



QUEENSLAND
Arboricultural
ASSOCIATION INC.

Annual General Meeting (AGM) Minutes

AGM – Tuesday 13 December 2022

Invited	Henk Morgans (President), Eduard Noack-Lundberg (Vice President), Arna Love (Secretary), Dave Avery (Treasurer), Bill Wilcock (Past President), Jamie Boston, Jan Paterson, Peter Bartek, Phil Hackett, Leo Soenario, Mona Bruckhoff, Bec Dalton (Business Manager), Tanya King (Marketing Manager) <i>and members of the Association</i>
Minutes	Bec Dalton
Location	Online - TEAMS
Date & Time	Tuesday 13 December @ 5.00 pm

ITEMS

1. Opening and Welcome	Bec Dalton/Henk Morgans
<p>Time: Meeting officially started at 5.12pm</p> <p>Housekeeping: Please keep your microphones on mute as they can cause disruption, meeting will be recorded for minute taking purposes only.</p> <p>Note Attendees: Henk Morgans (President), Arna Love (Secretary), Dave Avery (Treasurer), Jamie Boston, Jan Paterson, Mona Bruckhoff, Kyle O'Leary, Johnathan Hobbs, Steve Jackson</p> <p>Note Apologies: Andrew Rankine, Alice Rankine, Roger Rankine, Phil Hackett, Eduard Noack-Lundberg, Peter Bartek, Leo Soenario</p>	

2. Confirmation of Minutes – AGM 2021

Bec Dalton

Minutes of the previous AGM (for confirmation by ordinary resolution)

- Nearing completion of following reviews: Approved Register to support the improvement of business and work practices, Business Plan
- Ran the First Community Events – BPZ & Community Day
- Hosted 3 Tree Climbing Comps
- QAA still undergoing reviews for improvements
- Went through details of the Membership Strategy
- Went through details of Sponsorship Strategy

VOTE: 1st

Jamie Boston

VOTE: 2nd

Henk Morgans

3. President's Address

BW

I guess from my side, I feel like the last year is on the back of several hard years from the QAA. We've had our COVID and the ability to not travel far.

We also had what I would essentially call a new committee finding their feet. So, it took a little bit of effort to get the ball rolling, a little bit of time for us to establish what needed to happen and how to do that.

We shared what we could do and to achieve this, we had to flip things on its head and change the way that we were looking at sponsorship and dealing with sponsors. As they weren't sure what COVID was going to do and how that was going to look. We couldn't promise them the events that we normally could. So, we changed the whole set up and it seems to be that was what they wanted. But it was also good for the QAA and generating income and revenue.

We struggled this year with attendees to workshops and their commitment, I think that was basically due to several things, that everyone can agree on, that this year was super busy for our members in a practical sense of doing work. And they were much preferring to taking the work to not fall behind schedule as opposed to coming to some of these seminars/events. We also had unseasonable sort of weather formats that sort that saw us having days where people would miss days on end for the rain and then have to play catch up on that work.

So, that was all a bit of a problem, but we seem to have struck a high ground now where we're starting to get traction back with members engagement. Also, new members coming on board.

So, from my side, we've had some dramas and some problems. We had some large expenses with trying to establish things with using other staff and other situations to employ people which cost the QAA a bit of money, but we got a great result.

We are nervous about financials, and we're being careful about the spending, so we'll have to look heavily at that for next year or this coming year.

Financials

4. Presentation of Financial Report/Auditor's Report

Bec Dalton

Income
\$193,906



Expenses
-\$411,945



Net Profit
-\$217,846

INCOME

- Bookshop (↑ 38.46%)
- Event Income (↑ 505.63%)
- Insurance Income (↑ 12.71%)
- Membership Income (↓ 7.38%)
- Approved Register Income (↑ 4.86%)
- Sponsorship Income (↑ 101.66%)
- Workshop Fees (↑ 33.18%)

EXPENSES

- Accounting Fees (↑ 258.96%)
- Audit fees (↑ 40%)
- Bank charges (↓ 24.54%)
- Bookshop purchases (↑ 44%)
- Catering (↑ 202.37%)
- Competitions
- Depreciation (↑ 1.07%)
- Employee costs (↑ 90.74%)
- Entertainment
- Equipment hire (↑ 8.13%)
- Equipment purchases (↑ 1703.91%)
- Gifts & donations (↑ 541.03%)
- Insurance (↑ 34.15%)
- Internet (↓ 33.377%)
- Legal expense (↑ 13.73%)
- Marketing & media (↑ 90.23%)
- Merch & event clothing (↑ 152.92%)
- Office equipment
- Operational expenses (↓ 2.35%)
- Postage (↑ 214.255%)
- Printing and stationery (↑ 30.69%)
- Recruitment costs
- Rent (↓ 66.67%)
- Repairs and maintenance
- Security
- Software expenses (↑ 1.42%)
- Sponsorship expenses
- Staff welfare
- Stamp duty (↑ 456.25%)
- Superannuation (↑ 84.45%)
- Telephone (↑ 6.27%)
- Training (↑ 476.30%)
- Travel - local (↑ 127.10%)
- Travel - overseas
- Trophies & prizes (↑ 1040.33%)
- Uniforms (↓ 88.80%)
- Venue hire (↑ 1119.37%)
- Website development & maintenance
- Workcover

THINGS TO NOTE

- Catering increase from workshops
 - we had to hold TRAQ at another facility due to DAF being unavailable, therefore it drove up the Catering for the year
- Employee Costs Increase
 - 3 employees. Identified, not viable at this stage for 2 Business Managers. Jess resigned at end of Fin. Year.
- Entertainment costs relate to Community Day
- Equipment Costs relate to the updating of Climbing Equipment for the QAA Trailer
- Merchandise saw an increase due to the purchase of Sponsorship Bags
- Trophies & Prizes were increased due to Prize money offerings at the Cairns Freestyle Comp
- Training Providers had a larger increase due to the number of training events held: TRAQ & MIS Workshops
- Venue Hire also increased due to availability at DAF

Note from Accountant/Auditor:

We have identified certain matters of governance interest during our audit. The matters identified were not uncovered during any special review, but rather during our normal audit procedures. Therefore, not all control issues may be included in this report.

Our report has been prepared in terms of our obligations under Australian Auditing Standards – ASA260 - Communication of Audit Matters.

Matters identified by us have been summarised as follows that have arisen during the 2022 Audit:

- Leave Policy – Queensland Arboricultural Association Inc is required to review its leave policy and ensure that staff take leave at a mutually agreed time for both employer and employee to prevent the leave balances from reaching high levels. As the amount of leave pay was material, an adjustment of \$ 21,652 was processed on 30 June 2022.
- Budget 2023 – A formal plan is required for the 2023 year in the form of a budget to place focus and review on revenues and expenses, to positively influence the profitability of the Association in the future. We recognise that 2022 was a challenging year from an expense point of view.

As part of our audit responsibility, we request that the committee advises us, in writing, how they plan to address the governance issues raised in this report.

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

Bec Dalton

Can we please have a motion of first & second to accept the Financial & Auditor's Report for the 2021/2022 period

VOTE 1st

Jamie Boston

VOTE 2nd

Jan Paterson

6. Appointment of the Auditor (by ordinary resolution)

Bec Dalton

- Proposed Auditor: Jewell Moore

We propose for the 2022/2023 Financial year the Jewell Moore remain as our Financial Auditor

Can we please have a motion of first & second to accept the continuation of Jewell Moore as Appointed Auditor

VOTE 1st

Jamie Boston

VOTE 2nd

Henk Morgans

Membership

7. Membership

Bec Dalton

QAA currently has **301 Individual Members**

This **includes** the Corporate Memberships
We have **24 Corporate Memberships**

We are showing at a 6.59% decrease from 2021 in terms of money received from Memberships

2021 = \$35,790.58

2022 = \$33,578.76

There will be a larger push from the office in the coming months to reinstate some members who have lapsed as well as a campaign to recruit new members.




Events & Sponsorship

8. Events & Sponsorship	Bec Dalton
<p>Sponsorship</p> <p>With the roll out of the new sponsorship packages, we saw an 67.40% increase of Sponsorship money received for the 2021/2022 period. 2021 = \$36,681.82 2022 = \$73,972.71</p> <p>Events</p> <p>Community Day – Held at the Mt Gravatt Showgrounds. This was the QAA's give back to the members (sponsored by Vermeer) as a thank you for their support, as well as offering the chance to re-connect with industry peers after so many long months with Covid restrictions.</p> <p>IPZ - In this year we ran out second of the Networking Events in April Industry Protection Zone (IPZ). We had a panel discussion around all things Industry related. We were lucky enough to have Guest Panellist: Rod Morris from Queensland Farmers Federation I attendance to discuss the current skills gap challenge. Thank you to those who attended, it was a great discussion.</p> <p>Whilst we have had some hit and misses with the Events, we will continue to offer these networking opportunities.</p> <p style="text-align: center;">Events (this includes Tree Climbing Comps) for the 2021/2022 period saw a net loss of \$10,629.61</p>	

Education

9. Education Highlights	Bec Dalton
<p>We are working to deliver more Training & Education to our members. This year saw the following workshops:</p> <ul style="list-style-type: none"> Tree Climbing Workshop Report Writing Skills Pest Disease & Damage Basic Tree Rigging Tree ID <p style="text-align: center;">These workshops saw a net loss of \$3,182.40</p>	

Marketing

10. Marketing Numbers	Tanya King						
<p>Social media saw increases across key metrics on all platforms*</p> <p>Content across all platforms was organic and did not include any paid promotion/posts</p> <table border="1" data-bbox="108 1821 1428 1989"> <tr> <td data-bbox="108 1821 252 1989">  </td> <td data-bbox="252 1821 485 1989"> Page Likes 2,609 ↑ 8.53% </td> <td data-bbox="485 1821 716 1989"> Followers 3,073 ↑ 9.52% </td> <td data-bbox="716 1821 949 1989"> Reach 104,319 ↑ 18.66% </td> <td data-bbox="949 1821 1182 1989"> Reactions 2,427 ↑ 21.90% </td> <td data-bbox="1182 1821 1428 1989"> Link clicks 3,112 ↑ 216.58% </td> </tr> </table>			Page Likes 2,609 ↑ 8.53%	Followers 3,073 ↑ 9.52%	Reach 104,319 ↑ 18.66%	Reactions 2,427 ↑ 21.90%	Link clicks 3,112 ↑ 216.58%
	Page Likes 2,609 ↑ 8.53%	Followers 3,073 ↑ 9.52%	Reach 104,319 ↑ 18.66%	Reactions 2,427 ↑ 21.90%	Link clicks 3,112 ↑ 216.58%		



Followers	Reach	Reactions
793 ↑ 17.48%	47,507 ↑ 34.21%	2,677 ↑ 44.23%

* Stats are based on Year-on-Year change from 1 January to 30 November



Followers	Page views	Impressions	Link clicks
40 ↑ 1,233.33%	95 ↑ 427.78%	1,578 ↑ 1,478%	61 ↑ 2,950%

A new LinkedIn page was set up in October 2021 due to technical issues with the previous version. These figures essentially represent growth in 2022.



Subscribers	Total views	Impressions	Click Through Rate
304 ↑ 100%	42,600 ↑ 35.24%	422,400 ↑ 20.79%	7.2% ↑ 30.91%



Emails sent	Average Open Rate	Average Click Rate
39 ↓ 23.53%	35.44% ↑ 30.06%	3.02% ↑ 6.98%



Total users	New users	Sessions	Page views	Exit Rate
13,439 ↑ 12.52%	13,392 ↑ 12.76%	18,251 ↑ 10.68%	48,500 ↑ 25.40%	37.63% ↑ -11.75%

Executive Committee

1. Stepping Down and Election of Executive Committee

Bec Dalton

Management Committee 2021-2022:

Committee Position	Person Name
President	Henk Morgans
Vice President	Eduard Noack-Lundberg
Secretary	Arna Love
Treasurer	Dave Avery
Past President	Bill Wilcock
Committee Members	Jamie Boston Jan Paterson Phil Hackett Leo Soenario Mona Bruckhoff Peter Bartek

An extensive thank you to all these individuals for their service and support. Each one of them has been an integral part of the continuing success of the QAA. On behalf of the Association, thank you for your time and effort.

Election of the Executive Committee:

We have received electronic nominations prior to the AGM for members of the new Committee. Are there any nominations from the floor?

If there are no objections, please **welcome your 2022/2023 Executive Committee members:**

Committee Position	Person Name
President	Henk Morgans
Vice President	Jamie Boston
Secretary	Arna Love
Treasurer	Kyle O'Leary
Past President	Bill Wilcock
Committee Members	Jan Paterson Leo Soenario Peter Bartek Dave Avery Steve Jackson

General Business - Q & A

11. General Business/Q & A– Open Floor

ALL

We open the floor to any General Business that may need to be raised.

Johnathan Hobbs: Would like to see the Board of Trustees resurrected as he feels it could be useful as it gives direct contact to Past Presidents. Set it in to the Constitution also, which will need to be updated. Past presidents could move on to and then provide their knowledge to new presidents as well, a succession plan.

Henk Morgans:

- Moving forward, a better hand over from the past president would be great, as it took Henk a good 6 months to find his feet.
- The setup of Sub-Committees will also be pushed more in 2023 as these are a great way to get projects done without the lengthy Committee Meetings.

This will be followed up with Johnathan and the new Executive Committee next year.

Closure

12. Final President Address

Henk Morgans

We all understand that this is voluntary, and time seems to be even more scarce these days than it ever has been. I think the current committee has done quite well to modernise the way we hold the meetings, trying to value our committee members time as a precious resource.

It's great to see there's old faces coming back, but also faces staying and supporting, so thank you. It is now time to have a break and some downtime and hopefully we will have some creative juices flowing and some great ideas ready to go for the start of 2023.

Thank you so much for all your time, the effort, and the support.

Time of Meeting called to an end:

5.54pm