

# Destination Queenstown AGM 2019

*25 September 2019*

# AGM Agenda

1. Chairman's Welcome
2. Apologies
3. Minutes of last year's AGM
4. Chairman's Report
5. Confirmation of Auditors
6. Confirmation of Scrutineers
7. Election of Directors
8. CEO Report
9. Adoption of Annual Report
10. Retiring Directors
11. Election results and Directors confirmed
12. General Business
13. Close



# Chairman's Welcome

Matt Hollyer – DQ Chair and  
activities sector representative

# AGM Agenda

1. Chairman's Welcome
2. Apologies
3. Minutes of last year's AGM
4. Chairman's Report
5. Confirmation of Auditors
6. Confirmation of Scrutineers
7. Election of Directors
8. CEO Report
9. Adoption of Annual Report
10. Retiring Directors
11. Election results and Directors confirmed
12. General Business
13. Close

# Apologies

- Mike Theelen, QLDC
- Miles Wilson, Champions of Queenstown
- Trish May, May Marketing
- Rose Hill – Four Seasons Motel
- Sarah Dempsey – Coronet View Apartments
- Paul Inger – Shipleys
- Penny Bolton – The Playground
- David Gatward-Ferguson – Nomad Safaris

# AGM Agenda

1. Chairman's Welcome
2. Apologies
3. Minutes of last year's AGM
4. Chairman's Report
5. Confirmation of Auditors
6. Confirmation of Scrutineers
7. Election of Directors
8. CEO Report
9. Adoption of Annual Report
10. Retiring Directors
11. Election results and Directors confirmed
12. General Business
13. Close

# Minutes of 2018 AGM

- Motion to accept minutes of last year's AGM



# AGM Agenda

1. Chairman's Welcome
2. Apologies
3. Minutes of last year's AGM
4. Chairman's Report
5. Confirmation of Auditors
6. Confirmation of Scrutineers
7. Election of Directors
8. CEO Report
9. Adoption of Annual Report
10. Retiring Directors
11. Election results and Directors confirmed
12. General Business
13. Close



# DQ Chairman's Report

## Matt Hollyer

# AGM Agenda

1. Chairman's Welcome
2. Apologies
3. Minutes of last year's AGM
4. Chairman's Report
5. Confirmation of Auditors
6. Confirmation of Scrutineers
7. Election of Directors
8. CEO Report
9. Adoption of Annual Report
10. Retiring Directors
11. Election results and Directors confirmed
12. General Business
13. Close

# Confirmation of Auditors

- Motion to confirm  
FINDEX (formerly  
Crowe Horwath) as  
auditors for 2020



# AGM Agenda

1. Chairman's Welcome
2. Apologies
3. Minutes of last year's AGM
4. Chairman's Report
5. Confirmation of Auditors
6. Confirmation of Scrutineers
7. Election of Directors
8. CEO Report
9. Adoption of Annual Report
10. Retiring Directors
11. Election results and Directors confirmed
12. General Business
13. Close

# Confirmation of scrutineer

- Motion to confirm Shahana Saud from MacTodd as election scrutineer.



# AGM Agenda

1. Chairman's Welcome
2. Apologies
3. Minutes of last year's AGM
4. Chairman's Report
5. Confirmation of Auditors
6. Confirmation of Scrutineers
7. Election of Directors
8. CEO Report
9. Adoption of Annual Report
10. Retiring Directors
11. Election results and Directors confirmed
12. General Business
13. Close

# Election of Directors

## DQ Board of Directors, four incumbents

- Chris Ehmann, Accommodation
- Jonathan Browne, Retail/Service/Professional
- Glyn Lewers, General
- Matthew Day, General

## Candidates for one Accommodation Sector position.

- Charlotte Mill
- Jim Moore
- Carlyn Topp

## Candidates for one Activities Sector position

- Jolanda Cave
- Richard Thomas

# Election of Directors

Accommodation sector

*Charlotte Mill*

*Villa Del Lago*





# Election of Directors

Accommodation sector

*Jim Moore*

*Novotel Queenstown*



# Election of Directors

Accommodation sector

*Carlyn Topp –*

*Highview Apartments*



# Election of Directors

Activities Sector

*Jolanda Cave*

*Ngai Tahu Tourism*



# Election of Directors

Activities Sector

*Richard Thomas*

*Skyline Queenstown*



# AGM Agenda

1. Chairman's Welcome
2. Apologies
3. Minutes of last year's AGM
4. Chairman's Report
5. Confirmation of Auditors
6. Confirmation of Scrutineers
7. Election of Directors
8. CEO Report
9. Adoption of Annual Report
10. Retiring Directors
11. Election results and Directors confirmed
12. General Business
13. Close

# CEO Highlights Review

FY18-19

Graham Budd



# FY19-21 Goals & Strategic Priorities

VALUE GROWTH BY **5%** VOLUME GROWTH BY **2.5%**

THE GOAL IS TO ACHIEVE **\$2.5 BILLION** VISITOR SPEND BY 2021



# FY18-19 Organisation Objectives

- 1) Continue to build our brand positioning to inspire visitors and strengthen Queenstown's reputation
- 2) Continue to target a diverse portfolio of visitors to optimise opportunities and drive sustainable future demand for our members
- 3) Grow the value of visitors to Queenstown by positioning Queenstown as an aspirational and accessible destination for travellers of all styles
- 4) Engage with our stakeholders to support positive community sentiment toward tourism



# Core Activities



- Consumer Marketing
- Communications and Media
- Travel Trade and Industry
- Conference and Incentive
- Study Queenstown

# Consumer marketing



# Communications and media



# Marketing & Media Highlights Video



# Travel trade and industry



# Queenstown Convention Bureau



# Study Queenstown



# Real Journeys Queenstown Winter Festival





# 2019 Highlights Video



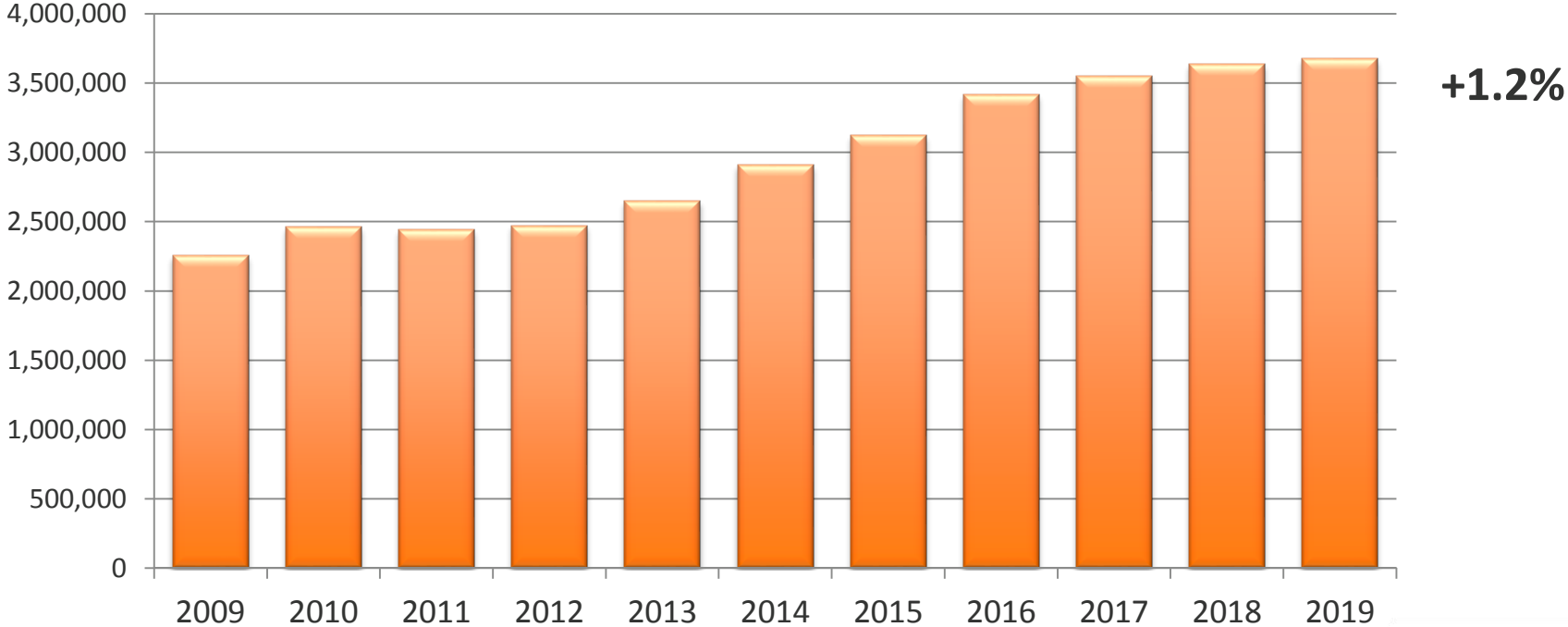
# Destination Performance

A woman in a red sweater stands on a wooden patio, holding a glass of red wine. In the background, three other people are seated at a round table, also enjoying wine. The setting is a vineyard with a view of rolling hills and mountains under a clear blue sky. The sun is shining brightly, creating a lens flare effect.

## KPIs

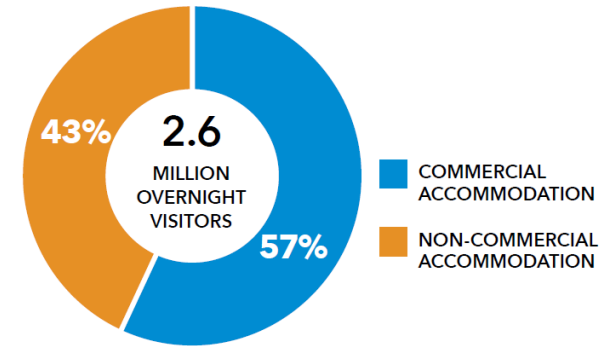
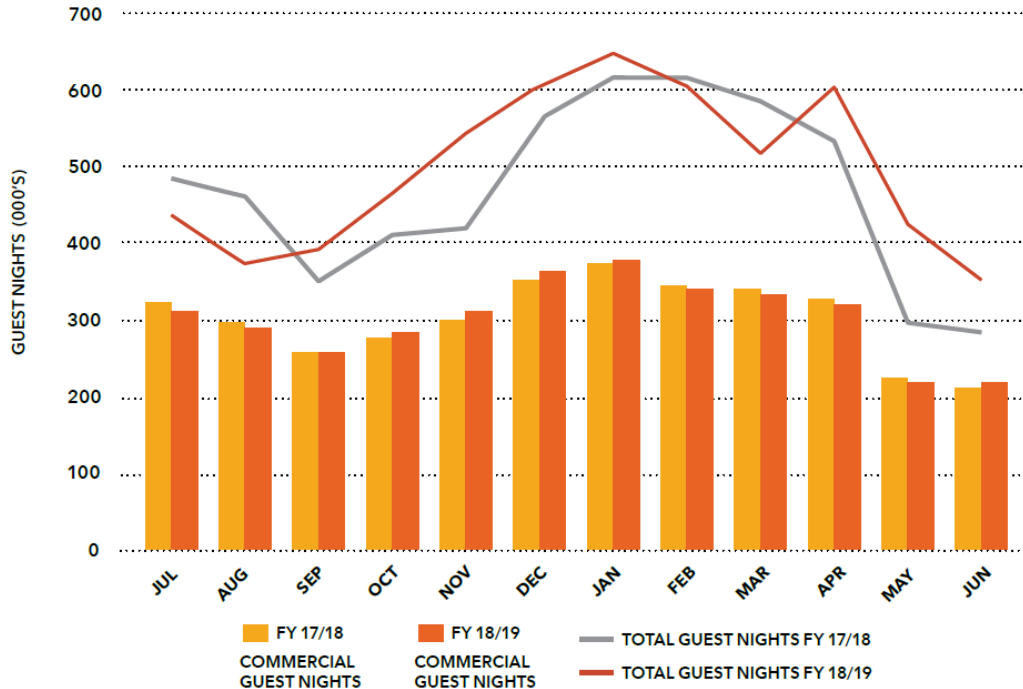
- Visitor Volume
- Visitor value
- Satisfaction

# Queenstown Guest nights CAM - YE June 2019

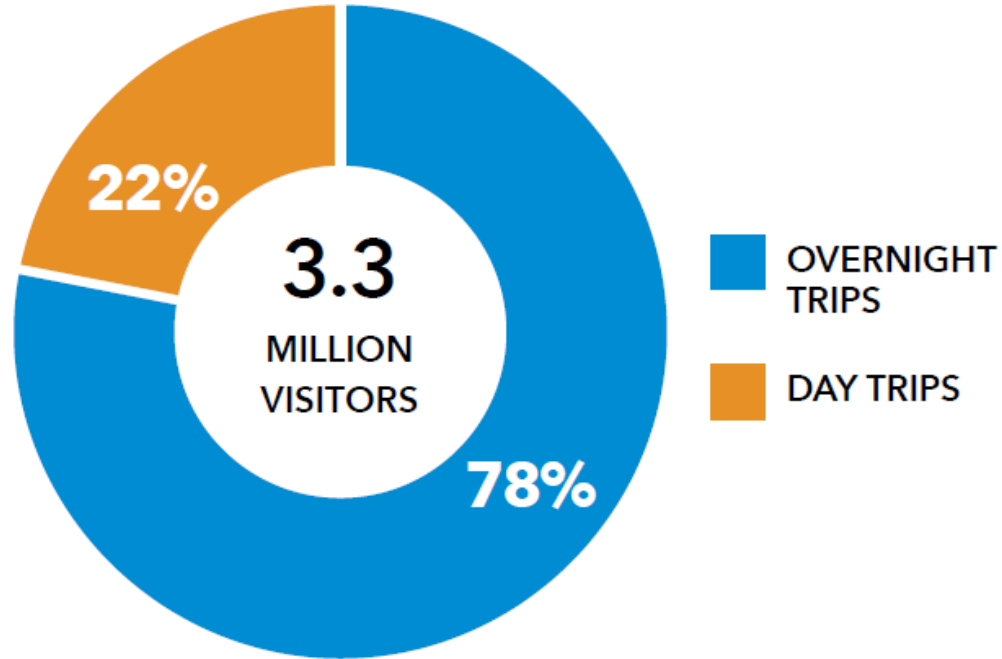


# Overnight Visitors Queenstown - YE June

Queenstown guest nights (commercial & non-commercial)



# Total Visitors Queenstown – YE June



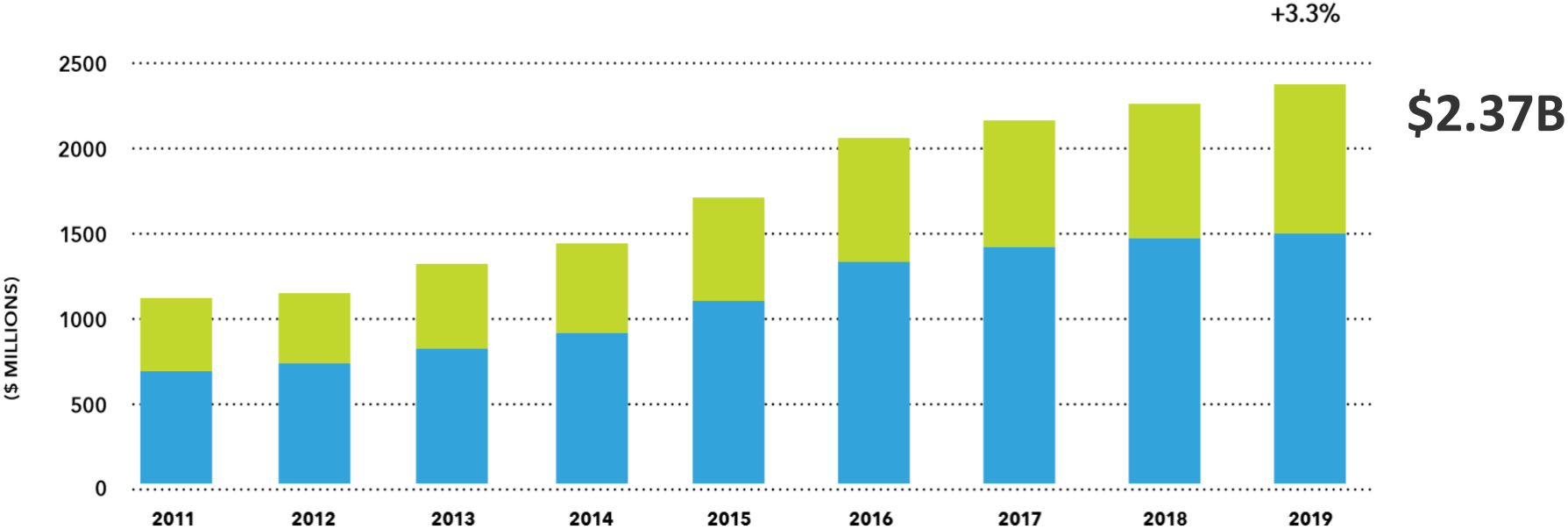
# Visitor Volume



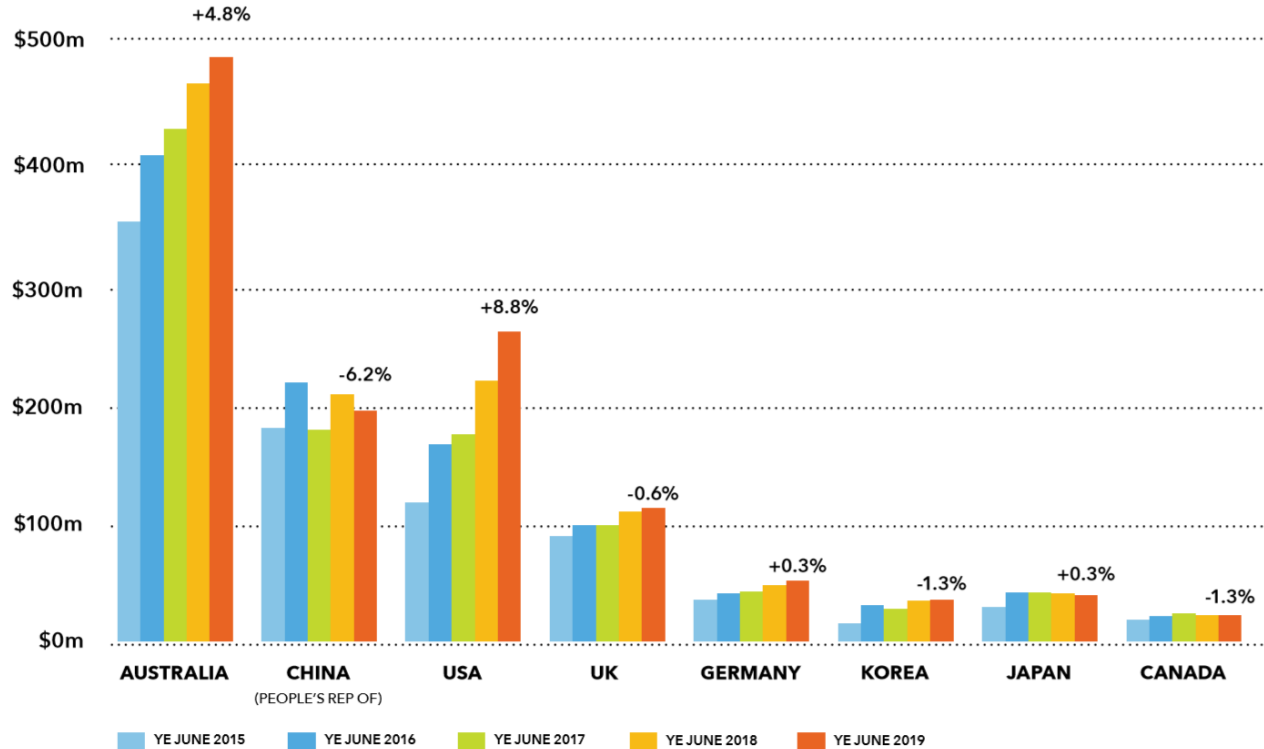
- Growth goal 2.5%
- Queenstown actual 1.2%
- National actual 1.3%

CAM YE June 2019

# Queenstown Visitor Expenditure YE June 2019



# Expenditure by international markets – YE June





# Visitor Value



- Growth goal 5%
- Growth actual 3.3%
- National actual 2.5%



**\$2.37B** up from **\$2.27B**

MRTes YE June 2019

# Members Satisfaction Survey Aug 2019

	2017-18	2018-19	Change
DQ Overall performance	71%	80%	+9%
DQ Travel Media	80%	85%	+5%
DQ Social Media	80%	87%	+7%
DQ Campaigns	65%	78%	+13%
DQ Communications	78%	86%	+8%
Working Relationship with DQ	71%	81%	+10%
DQ Trade Marketing	61%	78%	+17%
QCB Activity	61%	82%	+21%

Total: extremely satisfied, very satisfied, satisfied.

# Member satisfaction with DQ



- 2017 76%
- 2018 72%
- 2019 80%



# Acknowledgements



# Financial Summary

	Actual June 2019	Budget 2019	Actual June 2018
<b>Total Income (Tourism LEVY and Study)</b>	<b>3,669,001</b>	<b>3,678,001</b>	<b>3,582,280</b>
Expenses:			
Operations and organisation	1,689,837	1,757,721	1,625,277
Marketing Activity:			
Consumer marketing	1,044,132	1,134,000	1,104,738
Media and communications	142,499	177,280	176,237
Trade and industry	221,094	201,000	228,365
QCB - Conference and incentive	214,880	233,000	212,029
Winter Festival	199,978	100,000	306,437
Study Queenstown	29,870	75,000	56,787
<b>TOTAL Expenditure</b>	<b>3,542,290</b>	<b>3,678,001</b>	<b>3,746,080</b>
<b>NET SURPLUS</b>	<b>146,142</b>	<b>0</b>	<b>-127,590</b>

# AGM Agenda

1. Chairman's Welcome
2. Apologies
3. Minutes of last year's AGM
4. Chairman's Report
5. Confirmation of Auditors
6. Confirmation of Scrutineers
7. Election of Directors
8. CEO Report
9. Adoption of Annual Report
10. Retiring Directors
11. Election results and Directors confirmed
12. General Business
13. Close

# Annual Report

- DQ CEO commends the Annual Report to the membership





# Annual Report - financials

- Motion to accept the financials

## Appendix 6: Financial report

DESTINATION QUEENSTOWN INCORPORATED  
STATEMENT OF FINANCIAL PERFORMANCE  
FOR YEAR ENDED 30 JUNE 2019

	2019 <small>(Note 1)</small>	2018 <small>(Note 1)</small>
TOTAL INCOME	4,135,298	4,207,269
TOTAL EXPENDITURE	3,989,156	4,334,859
NET SURPLUS/(DEFICIT)	146,142	(127,590)

DESTINATION QUEENSTOWN INCORPORATED  
STATEMENT OF MOVEMENTS IN EQUITY  
FOR YEAR ENDED 30 JUNE 2019

	2019	2018
Total equity at the beginning of the year	734,205	861,795
Add Net Surplus (Deficit)	146,142	(127,590)
TOTAL EQUITY AT THE END OF THE YEAR	880,347	734,205
Funds held as:		
Members Funds	880,347	734,205
TOTAL FUNDS HELD END OF THE YEAR	880,347	734,205



# AGM Agenda

1. Chairman's Welcome
2. Apologies
3. Minutes of last year's AGM
4. Chairman's Report
5. Confirmation of Auditors
6. Confirmation of Scrutineers
7. Election of Directors
8. CEO Report
9. Adoption of Annual Report
10. Retiring Directors
11. Election results and Directors confirmed
12. General Business
13. Close

# Recognition of service

DQ Director Josie Spillane

Game Over Ltd

– Co-opted DQ Director since 2017

# Retiring Board Directors

- DQ Director Michael McMillan

## Blue Peaks

- Retired May 2019
- Served on the Board since 2014 representing the Accommodation sector

# Retiring Board Directors

- DQ Director and Chair Matt Hollyer

## Shotover Canyon Swing

- Retired September 2019
- Served on the DQ board since 2013 representing the Activities sector
- Served as Chair for # years.

# AGM Agenda

1. Chairman's Welcome
2. Apologies
3. Minutes of last year's AGM
4. Chairman's Report
5. Confirmation of Auditors
6. Confirmation of Scrutineers
7. Election of Directors
8. CEO Report
9. Adoption of Annual Report
10. Retiring Directors
11. Election results and Directors confirmed
12. General Business
13. Close

# Board election results

- Successful candidates appointed
- Motion for scrutineers to remove & destroy the voting papers

# AGM Agenda



1. Chairman's Welcome
2. Apologies
3. Minutes of last year's AGM
4. Chairman's Report
5. Confirmation of Auditors
6. Confirmation of Scrutineers
7. Election of Directors
8. CEO Report
9. Adoption of Annual Report
10. Retiring Directors
11. Election results and Directors confirmed
12. General Business
13. Close



**AGM closed**

**Thank you**

