

TOURISM TOP END GENERAL MEETING AGENDA

May 2020



DATE: Tuesday 26th May 2020
TIME: 6.00pm start via Zoom

- 1. Welcome**
- 2. Apologies**
- 3. Acceptance of Minutes of the General Meeting, 28th April 2020**
- 4. Business Arising from the General Meeting, 28th April 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)

28 April 2020,

Minutes Commenced at 6.08pm

1. Welcome

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

Board Members: Michael Scott, Melanie Lewis, Shaun Pearce, David Metcalf, Andrew Hopper, Penny Eckel, Annabel Curtain, Shane de Wit, and Shelly Haitana

Life Members: Michael Scott

2. Apologies

Board Members: Alderman Peter Pangquee, Rachel Beaumont-Smith and Trevor Cox

Special Apologies: Nil

Life Members: Nil

3. Minutes of the General Meeting held on 30 March, 2020 (as circulated)

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

Moved: Michael Scott Seconded: Shelly Haitana CARRIED

4. Business Arising from the Meeting held on 30 March, 2020

Nil

5. Treasurer's Reports – Presented by David Metcalfe

Trading Report for March 2020

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 concerted effort by the GM to bring these costs down. The realisation of these efforts will be reflected 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.

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

Moved: David Metcalfe Seconded: Shaun Pearce CARRIED

1. Refer General Meeting Register – April 2020 – Finance Report

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

Reporting on 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.

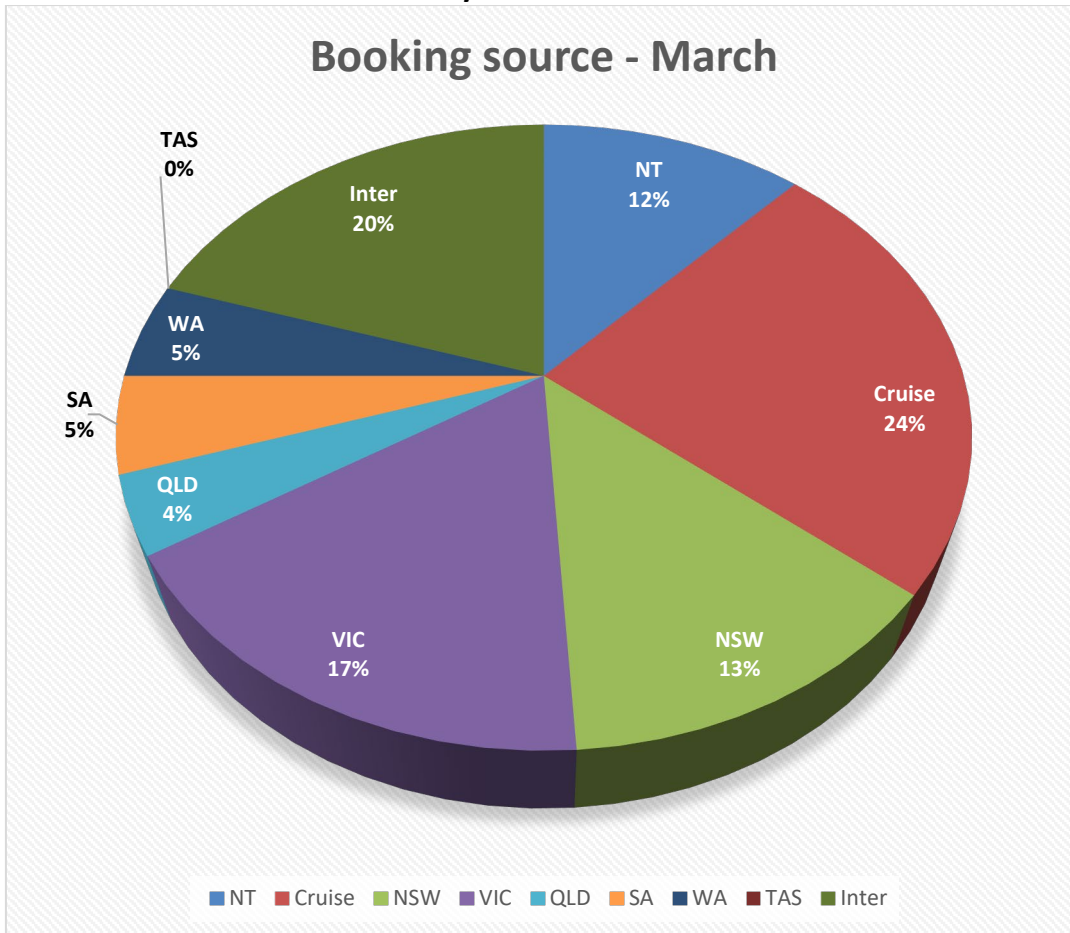
Visitor Information Centre Report

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 Darwin 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



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.

Motion: “that the General Manager Report be accepted”

Moved: Glen Hingley Seconded: Shelly Haitana CARRIED

1. Refer General Meeting Register – April 2020 – General Managers Report

7. Membership Standing Committee Report – Presented by Shaun Pearce

*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

SUPER DEED NOMINATIONS

Nil for April 2020

Motion: "that the Membership Report be accepted"

Moved: Shaun Pearce

Seconded: Penny Eckel

CARRIED

8. General Business

Nil

Meeting Closed at 6.47pm

TOURISM TOP END
TREASURER'S REPORT TO THE BOARD
13 May 2020

Trading Report

April 2020

Month End Comparisons	Apr-20 Actual	Apr-20 Budget	Apr-19 Actual
Revenue	\$85,604	\$165,944	\$159,610
Expenditure	\$115,943	\$175,641	\$171,805
Net Result	-\$30,339	-\$9,697	-\$12,195
Year to Date Comparisons Comparisons	Apr-20 YTD Actual	Apr-20 YTD Budget	Apr-19 YTD Actual
Revenue	\$741,561	\$859,557	\$919,484
Expenditure	\$653,102	\$769,140	\$707,499
Net Result	\$88,459	\$90,417	\$211,985

Comments:

1. The Association continues to adjust its operations to reflect the market in which it operates. As reported last month, the Association applied for the JobKeeper allowance for 12 staff. An allowance of \$36,000 has now been received in May and will continue to be received for the foreseeable future.

2. Other allowances that the Association has applied for and expects to receive include the following:

- PAYG relief of \$36,000
- Small Business Survival Fund of \$20,000
- Rapid Adaptation Payment Operational Cash Boost of \$42,000

None of these monies were received in April, so they have not been included in the result, however they will be reflected in the coming months results, as and when the money is received.

3. There was no revenue received from Retail sales, membership fees, nor commission on sales. The only revenue reported were from recurrent grants.

4. The Association continues to monitor its costs closely and is currently only spending money on essential items. TTE has applied for utility relief through the NT Business Hardship Scheme. As at the writing of this report, we had not yet heard from the NTG.

5. 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 – April 2020

At the time of writing, the date for the lifting of Territory border restrictions and what this might look like is the topic amongst our members, the media and broader community. Overwhelmingly the feedback from members across the Top End is ensuring the financial viability of our Territorian tourism operators, essential to the NT's critical visitor infrastructure. Members of Tourism Top End (TTE) are seeking a properly considered date to plan towards for opening of domestic markets. With this all are acutely aware of the risks and responsibilities that tourism has with the inevitable lifting of border restrictions.

The Northern Territory's Chief Health Officer (CHO) has made a number of directions that he considers to be necessary, appropriate or desirable to prevent the spread of COVID-19 in the Northern Territory. Understanding of these evolving directions and the principles of the three-step roadmap for the NT is the major challenge and one Tourism Top End (TTE) is dedicated to assisting all members with.

Discussions with NT Health policy and compliance executives confirm that there are allowances to help support Territorians and Business, in meeting the new principles. *"Importantly for industry, infringement notices will not be issued unless there is a persistent failure to comply with the new rules. Businesses should feel confident that once their safety plan checklist has been lodged, that they will be supported to meet requirements. It is reasonable that some businesses may need to adjust processes as we all work through the best way to achieve the new normal."*

While understanding the details of the current expectations of health authorities as it relates to each sector of our tourism industry, members are also fastidiously developing their own risk and duty of care plans. Our goal is for the TTE membership to be able prepare for the next steps towards the inevitable opening date, and with medical advice, prepare the community and tourism operators to be ready for a foreseeable future living with the potential of visitors arriving in the Territory with COVID-19.

Other than advocating with government for the needs of tourism, during April TTE was assisting member businesses navigate the process of business support applications, while adjusting business operations and reducing expenses. This was the same for the Association and the Visitor Information Centre by focusing on what was critical, realigning operations resources and reducing costs accordingly.

TTE identified its role to be linking members in real time with leaders in government and tourism related organizations, further to helping members individually step through the challenges. Having access to video technology enabled members to stay connected with each other, and TTE is undertaking regular online tourism gatherings, especially with our regional members. The industry development team focused on delivering weekly business webinars, as well supporting members to take up Tourism NT funded support programs such as the financial review by KPMG and business review activities by BEC.

As your Association, TTE has been consistently urging government agencies to continue delivering essential support and offer financial relief where it can. In April the Association's Board of Management determined that it can do its part in financially supporting members by extending the 2020 memberships until 31 December 2021. In doing so, Tourism Top End will forgo almost \$150,000 in supporting financial members. While this is significant forward investment for a not for profit Association of our size, we believe it is very important that TTE do its part in supporting members.



Member Updates April

07 April COVID-19 Health and Tourism Update (145 registrations)

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

Cecelia Gore - Senior Director Mental Health, Alcohol and Other Drugs Branch

Joshua Heath - A/Manager Environmental Health | Public Health Unit | Top End Health Service

07 April COVID-19 KPMG Business Support (29 registrations)

The KPMG Business Support Program delivers immediate and targeted business support to tourism operators with two hours of dedicated, confidential support from qualified KPMG consultants.

07 April COVID-19 BECNT (Tourism Fast Track) Business Support (29 registrations)

The Tourism Fast Track program addresses business survival, business revival and business growth. Tourism Fast Track is an intensive business support program established under the Territory Government's \$2 million Immediate Tourism Resilience Plan.

14 April COVID-19 JobKeeper Update & Hospitality Industry Award Discussion

This discussion was set up in association with Hospitality NT with guest speaker, Joanna Minchinton, QHA Employment Relations Manager. Focusing on JobKeeper payments and other recent changes to Modern Awards from COVID-19.

21 April COVID-19 NT and Federal Tourism Update (116 registrations)

Northern Territory Speakers

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

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

Federal Speakers

Senator Don Farrell – Federal Shadow Minister for Tourism

Simon Westaway – Australian Tourism Industry Council

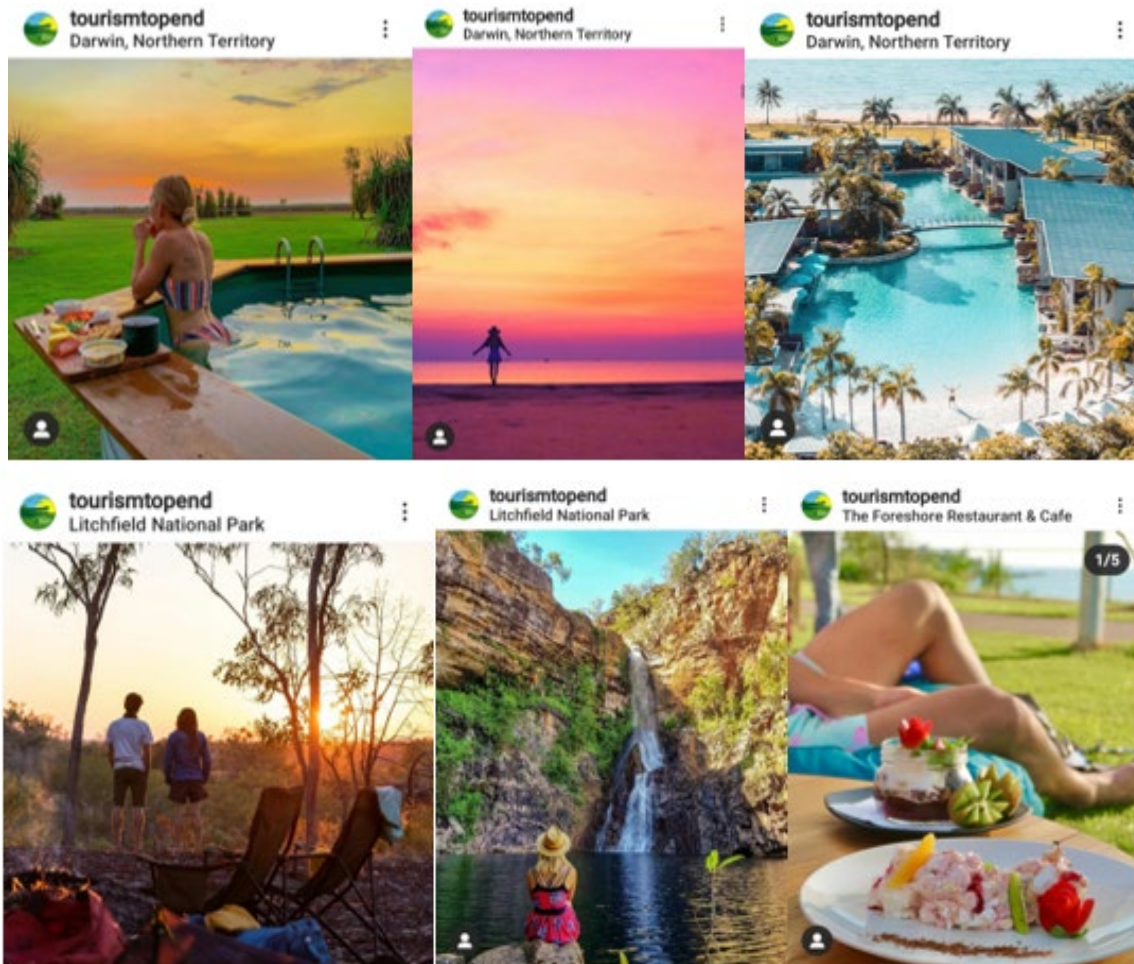
Michael Johnson – Tourism Accommodation Australia

Social Media April

Metrics	Facebook	Instagram
Followers	+125 = 67,602	+606 = 24,029
Reach	328,527	184,117
Engagement	341,009	212,193

Due to COVID 19 restrictions and border closures we reduced content posting frequency but engagement was good across both platforms with highlights from Arnhem Land, general Top End and the announcement of parts of Litchfield National Park reopening.

Social Media Highlights



Website statistics – tourismtopend.com.au

	April 2020	April 2019
Bookings		
Tour and attraction bookings	1	9
Accommodation bookings	1	3
Ecommerce conversion rate (users vs bookings)	.07%	.06%
Traffic		
Website sessions	7,275	20,187
Website users	5,714	16,319
New visitors %	85.9%	83.7%
Returning visitors	14.1%	16.3%

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



Visitor Information Centre report – April 2020

Safety review meeting with Diligent Safety Consultants.

Suggested areas for review assessed and those easily undertaken begun, e.g.

- Updating/writing of SOPs
- Addition of safety signage
- Removal of gondolas impeding exit in event of an emergency
- Decluttering.

Met with Michael Wells from Heritage Branch - Michael provided an understanding of alterations that could be made to the building. This was driven by the desire to alter the look and feel of the VIC from a customer perspective together with some practical reasons including health and safety.

Pursued quotes for proposed VIC changes/upgrades, e.g. lighting, video wall repositioning, replacement or reconfigure brochure gondolas to provide better line of sight in the VIC.

Recreated rosters and redeployed staff throughout the business to assist, particularly with Membership and Marketing.

Attended numerous Member Q&A sessions throughout the month.

Bookeasy Trainings – Two sessions during the month

- Finance Overview
- Passcreator

Incoming Phone Calls: 99

Product briefings: 0

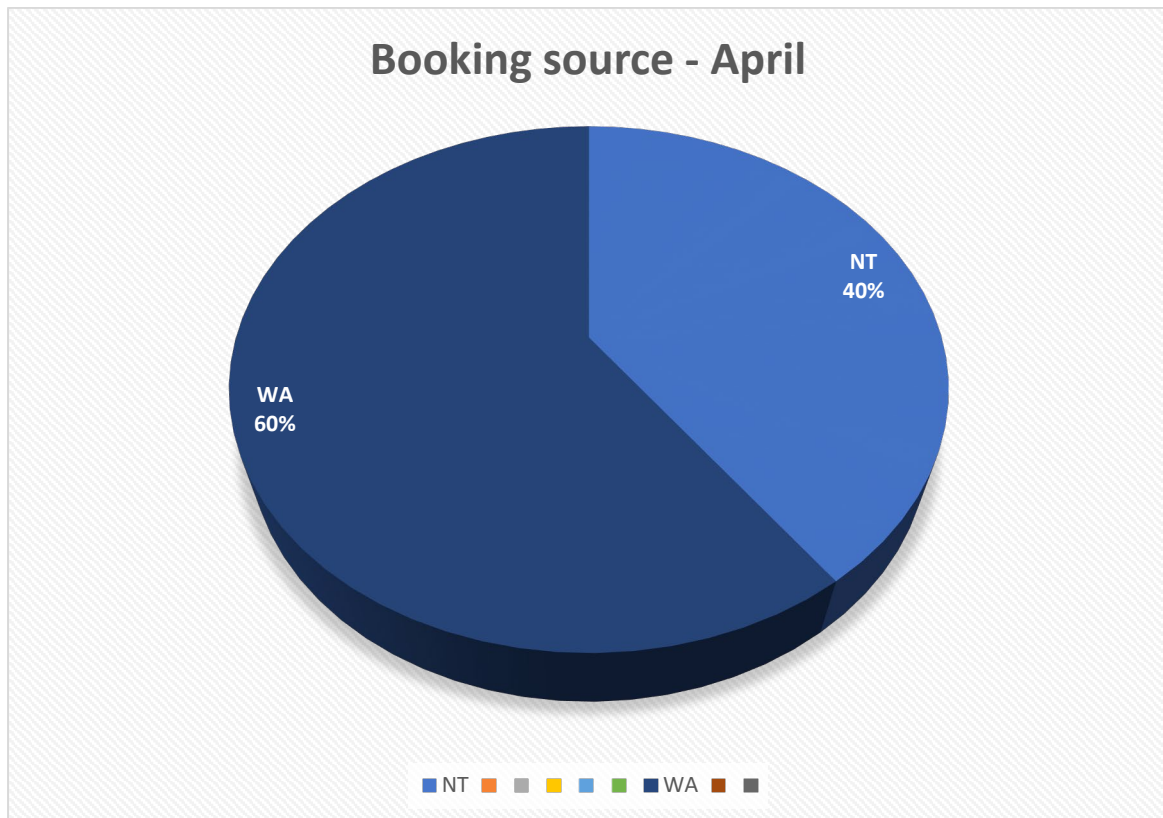
Famils: 0

Site inspections: 0

Training sessions: 2

Cruise ships: 0

Visitor Information Centre Summary



Visitor Centre Activity

Activity Comparison		April 2019	April 2020
Accommodation Bookings	Visitor Centre	59	0
	Online	30	2
Tour & Attraction Bookings	Visitor Centre	538	0
	Online	49	2
Merchandise & Other	Visitor Centre	703	0
	Online	77	2
Total		1,456	6



VIC Door Count

Door Count	February	March	April
2008	4,876	7,014	9,756
2009	6,503	11,024	13,512
2010	6,306	12,272	13,964
2011	6,000	12,000	14,900
2012	15,872	11,783	17,187
2013	10,182	16,052	17,094
2014	9,672	12,483	16,153
2015	6,761	16,500	17,562
2016	10,294	18,181	19,111
2017	13,329	15,415	15,867
2018	8,608	12,755	15,476
2019	7,313	7,853	12,270
2020	7,060		5

Note: The hard drive that controls the door counter stopped working early March and has since not been able to be restarted. We have investigated alternative solutions.

TOURISM TOP END GENERAL MEETING NEW MEMBERS SUMMARY



MAY 2020

***Full Member**

Enterprise Rent a Car SA/NT

Although Enterprise is new to Australia, they have been growing across the globe since 1957. Today, Enterprise is part of the largest car rental company in the world, with more than 1.5 million vehicles, ranging from small cars to 4WDs, minibuses and trucks. Enterprise prides itself on its customer first mentality, ensuring the customers hire experience is the best it can be each and every time. To achieve this, Enterprise pairs a diverse range of vehicle offerings, with years of rental and customer service experience. Unlike other rental car companies, you can rely on Enterprise to give you the right vehicle and advice when hiring throughout the Northern Territory. Our local staff understand the NT landscape and can advise you on the right vehicle and equipment needed for your specific journey.

Contact: Daniel Walmsley

Email: dan.walmsley@ehiglobal.com.au

Gecko Canoeing and Trekking

Gecko Canoeing and Trekking are a Katherine based company, proud to have lived and operated in the region for 26 years. We focus on our guests experience in fine detail. Catering to those who wish to really experience the Top End, to get out there and get close to nature. Gecko offer extended group and private trekking, canoeing or combined tours in the Katherine region. Operating out of Katherine we tour the famous Katherine River, Jatbula Trail in Nitmiluk National Park and offer some really wild walks – The Gorge and beyond from Manyallaluk to Nitmiluk Gorge and five to six day walks including Twin Falls Trail and Jim Jim loops in Kakadu National Park. Gecko is an Ecotourism Australia 'Advanced Eco-Accredited' company as well as being a 'Hall of Fame' inductee in Ecotourism Australia and a 'Green Travel Leader'. We are also a proud Savannah Guide Enterprise and have been since 1996. Business principal Mick Jerram has been guiding in the region for over 20 years. Mick also offers customized multi-day birdwatching guided tours across the Top End and is a qualified Senior Savannah Guide.

Contact: Mick Jerram

Email: gecko@nttours.com

***Associate Member**

RapidClean NT

Ironbark Aboriginal Corporation are proud to announce 100% ownership of RapidClean NT. RapidClean NT invites everyone who has a cleaning job to do, be it a homeowner, business proprietor, traveller, cleaning professional or a sub-contractor, no matter what background you come to us from we understand your desire to find the perfect cleaning solution to help you complete your tasks faster and better and at an attractive price. RapidClean NT is truly a one stop shop for all your cleaning equipment, cleaning solutions, janitorial requirements, paper products, a full range of dispensing equipment and a service department to support any of the commercial equipment you have. Located centrally in Winnellie with a strong focus on Indigenous employment and providing reliable service and good value to clients. If you want to come in and check us out please phone ahead first on 8947 0590 or email admin@rapidcleannt.com.au

Contact: Samoane Regattieri

Email: manager@rapidcleannt.com.au