

**TOURISM NOOSA LTD.
ANNUAL GENERAL MEETING 2023**

DATE: Wednesday 29 November 2023
VENUE: Sofitel Noosa Pacific Resort, Ballroom
Noosa Heads

MINUTES

TN MEMBERS			
Name	Company	Name	Company
Nicholas Stewart	Athletic & Lifestyle Endeavours	Kym Neaylon	Cooroy Future Group
Steve Shilling	Habitat Noosa	Louise Terry	Kindred Tourism
Verena Olesch	Maleny Botanic Gardens & Bird World	Ian Bank	Nomads Noosa
Mick Court	Noosa World Surfing Reserve Inc.	Scott Freund	Peppers Noosa Resort
Connor Forsyth	Sebel		
Juliane Walton	RACV Resort	Vianne	Sofitel Noosa Resort
Wanda Jardine		Dan Munn	Laguna Jacks
Tom Draper		Sherry Lowe	Mary Valley Ratler
Louise Formosa	Eumundi Trading		
TN Board Members		TN Team	
Jeanette Allom-Hill	Chair	Sharon Raguse	Karon Rogers
Alan Golley	Deputy Chair / Member	Susan Ewington	Juanita Bloomfield
Max Webberley	Director / Member	Anna Macklin	Sue Mikkelsen
Leigh McCready	Director / Member	Chelsea Coran	Trudi Williams
Ryan Rae	Director / Member		
Maryanne Edwards	Director		
Also in attendance			
Mayor Clare Stewart	Noosa Council	Andrew Saunders	Noosa Council
Cr Frank Wilkie	Noosa Council	Andrew Fairbairn	Visit Sunshine Coast
Cr Karen Finzel	Noosa Council	Matt Stoeckel	Visit Sunshine Coast
Cr Tom Wegener	Noosa Council	David Ryan	Visit Sunshine Coast
Cr Amelia Lorentson	Noosa Council	Adrian Narayanan	HLB Judd Mann
Apologies			
Liam Kennedy	Director / Member	Larry Sengstock	Noosa Council
Cr Joe Jurisivic	Noosa Council	Cr Brian Stockwell	Noosa Council

1. Welcome by Chair

The Chair, Jeanette Allom-Hill (JA) welcomed all to the 22nd Annual General Meeting of Tourism Noosa Ltd. A quorum was present.

2. Acknowledgement of Country

The Chair (JA) formally declared the meeting open, and in doing so, acknowledged the ongoing connection to country of the traditional custodians of this beautiful region, the Kabi Kabi people, and paid respect to their Elders past, present and emerging.

3. Introduction of Board Members & Others

JA introduced the current Directors of the Board, Alan Golley, Max Webberley, Leigh McCready, Maryanne Edwards and Ryan Rae.

JA acknowledged the dedication of professional contribution made by retiring Director Louise Formosa who retired on 26 October 2023 and Craig McGovern who resigned on the 14 September 2023.

A special welcome was extended to Mayor Clare Stewart, Councillors Amelia Lorentson, Tom Wegener, Karen Finzel and Frank Wilkie. Also, David Ryan (VSC Chair), Matt Stoeckel (VSC CEO), all TN members present, Sharon Raguse our CEO, the TN Team and the Company Auditor Adrian Narayanan from HLB Mann Judd.

4. Apologies

Apologies were received from:
Larry Sengstock – CEO, Noosa Council
Cr Joe Jurisevic – Noosa Council
Cr Brian Stockwell – Noosa Council
Liam Kennedy – TN Board Director

5. Acknowledgement of Proxies

JA advised that proxies have been received from 7 members and that only one person per financial member attending is eligible to vote on a resolution, either in person or by proxy.

6. Annual Report & Notice of Meeting

JA advised that a copy of the Annual Report for the year ended 30 June 2023 was made available to members a few weeks ago. The report was taken as received and read.

Moved: Lou Formosa / Seconded: Alan Golley. All in favour. CARRIED

7. Confirmation of Minutes from 2022 AGM.

JA advised that the minutes of the 2022 Annual General Meeting were provided to members electronically and asked for a mover and seconder that the Minutes of the 21st Annual General Meeting held on 23 November 2022 be accepted as a true and correct record of the meeting.

Moved: Lou Formosa. / . Seconded: Alan Golley All in favour. CARRIED

8. Chair's Report

JA as Chair stated she was pleased to report to members that this past year has been a time of growth and change for our organisation, and we have strengthened our commitment to lead a sustainable tourism industry that continues to deliver outstanding experiences for visitors while enjoying economic prosperity for the Noosa Shire.

2022/2023 saw the return of open borders and visitors most definitely answered the call, with over 2.2 million visiting. Importantly visitors spent a record \$1.74B in Noosa in the year ending June 2023 which was 51% higher than last year. This injection into the Noosa economy helps thousands of jobs and livelihoods for our region.

Tourism Noosa's marketing activities continue to drive visitation from key markets and our winter campaign featured special offers from more than 30 operators, enticing visitors to enjoy an extended stay and experience the best of Noosa's nature, shopping, dining, wellbeing and tours across the region. We thank all our operators who have embraced our various marketing and PR opportunities, industry training and other projects working with us to deliver a sustainable tourism industry for our region.

During this financial year, Tourism Noosa also secured continued funding for the next four years from Noosa Council and worked closely with Council to develop a framework for Noosa's Destination Management Plan. Alan Golley, Leigh McCready and Liam Kennedy joined the Board and a nation-wide search for a Chief Executive Officer took place, with Sharon Raguse joining the organisation in August 2023.

I would particularly like to thank Noosa Council – Mayor Clare Stewart, Cr Amelia Lorentson (Council's representative on the Tourism Noosa Board), ex CEO Scott Waters and interim CEO Larry Sengstock, other councillors and staff who we have worked with in the past year on various projects.

On behalf of the Board, I would like to acknowledge the contribution, Director Max Webberley has provided as Chair, and we are delighted he is continuing as a Director. Max's input has been instrumental with his involvement with Council in developing the framework for the Destination Management Plan. I would also like to thank outgoing Board Director Louise Formosa. Louise's input over the past five years has been enormous and she has been pivotal in delivering key changes to our constitution as well as being part of the team negotiating and securing Tourism Noosa's funding future.

I would like to take this opportunity on behalf of the Tourism Noosa Board to thank the TN team for their hard work, commitment and loyalty to our organisation. They truly go above and beyond to support our members and industry. A special thank you to Susan Ewington for leading the team with such dedication and providing a stable platform for performance as Acting CEO. Thank you also to our volunteers who are the face of Noosa for the 2 million visitors each year.

Looking to the year ahead, we will see the TN team continue to advocate for the tourism industry, building the region's profile in our high-yielding markets and supporting our members with marketing and publicity, training and other benefits for our industry.

JA moved that the Chair report be accepted.

Moved: Leigh McCready / Seconded: Lou Formosa. All in favour. CARRIED

JA introduced Tourism Noosa CEO, Sharon Raguse to address the members.

9. CEO's Report

Sharon Raguse (SR) introduced herself and stated as incoming CEO it is a delight to reflect on the enormous amount of activity that has been delivered by the Tourism Noosa team over the past year.

SR continued stating we all know that tourism is a significant economic contributor to Noosa. In fact, tourism is the largest employer that accounts for one in ten jobs across the region. Last year saw record visitor spending of \$1.7 billion and REPLAN data shows millions more again was spent indirectly which rely on the ongoing local circulation of these tourism dollars.

A 51% increase on the previous year is phenomenal – holiday travel driven by pent-up demand for post COVID at a time when consumer confidence to travelling abroad had never been lower, and the costs of international travel had never been higher.

Replacing our interstate key markets, Brisbane and it seemed the whole of SE QLD, rediscovered what a Noosa holiday was like and fell in love with us all over again. As a result, Noosa's economy weathered the post COVID period better than many other regions across the country and our tourism industry was among the quickest to rebound. Sadly, we are unlikely to see this level of record spending again in the foreseeable future.

But Noosa's supermodel appeal was never going to last if left unattended. Like all supermodels, maintaining a stunningly healthy physique takes constant effort. Over the course of last year, to maintain awareness and preference for travel to Noosa, the team delivered a suite of innovative marketing, industry development and event support activity, and provided operators with guidance on a range of issues influencing both their own businesses and the tourism future of Noosa more broadly.

The silver lining however is that although we are now already seeing indicators of a softening market in terms of numbers back to pre-COVID levels, our visitor expenditure is proportionately higher. This tells us our strategies for attracting a higher yielding visitor are cutting through.

Of the many initiatives delivered throughout the year, some of the highlights include:

- The *'Explore More: Discover Noosa's Villages'* campaign of Winter 2022,
- 20-page brochure *'99 Ways to Noosa'* and
- The Winter 2023 campaign, *'Find Your Inner Noosa'*, which received a Bronze Award at the recent Queensland Tourism Awards.

Each of these domestic campaigns showcased our coastal, river and hinterland villages, encouraging visitors to disperse and discover more of our beautiful region and importantly boosted booking conversions for industry during low season periods.

Reigniting international markets post COVID-19 was also critical for us. International visitors represent 15% of Noosa's total visitation and we love them as they generally stay longer and spend more than our domestic visitors do.

Competition for this market has always been fierce, however in the post COVID world, this has intensified to levels previously unseen as the entire world campaigns aggressively to bounce back. This means, in order to ensure our investment into our selected markets is being leveraged, working together like never before and collaborating with our partners at VSC, TEQ and TA is paramount.

SR stated that this year the international market TN kickstarted:

- *'International Restart Program'* helped refresh trade partners' awareness of Noosa in New Zealand, UK, USA, and Europe (key international markets)
- TN delivered a sell-out *'Trade-ready Program'* designed to help prepare members to work in the international markets.
- TN embarked on a travel-trade roadshow to Sydney and Melbourne, and attended ATE which is the largest tourism tradeshow in the southern hemisphere,
- TN updated the Noosa Trade Travel Planner and re-engaged in-market representation in the UK (our largest international market)
- and TN strengthened the Aviation Partnership with the Sunshine Coast Airport and embarked on various campaigns with Air New Zealand, Virgin and Australia's newest domestic airline, Bonza.

SR stated TN responded to the needs of the industry when staff shortages threatened Noosa's reputation as a holiday destination. The team moved quickly to develop the *'Tourism Jobs in Noosa'* page on our website. This free, online hub exclusively for members, provided an opportunity to advertise job vacancies and boost the local workforce during a time of critical staff shortages.

SR continued, as part of TN's commitment toward regenerative tourism, the sustainability team have been working away on several Plastic Free Noosa initiatives, a carbon calculator for visitors and an extensive sustainable events guide. The **'Tread Lightly Noosa'** paved a way for visitors to 'travel for good' by providing options to reduce their environmental footprint and feel good about leaving our beautiful region just a little better than they found it.

SR stated these activities and more are outlined in the Annual Report and are important steps taken by Tourism Noosa to continue to market, promote and support the visitor economy in a responsible manner and ensure the Noosa Brand remains strong, that we remain responsive to future headwinds, and respectful of our community and our traditional owners, the Kabi Kabi.

SR stated the TN team and I are excited to deliver on the 2023-2027 Destination Noosa Strategy - recently endorsed by our Board and by Noosa Council. It provides a roadmap for sustainable tourism growth, marketing innovation and the curation of remarkable visitor experiences for our region.

SR acknowledged the relationship with Noosa Council and on behalf of the team expressed thanks to the Councilors and the many Council Officers with whom TN regularly work with on an exciting range of tourism projects.

SR extended a collective thank you to the Tourism Noosa Board who as passionate locals and skilled professionals, dedicate an enormous amount of volunteering hours to ensure our organisation is well governed.

SR thanked the team of 70+ passionate Visitor Information Centre volunteers. This army of ambassadors represent our members' products and services 364 days of the year and welcome and assist more than 200,000 visitors through the award-winning Noosa Visitor Information Centre every year.

SR thanked the TN staff, who work tirelessly behind the scenes every day and are incredibly committed to delivering the best possible results for members.

SR also thanked TN's 586 members for delivering on our brand promise of service excellence and making every guest feel special, and for supporting TN programs and commitment to Noosa's tourism community in general.

In closing SR stated it was a privilege to represent and champion Noosa as Australia's premier sustainable tourism destination and is excited to be guiding the organisation forward through another year of outstanding innovation, creativity and achievement for the industry and looks forward to meeting many more of our members.

JA thanked SR and moved that the CEO report be accepted.

Moved: Lou Formosa / Seconded: Alan Golley

JA introduced the TN highlights video.

10. Financial Report

The Chair announced that the first of item of business is to receive and consider the Financial Reports in respect of the financial year of the Company ended June 30, 2023. These reports include:

- The Financial Report (including the statement of financial position [balance sheet], statement of comprehensive income [profit and loss], statement of cash flows and Directors' declaration); and
- The Directors' Report and the Auditor's Report.

JA called on the CFO, Karon Rogers (KR), to provide a brief analysis of the Finance Result for the year.

KR provided an overview to the members of the Company's performance during 2023 compared to the prior year.

JA thanked KR for her presentation and stated that the meeting was now open for discussion on the accounts and reports. No questions were received.

JA stated the next item of business was the Appointment of Auditor in accordance with Rule 89 of the Constitution. The resolution is to consider and, if thought fit, appoint HLB Mann Judd, situated in Level 15, Central Plaza Two, 66 Eagle Street, Brisbane as Auditors for the 2023/24 financial year.

JA asked it to be moved that HLB Mann Judd be appointed as Auditors of the Company for the financial year ending 30 June 2024.

Moved: Lou Formosa. / . Seconded: Alan Golley. All in Favour. CARRIED

JA congratulated Adrian Narayanan from HLB Mann Judd on the appointment.

11. Special Resolution 2 – Granting Life Membership.

MW stated this item of business is a resolution to consider and , if in favour, to pass a special resolution in regard to granting life membership.

MW thanked Louise Formosa for her time and substantial contribution to the company. Louise was appointed a Director on 26 October 2018 and has held the roles of Deputy Chair, Acting Chair and Chair of the Risk & Governance Committee during her time on the Board. Louise was instrumental in the oversight of governance and the development and implementation of the organisation's new Constitution.

JA recommended that the members vote in favour of the resolution

Resolution: *That is accordance with Clause 9 of the Constitution, Louise Formosa be granted Life Membership of Tourism Noosa Ltd.*

Moved: Max Webberley. / . Seconded: Alan Golley. All in favour. CARRIED

12. General Business

JA asked the members if there were any items of general business to be raised. No items were raised.

13. Close of Meeting.

JA stated there was no further business, and officially thanked management, staff and volunteers for their hard work, dedication and efforts. JA also thanked the Board and members.

JA declared the meeting closed and in doing so, thanked all for their attendance and continued support of Tourism Noosa.

14. Meeting closed @ 3.58pm

The minutes of the Annual General Meeting held on 29 November 2023 have been entered in the Minute Book and signed by the Chair as a true and correct record of the proceeding of the meeting.

Jeanette Allom-Hill

Chair