



**91<sup>st</sup> Skål International Australia  
National Assembly  
Cable Beach Club Resort & Spa  
Cable Beach Road, Broome WA  
28 March 2015  
11:14**

**Opening & Welcome:** President Denise Scrafton opened the National Assembly at 11:14

Attendees and Apologies as recorded for the AGM.

**Confirmation of minutes of previous National Committee Meeting held Albany  
23<sup>rd</sup> August 2015**

Moved: Alfred Merse, Hobart

Seconded: Max Ellerman, Brisbane

**Business arising from previous minutes**

Kevin Collins President Albany Club advised the Albany Club had made a small profit from the National Assembly they hosted in August 2014.

**Correspondence & Administration:**

Letter addressed to President Denise from **Will Hodgman Premier of Tasmania, Minister for Tourism, Hospitality and Events, Minister for Sport and Recreation, Minister for Aboriginal Affairs** also an Honorary Skålleague supporting Hobart's bid to hold the 2016 AGM and National Assembly in Hobart.

General administration

**Project 20/20**

Russell Butler presented "Skål 2020 Project" with an overview of its objectives.

- What is Project 2020? - Future direction for Skål / objectives
- A very new committee only got going in February 2015 –
- A lot of work to be done in a very short time -
- Eight (8) portfolios / key elements – forward planning / set of objectives / future of Skål
- Come up with, the what - and the why!
- Report to the Executive Mid year meeting
- Will also report to the World Congress in Mombasa, October 2015
- Consider local; Think global; Act global
- Overall goal what makes Skål –
  - Relevant,
  - Exciting,
  - A trusted voice in travel and tourism by 20/20
- 2020 will be finished early next year - tight time frame.
- Tony Clegg-Butt spoke regarding the structure –
- Several comments from the floor, questions to be taken later in the meeting.



## Tourism Forum – Speaker Marilynne Paspaley AM

- ❖ Marilynne has been referred to as “daughter of Australia’s most famous pearling dynasty”, second-generation member of the Paspaley family, well known in Australia as the largest producer of South Sea Pearls.
- ❖ Marilynne was honoured with an Order Of Australia in 2008 for her contribution to the marketing and promotion of pearls and Australian designed jewellery.
- ❖ Marilynne is the founder and Managing Director of Pinctada Hotels and Resorts, so her focus has shifted from strings of pearls to a string of hotels. All her hotels are in the Kimberly region of northwest Australia and all are distinctive and individual.

They include:

- Pinctada Cable Beach, Broome’s award-winning five-star resort;
  - McAlpine House, Broome an intimate boutique escape
  - Captain Kennedy House, Broome, a century old five bedroom home
  - The Kimberley Grande, a 72-room homestead style Resort at Kununurra.
- ❖ Marilynne Paspaley AM is an Australian film and television actress and business woman of Greek descent, who is best known for her role in the television series G. P. as Dr. Tessa Korkidas

Marilyn gave a very interesting talk on how the Paspaley family (her father being a master pearler) started in the Pearling Business in Broome, and even though today Broome is known as a coastal, pearling and tourist town, it has an incredible mix of blood and culture and is full of talented, creative people, including a wealth of recognized indigenous artists however Broome was also a great cattle-farming area with a fascinating life style and that people live there by choice.

President Denise thanked Marilynne Paspaley for her delightful talk and inducted Marilynne into the Broome Club.

## Skål International Australia Industry PowerPoint presentation:

President Denise gave an informative overview going thru the presentation that had been put together (what Skål is all about and what Skål can bring to the table) to take to the industry, after it has been shown here today Bob Lunnon will be presenting it to the International Councillors Meeting in Haarlem. The presentation will be modified a little for the clubs to use in an endeavour to help with membership development and take to their local tourism industry associations.

- Moving Skål forward and being relevant to the future –
- President Denise, Bob Lunnon and Bernard Whewell had all meet with leading industry organizations (AFTA – ATEC) with the PowerPoint presentation, which had been well received and believe they were a little surprised at what we had to offer.



Bob Lunnon added he had spoken with Melinda Brown VP Sydney who works for Service Guilds Australia who does a lot of work in areas where there are no Skål Clubs, she sees this as wonderful tool to use in these areas to encourage membership and new Clubs.

Questions from the floor involving various discussions -

- Mark Abercromby asked for clarification on Trade Shows – for a minimal cost you can use the Skål booth at ITB, you have to make your own appointments – a great opportunity as trade shows are expensive to have your own booth.
- Membership Category discussion – Accommodation / B&B – minimum number of rooms required to be eligible for membership – presently the minimum is 6 rooms.

### **Tony Clegg-Butt**

Tony spoke of the work involved in preparing the bid for the congress

- Video will be shown at the Gala Dinner
- Went thru the process of attending the World Congress in Mombasa Kenya
- Security – Government fully involved – would not put any ones life at risk – going over the top with security
- Great airfare discounts - promo code required
- Visas on arrival \$50 US exact no change given
- Special Insurance AIG Kenya \$48 (10 days)
- Travel Advisory - British have advised they will grade downwards

### **President S.I. New Zealand – Tony Smith**

Overview and update of Skål International New Zealand

- 6 Clubs, 270 members covering a wide range of categories.
- Developing a Membership Development Fund along the lines of the Australian model.
- SINZ donated NZ \$560 to the Australian Emergency relief fund.
- FVF approved \$5.00 per member – maximum \$500 per club.
- S.I. Vice President Nigel goes up for President in Mombasa.
- 2016 SINZ AGM 8<sup>th</sup> April Queenstown date to be confirmed.

### **Club Corner – 4 x Club Presentations – Open Forum**

#### **Hobart**

Alfred Merse –

- Exchange Scholarship –  
Five (5) years ago the Hobart Club established a relationship with the Copenhagen Club, from there a student exchange scholarship was established.
  - It is based on the Rotary Clubs model.
  - The Club covers the transport costs to and from Copenhagen approximately \$5,000 per year.
  - Golf day covers the cost of the exchange programme
  - The fifth scholarship recipient has been selected.
  - All scholarship recipients are working in the travel and tourism industry.
- Governance –



In line with national policy, the club is now incorporated.  
The Club's Business Plan completed.

- Membership –  
Majority of members are small business operators.  
Have held membership around 75/80  
Getting high profile members involved in the club -
  - Delighted two prominent industry identities The Hon. Will Hodgman, Premier and Minister for Tourism, and Simon Currant, accepted the Club's invitation to become Honorary Members and joined the Mayor of Hobart who is already a club member.
- Finances –  
The club remains in a strong financial position, making a regular annual contribution of \$10 per member to Florimund Volkaert Fund. The club also donates to Vinnies.
- Sustainable Tourism  
The Clubs first sustainable tourism project aimed at maintaining and enhancing the attractiveness of the city have formed a partnership with Pennicott Wilderness Journeys to assist in cleaning up the Hobart waterways. Rob Pennicott has generously contributed one of his vessels and his own time to transport Skål members and guests to a beach in the Channel area to do a 'beach clean up'.

## Sunshine Coast

Joanne Skinner -

- The club was formed August 1995
- The National Assembly being held on the Sunshine Coast in September will mark 20 years for the club.
- Large geographical region therefore struggle with the geographical stretch for members
- Strong 30 member base at the present time
- 2010 Club of the Year Award was a real boost for the club and very proud of the achievement.
- Strong focus and working hard to remove the drinking culture!
- Relevant to local community/region perceived as adding value to members and their business, recognising and giving back to the community.
- Alternating lunches with dinners this year –
- We have concentrated on building a database and consistently sending invitations to the broader community to our functions.
- Good relationship with 'Underwater World' James Thomas GM, has been transferred to San Francisco however has introduced us to the GM taking on his role and encouraging him to become a member, which is good for the club.
- Kids charity at Christmas



## Gold Coast

Jackie Foggitt

- Situation analysis –  
The club was formed late 1980 receiving its Charter in November 1981, 34 years ago, and we still have four (4) of the Founding Members attending regular lunch meetings.
- From the outset the club has mainly promoted Inbound Tourism to the Gold Coast. Currently the club is mainly consultants, retired and semi-retired members, hence making it unattractive to younger members also making it difficult for networking opportunities.
- We are competing with many other clubs on the Gold Coast related to tourism the majority have breakfast meetings attracting very good guest speakers.
- Southern Gold Coast Club was formed last year it is a breakfast club, which suits some of our members. The majority of our members wish it to remain a luncheon club.
- Building Membership - would like to start a younger club within the Gold Coast Club made up of younger members of the tourism industry, this would be a breakfast meeting. Work in Progress.
- Within our Club we still have some very influential members in the Industry -
- Sponsorships - We have in the past worked with the local Universities – however we are now going to sponsor a 'Mentee' with an organization called 'Time' a non-profit organization, the advantage is they already have a sponsorship program together for mentoring which has been going for the past five (5) years. The Mentees are already working in the tourism industry in middle management, the ones we want to attract! (Jackie Foggitt has been a Mentor for the past 5 years).
- We held a Past Presidents Forum - all members now making an attempt to get the club back on track.

## Melbourne

Sandy Hammond

- Melbourne – a great Skål Club, living in an amazing city with fab venues for our lunches/events – so gives us a big start.
- A Committee totally dedicated to making sure our members are looked after.
- PR and Communications – Tony Geraghty puts together our Invites, Newsletters and Facebook – Big Job!! The invites include all other events for the year.
- We use the 'Try Booking' system for payment of lunches and membership fees – this system has saved the club a \$1000 in bank fees in just one year. Apart from the savings it also cuts the workload down for the Treasurer.
- Membership - current membership 88. We currently have several new prospects attending lunches.
- Young Skål – we are hoping to put together a Young Skål Development plan.
- Lunches/Events - 2015 promises to be a great year with plenty of variety for our members with each lunch being treated as an opportunity to encourage new members. One of the highlights will be the MCG lunch.



## Questions:

Capricornia – Spoke regarding sustainability –

Hobart - advised also in the process of forming a partnership with local government implementing a sustainable tourism project that is focused on Hobart as a tourism destination.

Kununurra - Membership Issues - difficult to get new members and to make meetings new and exciting when every one in town is technically in tourism however once the tourist season is finished the operators close and go on annual leave for three months.

Bunbury Margaret River – Small town - demographics of the region -one of the negatives for us is the name Skål need the word tourism.

Albany – demographics – a lot of small businesses - no 5 star businesses.

Darwin – Corporate sponsor, Southern Cross, have assisted with increasing the awareness of the Club in Darwin utilising the first \$10,000 of air time on Channel 7 - with a program put together by the club using club members. Feedback has been positive.

Sydney - request for National to run a campaign, we need a presence in tourism collateral –

President Denise made a suggestion that perhaps we form a sub-committee to get things moving and putting recommendations forward.

Nigel Pilkington made suggestions.

## National Assembly Presentations:

**Update from Sunshine Coast – 4 – 5 September 2015 – 92<sup>nd</sup> SIA National Assembly**  
Confirmed with a show of hands.

**Presentation from Hobart – SIA AGM and 93<sup>rd</sup> SIA National Assembly**  
Informative presentation suggested dates 13<sup>th</sup> and 14<sup>th</sup> March 2016 - (the week before Easter)

**Presentation from Melbourne – SIA AGM and 93<sup>rd</sup> SIA National Assembly**  
Informative presentation.

President Denise thanked all three (3) clubs for their presentations and asked the voting delegates to cast their vote for the March 2016 meeting, the results of which would be announced at the Gala Dinner.

In closing the meeting, President Denise thanked all for attending and the Broome Club for their organization.

**Meeting closed 15:30**





## 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

- **4 – 6 September 2015**  
SIA National Assembly – Sunshine Coast *Approved*
- **18 – 23 October 2015**  
Skål international World Congress, Mombasa, Kenya
- **March 2016**  
SIA AGM /National Assembly – Hobart *Subject to bid/approval*  
SIA AGM /National Assembly – Melbourne *Subject to bid/approval*
- **August / September 2016**  
SIA National Assembly – Adelaide *Subject to bid/approval*