



QUEENSLAND
Arboricultural
ASSOCIATION INC.

Annual General Meeting (AGM) Minutes

AGM – Saturday 11 November 2023

Invited	All QAA current Executive Committee Members & All QAA Members
Minutes	Bec Dalton
Location	26-40 Delancey Street, Cleveland QLD 4163
Date & Time	Saturday 11 November 2023 @ 9.00am

ITEMS

1. Opening and Welcome	BD
Time: 9.30am	
Note Attendees: Kyle O’Leary (Treasurer), Jan Paterson, Peter Bartek, Steve Jackson, Sam Taylor, Sascha Seifritz, Justin Newman, Glenn Dalton, Craig Reid, Bec Dalton (Business Manager), Tanya King (Marketing)	
Note Apologies: Henk Morgans (President), Jamie Boston (Vice President), Arna Love (Secretary), Leo Soenario, Adam Tom	

2. Confirmation of Minutes – AGM 2022		BD
<ul style="list-style-type: none"> • Increase of Sponsorship: The newly designed packages saw a 67.40% increase in sponsorship money coming in. • Community Events: <ul style="list-style-type: none"> ○ Industry Protection Zone (IPZ) ○ Community Day • Hosted 5 Workshops: <ul style="list-style-type: none"> ○ Tree Climbing ○ Report Writing ○ Pest Disease & Damage ○ Basic Tree Rigging ○ Tree ID • QAA unfortunately delivered a large financial loss in year ending 30 June 2022 		
VOTE: 1st Steve Jackson	VOTE: 2nd Peter Bartek	

3. President’s Address	HM Via Video
<p>As we meet here today for our AGM, it's a time to reflect on the year that was, to celebrate our achievements, and to look forward to the exciting prospects that lie ahead. The Queensland Arboricultural Association (QAA) has had a remarkable year, filled with events, workshops, and, most importantly, a strong sense of community and shared passion for arboriculture.</p> <p>We began the new financial year in July 2022, when we kicked off our new sponsorship year. We are immensely grateful for the unwavering support of our legacy sponsors who once again joined hands with us for 2022/23.</p> <p>These include industry stalwarts like Fitzpatrick & Co Insurance Brokers and Vermeer Australia, who continue to be our Industry Support Partners. Our Education Sponsors, Husqvarna and Vermeer Australia, who also returned to support our educational endeavours. Gold Sponsors, Bandit Tree Equipment, Husqvarna, and Powerclear, have been instrumental in our success, as have our Silver Sponsors, ETS Vegetation Management, Treescape, and Arb Supplies. And let's not forget our dedicated Bronze Sponsors: Boston Tree Care, Mooncog, Evergreen Tree Care, and Advanced Vegetation Management.</p> <p>In July, we headed to Cairns for a weekend filled with knowledge sharing, climbing challenges, and camaraderie at our Freestyle Climbing Competition. The event included a Competition Climbing Techniques Workshop and the exhilarating Freestyle Climbing Competition itself. After a series of challenging rounds, we crowned Stefano Gentilozzi as our overall winner, with Jess Hamer and Nathaniel Van Pelt (FNQ Winner) receiving the Spirit of the Competition awards. We couldn't have made this event possible without the generous support of our Event Sponsor Vermeer, as well as trade sponsorship from Inspiration Trees, Makita, Tree Arrangements, and Teufelberger, along with special thanks to Advanced Vegetation Management, Cairns Jockey Club, Century Cranes, Global Hire and Services, and Mark and Geraldine Boston (who travelled all the way to Cairns and back carrying the QAA Trailer).</p> <p>In September, we hosted an open conference call, which provided a platform for both our members and non-members to voice their opinions, ask questions, and share feedback about our association and the industry. It was an excellent opportunity for the community to come together, share insights, and drive positive change.</p> <p>Our engagement with Safe Work Australia continued as we provided feedback on their guide to managing the risks of tree trimming and removal work. This collaborative effort with other arboricultural associations across Australia was pivotal in addressing the challenges posed by the proposed legislation, particularly the introduction of a two independent-anchor-point setup for climbing.</p>	

The Queensland Tree Climbing Championship (QTCC) in November was a spectacular event held at Colmslie Beach Reserve. We were fortunate to have the International Tree Climbing Champion, Barton Allen-Hall, join us for an exhibition climb. Congratulations are in order for Jamie Boston and Jess Hamer, who emerged as our 2022 QTCC Champions.

Our heartfelt appreciation goes out to our sponsors, especially Husqvarna, who played a significant role in making the event extraordinary through lower ticket prices and by providing awesome prizes for the winners. We also extend our gratitude to Arbor Industrial, Arb Supplies, Inspiration Trees, PowerClear, and Reecoil, along with the incredible volunteers who dedicated their time and effort to ensure the competition's success.

November 2022 marked a special milestone for us as we celebrated the Queensland Arboricultural Association's 30 Year Gala Dinner. It was an unforgettable night of celebrations, dinner, and dancing. We took this opportunity to present awards to individuals and businesses making a remarkable difference in the arboriculture industry. Your participation, nominations, and votes were heartening, with nearly 5000 votes cast across the award categories.

We extend our congratulations to the award winners, including the Apprentice of the Year (Tee Boston), Mentor of the Year (Jamie Boston), Best Picture award recipient (Scott Crane), Industry Innovation award recipient (Enviro Trees), Sustainable Practices award recipient (PowerClear), and our newest Lifetime Member (Alice Rankine).

Our commitment to education and knowledge sharing was evident in our Tree Protection on Development Sites (TPDS) workshop in February. Mark Hartley from The Arborist Network enriched our understanding of the AS 4970-2009 Standard and its practical application in the field. We delved into vital topics like tree roots, tree resilience, and the benefits of using green mulch.

In March, we continued our educational journey with QTRA training, a sold-out class led by Mark Hartley. The positive feedback received highlights the value of these workshops in enhancing our industry knowledge and skills.

Our involvement in shaping the future of our industry is an ongoing commitment. When approached to provide feedback on the draft profile for arboriculture workers within the Australian Skills Classification, we seized the opportunity to ensure that the new classification accurately represents our industry's needs and challenges. For the latest release published, head to the ANZSCO page or contact the QAA office for more information.

In March, we hosted the QAA Amateur Open, sponsored by Husqvarna, where 35 climbers took to the trees. Notably, 22 of these climbers were amateurs, underlining the growth and enthusiasm within our community.

Our profound thanks go to all participants and the dedicated volunteers who contributed to the event's success. Congratulations to the winners and special prize recipients.

The Asia Pacific Tree Climbing Championship (APTCC) held in Singapore in April saw six outstanding climbers, Jamie Boston, Jess Hamer, Terry Boston, Shay Williams, Seb McDonald, and James Morris represent the QAA. Our very own Jamie Boston emerged as the champion, and we couldn't be prouder.

Bryan Gould's ARB101 workshops have been instrumental in expanding our knowledge base. His informative workshops on tree assessment and risk assessment garnered positive feedback, emphasizing the role of continuous learning and development in our industry.

As we look ahead, our calendar for the remainder of this financial year and beyond is brimming with exciting workshops and events. We are dedicated to providing support and guidance to the arborist industry and our members, and we hope to see you at these future events.

I also want to express my gratitude to the dedicated members of the Executive Committee who have been invaluable partners on this journey. Together, we've streamlined operations, tidied up, and crafted plans for the future. I eagerly anticipate what more we can achieve in the years to come.

In conclusion, I am excited about the future and the endless opportunities it holds for our association. Thank you for your support and commitment to the QAA. Together, we will continue to reach new heights and make a positive impact on our industry. Thank you

Adoption of the Financial Report

4. Adoption of Financial Report/Auditor's Report (by ordinary resolution)		BD
<ul style="list-style-type: none"> • Bookshop • Event Income • Insurance Income • Membership Income • Approved Register Income • Sponsorship Income • Workshop Fees 	<ul style="list-style-type: none"> • Accounting Fees • Audit fees • Bank charges • Bookshop purchases • Catering • Competitions • Depreciation • Employee costs • Entertainment • Equipment hire • Equipment purchases • Insurance • Internet • Legal expense • Marketing & media • Merchandise & event clothing • Motor Vehicle Expenses • Postage • Printing and stationery • Repairs and maintenance • Security • Software expenses • Sponsorship expenses • Stamp duty • Superannuation • Telephone • Training • Travel - local • Travel - overseas • Trophies & prizes • Venue hire • Website development & maintenance • Workcover 	<p>THINGS TO NOTE</p>
<p>VOTE: 1st Kyle O'Leary</p>		<p>VOTE: 2nd Jan Paterson</p>

5. Appointment of the Auditor (by ordinary resolution)

BD

Does the membership agree to use the Services of Jewell Moore for the 2023-24 Financial Year?

- Jan Paterson asked what the accountants fees were for the year. Will they increase? Bec D stated fees were around the \$3,000 - \$4,000 mark. If there is an increase it will only be slightly. Bec will request a breakdown from the accountant for the next 12 months.
- Steve Jackson requested an investigation on the bank account figures. Bec D to investigate and advise.
- It was requested that Jan Paterson be the new signatory on the Accounts for the BOQ banking.

Quorum: decision made by unanimous vote from all in attendance.

Action & Discussion Items

- Follow up accountant for fee schedule for the next 12 months.
- Investigate the bank account figures to report back to the members on the difference.

6. Membership

BD

Membership figures are as follows:

QAA MEMBERSHIPS	2022-23	2021-22	YoY Growth
Corporate 1-5	14	19	-26%
Corporate 6-10	1	2	-50%
Corporate 10+	0	1	-100%
Qualified Members	80	101	-21%
General Members	37	34	9%
Student	1	6	-83%
TOTAL MEMBERSHIPS	133	163	-18%
INDIVIDUAL MEMBERSHIPS	198	276	-28%
TOTAL INCOME (excl. GST)	\$29,075.83	\$33,401.49	-0.13%

APPROVED REGISTERS	2022-23	2021-22	YoY Growth
Approved Consultants	19	18	6%
Approved Contractors	25	29	-14%
TOTAL MEMBERSHIPS	44	47	-6%

Action & Discussion Items

- Follow up why the big change in Membership numbers, why are we not retaining members? Bec D noted that the outdated membership portal is creating issues with following up. Steve Jackson asked why we could not revert to a spreadsheet, unfortunately the association does not have the time or resources to revert back to this method. It will need to be discussed with the new committee moving forward of purchasing a new membership platform, which will cost over \$15,000 to roll out via the platform Membes.

Sponsorship, Events, Education & Marketing

7. Sponsors

BD

Thank you to our sponsors.

- A massive thank you goes out to the Sponsors of the 2022-23 period. Without them we could not have progressed this far. Thank you.

Industry Support Partners



Education Sponsor



Gold Sponsors



Silver Sponsors



Bronze Sponsors



- We have seen a 31.5% Increase in Sponsorship money for the 2022-23.



Action & Discussion Items

N/A

8. Events	BD
Events QAA held for the 2022-23. <ul style="list-style-type: none"> ○ Cairns Freestyle Comp ○ Open Conference Call ○ QTCC ○ 30 Year Gala Dinner ○ Amateur Open 	
Action & Discussion Items N/A	

9. Education	BD
Events QAA held for the 2022-23. <ul style="list-style-type: none"> ○ Tree Protection on Development Sites ○ QTRA ○ Tree Assessment ○ Tree Risk Assessment 	
Action & Discussion Items N/A	

10. Marketing	TK
What has been done in 2022-23? <ul style="list-style-type: none"> ● 15 targeted campaigns ● 400+ social media posts (Facebook, Instagram, LinkedIn, YouTube) ● 30 emails sent. ● 4 school-related visits ● All sponsor benefits delivered as per packages. ● Website overhaul 	

Marketing - Digital Snapshot

- Content across all platforms was organic and did not include any paid promotion/posts



Page likes	Reach	Engagement	Reactions	Shares
2,714 ↑ 4.02%	117,386 ↑ 7.89%	13,547 ↑ 32.02%	3,445 ↑ 37.25%	274 ↑ 106.02%



Followers	Reach	Reactions	Comments
1,320 ↑ 66.46%	69,241 ↑ 38.50%	4,940 ↑ 76.49%	92 ↑ 55.93%

**Stats are based on 1 January - 30 October 2023 v Jan - Dec 2022*



Followers	Page views	Impressions	Clicks	Engagement rate
271 ↑ 577.50%	197 ↑ 107.37%	2,966 ↑ 87.96%	265 ↑ 334.43%	14.38% ↑ 225.09%



Followers	Number of views	Impressions	Click through rate (CTR)
307 ↑ 1.32%	1,790 ↓ 95.79%	16,621 ↓ 96.06%	5.76 ↓ 16.52%

**Stats are based on 1 January - 30 October 2023 v Jan - Dec 2022*



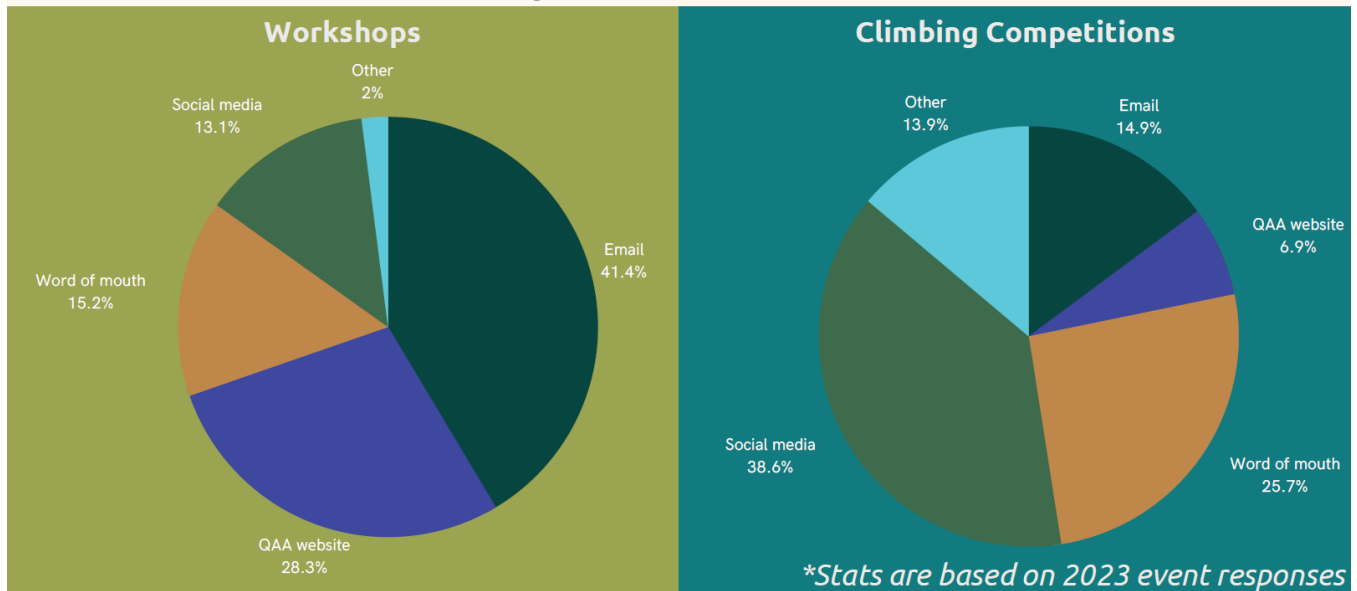
Emails sent	Average open rate	Average click rate
30 ↓ 28.57%	40.43% ↑ 14.08%	3.02% ↑ 0.14%



Total users	New users	Sessions	Page views	Average time on page	Bounce rate
12,740 ↓ 14.77%	12,138 ↓ 12.96%	16,635 ↓ 12.92%	43,700 ↓ 13.55%	1:37 ↑ 1.07%	58% ↓ -5.45%

**Stats are based on 1 January - 30 October 2023 v Jan - Dec 2022*

How did you hear about this event?



Action & Discussion Items

- It was requested by those in attendance that we clarify the data and analytics in the social media channels. A report will be prepared and added to these minutes.

11. Stepping Down and Election of the Executive Committee

BD

We deeply appreciate these individuals for their vital contributions to QAA's ongoing success. Thank you for your dedication.

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

Election of the new Committee

- A recess was requested by members to confer.
- Voting forms were accepted from the floor as well as the previously supplied nominations and proxy forms. It was noted that the constitution stated only previously supplied forms and nominations from the floor can be accepted.
- A unanimous vote for President: Jamie Boston
- Split vote between Steve Jackson & Kyle O'Leary, led to a vote from the floor. As per the constitution members were given the option to show of hands or secret ballot, show of hands were opted. Result: Steve Jackson 0 votes, Kyle O'Leary 6 votes.
- It was requested we combine the Treasurer and Secretary Role. Jan Paterson nominated for both, Steve Jackson nominated for Treasurer only. Floor vote = Jan Paterson 5 votes, Steve Jackson 0 votes. Steve was offered to nominate himself for Secretary if he wanted. Steve declined this.
- Jan Paterson, Secretary/Treasurer
- Executive Committee: Glenn Dalton
- All paperwork is on file should there be any question on the votes, there were 3 x proxy votes sent through prior to the meeting.

Executive Committee for 2023-24

Committee Position	Name
President	Jamie Boston
Vice President	Kyle O'Leary
Secretary/Treasurer	Jan Paterson
Executive Committee	Glenn Dalton

It has been voted that the following people will become Bank Signatories and authorised to complete all banking & internet banking. Rebecca Dalton will continue to hold the business visa debit card attached to Account Number: 22601860.

- Rebecca Dalton (CAN 50383161)
- Jan Paterson (CAN: 51044471)
- Jamie Boston (CAN: TBC)

Instructions for the Bank:

Following bank accounts to have these changes applied:

This includes bank signatory & internet banking access for banking approvals.

- EBA Account: BSB: 124-054 / Account No.: **22601860**
- Bus WebS: BSB: 124-054 / Account No.: **22603767**
- Bus WebS: BSB: 124-054 / Account No.: **22609645**

- **Remove** Jessica Jennings & Henk Morgans
- **Replace** with
 - Rebecca Dalton (CAN 50383161)
 - Jan Paterson (CAN: 51044471)
 - Jamie Boston (CAN: TBC)

Rebecca Dalton will continue to hold the business visa debit card attached to Account Number: 22601860.

This set up can be altered at any time by the committee and will be noted in the minutes of that meeting for any changes to occur.

Vote: Unanimous

General Business

12. General Business	ALL
Peter Bartek - Workshop ideas: <ul style="list-style-type: none">• Creation of habitats and why they are important.• Comprehensive tree planting and maintenance. (How to choose the correct root stock, proper planting techniques, maintenance program for at least 12months after planting) Steve Jackson <ul style="list-style-type: none">• A general overview and maybe changes for the QAA.	
Action & Discussion Items <ul style="list-style-type: none">• The workshop ideas will be tabled at the next Executive Meeting and added to the requests for workshops to be developed.• Steve Jackson opted to not present his General Business.	

Closure

13. Close Time Called	ALL
Thank you for your attendance. As the new President was not present, the meeting was closed by Bec Dalton at 11.23am	