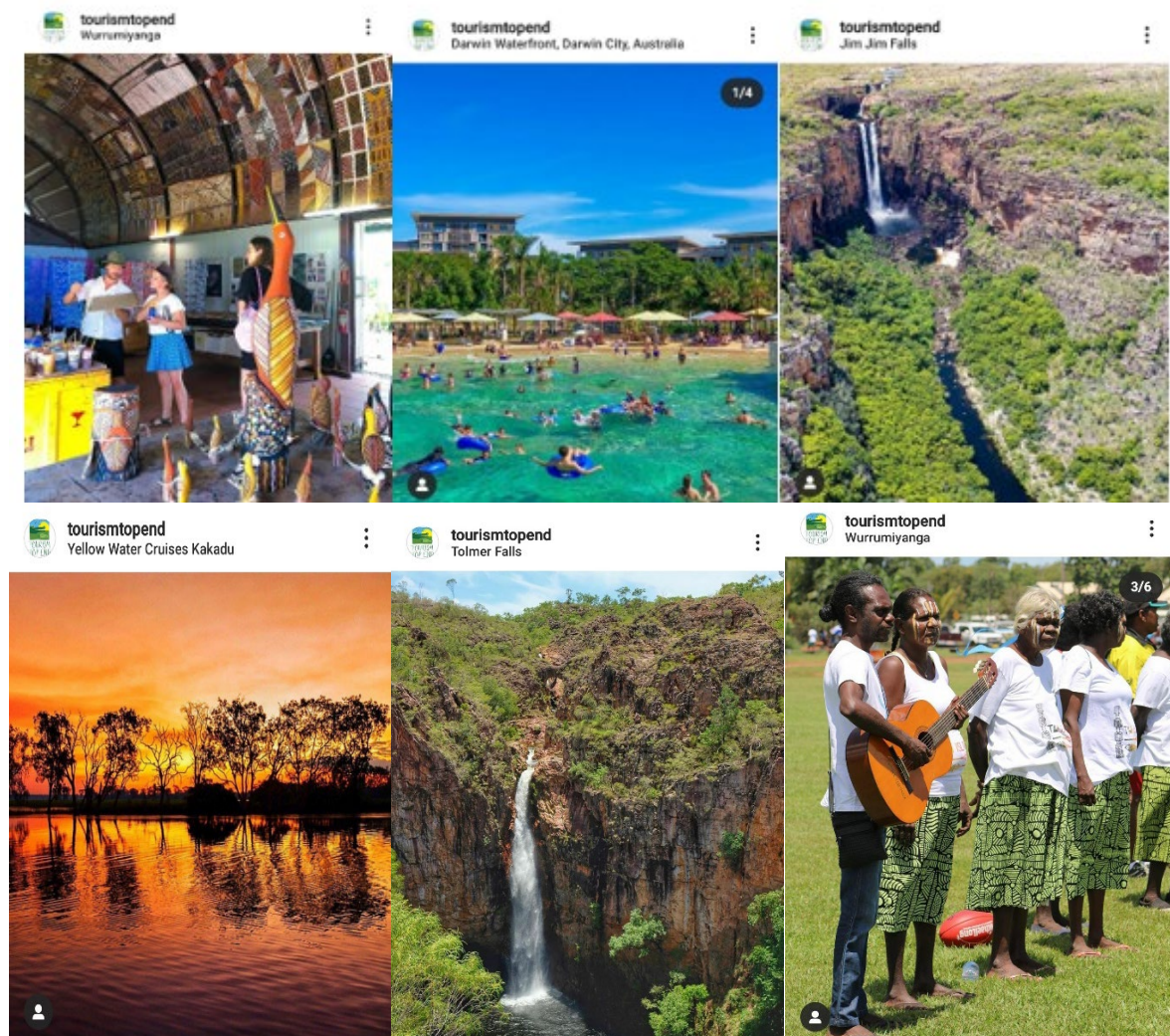
Highlights

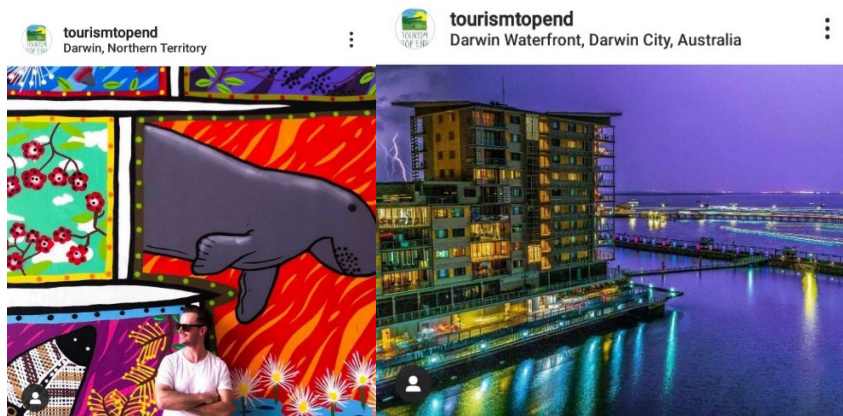
The Peninsula Way road trip was popular this month (using content from an old trip I did for TTE) as was chasing waterfalls in LNP. We posted a call-out to South Australian followers to come and see our team at the Caravan & Camping Show, plus Jetstar continued to offer discounted airfares. Tropical Light was mentioned and TripAdvisor named Darwin in the Top 25 destinations to visit!

Due to a real lack of content being shared across Instagram (like I haven't seen in 5 years) I have been downloading images from Tourism NT's gallery to keep highlighting different regions.

We really need a plan for new and unique content going forward as its an ongoing struggle to find beautiful/colourful imagery that sets us apart from others on social media.

Social Media Highlights





Website statistics – tourismtopend.com.au

	February 2020	February 2019
Bookings		
Tour and attraction bookings	15	13
Accommodation bookings	18	27
Ecommerce conversion rate (users vs bookings)	0.24%	0.23%
Traffic		
Website sessions	13,601	14,888
Website users	10,916	12,079
New visitors %	85%	84%
Returning visitors	15%	16%

Campaigns

BASSINTHEGRASS

Commenced BASSINTHEGRASS digital marketing activity, directing through to a dedicated landing page with member deals and packages.

Holiday Here this year

Launched co-operative intra-territory Holiday in the Top End marketing opportunities in line with Tourism NT Resilience Marketing Plan. Includes free opportunity for members to submit deals to be featured and packaged on key campaign landing pages. For a copy of the opportunities available, contact marketing@tourismtopend.com.au

Events Campaigns

Tropical Light and Million Dollar Fish social media activity continues.

**The above campaigns were put on hold March 2020 due to COVID-19*

Projects

Activation of Campaign and Packages functionality in BookEasy to promote member specials within marketing campaigns.

Events

8 Feb	Welcome to the Top End Expo (Defence), Darwin
12-16 Feb	Lets Go Caravan and Camping Lifestyle Show, Adelaide
20-24 Feb	Victorian Caravan, Camping & Touring Supershow, Melbourne
22-24 Feb	AIME Asia-Pacific Incentives and Meetings Event, Melbourne

Visitor Information Centre Report

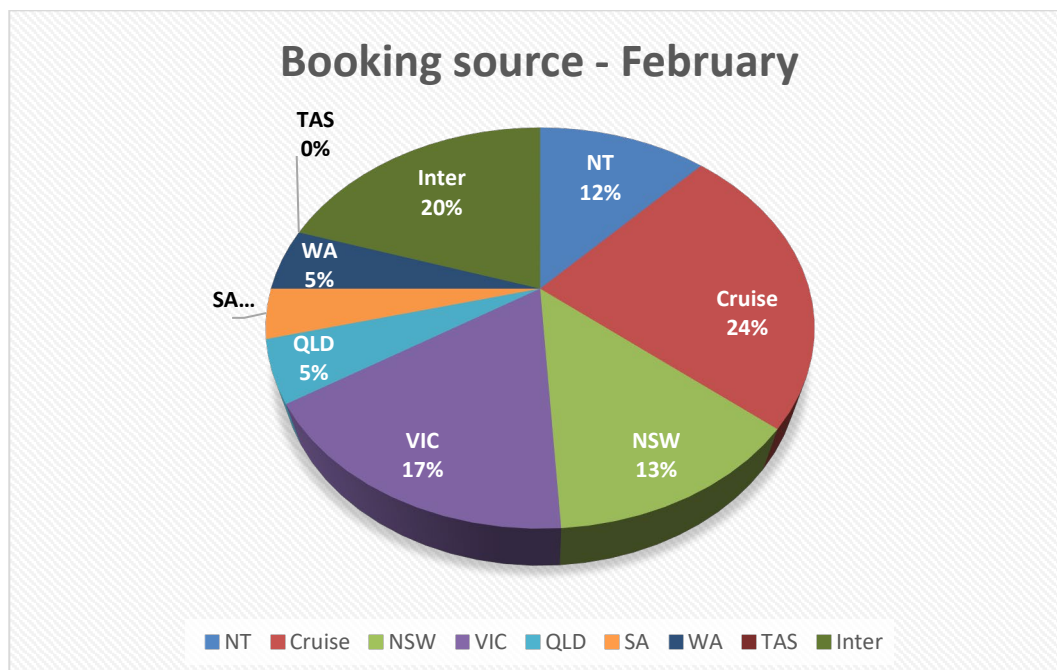
February 2020

3 rd	Cruise Ship: The World Ship on-board Assist – x1 Training: Book Easy – Retail Console – x2
4 th	Cruise Ship: Seven Seas Navigator Ship on-board Assist – x1
5 th	Training: Bookeasy Retail Console – x2
6 th	Training: Bookeasy Retail Console – x2
8 th	Cruise Ship: Seven Seas Voyager
11 th -16 th	SA Caravan & Camping Show – x1
12 th	Training: Bookeasy Retail Console – x3
13 th	Product Briefing: AAT Kings – x4
14 th	Training: Crown Forklift – x3
17 th	Cruise Ship: Radiance of the Seas
19 th -26 th	VIC Caravan & Camping Show – x1
20 th	Product Briefing: Aboriginal Investment Group
24 th	Cruise Ship: Queen Mary 2
27 th	CDU Assist – Exchange Student Morning Tea – x1
28 th	Cruise Ship: Viking Sun
29 th	Cruise Ship: Artania

Total for the month:

- Product briefings: 2
- Famils: 0
- Site inspections, events: 5
- Training: 5
- Cruise Ships: 7

Visitor Information Centre Summary



Visitor Centre Activity

Activity Comparison		February 2019	February 2020
Accommodation Bookings	Visitor Centre	32	27
	Online	15	19
Tour & Attraction Bookings	Visitor Centre	229	202
	Online	10	12
Merchandise & Other	Visitor Centre	571	329
	Online		
Total		857	589

VIC Door Count

Door Count	December	January	February
2008	7,325	5,062	4,876
2009	6,948	5,342	6,503
2010	6,346	5,524	6,306
2011	7,350	5,000	6,000
2012	11,558	7,048	15,872
2013	8,307	8,262	10,182
2014	9,173	7,284	9,672
2015	8,460	6,788	6,761
2016	7,000	6,486	10,294
2017	7,984	10,310	13,329
2018	7,721	7,301	8,608
2019	6,235	7,324	7,313
2020		5,234	7,060

Motion: "that the General Manager Report be accepted"

Moved: Glen Hingley

Seconded: Melanie Lewis

CARRIED

7. Membership Standing Committee Report – Presented by Michael Scott

*Full Member

Territory Manor Motel & Caravan Park

The Territory Manor Motel and Caravan Park offers a blend of accommodation from our unique rammed earth motel accommodation and our grassed ensuite powered sites and unlimited unpowered camper trailer sites. We have a fully licensed restaurant on site that is open for breakfast, lunch and dinner and can seat up to 90 people per setting. The park is soon to have a purpose built running and walking track within its green tropical setting making it great for birdwatching.

Contact: Sharleen Vandeleur

Email: territorymanor@bigpond.com.au

Wiyibi Fishing Wilderness Lodge

Self-catered accommodation on the doorstep of Australia's most remote and pristine fishing locations. Get ready for the ultimate Fishing Adventure. Facilities at Wiyibi Fishing Wilderness Lodge include 240v Power via Diesel Generator, 2 bedrooms with lights and fans, each bedroom can sleep 4 guests, accommodation for larger groups available, large kitchen with gas stove and oven, spacious outdoor living areas including seating for large groups, built in outdoor fireplace, satellite TV, Flushing toilet and separate shower. The lodge has deep freezers to make plenty of ice, two large double door fridges and VHF radio installed (use channel 81)

Contact: Brett & Eve Travis

Email: wiyibifishing@brettandevent.com

Glamping NT

Glamping NT is Australia's leading provider of luxury camping accommodation and services. Whether you plan on hosting a wedding, festival, corporate retreat, special event or hiring an entire pop-up hotel to cater to 400+ people we are dedicated to providing comfortable, bespoke accommodation matched with outstanding dining experiences and other services to enhance your and your guests experiences. Let us make your next event one to remember or come for a weekend away in our new home in the heart of Litchfield National Park and experience the best the NT has to offer! (Opening date TBC 2021)

Contact: Allan Lodge

Email nt@flashcamp.com.au

Partnership Member*Australian Walking Holidays**

Australian Walking Holidays is one of Australia's most experienced adventure operators. Our exclusive itineraries are based on over 40 years in offering unbeatable experiences of Australia's great wilderness destinations in the most appropriate style for that environment. We operate Top End guided walking tours exploring Kakadu National Park staying at our private eco-friendly campsites and full pack treks on the Jatbula Trail. Our small group sizes minimise impact on the environment and maximise experience of the wilderness with our guides being the most experienced in the field.

Contact: Danielle Flegg

Email: danielle@worldexpeditions.com.au

Interstate Member*Faraway Bay**

Faraway Bay is a unique exclusive wilderness property in the East Kimberley. Located 280km north west of Kununurra on the coast, Timor Sea. It consists of 8 cabins and lodge, eco friendly built with low impact on the environment and offering guests an experience of back to nature, touring the coast, including the iconic King George Falls, waterfalls, fishing, rock art, bushwalks and birdwatching. Faraway Bay is a fly in / fly out property only (no road access)

Contact: Kathie Reilly

Email: info@farawaybay.com.au

***Change of Ownership**

Ask Darryl in Darwin

Contact: Bret Goodman & Mark Dickson

Email: info@askdarryl.com.au

Clickstarter

Contact: Jack Cameron

Email: info@clickstarter.com.au

Tour Tub

Contact: Karen Marchant

Email: info@darwintours.com.au

Wallaroo Tours

Contact: Karen Marchant

Email: info@darwintours.com.au

Darwin Tours

Contact: Karen Marchant

Email: info@darwintours.com.au

SUPER DEED NOMINATIONS

Nil for March 2020

Motion: "that the Membership Report be accepted"

Moved: Michael Scott

Seconded: Melanie Lewis

CARRIED

8. General Business

Nil

Meeting Closed at 6.24pm

TOURISM TOP END
TREASURER'S REPORT TO THE BOARD
23 April 2020

Trading Report

March 2020

Month End Comparisons	Mar-20 Actual	Mar-20 Budget	Mar-19 Actual
Revenue	\$116,128	\$146,638	\$318,080
Expenditure	\$187,270	\$196,398	\$248,989
Net Result	-\$71,143	-\$49,760	\$69,091
Year to Date Comparisons	Mar-20 YTD Actual	Mar-20 YTD Budget	Mar-19 YTD Actual
Revenue	\$655,558	\$693,613	\$759,875
Expenditure	\$537,136	\$593,499	\$535,694
Net Result	\$118,422	\$100,114	\$224,180

Comments:

1. The Association has commenced feeling the affects of the Government shutdown on its revenue. Expected revenue from Membership subscriptions for March has dropped by \$11k, and it is unlikely this revenue will be realised. Marketing functions and Co-Operative Marketing revenue has also been affected with nil revenue realised against a budget of \$15k. Grant revenue from TNT and the City of Darwin is continuing at agreed amounts for the time being.
2. Costs are in line with original budgeted figures, however there has been a conserted effort by the GM to bring these costs down. The realistaion of these efforts will be reflected in in the coming months. Areas of focus included wages & salaries, meeting expenses, general office management costs and website improvements. TTE has applied for assistance in the JobKeeper program and is expected to receive funding for 12 staff. This will ease the burden on the Association over the next 3 to 6 months and will ensure its services are able to bounce back quickly once the restrictions are lifted.
3. The Board is carefully monitoring the Associations' financial position, however it realises there will be an impact on its financial position this year. The cash reserves are currently strong and will likely be partly used over the coming year.
4. The figures indicate that Tourism Top End continues to be in a satisfactory liquid position, and able to meet its commitments as and when they fall due.



General Manager's Report – March 2020

The devastating global effects of the coronavirus have surpassed the expectations of all, bringing our visitor economy to a standstill. The consequence to members (micro, small, medium or large) has been absolute and created financial uncertainty on a scale never anticipated. Owners and staff of almost all tourism members have seen a dramatic reduction in income with many now sadly stood down or unemployed. Amongst the many concerns facing our tourism industry it is the personal wellbeing of all, especially visa workers, which remains the most challenging.

From a health perspective the Northern Territory has so far escaped the worst effects of the coronavirus compared to all other Australian states or territories. However, our tourism industry's future is largely linked to the situation around the Nation. Furthermore, it is becoming increasingly apparent that international markets for Australia will not return back to same levels for some time, possibly two to three years at the earliest.

Tourism Top End (TTE) continues working with members, government and other associations on the basis there is no unexpected major outbreak in the Territory, to prepare for a return to business at an intra-region and/or intra-territory level before the opening up of interstate markets.

While the timeline of when Territory borders will re-open and future of interstate markets remains unknown, it is Australia's aviation landscape that is grave concern. At the time of writing this report the future of Australia's aviation sector is tenuous and will be one of the most significant determiners as to what future tourism will look like in the Top End. Australia needs to retain a competitive airline environment for travel to the Top End, especially for choice, price and connectivity. TTE has been articulating its concern on behalf of members to this need on a National level via the Australian Tourism Industry Council.

During this time TTE has taken the view that it serves its members best by keeping members connected and informed. Ensuring a balance of personal contact, simplified e-updates and video technology as the best way to support. With an immense amount of information being presented we are seeking to keep members informed and engaged on support topics aligned with tourism, hospitality and retail.

In an effort to not clutter communications and reduce demand on expertise by addressing the aligned needs of members TTE has aligned with Associations of similar memberships across the Territory. Where possible TTE will continue collaborating with Tourism Central Australia, Hospitality NT, Litchfield Tourism Association, Katherine Tourism Group, East Arnhem Land Tourism Association and Darwin City Waterfront Retailers Association.

I would like to express the appreciation of the Association to Hon. Lauren Moss, Minister for Tourism, Sport and Culture for making herself available for regular updates and to take on the concerns of members. I would like to also acknowledge the leadership of Tourism NT Chair Michael Bridge and CEO Andrew Hopper for their quick response to the situation and ensuring delivery from government is as meaningful as possible.

TTE will continue to do all it can in supporting members through this process of survival, adaption and then recovery, when the expert medical advice allows us to rebuild.



Member Updates March

19 March COVID-19 Health Advice & NTG Stimulus Package

Hon. Lauren Moss – Minister for Tourism, Sport and Culture

Professor Catherine Stoddart – CEO NT Health

24 March Ministerial Tourism Update

Hon. Lauren Moss – Minister for Tourism, Sport and Culture

Hon. Dale Wakefield – Minister for Renewables, Energy and Essential Services; Minister for Territory Families

Michael Bridge – Chair, Board of Tourism NT

Andrew Hopper – Acting CEO Department of Tourism, Sport and Culture

31 March – Ministerial Tourism Update

Hon. Lauren Moss – Minister for Tourism, Sport and Culture

Michael Bridge – Chair, Board of Tourism NT

Andrew Hopper – Acting CEO Department of Tourism, Sport and Culture

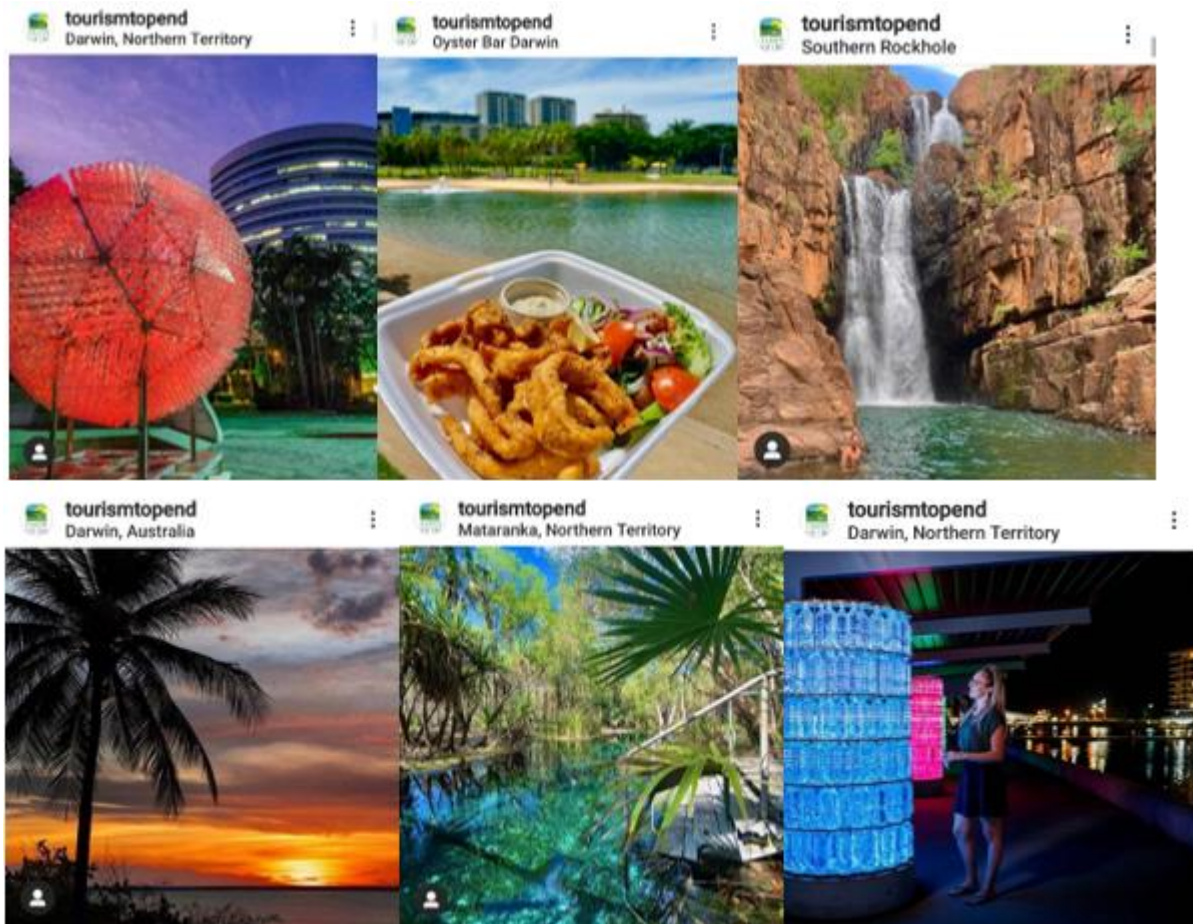
Social Media March

Metrics	Facebook	Instagram
Followers	+93 = 67,477	-285 = 23,423
Reach	322,087	104,446
Engagement	352,742	134,998

March was spent advising of important messaging regarding COVID-19, with business and regions closing daily we were trying to showcase what areas and businesses were still open and showcase our tropical lifestyle.

Social Media Highlights





Website statistics – tourismtopend.com.au

	March 2020	March 2019
Bookings		
Tour and attraction bookings	11	31
Accommodation bookings	11	19
Ecommerce conversion rate (users vs bookings)	.18%	.51%
Traffic		
Website sessions	11,303	16,191
Website users	8,959	12,691
New visitors %	85%	82.4%
Returning visitors	15%	17.6%

Drop in website traffic and bookings due to the restrictions put in place around Coronavirus.



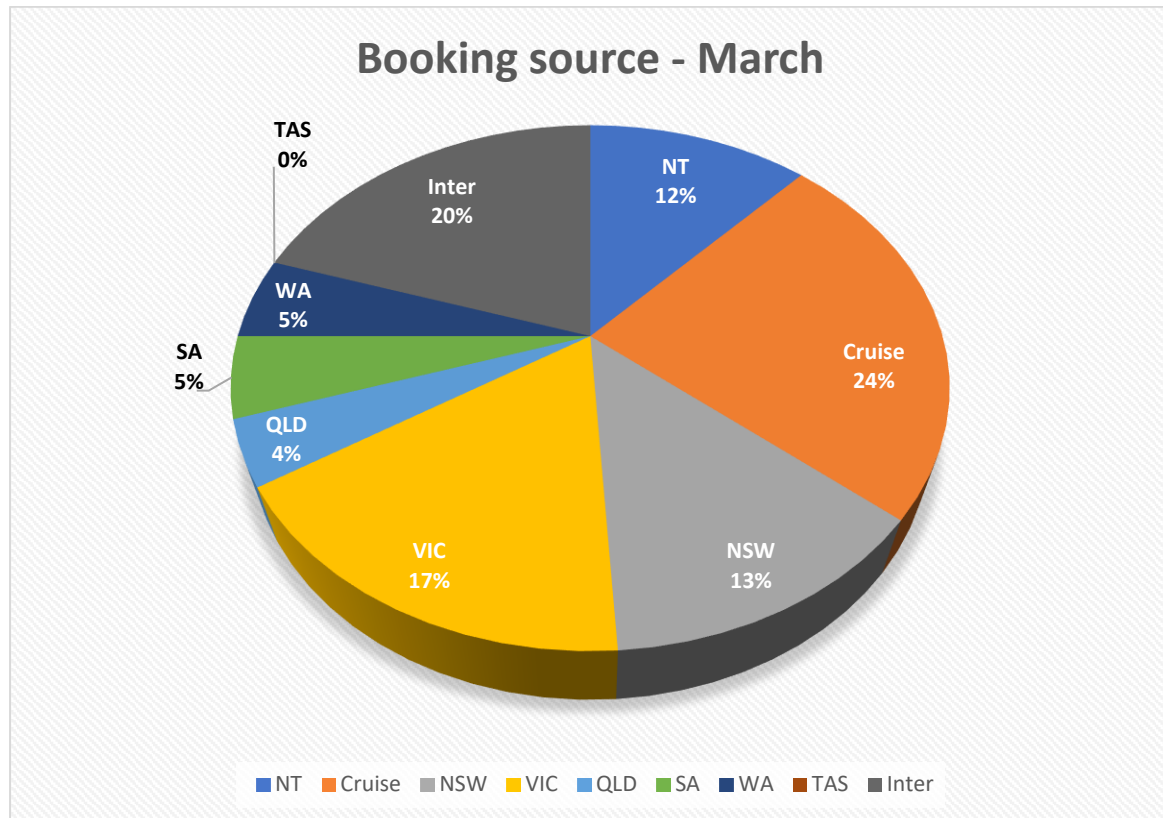
Visitor Information Centre Report

- 01st Cruise Ship: Artania
- 03rd Famil: Hop on Hop Off Bus x1
Briefing: TFE Hotels x5
- 04th Site Inspection: Ramada Zen Quarters x3
- 06th Famil: Ethical Adventures x1
- 09th Briefing: EV2Go x7
- 10th Site Inspection: Chocolate Factory x3
Famil: Bombing of Dawin Tour x2
Briefing: Arnhemland Region x7
Bookeasy Training: Fundamentals x3
- 11th Staff Briefing x7
Bookeasy Training: Retail x4
- 12th Briefing: Darwin Harbour Cruises x6
Briefing: TTE Package x6
- 13th Bookeasy Training: Admin x2
Briefing: Savannah Way Region x6
Briefing: AAT Kings x6
- 17th Briefing: top End Loop x7
- 19th Briefing: NT Air x7
- 20th Staff Briefing x6
Briefing: Lorella Spring x6
- 24th Briefing: Campervan Village x4

Total for the month:

- Product briefings: 12
- Famils: 3
- Site inspections, events: 2
- Training: 3
- Cruise Ships: 1

Visitor Information Centre Summary



Visitor Centre Activity

Activity Comparison		March 2019	March 2020
Accommodation Bookings	Visitor Centre	71	15
	Online	8	4
Tour & Attraction Bookings	Visitor Centre	307	180
	Online	19	7
Merchandise & Other	Visitor Centre	597	199
	Online	0	6
Total		1002	411



VIC Door Count

Door Count	January	February	March
2008	5,062	4,876	7,014
2009	5,342	6,503	11,024
2010	5,524	6,306	12,272
2011	5,000	6,000	12,000
2012	7,048	15,872	11,783
2013	8,262	10,182	16,052
2014	7,284	9,672	12,483
2015	6,788	6,761	16,500
2016	6,486	10,294	18,181
2017	10,310	13,329	15,415
2018	7,301	8,608	12,755
2019	7,324	7,313	7,853
2020	5,234	7,060	

Note: The hard drive that controls the door counter stopped working early in the month and has since not been able to be restarted.

VIC doors closed to public as of 30 March 20.

TOURISM TOP END GENERAL MEETING NEW MEMBERS SUMMARY



APRIL 2020

***Associate Members**

Humpty Doo & Rural Area Golf Club

The Humpty Doo & Rural Area Golf Club is located just a short 30-minute drive down the track from Darwin. Head down the Stuart Highway, turn left into Girraween Rd at the Coolalinga traffic lights, continue along Anglesey Rd and turn left at Pioneer Drive. Follow the signs until you come to the 'Big Tee' on the left. Our facilities are open to the public and include an air-conditioned club house, bar, kids play area, community meeting room, al fresco dining and the very popular Nineteenth Hole Restaurant. The verandah bar and outdoor dining area overlooking the 18th green is a great place to relax and soak up our famous sunsets. The 18 hole 5855 metre Par 72 golf course consists of 9 holes, with grass greens and two tee positions on each hole. The wide flat fairways make easy walking, or you may prefer to ride in a motorised cart. Golfers of all abilities will enjoy the challenging layout. There is also a practice putting green with an attached bunker, and a driving range. Club memberships are available to suit both social and serious golfers, as well as social and seasonal guests. Golf clubs and motorised golf carts are available for hire. Green fee players and visitors are welcome to play at all times other than during club competitions.

***** COVID-19 Rules apply at the moment – contact club for details****

Contact: Megan Coutts

Email: manager@humptydoogolfclub.com.au