



**90th National Assembly
The Albany Entertainment Centre,
The Kalyenup Studio
On the Princess Royal Harbour, Albany
23rd August 2014**

Opening & Welcome:

President Denise Scrafton opened the meeting and welcomed all in attendance. She commented that once again we have 100% of clubs in attendance and thanked them all for making the long journey.

President Denise then requested all to stand for a minutes silence for Skalleagues who had past away in the last 12 months stated that it was also appropriate to include the troops who sailed from Albany in 1914 - 100 years ago and never returned, and those in the name of tourism who travelled on aircraft in the last few months and never returned.

Apologies:

Russell Butler, Diane Butler, Pierre Chaperon, Tony Boyle, Nigel Pilkington, Tony Smith, Peter Morrison, Jackie Foggitt, Kevin Davidson

Introduction of Delegates and Observers and the National Executive

**Confirmation of minutes of previous National Committee Meeting held Brisbane
22nd March 2014**

Moved Robyn Maher – Broome
Seconded Lee Irvine – Kununurra

Business arising from previous minutes

President Denise advised that any outstanding matters are on the meeting's agenda for today. She stated that some items are a work in progress and we will have presentations to cover those items.

President Denise asked for any other business arising
Nil

Correspondence & Administration:

Everyday emails, following up with clubs for their Club Reports etc., sending out information as it comes to hand.

No other correspondence



Executive Reports:

President Denise said we would start the morning with a video covering the past 5 months, since the Brisbane AGM.

[Executive Reports were emailed to all registered Delegates & Observers.](#)

Presidents Report:

President Denise, firstly, thanked all for electing and giving her the opportunity and privilege of serving as National President and complimented Immediate Past President Russell Butler for his persistence in getting the Skål protocols in order which we can now follow through and continue to work on the projects he put in place during his Presidency.

President Denise then spoke to her report highlighting some of the following: -

- Many clubs have been visited since March 2014 either by herself or a member of the Executive Committee /or both.
- Both Denise and Bernard Whewell (SIA IC) attended the Skål International New Zealand AGM in Rotorua
- She attended the Skål International Asian Congress held in May in Bali, standing in for IC Bernard Whewell.
- Spoke to the SIA National Executives Advising portfolios and thanked the all for their diligence and hard work
- Co-opted Past President Russell Butler as an Honorary Member of the National Executive joining Pierre Chaperon. Russell will continue with the incorporation and act as a mentor when needed
- DS spoke on the current membership numbers in Australia, membership itself and the importance of succession planning

President Denise moved her Report
Seconded Richard Condon – Whitsunday.

Question from the floor to the President

Mark Abercromby – asked, “What is happening with Young Skål”

Reply – Denise stated that it needs more work and more discussion in Australia. The obvious direction is for Skål to open up dialogue with ATEC Australia-, as it is an excellent fit with one organisation being Global and the other Australian.

International Councillor’s Report

Bernard Whewell spoke to his report

He gave the meeting an overview of his position as IC and the mid year meeting held in Bangkok in May 2014. This was his first meeting as one of the Vice Presidents of the Council. Part of the role as VP is to chair one of the committees, his being Committee B, covering Finance, Statutes, Bylaws and the Florimund Volckaert Fund.

Bernard advised for the last 6 months he has been working on the revamping of the operational guidelines for the Operations Manual, which was a lot of work but well worth it.



- The IC representatives take what is happening in their individual countries to the EC and bring back to the individual counties any Global issues of interest.
- The position of President of the International Council becomes available in Mexico, Bernard advised he had been asked to stand for this role, if elected, he would no longer hold the position of IC Australia.

Bernard moved his Report
Seconded Kevin Collins – Albany

President Denise congratulated Bernard on the excellent work he has done on the International Council on behalf of Australia. She advised the meeting that if Bernard were successful – this would be the first time an Australian has held the position of President – International Council.

Vice President - Bob Lunnon

Bob thanked the meeting for voting him in as VP, a great honour, and said it doesn't matter how long you have been in the travel industry you never stop learning also thanking the committee for their support.

Bob spoke to his report highlighting the following:

- The seven (7) clubs he assists – Hobart, Launceston, Sydney, Sydney North, Sydney South, Gold Coast and Southern Gold Coast.
- The Annual Business & Financial Plan and what is required from each club.
- The Forward Planning Document Template now available on the Australian website.

Bob moved his Report
Seconded by Tim Hurley – Gold Coast

Vice President – Fiona McFarlane

Fiona opened with thanking the meeting for electing her as Vice President and how much she was enjoying being part of the team.

Fiona spoke to her report highlighting the following:

- Responsibilities - Assisting and mentoring seven (7) clubs – Cairns, Townsville, Whitsundays, Brisbane, Albany, Broome and Melbourne.
 - Website Administration & Maintenance
 - Digital Media Strategies including Social Media & e-Newsletters
 - Uniforms, Public Relations.
- Explained the proposed new website to be designed and built in Word Press. This will give the committee more control, which will save a lot of money in the long run.
- Advised it was imperative for members to ensure their details were kept up to date with Spain, this way they would be sure to receive all relevant information including the e-newsletter
- Clubs wishing to send through information to go into the newsletter are to keep it to a maximum of 300 words plus image.

Fiona moved her Report
Seconded Robyn Maher - Broome



Finance – Colin Schirmer

Colin spoke to his finance report –

Questions -

Ross McLean, Brisbane -

Made a suggestion that the previous years budget figures be shown as actual.

President Denise replied 'we will adopt that'.

Discussion took place regarding the figures.

Joanne Skinner, Sunshine Coast -

Queried the 10% late payment fee on the bottom of the invoices and didn't agree with their club (Sunshine Coast) being charged?

President Denise stated that the clubs had voted unanimously for the fee to apply for late payments and that at the time it was stressed that the payment was to be in the Skal account on the due date.

Jo Skinner stated once again that she did not agree with this charge

President Denise replied 'I will discuss this with you Jo during the break'

(The discussion did take place)

Colin moved his Report

Seconded Mark Abercromby - Perth

Club Reports

Adelaide, Albany, Brisbane, Broome, Bunbury/Margaret River, Cairns, Canberra

Club delegates all giving a short report on their club activities

Broome Presentation Update

Robyn Mayer, President Broome Club.

Broome's presentation showing off beautiful Broome certainly proved the club had been working hard to produce a well-planned, polished program for the National AGM /Assembly to be held 27-28 March 2015 in Broome.

Accommodation, venues, discounted tours and some free transport getting around Broome.

Robyn advised the Broome Club had great raffles organised for the weekend, one being, Willie creek Pearls have donated a beautiful string of pearls, valued at \$4,600.00 which Robyn proudly showed off.

Presentation from Sunshine Coast

Mark Skinner presented the Sunshine Coast's bid to host National Assembly 4 & 5 September 2015, date chosen is 2 weeks prior to school holidays.

Mark went through the proposed venues, accommodation, functions and what the Sunshine Coast had to offer the Delegates and Observers.

The theme will be a casual fun weekend emphasising a good time will be had by all.

Not all costs finalised but confident they will come in within budget.



President Denise advised due to the costs not being available we would vote in principal that we should go to Sunshine Coast in September 2015 as long as the costs are within the ballpark figure.

Show of hands who would like to go to the Sunshine Coast in September 2015 –

Voted unanimously

Agreed

Skål International Vice President – Bob Lunnon

Bob's Power point presentation covered the following:

- Membership Development and Retention
- New Club Development in all State – feedback and recommendations
- Club structures – Business and Financial Plans
- Skål Australia into the future – our opportunities
- Membership categories - IC, Bernard Whewell joined Bob to cover this subject.

This session produced good interaction from the clubs.

Bob thanked all and said he appreciated their input and feedback.

President Denise advised the Meeting Past World President Max Kingston would like to address the Assembly. Max is part of the global international Past Presidents' group who meet every year at Congress.

Max address was most interesting advising he was the chair of the past world presidents' group/association up until last year and as one can imagine there are a lot of years of dedication, knowledge and experience amongst them. Max felt the past presidents, should offer to assist in club membership, with the decline of membership being experienced throughout the world. They took this idea to President Mok and his Executive at the time and received a positive reaction.

Max advised that the entire Executive were working hard to make contact throughout the world. Things are happening work in progress next meeting in Mexico.

President Denise thanked Max for a most interesting report.

Tourism Forum:

President Denise introduced Dean Lee.

Dean commenced his professional career as a national park ranger in 1981. In 1990 he joined Underwater World Perth as Education Manager and was subsequently appointed General Manager.

In 1997 Dean left Australia and joined Coral World International as global Vice President with responsibility for the development and operation of the company's visitor attractions located in Australia, Hawaii and Spain.

Dean returned to Australia in 2007 and took up the role of General Manager at Fremantle Sailing Club before accepting the position of Chief Executive at Perth Convention and Exhibition Centre, in 2009.

In December 2013, joined the City of Albany as General Manager of Albany Heritage Park and the new National Anzac Centre.



Dean is a Director of the Tourism Council WA, and a Fellow of the Australian Institute of Management.

He holds a Bachelor's degree in Natural Resource and Recreation Management and an Executive Master's degree in Business Administration from the University of Western Australia.

Dean addressed the meeting giving an insight to the preparations that were taking place for the ANZAC Commemorations.

ANZAC Albany – what does this mean to Albany?

This is a most exciting time for Albany with the ANZAC Commemorations 1st November 2014, it will be 100 years ago when 36 ships anchored in King George Sound, gathered with 30 thousand troops from Australia and New Zealand to head off to the first world war.

As part of the commemorative ANZAC, Albany has put together a series of events and investments to mark the significant of the departure of those troops.

Albany is expecting between 65 to 75 thousand visitors from across Australia and throughout the world for this event, to accommodate these groups a series of events have been put together, official, community and sporting.

Dean proceeded to go through the program and what it meant to Albany region and Tourism! A number of questions from the floor

Bernard thanked Dean saying his report was fantastic, interesting and most informative presentation.

Club Reports continued.

Capricornia, Darwin, Gold Coast, Southern Gold Coast, Hobart, Kununurra, Launceston, Melbourne.

Club delegates all giving a short report on their club activities.

Skål International Vice President – Fiona McFarlane

President Denise assured the meeting that the committee had not gone ahead and developed a new website. What we have requested of Fiona in her VP Communications role is to set up a presentation for you to view and comment on today. There are certain things that are not negotiable, like logos, style guides etc., and yes we have got a presentation for you today but by no means is it locked in. President Denise asked all present for their input at the end of the presentation. She stated that we would then also discuss costs and the funding of this project! We will also seek your approval on the costing

Social Media

Fiona advised we have a **Facebook** page (SKAL International Australia), **Twitter** (@skalaustralia), **LinkedIn** (SKAL International Australia) and advising to use #Skalaustralia to upload any photos taken over the weekend or at any of their Skål meetings then everyone can access those images.

Fiona talked thru the differences of each Facebook, Twitter, LinkedIn etc., with good interaction from the floor.



Bi-monthly e-newsletter please make sure you have your club submissions in by COB 25th of the previous month, maximum 300 words, images and/or attachments, we also do email blasts for special events.

Make sure your details are up to date with Spain to ensure you receive all communications.

Uniforms for Mexico - link on the website to purchase – short discussion.

Fiona's Power point presentation covered the following:

- Website –
- Social Media –
- Public relations –

Fiona advised the Skål National address would change on 28th February 2015 from skalaustralia.travel to skal.org.au

Reason - skalaustralia.travel is a very expensive Domain name to maintain whereas skal.org is less than half price!

Skål Logos have been updated to the correct standard i.e. 'shaded blue' not the block blue which is currently being used these will be forwarded to all clubs this afternoon.

Fiona went thru the costs of running the present website compared to the proposed new website which was more user friendly and cost effective.

The present website; any updates required can only be done by the website designer and the charges are high whereas the proposed new option, all updates can be done by ourselves at no extra cost.

Email addresses will change presently set up as airport codes.

New address will read for example presidentbrisbane@skal.org.au with Brisbane being written in full instead of shortened to "bne"

Fiona gave a thorough overview on the use of the proposed new website using a mock up Club and National web page and demonstrating general webpage administration for each club.

Fiona said the clubs could email her at any time with any queries they may have on the webpage or social media.

Good informative discussion with positive input and feedback.

President Denise asked if all delegates were in agreement to move forward with the new website.

All agreed to move forward with the new website.

Unanimous show of hands



Decision on costs –

President Denise went over the costs once again comparing the two options, making sure everyone was aware of the costs going forward, over a two-year period we will recoup our costs.

President Denise asked if everyone was comfortable with this?

All agreed.

President Denise stated that this would probably have to be reviewed again in 2016 even though Fiona has negotiated very well on the costs.

Fiona advised she could make the websites live in approximately 2 weeks time and once it is live she can still make changes. Clubs need to get back to Fiona if they have any changes. Meeting agreed to move with making the sites live as soon as practicable.

President Denise stated - as everyone was in agreement we would just like to get the website project finalised and asked for someone to move we go ahead with the new website.

Moved Ross Mclean – Brisbane

Seconded Sheena Matthews - Darwin

Unanimous Yes.

Fiona moved her report

Seconded Ross McLean - Brisbane

Club Reports continued.

Perth, Sunshine Coast, Sydney, Sydney North, Sydney South, Townsville, Whitsundays

Richard being the last club report for the day, on behalf of the clubs he thanked President Denise and the committee for the assembly today.

Club delegates all giving a short report on their club activities.

General Business

Robyn Maher advised Broome were doing a fundraiser in September for the FVF and suggested other clubs do the same and instead of sending the money individually to Spain a cheque could be presented at the World Congress.

Bernard advised Turkey do this, which gives quite a bit of impact on the day.

Moved Robyn Mayer – Broome

Seconded Sandy Hammond

One (1) against

Question from the floor regarding Incorporation – claiming membership costs etc.

Mexico City World Congress - at present Australia have 40 attending from 13 clubs, which equates to 20 votes.



Future SIA meeting schedule and key dates

Where noted below the Clubs have expressed an interest in hosting the National Assembly. Appointment is subject to the bid being approved by the National Committee, and does not exclude other Clubs from also submitting an expression of interest for the same event

- **14th October 2014**
Skål International Launceston - 25th anniversary
- **16th October 2014**
Skal International Brisbane – 50th anniversary
- **18th October 2014**
Skal International Cairns – 30th anniversary
- **25 - 30 October 2014**
Skal International World Congress - Mexico
- **27 – 29 March 2015**
SIA National Assembly/AGM – Broome
- **4 – 6 September 2015**
SIA National Assembly – Sunshine Coast *Approved in principal –costs to be confirmed*
- **18– 23 October 2015**
Skal international World Congress, Mombasa, Kenya
- **March 2016**
SIA National Assembly / AGM – Hobart *Subject to bid/approval*
- Melbourne *Subject to bid/approval*
- **August / September 2016**
SIA National Assembly – Adelaide *Subject to bid/approval*

In closing President Denise thanked everyone for attending and participating in good discussions with positive input and feedback during the course of the day She spoke to the future of Skal and stated the importance of Skal having the capacity to continue as an industry friendship group where networking continues to be paramount but Skal also needs to take on a commercial structure allowing it to be relevant in todays Tourism Industry Business world. She said if “Skal improves in all areas, success will follow!”

President Denise closed the meeting at 14:55.