

Events Industry Association



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2018 ACTIVITIES REPORT



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2018 Highlights

Police User Pays

Over 40 members attend a forum held at Gloucester park to discuss the new Police User Pays Legislation



The Westin

A fantastic networking event at the superb The Westin Perth.

A full house of members and event industry related businesses, were treated to an audience with the wonderful Louise Scott, Executive Director of Tourism Western Australia.



Fremantle Prison

The EIA Member in Focus event at Fremantle Prison was an outstanding success. With nearly 40 members being treated to an eerie tour of the prison, tucking into a delicious array of food, all while enjoying some great conversations and new friendships.



Jazz on a Summers Day

A well attended event hosted by Mellen events and JD's fast Foods



The vision for 2018 was to continue to position the EIA as the peak industry body representing and supporting people who build Western Australian events.

At the 2017 AGM the following members were elected to the Board –

- Daniel Ashton – Director, Gravity Group (Vice-President)
- Hugh Singe – Managing Director, Event Health Management (Vice-President)
- Darren Heath – Managing Director, Stage and Studio Productions
- Michael Scott – General Manager, RAC Arena (formerly Perth Arena)
- Graham Cole – Manager Marketing & Sales, Quality Press
- Kylie Dalton – Managing Director, Absolute Edge Media
- Jeff Georgiou – Managing Director, Mega Vision Sound and Lighting

with the following members returning for their second year as Board Members –

- Tony Williamson – General Manager, Operations & Hospitality, Gloucester Park (President)
- Sophie Parkes – Event Manager (Treasurer)
- Cassandra Brennan – Director, Monarch Events
- Jules Brashaw – Director & Event Manager, JD'S Fast Foods
- Shane Thompson – Director, The Entertainment Bank

Cassandra Brennan and Shane Thompson resigned their positions during the year and Freya Ayliffe was voted onto the Board by the sitting board in 2018.

A priority task was to raise the profile of the association with various sectors of the tourism industry. Many of the key groups were unaware of the changes within the Board structure and the ongoing plans to create a financially viable organisation that services the needs of our members.

Goals and Outcomes for 2018

Each Director agreed to undertake specific roles and the Board identified several Goals and Outcomes to be achieved during 2018. The Portfolios and individual responsibilities agreed to were –

- EXECUTIVE – President, both Vice-Presidents and Treasurer
- MEMBERSHIP – Shane with Daniel, Darren and Tony
- GOVERNANCE – Tony with Hugh, Sophie and Jules
- COMMUNICATION – Kylie with Jules, Shane, Graham and Michael
- FINANCE /REVENUE – Sophie with Tony, Jules, Jeff and Daniel

Membership Goals	Membership Outcomes
Aim to recruit 20 new members	17 new members joined – currently 81 Full member organisations
Networking & Professional Development Events	Conducted 5 well supported “Member in Focus” events
Use of e Newsletters	Refer Communications Outcomes
Advocacy and Political Strategy	Achieved Partnerships with Tourism WA, AHA (WA), PCB, ATEC and WAITOC.
Encourage operators to use EIA Members	Ongoing activity

Communication Goals	Communication Outcomes
Upgrade Website	Currently under rebuild
Produce newsletter & e News on regular basis	Distributed to over 800 industry recipients
Expand use of Social Media	Extensive use on ongoing basis
Establish greater presence in WA tourism industry	Achieved reciprocal membership status with PCB, ATEC, WAITOC and Destination Perth

Stakeholder Engagement	Stakeholder Achievements
Ensure compliance with Government Regulations and Procedures	Ongoing activity with monitoring systems in place
Offer advice and services to members conduit for FAQ	Responses from President, Executive Officer and Board to members on ongoing basis
Raise profile of Association within WA tourism industry	Formally acknowledged by Tourism WA as an Industry Partner. Contra Bronze Membership – Australian Hotels Association (WA). Working “partnerships” with WA Indigenous Tourism Operators Council and Australian Tourism Export Council, Perth Convention Bureau, Destination Perth and VenuesWest.
Be acknowledged as an industry resource	Received increased level of requests for input

These new partnerships have resulted in EIA receiving invitations to forums, participation in workshops and input into planning strategies.

In early August, President, Executive Officer and the inaugural EIA President, Peter Kay, initiated discussion to prepare a bid document for Western Australia to host the Annual Event Awards & Symposium. Bid partners were Tourism WA, Perth Convention Bureau, Optus Stadium and Tourism Council WA with a very impressive bid document submitted. As this paper is being prepared advice has been received that WA is on the “short list” and will be visited by the Event Owners to assess the suitability for Perth to host this prestigious event.

<i>Executive Officer Position</i>	<i>Executive Officer Activity</i>
Vacant Position Advertised	Highly respected tourism identity Ray Bird appointed in April
Principal Role and Tasks	Take Board meeting minutes, oversee emails, assist coordination of functions, manage membership database and update website content
Assist Board in providing advocacy with government at all levels	Arranged series of meetings with various agencies

BOARD of DIRECTORS

The Board comprises 12 members, seven of whom were elected at the 2017 AGM for a two-year period. During the year there were 2 resignations and together with the remaining three positions, there will be an election for five (5) Board members. Seeking re-election for a two-year term are –

- Tony Williamson – General Manager Operations & Hospitality – Gloucester Park
- Jules Brashaw – Company Manager /Event Coordinator - JD’s Fast Foods
- Freya Ayliffe – Consultant - EcoAcoustics (Freya was appointed to fill a vacant position during the year)

As membership of the Board is voluntary and Directors have their own businesses or work commitments, it is inevitable that some will find it necessary to relinquish their position. During the year, resignations were tendered by Cassandra Brennan, Sophie Parkes and Shane Thompson. Also, the Executive Officer, Janet Spellissy resigned.

2018 ANNUAL GENERAL MEETING

The 2018 AGM will be held on Wednesday 14th November at the RAC Arena commencing at 5.30pm. Notice of the Meeting and the associated papers will be distributed shortly. Voting members are asked to diarise the dates and to consider the matters outlined in the following paragraphs.

BOARD NOMINATION

Nomination for Board positions are open to any member of an EIA financial organisation – only one vote per company. Nomination Forms will be available from admin@eia.com.au from Wednesday 3rd October 2018 and are to be signed and seconded and returned to the Executive Officer no later than Wednesday 17th October 2018.

GOVERNANCE MATTERS

At the 2017 AGM a new Constitution was approved, however, there are a couple of sections that the Board consider need revisiting and changing. The following changes will be tabled for approval as part of the Annual General Meeting -

- Clause 44. Quorum for Board Meetings. Requires seven (7) members to constitute a quorum. On occasions this has been difficult to achieve, particularly with Board vacancies and absences due to work commitments. Recommended change: that five (5) members constitute a quorum.
- Clause 37. When membership of Board ceases. Sub-paragraph (e), where member fails to attend 3 consecutive Board meetings without notification of non-attendance. Recommend change: Delete the word “consecutive” and

replace with – 3 Board meetings or 70% of total meetings convened throughout the year.

BOARD MEMBER ATTENDANCE

To date there have been seven (7) Board meetings held, with attendance as follows –

<i>Board Member</i>	<i>Meetings attended</i>	<i>Apology</i>	<i>Notes</i>
Tony Williamson	7		
Daniel Ashton	5	2	
Hugh Singe	3	4	
Shane Thompson	2		Resigned May 18
Graham Cole	6	1	
Jules Brashaw	7		
Kylie Dalton	6	1	
Michael Scott	3	4	
Sophie Parkes	1	1	Resigned March 18
Darren Heath	7		
Freya Ayliffe	3	3	
Jeff Georgiou	4	3	
Cassandra Brennan	1	1	Resigned Feb 18

This report has been compiled to provide members with a quick summary of the achievements during 2018. It is hoped that members will consider nominating for the Board as we need to keep attracting people with new ideas, new approaches and above all an ongoing commitment to making the Events Industry Association even stronger.

Tony Williamson
President
01 October 2010

Ray Bird
Executive Officer
01 October 2018