



**DESTINATION QUEENSTOWN INC.  
38th ANNUAL GENERAL MEETING MINUTES  
Thursday 22 September 2022, 4pm  
Holiday Inn Queenstown Remarkables Park**

**In Attendance:**

**Destination Queenstown Board Members:** Richard Thomas, Glyn Lewers, Jim Moore, Trish May.

**Destination Queenstown staff:** Mat Woods, Kiran Nambiar, Sarah O'Donnell, Tsehai Tiffin, Sarah McDonald, Sherri Gibb, Jono Matla, Ruby Soole, Daniella Jones, Raegen Tyrer, Eilidh Blanchard, Alex Holmes, Katie Obermoser, Marg Taylor, Tonia Farquharson.

**Destination Queenstown Members:** 55 members.

*Meeting opened at 4:00pm.*

**1. Chair's welcome**

Destination Queenstown Chair Richard Thomas welcomed the members to the 38th AGM of Destination Queenstown Inc. and officially opened the meeting.

**2. Apologies**

The chair recorded the official apologies: Claire Brack, Mario Gabriel, Chris Ehmann, Frank Gibbons, Glen Sowry, Mark Simpson, as well as board members: Carlyn Topp, Matthew Day, Mike Theelen and Jim Boulton.

Chair read out Mayor Jim Boulton's apology which included a note thanking the DQ board and DQ staff for the work they have done over another very difficult year. Mayor Boulton's note included that he was delighted to see visitors back in town over the ski season and some strong bookings coming through for the summer season. He noted the continued lack of staff in the district and said he was making continual calls on central government to take action and that he would continue to agitate until his last hour in the job, as he believed the lack of staff was impacting the town's customer service and reputation. The Mayor said it had been an honour to lead the district over the last six years and he wished everyone well for the coming season and beyond. Chair Richard Thomas thanked Jim Boulton and said from a membership's perspective, the DQ board and DQ staff that Mayor Jim Boulton had been a great advocate for the industry and for DQ and he had done a fine job in his six years of tenure.

Chair acknowledged the passing, earlier this year, of former DQ chief executive Graham Budd. He said that Graham was a stalwart of regional tourism and had made a lasting contribution to the industry and New Zealand. Richard said he knew members would have fond memories of Graham over the years and that he was missed a great deal by everyone.

**3. Minutes of last year's AGM (motion)**

Richard Thomas proposed the motion that the 2021 AGM minutes reflect an accurate record of the 37th AGM and that they be accepted and passed into record.

**Moved:** Penny Clark, QLDC councillor.

**Seconded:** Matt Wong, iFLY.

*Carried.*

### **3. Chair's report**

- Another disruptive year— acknowledged more lockdowns, alert levels challenges and uncertainty around borders frustrating for all operators – a true testament to resilience that all here today.
- DQ's disruption of new CE Paul Abbott starting last year and difficulties of bringing family from Australia. Acknowledged the value Abbott brought to the team and the destination management plan in his short time and sad to see him go. Also thanked the DQ senior leadership team Sarah O'Donnell, Kiran Nambiar and Katie Obermoser for stepping in to fill the void and thanked the DQ team for all their hard work during the challenging time.
- DQ delivered a number of new marketing initiatives over the year: introduction of DQ's first direct-to-consumer database marketing and email strategy, new event marketing programme, new data and insights hub for members, created market development plans for biking, food and drink and the 'always-on' digital strategy was expanded to cover both New Zealand and Australia.
- QCB and trade team are back in market and fully engaged, re-establishing Queenstown with the world and long-haul markets.
- Draft destination management plan 'tourism for a better future' was launched for public feedback.
- Big welcome to Mat Woods who hit the ground running and has been an easy transition to step into the role. Big thanks to the board who volunteer their time and for all their efforts over the last challenging 12 months.

### **4. Confirmation of auditors (motion)**

Richard Thomas proposed that Crowe be confirmed to audit Destination Queenstown's financial accounts in 2023.

**Moved:** Richard Thomas, DQ board.

**Seconded:** Glyn Lewers, DQ board.

*Carried.*

### **5. Election of directors**

CE Mat Woods thanked the board on behalf of DQ for all their hard work, particularly in the last year, with the transition between two chief executives.

Mat described the board make-up of four incumbents: Matthew Day, Glen Lewers (on leave of absence during the mayoral campaign), Trish May and Carlyn Topp.

Mat confirmed the uncontested re-standing of Richard Thomas (large activities) and Jim Moore (large accommodation) and stated that there were no nominations for the new position (small-medium activities) that was put forward last year.

Chair asked that anyone interested in the position should make themselves known.

### **6. Motion to accept the financials**

Richard Thomas proposed motion that Destination Queenstown's 2021-2022 financials be accepted. He explained that the reason it was under budget was because MBIE had allowed the date for the use of some of the STAPP funding to be extended to the current financial year for better use once the borders were open.

The other point to note was the fact that DQ was operating on a reduced income from pre-COVID years, as it had taken a reduction in funding which had not been reinstated. The levy would be discussed with QLDC this year but would have minimal impact on members because more commercial operators had come on stream providing a bigger base.

**Moved:** Trish May, DQ board.

**Seconded:** Richard Crouch, Safari Hotels.

*Carried.*

## **7. Chair commends the FY21-22 Annual Report to the membership**

## **8. Organisation activity overview – Mat Woods, chief executive**

CE Mat Woods said the rebound in tourism the town had seen in the last two months showed the impact of the international borders reopening. Also, that the domestic market had discovered and fallen in love with Queenstown during COVID and was returning.

CE reiterated the challenging year and proud of amount of work DQ had achieved despite lockdowns including:

- 409,490 member referrals from queenstownNZ.nz website (20% conversion rate). 1.92million website sessions.
- 18 media famils hosted and 124 pieces of coverage generated.
- Four trade famils and five Queenstown convention bureau (QCB) famils, 12 QCB site inspections.
- 217 QCB leads. New trade micro website and development of online agent tools including communication channels (Facebook and YouTube) to enhance trade engagement. QCB produced video campaigns: 'hero' videos and 'meet the experts'.
- Proud of the member satisfaction rate at 89%.
- Agency in Australia to support recover and promotion work.
- Destination management plan 'tourism for a better future' released for feedback August 2022 received 1600 page visits, over 600 downloads, 33 pieces of in-depth feedback. Plan to be reviewed and updated for council adoption in early 2023. Draft applauded by the Minister.

## **9. General business (Q&A)**

Richard Thomas and Mat Woods opened the floor for questions. Matt Wong, iFLY asked about the innovation fund. Richard Thomas said that there had been a discussion with QLDC and the economic development team about the innovation fund and the projects the DMP could qualify for. There had also been indication from MBIE that there may be project funding for aspects of the destination management plans. Also, Mat Woods and Richard will be meeting with Minister Nash to pick up those discussions.

## **10. Special note of thanks**

At the end of the presentation Richard Thomas acknowledged that this would be the last annual general meeting organised by Marg Taylor. After 13 years she was retiring in mid-October. (Members applauded.)

*Meeting closed: 4:32pm.*