BENDIGO TOURISM BOARD INC.
Annual General Meeting 2016

Monday 3 October 2016
6.00pm – 7.00pm
Ulumbarra Theatre

AGENDA

1. Welcome to 2015/2016 Annual General Meeting (including Welcome to Country) - MC

2. Apologies - MC

3. Welcome to Chair of the Bendigo Tourism Board – Bob Downing – Heathcote Estate Winery

4. Minutes of 2015 Bendigo Tourism Board Inc. AGM

5. Annual Reports
   4.1 Chair of Bendigo Tourism Board – Bob Downing
   4.2 Executive Manager Tourism COGB – Kathryn Mackenzie
   4.3 Treasurer of Bendigo Tourism Board Inc – Kathie Bolitho

6. Announcement of the Bendigo Tourism Board Election Results – Returning Officer – Tony McDowell

7. Media Prizes – Bradd Worrell – Tourism & Industry Development Officer - COGB
   1. Bendigo & Heathcote Official Visitor Guide – Kathryn Mackenzie
   2. Bendigo Tourism Blog Package – Kathryn Mackenzie
   3. Bendigo Tourism Digital Marketing Package – Kathryn Mackenzie
   4. Bendigo Advertiser – Rod Lakey
   5. SASI Marketing & Communication – Peter McGregor
   6. Bendigo Magazine – Dustin Schilling
   7. Edge Insights – Sally Curtis
   8. Red Line Studio – Rebecca Gray

8. Bob Downing – Chair – Thank you to Sponsors

9. Close AGM

10. MC – House Keeping – Sharon Carlson

The evening continues with dinner and guest speaker
Mr Steve Vallas, founder of Chunky Media.

BENDIGO TOURISM BOARD

Bob Downing – Chair

Bob and his wife Joy operate Downing Estate Vineyard, just north of Heathcote. Bob and Joy established the vineyard in 1995 and began producing wine from the 1999 vintage. They have been operating a commercial cellar door since 2003. Bob is a past President of the Heathcote Winegrowers Association.

Sharon Carlson – Deputy Chair

Sharon, along with her husband Tim, is the owner of Best Western Crystal Inn, a motel on the McIvor Highway, Strathdale. Prior to this, they owned a vibrant café and catering company in the Bendigo CBD for 10 years. During this time, she has developed a key understanding of the many benefits and challenges of running owner-operated businesses in this region.

Sharon is committed to the vital role tourism plays in the sustainability and growth of our regional city. She has valued the opportunity to represent the hospitality industry through her position on the Board for the past 6 years.

Kathie Bolitho - Treasurer

After spending 20 years working in all areas of hospitality, restaurants and event management, Kathie Bolitho launched Tough Cookie Marketing in 2012 working specifically with service-based businesses, many connected to the tourism sector. Regularly liaising with a variety of businesses across the hospitality, retail and professional services sectors Kathie manages a variety of events in the City and believes strongly that collaborative development is the key to business success.

Bruce Phillips - Secretary

Bruce is a retired civil engineer, Government administrator and City Councillor. With his wife, Sue, he operates a boutique bed and breakfast property at Maiden Gully, and a retail garden centre and nursery at Strathfieldsaye. He is currently the President of the Bendigo Regional Boutique Accommodation Association, and Secretary of the Beefsteak and Burgundy Club of Bendigo – which patronises and encourages the region's restaurants and wineries.

Evonne Oxenham

Evonne has been the Sales and Marketing Manager of Bendigo Heritage Attractions (BHA) since 2008. BHA plays a pivotal role in maintaining some of Bendigo's key tourist attractions including Central Deborah Gold Mine and the Bendigo Tramways. Evonne is a keen driver of BHAs vision which is to offer the most inspiring heritage story in Australia.

Cr Barry Lyons

Cr Barry Lyons has been a Councillor with the City of Greater Bendigo since 2008. In 2012, he was one of three Councillors elected to represent Lockwood Ward until 2012. He served as Mayor in 2013/2014. Cr Barry Lyons is a retired businessman who moved to Kangaroo Flat in 1981 and established strong links to the local community after originally serving as a Councillor with the former Shire of Romsey in the 1970s. Barry is a family man, married to Betty and has five children and 11 grandchildren. He is the former licensee of Kangaroo Flat's Windermere Hotel, a family business he owned and operated for 23 years.

Brent Curran

Brent, along with his wife Jody, has been operating the Tea House Motor Inn since 2006. Brent has had experience in his family businesses including bakeries, supermarkets, hotels and motels and has valuable background knowledge of the service and hospitality industry. Brent is also an avid member of the Bendigo Motels Association.

Paul Greblo

Paul, together with his brother George and their partners, own and operate Sandhurst Ridge Vineyard and Winery. Vineyard plantings began in 1989, with their first vintage produced in 1995. The partners operate a cellar door which is open daily, together with boutique accommodation in the vineyard. Paul is currently on the Bendigo Winegrowers Association Executive Committee, and has also been a past president of the same organisation.

Tony Edgar

Tony and his wife Sue own and run Bendigo Cottages, a bed and breakfast near the centre of Bendigo. They have run The Cottages for two years after pursuing a lifestyle change. They are also actively involved in the Bendigo Regional Boutique Accommodation Association.

Amy Moylan

In December 2014 Amy Moylan made the “tree change” from Melbourne to Bendigo to take up her role as Hotel Manager at The Schaller Studio. Amy has 5 years of experience with Art Series Hotel Group and was an opening member for The Schaller Studio.
Amy joins The Schaller Studio from her previous role as Hotel Manager at The Cullen, having started her journey with the Group nearly five years ago and working her way up the ranks ever since.
Amy has over 15 years of experience in the Hospitality Industry and is truly passionate about tourism and delivering ultimate and exceptional guest experience.

DIRECTOR ATTENDANCE RECORD 2015-2016

The Board of Directors held ten formal meetings between 1 October 2015 and 31 August 2016. There was no meeting conducted in January 2016. Attendance is up to and including the August 2016 meeting.

Director	Eligible	Attended	Note
Bob Downing	10	6	Council Appointed
Bruce Phillips	10	9	Elected in 2014 for 2 year term (up for re-election in 2016)
Kathie Bolitho	10	10	Council Appointed Feb 2015
Sharon Carlson	10	9	Re-elected in 2015 for 2 year term (up for re-election in 2017)
Cr Barry Lyons	10	9	Council Appointed
Paul Greblo	10	7	Council Appointed Mar 2014
Brent Curran	10	7	Re-elected in 2014 for 2 year term (up for re-election in 2016)
Evonne Oxenham	10	10	Re-elected in 2014 for 2 year term (up for re-election in 2016)
Tony Edgar	10	9	Elected in Sep 2015 for 2 year term (up for re-election in 2017)
Amy Moylan	10	8	Elected in Sep 2015 for 2 year term (up for re-election in 2017)

A MESSAGE FROM THE CHAIR

Welcome to the Bendigo Tourism Board's Annual report 2015/2016.

It is certainly wonderful to be here in Bendigo's Ulumbarra theatre. It is an amazing venue and has been an excellent addition to Bendigo's cultural facilities.

I'd like to welcome everyone in attendance and I am very pleased that so many of you could be present tonight for our Annual General Meeting.

2015/2016 has been an excellent year for tourism operators. Visitation over the past 12 months has been strong due to the major events held across the Greater Bendigo region.

The highlight of course has been the Marilyn Monroe Exhibition and the accompanying Forever Marilyn sculpture situated in Charing Cross.

I believe this sculpture/statue captured the imagination of local residents of all ages and was a major drawcard for visitors from across Australia. With over 140,000 visitors to the Exhibition and with even greater numbers to the Forever Marilyn sculpture, a vibrancy and energy permeated the City with the impact felt by many businesses – accommodation, attractions, retailers, cafes and restaurants.

The small towns surrounding Bendigo such as Heathcote, Castlemaine, Bridgewater and Inglewood also felt the impact. From personal experience I know our cellar door and a number of other cellar doors in the Heathcote region experienced visitation from travellers who had come specifically to see the Marilyn Monroe exhibition.

Other events such as Groovin the Moo with its 15,000 visitors, the Bendigo Writers' Festival, Scots Day Out, the Bendigo and Heathcote Wine and Food Festivals, the Blues and Roots Festival, the Gymnastics Australia National Club Carnival, Sheep and Wool Show to name a few, ensured that visitation continued over the whole of the 12 month period.

The Bendigo Tourism Board is a voluntary Board and continues to work in partnership with the City of Greater Bendigo to deliver key benefits to members of Bendigo Tourism. This past 12 months saw a membership of 257 individual members. While membership has grown over the years it would be tremendous to grow this membership across a range of sectors and strengthen the tourism industry's position in the region. This 1 million dollar a day industry supports so many small businesses and the flow on effect to other sectors such as butchers, greengrocers, dairies, a variety of retailers, petrol stations and car sales to name a few. I believe we all need to actively urge businesses to be part of the Bendigo Tourism. More members mean a better ability to market the destination.

It is through this partnership with Bendigo Tourism that members are provided with a range of marketing opportunities, visitor services as well as a range of industry development opportunities.

In terms of industry training and enrichment, tourism worked with the retail sector to ensure that retailers embraced the digital platforms and addressed the changes people's purchasing behaviour in today's society. The Weekly 'What's On' ensured operators knew the major events that were taking place across the Bendigo region.

The Bendigo & Heathcote Region Official Visitor Guide, our major publication is a core part of your membership and is still well received by our visitors. It is distributed in all Visitor Centres across the state, in the major Melbourne hotels and accommodation facilities as well as at Melbourne Airport. The publication is distributed by Visit Victoria offices internationally specifically into New Zealand and South East Asia (particularly Malaysia and Singapore).

The guide is in its 20th year of publication and is the largest guide to date. This 130 page publication was revamped with a host of vibrant images, local stories and excellent maps.

We didn't ignore our regional partners with a major section on the wine regions as well as the day-tripper options.

This publication is complemented with a strong digital and social media marketing strategy which is outlined in the marketing report.

Four major industry networking events were held over the 12 months with great numbers of operators attending the Membership Launch, the AGM and networking dinner (with Minister for Tourism and Major Events John Eren as our guest), the Christmas Networking Function and the Bendigo Art Gallery Major Exhibition Preview Night for Marilyn Monroe.

Members also valued the Mystery Shopper assessments which provided an independent snapshot of the visitor experience at individual properties. The Board also directed funds toward a revamped Bendigo Tourism Passport which targets the VFR audience. This will be launched later this year in time for the Christmas holiday period.

Bendigo Tourism continues to provide $100,000 of operator funds to the City of Greater Bendigo Tourism Unit to support marketing of Bendigo into Melbourne and interstate to ensure that the Bendigo brand is top of mind in the market place.

Bendigo this year hosted the major VTIC State Conference. The two-day conference in July was extremely well attended by tourism professionals from all over the State and our Bendigo Visitor Centre played a key role in the delivery of accommodation bookings and special tours. This certainly was a great opportunity for Bendigo to shine – many accolades were received with the hosting of this major conference.

In closing I would like to thank all Board members who have voluntarily given their time and energy to support the development and growth of the tourism sector. I would also like to farewell Brent Curran who has been on the Board since 2014 and has represented the industry over the past 2 years. I would also like to thank the tourism team for their ongoing efforts in the delivery of tourism to the region and their support of Board activities. I'd like to thank all operators who continue to support tourism and the activities of the Board.

Bob Downing, Chair
Bendigo Tourism Board

PARTNERS 2015-2016

Group members

Bendigo Regional Boutique Accommodation Association Inc
Bendigo Winegrowers
Heathcote Winegrowers

Superior members

All Seasons Quality Hotel
Balgownie Estate
Bendigo Art Gallery
Bendigo Cinemas
Bendigo Holiday Accommodation
Bendigo Holiday Rentals
Bendigo Jockey Club
Bendigo Marketplace
Bendigo Pottery
Bendigo Wholefoods
Bendigo's Park Lane Holiday Park
Best Western Cathedral Motor Inn
Best Western Crystal Inn
Big 4 Ascot Holiday Park Bendigo
Borchelli Ristorante
Buda Historic Home & Garden
Capital Venues & Events
Comfort Inn Julie Anna
Flynn's Wines
Gold Nugget Tourist Park
Golden Dragon Museum
Jimmy Possum
Jools for Jim
Loddon Shire Council
Lynnevale Estate
Masons of Bendigo
Malayan Orchid Restaurant
National Hotel
Quest Bendigo & Quest Bendigo Central
Sandhurst Ridge
Soldiers Memorial Museum Bendigo
The Bendigo Trust
The Hotel Shamrock Bendigo
The Schaller Studio
The Zone Fun Park
True Brew
Twenty2

Select members

54 Hargreaves
Aberdeen Apartments
Abide on Beischer
Alexandra Place
A-Line Holiday Village
All Saints Bendigo
Allara Motor Lodge
Allawah Bendigo
Antoinette's Bed & Breakfast
Arts on View
Avondel Caravan Park Pty Ltd
Axedale Farm Cottage & Barkly B&B
Banksia Heights
Barclay on View
Beechworth Bakery
Bendigo Airport Service
Bendigo Backpackers
Bendigo Book Mark
Bendigo Bush Cabins
Bendigo Central Accommodation
Bendigo Coachlines
Bendigo Corner Store
Bendigo Cottages
Bendigo Goldfields Motor Inn
Bendigo Hat Shop
Bendigo McIvor Motor Inn
Discovery Science & Technology Centre
Bendigo Stadium
Bendigo Welcome Stranger Motel
Best Western Heritage Motor Inn
Big 4 Bendigo Marong Holiday Park
Bike Force Bendigo
Bishopscourt Bed & Breakfast
Book Now
Boris Murgers
Bouchon Bendigo
Brewhouse Coffee Roasters
Bridgeward Grove
Bunja Thai
Campaspe Run
Central City Caravan Park
Central Deborah Motel
Chateau Dore Winery
City Centre Motel
Clinker Cottage Bendigo
Coach Tours of Australia
Condel Inn
Confectionery Capers
Custom Coffees
DeBeers Townhouses
Downing Estate
Dribs & Drabs Cabaret Show
Eaglehawk Bakery Cafe
Edwards Providore
El Gordo
Ellesmere
Elm Motel
Elmore Field Days
EmRelle Guesthouses
Favourite Flavours
Fernville Terrace
Forest Haven
FroCreations
Gail Tavener Studio
Gallery Café
Glenwillow Wines
Golden Reef Motor Inn
Golden Square Motor Inn
Goldfields Revegetation Native Nursery
Goldmines Hotel
GPO
Grill'd (Bendigo)
Gunyah Valley Retreat
Heathcote Estate Cellar Door
Heathcote Grape Escape Tours
Heathcote Harvest
Heathcote Winery
Hertz Car & Truck Rental
House of Khong
Hustler's Reef
Imperial Palace
Indulge Fine Belgian Chocolates
Ironbark Riding Centre
Jamar Lodge
JB Watsons
Jennalee
Jubilee Villa Bed & Breakfast
Kenrode House
Killiecrankie Wines
La Piazza Wine Bar & Restaurant
La Trobe University Visual Arts Centre
Lakeview Motor Inn
Langley Hall Bed & Breakfast

Learmonths Place
Maggies Cottage Accommodation
Mandurang Valley Wines
McIvor Estate
Meehan Vineyard
Merindoc Cafe & Cellar Door
MillDuck Strawbale Bed & Breakfast
Mulligrubs Play Centre
Number 12 Brougham Street
Old Boundary Hotel
Oliver Birch
Oval Motel
Parson's Retreat
Passion for Design
Pengallie
Pepperton Homestead
Percy and Percy
Peter Anthony Menswear
Piyawat Thai Restaurant
Quality Inn Colonial
Ravenswood Retreat
Rising Sun Hotel
River Gardens Axedale
Rocks on Rosalind
Rosa May Cottages
Rose Emporium
Sandhurst Motor Inn Bendigo
Sanguine Estate
SB Libris
Simply Tomatoes/Aussie Wool Quilts - Boort/Woolly Warmers
St Aidans Self Contained Unit
Stay Bendigo
Stay Social
Stays on Forest
Stonehaven on Monsants
Tea House Motor Inn
The Boardwalk Bendigo
The Chocolate Lily B&B
The Dispensary Enoteca
The Eyrie
The Good Loaf
The Graduate Bendigo Student Accommodation
The Great Stupa of Universal Compassion
The Little Bird House
The Old Store on Barnard
The Suites, Villa Belgravia
The Woodhouse Restaurant
Thelma's Tea Cottage
Thelma's Tea Cottage
Tooborac Hotel Brewery
Tudors Rest
Twothreethree
Victorian Goldfields Railway
View Street Bazaar
Wine Bank on View
Yalooka Farm

Tourism Supporters

Bendigo Advertiser
Bendigo Agricultural Show Society Inc
Bendigo Dry Cleaners P/L
Bendigo Magazine
Bendigo Party Hire
Bendigo Woodturners
Blunt Agency
Brochures Distribution Management
Eaglehawk Dahlia & Arts Festival
Healthworks
Power AV
Red Line Studio
SASI Marketing & Advertising Pty Ltd
The Foundry Hotel
The Otis Foundation
Tough Cookie Marketing
Uptake Solutions
Virtually JAG

Taste of Tourism

Bendigo Walking Tours
Fortuna Villa
Golden Vine Hotel
Morley's Emporium
Pall Mall Cafe

Advertisers

5ifty Boutique Studio
Bath Lane Cafe
Bob Boutique
Café Cortille
Castlemaine Brewing Taproom
Design Precinct Bendigo
Finders Keepers
Games World
Get Naked Espresso Bar
Julie's Clothing Boutique
KAT Curious
Libertine Florist
Li'l Blokes
Lyttle Asia
Make Your House A Home
Merinda
Milt & Joe
Mister Grimsby Coffee
Mobo Concept & Design
Mon Coeur
Mr Beebe's
Mr Good Times
Old Green Bean
Organise My .....
Quarry Hill Cafe & Larder
Rifle Brigade Pub Brewery
Robe
Rob's Jeanery
Sangria Spanish Tapas Bar
Soho Boutique
The Complete Garden Bendigo
The Epicurean Delicatessen
The Green Olive
The Green Olive Warehouse
The Meadow
The Pepperpot
The Public Inn
Tony Kean Jewellery
Twinkletoes Kidswear

Volunteers

Angela Murphy
Ann Lorenz
Ann Timberlake
Anne O'Shea
Annette Morton
Barbara Jamieson
Barbara Haywood
Bernie Loughnan
Bob Vine
Brenda Fielding
Brett Dunlop
Bruce Broadway
Cas Stedwell
Christine McLeod
Crawford Mouat
David Castles
David Logan
Deidre McDougall
Dianne Abrahams
Dot Lee
Ernie Bell
Fran Wright
Fran Burnley
Gary Wescott
Glenda Miller
Glenis Roberts
Glenis Pitson
Heather McNeill
Helen Webb
Jan Pianta
Janice West
Jennifer Cameron
Jenny Milburn
Joan Foley
John Dullard
John Williams
Joy Eeles
Joy Bruce
Joy Carr
Judi Perry
Judy Marrone
Judy Ross
Judy Monti
Kay Galvin
Ken Shields
Kevin Kelly
Laurie Sheldon
Leanne Hamilton
Len Gaskell
Lewis Adams
Lila Andrews
Lorna Neivandt
Lyn Drill
Lyn Vine
Lynette Heywood
Lynley McDonald
Margaret Gaskell
Margaret Williams
Margaret McPherson
Margaret Kirkpatrick
Maryan Andrea
Max Day
Michelle Perry
Michelle Davies
Mikayla Miller
Moksha Govender
Neil Clark
Noel Ridge
Nola Dolman
Pam Godwin
Pam Martin
Pauline Wilson
Peta Brown
Peter Browne
Richard Arman
Rob Upson
Rob Aitkin
Robyn Birchmore
Rochelle Kast
Ron Buchan
Rose Curnow
Ross Galvin
Sandra Dawson
Sharyn Smith
Shirley Dawson
Sue Watkins
Sue Price
Ted Barkmeyer
Ted Rankins
Trinette Every
Trish McGrath
Trish Randles
Val Deed
Wayne Cameron
Wilma Baldwin

Volunteer Retirements:

Peter Shaw
Bev Devidas
Susan Monti
June Tully
Shane O'Donoghue
Sarah Jackson
Kathrine Waugh

2015 ANNUAL GENERAL MEETING

BENDIGO TOURISM BOARD INC.
Minutes of Annual General Meeting
Monday 21 September 2015
Bendigo Jockey Club
6.00pm – 7.00pm

1. WELCOME

The Master of Ceremonies, Anthony Gurry welcomed members and guests to the 2015 Bendigo Tourism Board Annual General Meeting and acknowledged the local Dja Dja Wurrung and Tungurung community.

Chair Bob Downing opened the meeting and special guests in the room were also acknowledged.

2. ATTENDANCE RECORD

Gordon Adams, Mitch Barri, Bena Beer, Dennis Berlowitz, Kathie Bolitho, Tamara Booth, Arrisje Burnside, Sandra Campbell, Tim Carlson, Sharon Carlson, Michael Clarkson, Chris Corr, Juan Corradi, Cr Peter Cox (Mayor), Rosalie DeAraugo, Steven DeAraugo, Joy Downing, Bob Downing, Kelsey Duggin, Chris Earl, Sue Edgar, Tony Edgar, Cr Rod Fyffe, Ellen Gammon, Julie Gardner, Helen Geri, Rod Geri, Samuel Goddard, Pauline Gordon, Rebecca Gray, Paul Greblo, Emma Grimes, Anthony Gurry, Ian Hart, Glenn Harvey, Luke Hellings, Claire Hull, Levi Ingram, Russell Jack, Sarah Jackson, Paul Jenkins, Colin Johnston, Linda Johnston, Frank Kadar, Sharlene Kadar, Rod Lakey, Bev Leeson, Stan Liacos, Jess Llewellyn, Sharon Lock, Simon Lock, Charlie Loftus, Doug Lougoon, Monica Lougoon, Cr Barry Lyons, Betty Lyons, Kathryn Mackenzie, Rachel Mason, Mel May, Jane McDermott, Tony McDowell, Gail McNaulty, John Monteath, Judy Monti, Amy Moylan, Christine Norman, Evonne Oxenham, Jason Paech, Emily Paech, Deb Peters, Sue Phillips, Bruce Phillips, Nicole Pretty, Garry Robilliard, Andrew Robilliard, Andrea Rowe, Kade Rowe, Melissa Russell, Izabelle So, Karen Sorensen, Chris Stirton, Rod Thomson, Sally Thomson, Hayley Tibbett, Grant Villiers, Pamela Vine, Cr Mark Weragoda, Leonie Weragoda, Ashleigh Wilkinson, Bradd Worrell, Simon Wurf.

APOLOGY RECORD

Hon. Jacinta Allan MP, Sonia and Nick Anthony, Cath Armstrong, Claire Baker, Hillary Baldock, Graeme and Lois Barker, Martin Beekes, Dennis Berlowitz, Brooke and Eugene Brauer, Phil Brown, Gary and Debbie Cadzow, Cr Rod Campbell, Laura Cavallo, Joel Chadwick, Cr Elise Chapman, Jeanine Cooke, Mayor Peter Cox, Alyce Crosbie, Brent Curran, Simon Dart, Bob and Shirley Draper, Lincoln Fitzgerald, George Flack, Darren Fuzzard, Cr Rod Fyffe, Bridget Hartland, Dianne Haynes, Donna and Darryl Henderson, Paul Henderson, Dianne Hicks, Justine Hicks, Peter Hunt, Clare Hutchison, Patrick Jess, Tyrone Jones, Tony Juhanson, Peter Lamaro, Cr Helen Leach, David Leathem, Peter Maine, Dzintra Martin, Vicky Mason, Deb and Tony McAliece, Gordon McKern, Ada Milley, Garry Murray, Karen Quinlan, Ted Rankins, Christine Roberts, Cr Lisa Ruffell, Tina Sierlis, Julie Tresize, Dianne and Roger Trewick, Kristen Triplett, Stephen Trompp, Robyn Vella, Prue Walduck, Jenny Wallace, Virginia Weaving, Kerri White, Cr James Williams, Ann Williams, Pam Yam.

3. CONFIRMATION OF MINUTES OF 2014 AGM

The minutes of the previous Annual General Meeting held on Tuesday 16 September, 2014 were accepted on the motion of Anthony Gurry and seconded by Bruce Phillips.

Carried

4. REPORTS

4.1 CHAIRMAN'S REPORT

Chair Bob Downing presented this report. (Refer to 2015 Annual Report)

4.2 EXECUTIVE MANAGER'S REPORT

This report was presented by Kathryn Mackenzie. (Refer to 2015 Annual Report)

4.3 FINANCIAL REPORT 2014-2015

Sharon Carlson, Treasurer, made reference to the financial reports in the 2014-2015 Bendigo Tourism Board Annual Report.

It was moved by Sharon Carlson and seconded by Mitch Barri that the Chairman's report, Executive Manager's report and financial reports as given be accepted.

Carried

5. BOARD ELECTION RESULTS

There were three vacant (industry elected) positions on the Bendigo Tourism Board for 2015/2016. Four nominations were received for these vacant positions, therefore an election took place.

The following members were duly appointed to the Board positions, for a 2 year term.

- Sharon Carlson – Twenty2 / Best Western Crystal Inn
- Tony Edgar – Bendigo Cottages
- Amy Moylan – The Schaller Studio

Chair Bob Downing also acknowledged Kathie Bolitho as the Council Appointed replacement for Paul Henderson who resigned from the Board in February 2015.

<u>Continuing Board Members are:</u>

Bob Downing (Downing Estate)
Cr Barry Lyons (City of Greater Bendigo)
Paul Greblo (Sandhurst Ridge)
Kathie Bolitho (Tough Cookie Marketing)
Evonne Oxenham (The Bendigo Trust)
Brent Curran (Teahouse Motor Inn)
Bruce Phillips (Stonehaven on Monsants)

The Chair thanked the members who had stood for election. Tony McDowell (Returning Officer) who oversaw the election process was also acknowledged and was presented with a gift. Departing Bendigo Tourism Board members Anthony Gurry and Mitch Barri were thanked for their service to Tourism in Bendigo and were presented with a gift of appreciation.

6. MEDIA PRIZE

DRAW 1 – Superior and Select Members who renewed by 21 August 2015 and paid in full by EFT or cheque

1. Full page advertisement upgrade in the 2016 Bendigo and Heathcote Official Visitor Guide valued at over $2,000 – *The Schaller Studio*
2. Digital marketing package with Bendigo Tourism valued at $600 – *La Piazza Wine Bar & Restaurant*
3. Website advertising package with Bendigo Tourism valued at $600 – *Gold Nugget Tourist Park*
4. Hebron Films Creative Video Production Package valued at $1000 – *Rocks on Rosalind*

DRAW 2 – Superior and Select Members who renewed by 21 August 2015 and who have paid in full by cheque, EFT, or have committed to direct debit.

1. Bendigo Advertiser 'Out & About' magazine full-page valued at $1110 – *Rocks on Rosalind*
2. SASI Marketing ½ day consultation package valued at $750 – *Killiekrankie Wines*
3. Bendigo Magazine ¼ page advertising valued at $550 – *Bishopcourt B&B*
4. Bart 'n' Print Print/Design/Signage package valued at $500 – *Cathedral Motor Inn*
5. Edge Insights - One free mystery visit (Business Audit) valued at $275 – *Bendigo Pottery*
6. Red Line Studio photography package valued at $200 – *Banksia Heights*

Chair Bob Downing formally thanked the sponsors for their support.

CLOSE

Chair Bob Downing thanked everyone for their attendance and formally declared the meeting closed at 7.00pm

AUDITORS REPORT

ACCOUNTING & MANAGEMENT CONSULTANTS PTY LTD
A.C.N 054237884

Kathryn Mackenzie
Bendigo Tourism Board Incorporated
51-67 Pall Mall
Bendigo Vic 3550

Dear Kathryn

Re: Audit of financial records ending 30.6.2016

The above audit has been conducted and it was noted that the records were presented in a tidy and accurate condition and the co-operation of your book-keeper, Kerri White, was appreciated.

Cash Flows Statement

A Cash Flow Statement has been calculated and included for your information.

Thank You and kind regards

Graham Watson
Auditor
23/08/2016

ACCOUNTING & MANAGEMENT CONSULTANTS PTY LTD
A.C.N 054237884

Public Accountant

Registered Tax Agent

85 Wills Street
Bendigo 3550
Phone: (03) 5444 0455
Fax: (03) 5444 1881

23.08.2016

INDEPENDENT AUDIT REPORT

To: Members of the Bendigo Tourism Board.

Scope

We have audited the attached Statement of Financial Performance and Statement of Financial Position of the Bendigo Tourism Board Incorporated for the year ended 30 June, 2016. The Committee of the Bendigo Tourism Incorporated are responsible for these financial reports. We have conducted an independent audit of the financial report in order to express an opinion on it to the Members of the Bendigo Tourism Board Incorporated.

The audit has been conducted in accordance with Australian Auditing Standards to provide reasonable assurance whether the financial report is free of material misstatement. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial report, and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion whether, in all material respects, the financial report is presented fairly so as to present a view which is consistent with our understanding of the Bendigo Tourism Board Incorporated's financial position, the results of its operations and its cash flows.

The audit has been carried out based on the books and records as produced by Bendigo Tourism Board Incorporated and does not extend beyond the information contained therein. Consequently, we do not provide an opinion on the completeness of monies banked as it is impracticable for us to ascertain all sources of cash receipts throughout the year. The Board`s management are responsible for ensuring effective systems of internal control over receipts to ensure their accurate entry in the accounting records.

In our opinion, the Statement of Financial Performance and the Statement of Financial Position, for the year ended 30 June 2016, present fairly the transactions upon the Bendigo Tourism Board Incorporated.

Graham Watson FIPA FFA
B Bus(Acc),Grad Dip M'ment, M Bus

FINANCIAL REPORTS

Statement of Financial Performance
1 July 2015 - 30 June 2016

	2016		2015	
Income				
Membership Fees	$240,000		$216,406	
AGM	$3,027		$1,841	
Interest	$1,842		$1,610	
Miscellaneous	$643		$0	
Total Income		**$245,512**		**$219,857**
Expenditure				
City of Greater Bendigo - Marketing Services	$110,000		$113,000	
AGM	$9,072		$7,862	
Partner Networking & Industry Development	$12,204		$5,603	
Members Contribution - Visitor Guide	$74,127		$60,609	
Membership	$1,917		$120	
Finance	$3,478		$2,484	
Board	$1,122		$520	
Resources	$1,211		$1,936	
Miscellaneous	$659		$242	
Total Expenditure		**$213,789**		**$192,376**
Net Profit(Loss)		**$31,723**		**$27,482**

Balance Sheet as at 30 June 2016

	2016	2015
ASSETS		
Operating Account	-$47,335	$58,874
Investment Account	$1,814	$1,815
Term Deposit	$141,813	$0
Debtors/Deposit	$0	$3,300
GST Refundable	$13,078	$13,958
TOTAL ASSETS	***$109,371***	***$77,947***
LIABILITIES		
GST Liability	$0	$300
TOTAL LIABILITIES	***$0***	***$300***
NET ASSETS	**$109,371**	**$77,647**
EQUITY		
Retained Earnings	$77,647	$50,166
Profit(Loss)	$31,723	$27,482
TOTAL EQUITY	***$109,371***	***$77,647***

Statement of Cash Flows
1 July 2015 - 30 June 2016

Receipts	$249,692
Payments	$214,089
Net Cash resulting from Operating activities	**$35,603**
Bank Balance 1/7/15	$60,689
Bank Balance 30/6/16	$96,293
Net Increase in Cash Held	**$35,603**
Profit	$31,723
Debtors Decrease	$4,180
Creditors Decrease	$300
Net Cash Inflow from Operating Activities	**$35,603**

These financial accounts represent the accounts of the Bendigo Tourism Board Inc and do not represent the total tourism spend of the City of Greater Bendigo.