



QUEENSLAND
Arboricultural
ASSOCIATION INC.

Annual General Meeting (AGM) Minutes

AGM – Date

Invited	All QAA current Executive Committee Members & All QAA Members
Minutes	Bec Dalton
Location	Online
Date & Time	Saturday 6 November @ 9.00 am

ITEMS

1. Opening and Welcome	BD
Time:	
Note Attendees: Henk Morgans (President), Eduard Noack-Lundberg (Vice President), Arna Love (Secretary), Dave Avery (Treasurer), Jamie Boston, Jan Paterson, Peter Bartek, Mona Bruckhoff, Simon Lonsdale, Tony Cockram, Jess Jennings (Business Manager), Bec Dalton (Business Manager), Tanya King (Marketing)	
Note Apologies: Dave Pennisi & Leo Soenario	

2. Confirmation of Minutes – AGM 2020	BD
<ol style="list-style-type: none"> 1. QAA’s growth opportunity during Covid to become an active association. Moving from a tree in senescence to become strong and rigorous. 2. Reviewed the Committee’s goal for developing an organic Business Plan moving towards completing a review of the Constitution. 3. Reviewed QAA’s new mission, values and maxim. 4. Results of the Membership Review, distinguishing membership categories and discounts and finding value add opportunities by introducing new benefits in the form of community events and webinars. 5. Determined the need to review the Sponsorship packages. 6. Reviewed the results of the Education Survey which highlighted popular topics. 7. We identified how we wanted to support each stakeholder group over the following 12 months: <ol style="list-style-type: none"> a. Students and New Businesses by providing more access to training and information from experienced members of the industry. b. For Contractors more workshops to support the delivery of quality services and improve overall industry standards. c. For Consultants find a new way to deliver a Report Writing Skills Workshop and other more specified educational opportunities. d. For Women investigate what you need to support your journey within the industry. e. For Sponsors by creating as many advertising and promotional opportunities as possible, working to connect you with members in new ways; and f. For the Industry we are trying to help us come together. 8. Financial report was presented dependent on the influence of Covid. Jewell Moore was appointed as auditor. 	
VOTE: 1st PETER BARTEK	VOTE: 2nd EDUARD NOAK-LUNDBERG & BILL WILCOCK

3. President’s Address	BW
<p>Good Morning, Everyone, thank you for being here today. Under the influence of Covid our industry has faced trying times, with lockdowns and restrictions. I am very proud of how we have responded as a community; we have stayed the course and are still here.</p> <p>QAA have been working on delivering the Membership and Sponsorship Strategies we discussed at AGM 2020. With these in mind, there are a few milestones I wanted to celebrate with you:</p> <ul style="list-style-type: none"> • We ran our very first community event, the Business Protection Zone in March, which featured a keynote presentation from Fitzpatrick Insurance and our Business Protection Zone Panel. The topic of discussion was how to protect your business and the response was incredible. We promise next time we will give you more time to interact with the speakers. • Moving into the climbing season we hosted 3 climbing events: the Practice Tree Climb (sponsored by Vermeer Australia), the QAA Freestyle Comp in Cairns (sponsored by Vermeer Australia) and the Queensland Tree Climbing Competition (sponsored by Husqvarna). All three events were popularly attended and went off without a hitch. Thank you to Jamie Boston and his team at Boston Tree Care, Eduard Noack-Lundberg, Henk Morgans and the Evergreen Crew, Leo Soenario, Dave Avery, and the rest of our Tree Climbing Sub Committee and, of course, our Volunteers. I also want to send a special shout out to Mike Dowling and Kaylee from Advanced Vegetation Management who provided invaluable assistance for the Cairns Freestyle Comp. Mark & Geraldine Boston, for donating their land, support, and assistance at the Tree Climbing Events. Without these teams these fabulous days would not have been successful. • We were very excited to release our first successful webinar this year, Fungal Diseases Impacting Trees with Liz Daan. The feedback was very supporting and positive. Thank you to our Education Sponsors, Husqvarna, and Vermeer Australia. 	

- For our second community event, we are hosting the QAA Community Day (sponsored by Vermeer Australia) at the Mt Gravatt Showgrounds next weekend. The event is designed to bring the community together to have fun and kick back with their families. Make sure you come along and enjoy the festivities.

The QAA is still undergoing a review process to grow and improve for the industry and our members. As part of this continuous growth, we are finding new and better ways to deliver on our promises.

Finally, I just wanted to say thank you for having me as your President for the last 2 years. I'm looking forward to what we can create in the future, and I will remain a dedicated member of the Executive Committee.

Please join me in welcoming our Business Manager's, who will provide you with an overview of what we have already achieved and where we are going next. I hereby appoint Bec Dalton and Jess Jennings as Chairpersons of this meeting.

Office Report

4. Office Welcome

JJ

Thanks Bill and Good Morning Everyone. I'm Jess Jennings and this is Bec Dalton, and we have had the pleasure of working together as the QAA Business Managers. Over the last 18 months we have been working hard to deliver multiple projects on behalf of our members and the community. Our aim today is to show you the benefits and added value we have created for members, sponsors, and the community as a whole.

Now that we have almost completed the reviews on the association's practices and running, we are moving on to bigger projects. The next 12 months will be dedicated to the following:

Reviewing the Approved Register to support the improvement of business and work practices. The aim is to affirm members of the approved register as a higher level of work quality and as a benchmark for other arborists to strive towards.

Secondly, we are working with the VET Industry Skills Advisor (Primary Industries) from QLD Farmers Federation to reduce the skills gap between studying arborists and the working needs of employers.

Lastly, we are endeavouring to address the lack of specified safety regulation. While the Commonwealth legislation applies to our industry's work practices there are no specific codes of practice that address the highly dangerous nature of your work. We are aiming to remedy this.

2022 marks our 30th Anniversary and is not far away. This is a perfect opportunity to reflect and make changes; to secure our scalability and sustainability for the next 30 years with you. We wanted to find new ways to create value add opportunities for our members and the community. Today we will be sharing with you how we have been making these improvements.

5. Financials – Jun 20 – Jul 21

BD & JJ

Income
\$137,923



Expenses
-\$153,217



Net Profit
-\$33,824

Financials

As per the Constitution we are required to provide an overview of our financial position in relation to assets, liabilities, mortgages, charges, and securities.

This report will focus on expenditure as well as assets and liabilities. We will not be providing a complete breakdown of each category, but we will be stating broad figures, % changes and associated explanations. A copy of the full report is available to members here today and later upon request.

Expenses

Our expenses can be categorised in terms of:

1. Professional services for legal and consulting support.
2. Operations, which are everything from insurance, to rent, salaries and marketing.
3. Accounting which includes our annual audit, professional fees and bank charges; and lastly
4. Events and workshops and all associated costs.

- In comparison to 2020 our professional services spend was significantly less, by approximately \$3,000. We did not require professional services for projects this year.
- Our operational expenses were higher with the introduction of Jess as the second Business Manager but only by 39%.
- There was also a decrease in the accounting category, by 45% which is attributed to not receiving all of our invoices for this period prior to the 1 July.
- We were excited to bring back events and workshops this year with the support of our new Event Sponsors, therefore our event and workshop expenditure is down by 55%.

Overall, our expenses for 2021 were 24% more than 2020 from \$153,217 to \$202,225.

Income

In terms of income, we wanted to take this opportunity to express our gratitude for the loyalty of our members and for their continuous support.

- Our membership income was slightly lower this year by 5% owing to a challenge with our current website. It has not been accurately notifying members when their memberships expire.
- Still struggling with attendance due to Covid and brand-new events which meant our event income was less. We knew this would be a challenge and are hoping that next year our new events will gain popularity and the fear of Covid shutdowns may be reduced.
- Our workshop income was relatively steady while managing the effects of Covid on presenters and attendees. A small 4% decrease, we are happy with this result.
- With the introduction of our new sponsorship model and as a result of the Approved Register growth our income from these two streams has almost doubled for both.
- We also saw a drastic spike in bookshop sales following the release of the MIS books.
- We continued to receive the Job Keeper subsidy.

Overall, our incoming payments increased by 17% despite the challenges we encountered from Covid this financial year. From \$118,774 to \$137,923.

Profit and Loss

In summation our total assets which comprises of cash on hand and revenue from events and workshops was approximately 6% less than 2020.

Our total liabilities, rent, trailer and equipment, is approximately 53% higher from 2020's \$15,220. This is owing to payables that were still to be made as of 30 June which included bills, GST, BAS, Super and PAYG.

Our Net Assets or Equity have shifted slightly despite the increase in liability. Less by 8% compared to 2020. However, we are still in a healthy position with a total \$406,943 in Net Assets.

Adoption of Financial Report/Auditor's Report (by ordinary resolution)

VOTE: 1st

BILL WILCOCK

VOTE: 2nd

DAVE AVERY

Appointment of the Auditor (by ordinary resolution)

We propose for the 2021/22 Financial year that Jewell Moore remain as our Financial Auditor.

VOTE: 1st

PHIL HACKETT

VOTE: 2nd

EDUARD NOCAK-LUNDBERG

6. Membership

JJ

At AGM 2020 we went through the details of the Membership Strategy and how we aimed to: identify value add opportunities, clarify membership categories, and improve the application process. Today I just want to provide you with an overview of the things we have improved for members in the last 12 months as a result of the Membership Strategy.

1. We established a new discount schedule with Fitzpatrick, securing the following discounts to better reflect the membership levels: 15% off insurance for Corporate and General members, 20% for Qualified Members and Approved Register and 25% for Lifetime members.
2. There was a need to separate qualified memberships from the other categories due to their experience and qualifications. Qual members and the approved register businesses are now the only members who can display the QAA logo. Which is individually branded.
3. To stop people inappropriately displaying or using the QAA logo, particularly if they are not current members, we introduced logo colours and Certificates of Membership. This way the colours change every 12 months and are displayed on the website so the public can easily see whose membership is up to date. Arborists can also present their Certificate to clients as proof of membership currency.
4. We wanted to encourage more students to participate in our activities, so we bumped their discount up to 30% for events and workshops.
5. Student members can stay at this level until they obtain the required 3 years' experience then they receive a free upgrade to a Qualified Membership.
6. General Members and Corporate Members now receive the same discount at 10%.
7. We are phasing out Corporate Memberships for arborist business. This is to make sure that all arborists receive the greatest possible discount to all events and workshops.
8. We introduced Community Events to give you more networking opportunities as requested. We wanted to create spaces where we can come together as a community and get to know each other. Together we are stronger, which will be crucial when tackling those big industry projects, we discussed at the beginning.
9. With the introduction of webinars, we can offer professional and personal education to a much wider audience than ever before.
10. We also introduced a new Freestyle climbing event that we can move around QLD to better connect with our regional community.

We were very excited to deliver these changes over this past year. But we didn't stop there, we wanted to enhance our Sponsors' experience while supporting the QAA and make events even more accessible.

7. Sponsorship & Events

JJ

We also undertook a sponsorship review with the aim of: increasing the give back to sponsors, making sponsorship more accessible, stop QAA losing money on running events and workshops and to better allocate sponsorship contributions in the budget.

We were proud of the solutions we found. We introduced event sponsors for each event we run and slightly reduced the cost of most sponsorship tiers. As a result, we welcomed new sponsors and gave our existing sponsors an opportunity to have a special day to themselves. For the very first time we were able to support 2 Industry Support Partners and multiple Education Sponsors. With our budgets for all events covered as well as a large proportion of education expenses, ticket prices for both are now significantly decreased. On top of that, member discounts still apply. Our hope is that attendance at events and workshops will grow as they are more affordable than ever.

We can now clearly identify where and how our sponsor contributions are allocated across our multiple budgets. We also have a growth strategy developed to allocate sponsorship contributions towards general operations.

8. Education Highlights

JJ

This was an exciting year for education and our subcommittee came up with some excellent subject ideas for us to pursue. This year saw us deliver:

- The first QAA webinar – Fungal Diseases Impacting Trees with Liz Daan. This was very well received by the attendees, and we learnt a few things. We used Microsoft Teams as our platform which limited the interaction our attendees could have with the presenter. Next time we will use a live stream or meeting function so that conversation can flow, and participants can become more involved.
- We also delivered the long-awaited Report Writing Skills Workshop which focused on strategies to take the information in your heads from your years of experience and turn them into a report that was easy for your reader to digest. The attendees were very enthusiastic and contributed to discussions which turned the day into a success. Next time we will set aside a full day of training to allow us more one on one time with students.
- Next year we will be trialling a hybrid workshop format that includes in class and online attendance. This way we can still offer education across the whole of QLD while benefiting from in class interaction and contributions.
- We will also be introducing special HR courses based on the recent survey we released. Things like understanding Modern Awards for staff and how to make the best recruitment decisions based on my team culture for employers and businesses.

Don't forget that we will be working with the VET Industry Skills Advisor (Primary Industries) from QLD Farmers Federation on improving the education delivery of the arborist qualifications. Aiming to reduce the skills gap between recent graduates and work requirements.

AGM Formalities

9. Stepping down of the Executive Committee

BD

We want to take this opportunity to thank all these individuals for their service and support. It is with their hard work that we have been able to deliver the Membership and Sponsorship Strategies, the Approved Register Review, and the fantastic new events. They have set the stage for what will be an exciting and interesting year ahead. On behalf of the Association, thank you for your time and effort.

We now formally request that the Executive Committee of 2020/21 please stand down from their current roles. Please be seated.

No Nominations from the floor

Election of Executive Committee

We have received electronic nominations prior to the AGM for each member of the new committee. We are requesting that the incoming Executive Committee for 2021/22 to please stand and formally accept their roles.

The following new committee members were unable to attend today and are stepping up remotely:

1. Jamie Boston
2. Arna Love
3. Jan Paterson
4. Dave Pennisi; and
5. Mona Bruckhoff

If there are no objections, we will now welcome the Executive Committee for 2021/22.

1. President – Henk Morgans from Brisbane
2. Vice President – Eduard Noack Lundberg from Brisbane
3. Secretary – Arna Love from Sunshine Coast
4. Treasurer – Dave Avery from Brisbane

And our Executive Committee Members:

5. Bill Wilcock from Brisbane
6. Jamie Boston from Brisbane
7. Jan Paterson from Brisbane
8. Dave Pennisi from Brisbane
9. Peter Bartek from Brisbane
10. Phil Hackett from Brisbane
11. Leo Soenario from Cairns; and
12. Mona Bruckhoff from Sunshine Coast

Thank you and welcome to our new executive committee. We are excited to see what next year will bring.

General Business

10. General Business – Open Floor	ALL
We have not received any submissions for General Business. As such we deem this section of the agenda closed.	

Close Meeting

11. Henk Morgans as new President	HM
<p>Thank you to everyone who joined us today. We are very excited to share with you our plans for the future and how we aim to be a vigorous and strong association for many years to come.</p> <p>My name is Henk Morgans, and I am the new QAA president. I am always interested in how things get started and progress to the point where they are today. If you haven't done so already check out the about us page on the website to find out our history. I love that our 29-year-old association began on a phone call with the words "Yeah, let's do it". Did you know that the reason the association was created back then was to encourage more young contractors to join the industry and keep them safe? We wanted them to feel like they were a part of something bigger.</p> <p>I am proud to say that over the last 18 months I have witnessed QAA moving towards our original purpose, which was to create a community where people feel connected and a part of something bigger. Over the length of my career in the tree industry I have witnessed the ups, downs, and struggles we have faced. Not just with Covid but as a community and an industry. We drew a line in the sand last year and apologised for our shortcomings as an Industry Association. I hope you can see from this presentation and our hard work over the last 12 months that we are actively improving and will continue to do so. Continuous improvement is always the goal.</p> <p>The next step is to help us help you. Join us at the new Community Events, get involved in workshops, join a subcommittee (you don't have to be on the Executive Committee to do that). We have some monstrous projects in the pipeline and we are going to need your help. We are stronger together and we will need this to realise WHS regulation, improved Education quality and a Modern Award for arborists.</p> <p>My goal as President is to support the Executive Committee and our Office Managers in delivering these big projects. As a team we will uphold the promises we made to members in the Membership Strategy. You can view version one of this on the website.</p> <p>That's all from me as President but make sure you keep an eye on our Facebook page and the website for new events and updates. We are looking forward to making fun new memories and long-lasting relationships with you all.</p> <p>In particular, join us on Saturday 13 November from 10am until 3pm at the Mt Gravatt Showgrounds for our Community Day. It's a gold coin donation per person and we will have live music, great food (for purchase), and free kids' activities including a jumping castle, laser tag and giant games. Don't miss out, come on down and join in the fun. Grab a snow cone and some fairy floss too.</p>	

Closure

12. Close Time Called	JJ
Time: 10.15 am	