



# ANNUAL GENERAL MEETING REPORT July 2020- June 2021



***Connecting Tourism Professionals Worldwide***

**THANK YOU TO OUR  
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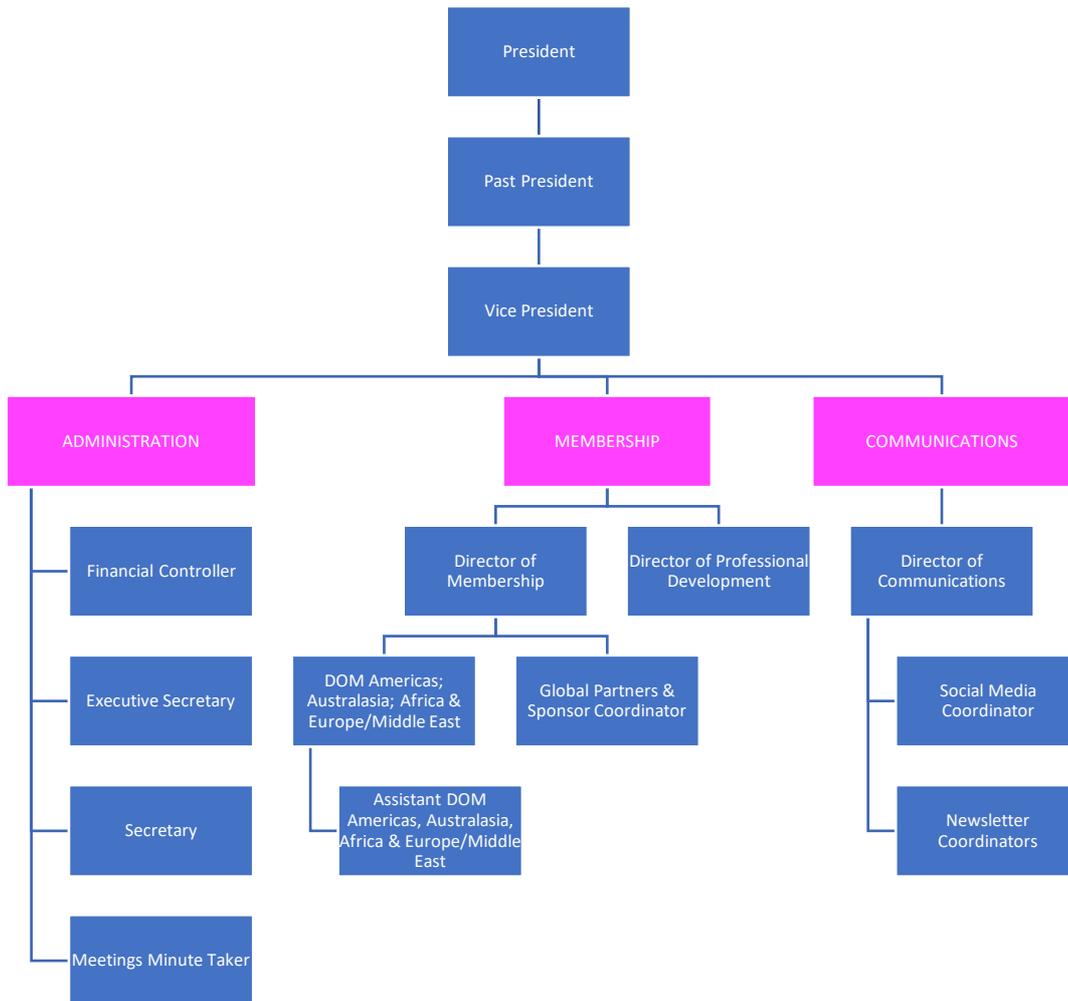


# TABLE OF CONTENTS

WITIA ORGANISATIONAL CHART .....	4
WITIA OBJECTIVES .....	5
HONORARY MEMBER.....	6
NOTICE OF MEETING and AGENDA .....	7
President’s Annual Report.....	8
Financial Controller’s Report .....	11
Financial Reports for the Year Ended 30 June 2021 .....	12
Directors’ Declaration .....	16
Directors’ Report.....	18
Meetings of Directors .....	22
Director of Membership Report.....	23
Executive Secretary/Acting Secretary Report.....	23
Director of Professional Development.....	24
Director of Communications.....	25
Director of Marketing – Africa .....	26
Director of Marketing - Australasia.....	26
Director of Marketing – Europe.....	27
Director of Marketing - Americas .....	27
Report on Sponsorship and Global Partners.....	28
Election of Directors to the Board .....	29



## WITIA ORGANISATIONAL CHART



### CONNECT WITH US ON



[witia.org/VIP](http://witia.org/VIP) members only



[witiaorg](https://www.instagram.com/witiaorg)



[www.witia.org](http://www.witia.org)



## WITIA OBJECTIVES

The objectives of the Alliance are to:

- be a representative body of women in the Industry on an international level.
- affiliate with Industry based Individuals, Clubs or Organizations focusing on networking throughout the world.
- work for harmonious relations within the Industry both nationally and internationally.
- combat racism and discrimination by promoting peace, cultural understanding, and protection of our planet's natural resources.
- work for the improvement in the status of women in the Industry and general community.
- act in concert with other Industry organisations on issues affecting members of the Alliance.
- foster and encourage international friendships, mutual understanding and better social relationships between its members worldwide.
- promote business relationships between members, the travel and tourism organisations they represent, and the travelling public.
- support charitable causes devoted to the care and safety of women and children worldwide.
- provide invaluable and indefinable support to our members as the need arises.
- raise moneys and funds for the support and assistance when necessary for Alliance members.
- assist, educate, and develop young people in the Industry.



## HONORARY MEMBER

### FOUNDATION OF GOODNESS Kushil Gunasekera

#### WITIA'S First Honorary Member



Mr. Kushil Gunasekera, founder and trustee of the Foundation of Goodness in the village of Seenigama in southwest Sri Lanka, was awarded WITIA's first Honorary Membership in 2015.

Kushil came to WITIA's attention during the 2014 Educational to Sri Lanka. Varini de Silva of Ceylon Express International, our Educational host, knew Kushil and the life-changing work of his foundation, and set up a tour of his facility.

While the aims of the Foundation of Goodness dovetail with WITIA's mission to support causes that offer care and protection to women and children, Educational participants were blown away by Kushil's enthusiasm and the extent to which one person's determination and commitment could make so great a difference to so many people.

What began with the devastation that washed over Sri Lanka from the 2004 Indian Ocean tsunami (Sri Lanka lost 50,000 confirmed dead, with many more missing) has blossomed into opportunities for people of all ages: schooling from pre-school to adult education; occupational training in fields such as programming, electrical maintenance and tailoring; employment in back office information sourcing centres set up at the Foundation for international companies; English and Tamil language classes; free medical, dental and mental health care; environmental protection; sports/tourism training and more.

All this from a man born into a well-to-do family who could simply have made a donation and gone on with his life. Instead, he rolled up his sleeves, reached out to others, collaborated and networked.

Kushil's and the Foundation's amazing work continues today.

Follow his work on  FoundationofGoodness



## NOTICE OF MEETING and AGENDA

To be held on Friday 8 October 2021 or Saturday 9 October 2021 depending on your timezone. The AGM will be held online via Zoom.

8 October	12.00hrs	USA, Hawaiian-Aleutian Time (HAT)
8 October	14.00hrs	North America, West Coast (PST)
8 October	15.00hrs	North America, Mountain Time (MST)
8 October	16.00hrs	North America, Central Time (CST)
8 October	17.00hrs	North America, Eastern Time (EST)
8 October	21.00hrs	Accra, Ghana (GMT)
8 October	23.00hrs	Italy – Central European Time (CET)
8 October	24.00hrs	Nairobi, Kenya (EAT)
9 October	03.00hrs	Paro, Bhutan (BST)
9 October	05.00hrs	Beijing, China (CST)
9 October	07.00hrs	Brisbane AEST
9 October	08.00hrs	Sydney AEDT

1	Call to Order and Welcome	Chairperson
2	Housekeeping Items	Chairperson
3	Introductions	Chairperson
4	Apologies and Proxies	Executive Secretary
5	Quorum	Executive Secretary
6	Minutes of AGM 2020 as circulated	Executive Secretary
7	Amendments and/or Acceptance of AGM 2020	Executive Secretary
8	Business Arising from The Minutes	Executive Secretary
9	President's Report	President
10	Financial Controller's Report	Financial Controller
11	Auditor's Review & Update	Executive Secretary
12	Directors' Reports - Taken as Read	Refer to AGM booklet
13	Election of Directors to the Board	Chairperson
14	Close of Official AGM	Chairperson
15	General Business Session	Chairperson
	Open Discussion	
16	Close of General Business Session	Chairperson



## President's Annual Report

### JULY 2020 – JUNE 2021

This is my third Annual Report, as President. I would sincerely like to thank the board and WITIA members who have assisted me throughout the past year. For eighteen months, COVID-19 has caused massive loss of life and livelihoods. The travel industry continues to feel the effects and it will take some time to recover. However there has been remarkable resilience shown by many, which is a reflection of the caliber and resourcefulness of the people within our industry.

At the time of writing my AGM report, I received the distressing news that WITIA members Mary & Bill Harrop, from Bill Harrop's Original Balloon Safaris in South Africa, had both succumbed to the Coronavirus. Mary passed on 26 June 2021 and Bill 4 July 2021. Mary and Bill had been WITIA members since 2015. They attended WITIA's educational in Tasmania and are well known to many of our members as part of previous travel and networking groups. I know the loss of Mary and Bill will be felt by the many WITIA members who knew them. May the memories of their wonderful personalities and many contributions to the tourism industry be celebrated by all.

#### Membership:

This past 18 months COVID-19 has impacted most people and businesses throughout the world. It has also become increasingly challenging to recruit new members. In June 2020, the Board decided to offer a special promotion for the month of July where the initial joining fee would be waived for all new members and lapsed members who would like to re-join WITIA. The recruitment drive was successful, resulting in seventeen new members, of which twelve were new members and five were lapsed members.

In 2020/ 2021 coronavirus has also affected member renewals. Some members experienced loss of employment and financial hardship, impacting on their ability to be able to renew their membership. Several WITIA members volunteered to offer a to assist a number of members in need, by paying their renewals. WITIA compiled a listing of seven criteria, of which members needed to qualify for at least three, to be offered this assistance. There were twenty-two members who received a sponsored renewal payment.

After last year's AGM, WITIA member Bart Lynn recommended some outstanding ideas to the Board on how to "Jump start WITIA and its membership" in particular a marketing strategy to generate new members. WITIA's Vice President Joyce Kienji has formed a sub-committee of the Director of Membership and the Directors of Marketing, to work on the concept. This sub-committee felt the proposal may be more beneficial to introduce region by region, as some regions are more optimistic about going forward post Covid-19. It was decided the first region to trial the program would be in the USA.

In April 2021, WITIA's Gold Sponsor, Eileen Mellor digitalized WITIA's Membership certificates. WITIA member Marjorie Laflin has kindly volunteered to personalise and



email the certificates to members. The distribution of the certificates will commence soon, members are encouraged to print and display their WITIA certificates.

In the next year, I encourage every member to introduce at least one new member into our organisation. More members will assist our network to operate even more effectively. Please reach out to your colleagues and other travel professionals and introduce them to WITIA.

#### Member networking:

Throughout the 2020/2021 reporting period the WITIA Board facilitated strategies to assist members during the ongoing Covid-19 pandemic. We focussed on building our social media and online presence to provide our members with more networking benefits.

WITIA continued to organise "Hand of Friendship" virtual member zoom meetings regularly throughout 2020/2021. During the meetings we discussed ways members could support each other and also learnt how members are coping during the covid-19 crisis. Topics discussed during the sessions included: Ideas to help your business or personally during the current crisis; Ideas to Generate Business from your Domestic Market: What direction would you like WITIA to go in the future?; Using technology; Travel bookings...going forward; Share one or two goals for your business for 2021; How are you staying connected?; Our WITIA website – your thoughts; and Getting the most out of your WITIA membership.

During the first week of December WITIA held a special Virtual High Tea celebration for our end of year member zoom meeting. Participants tied a pink ribbon onto a cup, glass or mug and were encouraged to include a traditional snack or dish from their country. Some members featured a virtual background of their favourite place or dressed up in their national costume. It was a wonderful way to connect and learn more about other WITIA members.

Recently WITIA launched virtual FAM presentations during selected Hand of Friendship meetings. In early May, Cindy Passannante, Director of Marketing Americas provided a motivating summary on The Seven Wonders of Oregon. At the subsequent zoom meeting Dr Mahmood Poonja of Bestway Tours & Safaris presented a fascinating overview on tours to World Heritage Sites. Our most recent virtual FAM topic was 'Welcome to Country - Art, Land & Culture' a focus on Aboriginal experiences across Australia, which was provided by Caroline Densley of Diverse Travel. Thank you to our wonderful members who have provided presentations, these have enriched our zoom meetings.

We intend to regularly include member virtual FAM presentations during Hand of friendship zoom meetings. WITIA will continue to hold the Hand of Friendship virtual meetings every three weeks for the remainder of 2021 and next year, the meetings will be on a monthly basis. We hope members continue to take the opportunity to connect with their peers, share their experiences and exchange ideas on how to kickstart their business.

The WITIA social media committee maintains two Facebook accounts. One is an industry open Facebook page and the second is for members only. It is a great tool



to share ideas and connect with WITIA members. The WITIA VIP Facebook group provides support, information and updates on our organization. I encourage you to join the WITIA VIP Facebook group and become active in our online community. WITIA.

#### Educational to Vietnam:

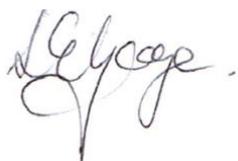
As the Coronavirus spread globally and severe restrictions were placed on travel, our Vietnam Educational co-ordinator Varini de Silva, recommended that WITIA's Educational scheduled for September 2020 be postponed to a future date. The WITIA Board decided to postpone the tour until 2021, however because there is still a lot of uncertainty with covid-19, rescheduling this year was still not possible. New dates for WITIA's postponed Educational are yet to be determined.

Our Alliance would not be as strong as it is without the commitment of the small group of industry professionals whom we have on the WITIA Board. I would like to thank the board and committee members for their support and for the many hours they have contributed to WITIA in the past year.

I would also like to acknowledge several WITIA members who are not on the Board, who have provided extra assistance to our organisation. Beryl Ley, WITIA Founding Director, has been taking and preparing the minutes for most of our Board meetings. Beverley Auerbach, another Founding Director of WITIA, has continued to compile and edit WITIA WORKS. Foundation Member, Beth Ringhofer compiles and edits our other publication WITIA NETWORKS!. I would like to express my gratitude to these ladies for their continued support and assistance in volunteering their time and expertise to our organisation.

Throughout the 2020/2021 reporting period, WITIA's Board concentrated on initiatives to retain members. Our focus was to bring together members for professional and personal growth and support our members through the upheaval and uncertainty caused during the coronavirus pandemic. Looking forward, the WITIA Board is working on an upgrade our membership system, website and communications.

I hereby submit my report.



*Leah Gage*  
President



## Financial Controller's Report

My role as Financial Controller is to maintain up-to-date financial records in compliance with ASIC (Australian Securities and Investment Commission) and the WITIA Constitution. I thank the Gold Coast WITIA Board members for their invaluable advice and support.

### Membership

The last financial year has been challenging for the world with COVID followed by the Delta strain of the virus, which has impacted on the world's population. Everyone has been affected from a health, business, personal or financial perspective and unfortunately WITIA has lost members to COVID and our heartfelt condolences go out to their families. Our thoughts also go out to WITIA members who have been unwell or have been unable to continue in employment with the various lockdowns, as have the small businesses, (such as those in the travel and tourism industry), who have been severely impacted by the virus.

Some of our members experienced difficulty in meeting their renewal payments and members of the WITIA family provided sponsorship to enable continued membership.

### Audit

At the EGM held on 31<sup>st</sup> July/1<sup>st</sup> August 2019 two motions were passed rescinding the appointment of Dickfos Dunn & Adams as the appointed Auditor from the 2018 AGM. Reducing this expense helped to improve WITIA's financial status.

However, with the changeover to the new Xero accounting package it was felt that an audit should be taken on WITIA's 2020/2021 financial records, and this audit was completed prior to the AGM.

### Sponsorship

**Worldwide** ....more than just print, Bundall, on the Gold Coast, owned by Eileen & Max Mellor, has once again been a major sponsor and we owe a huge debt of gratitude to Eileen and Max for their assistance with the printing and design work required by WITIA.

I welcome any questions members may have in relation to the 2020/2021 financial year accounts.

Kay Dorrell  
Financial Controller  
Women in Tourism International Alliance



## Financial Reports for the Year Ended 30 June 2021

### **WOMEN IN TOURISM INTERNATIONAL ALLIANCE LIMITED** **ABN: 23 117 379 852**

#### Statement of Cash Flows For the Year Ended 30 June 2021

	<b>2021</b>	<b>2020</b>
	\$	\$
<b>CASH FLOWS FROM OPERATING ACTIVITIES:</b>		
Receipts from customers	6,878	8,033
Payments to suppliers and employees	(5,453)	(6,790)
Interest received	5	16
Net cash provided by (used in) operating activities	<u>1,430</u>	<u>1,259</u>
Net increase/(decrease) in cash and cash equivalents held	1,430	1,259
Cash and cash equivalents at beginning of year	16,086	14,827
Cash and cash equivalents at end of financial year	<u>17,516</u>	<u>16,086</u>

#### **Notes:**

The 2021 report has been prepared based on the statement of financial position as at 30 June 2021 and statement of financial performance for the year ended 30 June 2021.



**WOMEN IN TOURISM INTERNATIONAL ALLIANCE LIMITED**  
**ABN: 23 117 379 852**

**Statement of Financial Performance**  
**For the Year Ended 30 June 2021**

	<b>2021</b>	<b>2020</b>
	<b>\$</b>	<b>\$</b>
Membership	6,260	5,577
Joining Fee	180	690
Administration Fee	-	352
Global Partner	508	875
Miscellaneous Income	-	35
Donations	-	5
<u>Other Income</u>		
Events	-	499
Interest Income	5	16
<b>Total Income</b>	<b>6,953</b>	<b>8,049</b>
Expenditure		
Advertising	-	24
Bank Charges	-	91
Bookkeeping Fees & Accounting	756	1,800
Entertainment	-	360
Filing Fees (ASIC)	383	167
Insurance	580	577
IT Support (Webinar Services)	-	250
Memberships IOW	1,375	1,859
Merchant Fees Credit Card	37	472
Securepay	1,005	434
Membership/Subscriptions	210	209
Miscellaneous Expenses	-	36
Postage	-	21
Printing & Stationery	-	70
Website	350	420
<b>Total Expenditure</b>	<b>4,696</b>	<b>6,790</b>
Profit before income tax	2,257	1,259
Profit for the Year	2,257	1,259

**Notes:**

Income Tax

The company is exempt from income tax under Division 50 of *The Income Tax Assessment Act 1997*



**WOMEN IN TOURISM INTERNATIONAL ALLIANCE LIMITED**  
**ABN: 23 117 379 852**

**Statement of Financial Position**  
**As at 30 June 2021**

	<b>2021</b>	<b>2020</b>
	<b>\$</b>	<b>\$</b>
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	17,516	16,086
Accounts receivable	70	-
<b>TOTAL CURRENT ASSETS</b>	<u>17,586</u>	<u>16,086</u>
<b>TOTAL ASSETS</b>	<u>17,586</u>	<u>16,086</u>
<b>LIABILITIES</b>		
Trade and other payables	-	652
Memberships prepaid	-	105
Trust Funds – Kenya Int’l Conference	1,323	1,323
<b>TOTAL CURRENT LIABILITIES</b>	<u>1,323</u>	<u>2,080</u>
<b>TOTAL LIABILITIES</b>	<u>1,323</u>	<u>2,080</u>
<b>NET ASSETS</b>	16,263	14,006
<b>EQUITY</b>		
Retained earnings	14,006	12,747
Current Year Earnings	2,257	1,259
<b>TOTAL EQUITY</b>	<u>16,263</u>	<u>14,006</u>



**WOMEN IN TOURISM INTERNATIONAL ALLIANCE LIMITED**  
**ABN: 23 117 379 852**

**Statement of Changes in Equity**  
**For the Year Ended 30 June 2021**

	<b>Total Retained Earnings</b>
	<b>\$</b>
<b>2021</b>	
Balance at 1 July 2020	14,006
Profit for the year	2,257
Balance at 30 June 2021	16,263
<b>2020</b>	
Balance at 1 July 2019	12,747
Profit for the year	1,259
Balance at 30 June 2020	14,006



## Directors' Declaration

### **WOMEN IN TOURISM INTERNATIONAL ALLIANCE LIMITED** **ABN 23 117 379 852**

#### **Notes to the Financial Statements & Director's Declaration For the Year Ended 30 June 2021**

The financial statements have been prepared in accordance with the mandatory Australian Accounting Standards on an accrual basis and under the historical cost convention. Unless otherwise stated, the accounting policies adopted are consistent with those of the prior year.

WITIA is an Australian public company, limited by guarantee. As the company is not a reporting entity, this financial report is a special purpose financial report prepared for the sole purpose of distributing a financial report to members and must not be used for any other purpose.

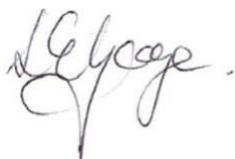
The functional and presentation currency of Women in Tourism International Alliance Limited is Australian dollars.

From 1 July 2021 the WITIA financial information was transferred into a new Accounting Software application called Xero. This new software enabled information to be linked with Bank Accounts (called Bank Feeds) and key liabilities (payments such as PayPal expenses) collated into their respective categories quickly.

The WITIA Financial Controller collates monthly data from membership payments, bank reports, and invoices received. The monthly Balance Sheets & Profit & Loss Statements are forwarded to the WITIA Board Members, together with the Financial Controller Report, for the monthly meetings.

The 2020-2021 financial report and financial statements are based on the statement of financial position as at 30 June 2021 and the statement of financial performance for the year ended 30 June 2021.

These statements are a true and accurate record of the financial status of WITIA.



Leah Gage  
WITIA President



Kay Dorrell  
WITIA Financial Controller



**WOMEN IN TOURISM INTERNATIONAL ALLIANCE LIMITED**  
**ABN: 23 117 379 852**

**Audit Report**  
**For the Year Ended 30 June 2021**

We have compiled the accompanying special purpose financial statements of Women in Tourism International Alliance Limited, which comprise the statement of cash flows, statement of financial performance and statement of financial position and other explanatory notes. The specific purpose for which the financial statements have been prepared is set out in the Notes to the financial statements.

The directors of Women in Tourism International Alliance Limited are solely responsible for the information contained in the special purpose financial statements, the reliability, accuracy and completeness of the information and for the determination that the basis of accounting used is appropriate to meet their needs and for the purpose that financial statements were prepared.

On the basis of information provided by the directors we have compiled the accompanying special purpose financial statements in accordance with the basis of accounting as described in Note 1 to the financial statements and APES 315 *Compilation of Financial Information*.

We have applied our expertise in accounting and financial reporting to compile these financial statements in accordance with the basis of accounting described in Note 1 to the financial statements. We have complied with the relevant ethical requirements of APES 110 *Code of Ethics for Professional Accountants*.

Since a compilation engagement is not an assurance engagement, we are not required to verify the reliability, accuracy or completeness of the information provided to us by management to compile these financial statements.

Accordingly, we do not express an audit opinion or a review conclusion on these financial statements.

The special purpose financial statements were compiled exclusively for the benefit of the directors who are responsible for the reliability, accuracy and completeness of the information used to compile them. We do not accept responsibility for the contents of the special purpose financial statements.

*Andrew Ward*

Andrew Ward CA

**Findex (Aust) Pty Ltd**  
2/2 Corporate Court  
Bundall QLD 4217



## Directors' Report

Your Directors present this report on the company for the financial year ended 30 June 2021.

### Directors

The names of each person who has been a director during the year and to the date of this report are:

Leah Gage	President
Judy Berry	Past President ( <i>resigned October 2018</i> )
Joyce Kienji	Vice President
Kay Dorrell	Financial Controller
Carolyn Little	Executive Secretary and Acting Secretary
Priscilla Wellington-Asante	Director of Membership
Fiona Gordon	Director of Communications
Kerry Brooks	Sponsorship Coordinator
Carmel Thompson	Director of Professional Development
vacant	DOM Europe
Cindy Passannante	DOM Americas
Sally Deane	DOM Australasia
Joseph Obiri	DOM Africa
Fiona Gordon	Social Media Coordinator

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

### Principal Activities

The principal activities of the company during the financial year was to be a representative body of women in the travel, tourism, hospitality and related industries on an international level.

To achieve our objectives, the Alliance has adopted the following strategies:

- Review and reduce our operating expenses.
- Update our technology and social media presence.
- Continue to promote and link our members using communications for all members.

The significant change in the nature of the company's activity occurred during the financial year were the affect of Covid19 on all member's business activities and how opening our communication network online to support and connect with our members.

### Key Performance Measures

Our benchmark is both quantitative and qualitative by using the financial sustainability of WITIA's short term and long-term objectives are being achieved.



Our key performance measures in the past have related to the number of members and the financial performance but our focus this past year has been to communicate and bring together our members to assist their business and well-being in these unprecedented times.

Information on our WITIA Directors

	<p><b>Leah Gage</b> <b>President</b></p>
<p>Experience</p>	<p>Inbound Tour Operations for 19 years – 8 years self-employed. Diplomas of Tourism (Retail/Wholesaling and Information Services) plus a Diploma of Business</p>
<p>Responsibilities</p>	<p>Lead the association in collaboration with the Board members.</p>
<p>Other Directorships</p>	<p>In2Travel Australia (owner of company)</p>
	<p><b>Joyce Kienji</b> <b>Vice President</b></p>
<p>Experience</p>	<p>Tourism and Hospitality Professional. Leadership roles and awards include KWAT; Eka Hotel awards from KEPISA and UNICEF; UNWTO programs; Africa Tourism and Leisure winner; speaker of 5 languages. Bachelor of Human Resource Management</p>
<p>Responsibilities</p>	<p>Lead and support the association in the absence of the President. Network with members and sub-committees.</p>
<p>Other Directorships</p>	
	<p><b>Kay Dorrell</b> <b>Financial Controller</b></p>
<p>Experience</p>	<p>Leadership and management roles in New Zealand and Australia including a family business in hospitality. Main role was linked to business finance. Other skills and knowledge gained whilst working in Senior Management in the areas of Quality, legal, administration</p>



	support and Human Resources for a Queensland Government Department.
Responsibilities	Control all aspects of the financial operations of association. This includes monthly collation of reports to the Board; reconciling accounts payable and receivable; annual budget presentations and liaising with financial institutions and creditors as required.
Other Directorships	Financial Controller for Probus Southport. Commissioner of Declarations for the Justice Department in Australia.
	<b>Carolyn Little</b> <b>Executive Secretary and Acting Secretary</b>
Experience	Vocational Education and Training in business studies for 30 years; ISO9001 quality systems and auditor for seven (7) years – risks, governance and compliance issues. Clients include those in tourism, travel and hospitality. Qualifications include Master of Business Administration (MBA); PostGrad Computers in Education and Lead Auditor.
Responsibilities	Report to ASIC; maintain the records of the association and that they are compliant with our Constitution; assist the Board in matters requiring administration support. Prepare documents for the Annual General Meeting.
Other Directorships	Continual SELF improvement (cSi) Business Quality System Specialist linked to Governance, Risk and Compliance to ISO9001 International standards and Tender Writer.
	<b>Priscilla Wellington-Asante</b> <b>Director of Membership</b>
Experience	Certified ABNLP, Customer Service Trainer & Coach Bachelor of Science degree in Hospitality and Tourism Management and a Diploma in Hotel Management and a Certificate in Business Management.
Responsibilities	Provide opportunities to recruit new members whilst sustaining current members. Assist the regional DOMs. Liaise and report with the Board on issues following feedback from her networks.
Other Directorships	CEO, Green Trek Tours & Customer Service Africa
	<b>Carmel Thompson</b> <b>Director of Professional Development</b>
Experience	25+ years as an international trainer and business mentor. Qualifications include Doctorate of Education; Master of Education; Bachelor of Business in Accounting; Graduate Diploma in Social Ecology and several Diplomas in Education and Vocational Training.



Responsibilities	Consult with members and the Board to determine the current and anticipated professional development needs of members.
Other Directorships	CEO of The Southern Cross Connection, Australia.
	<b>Fiona Gordon</b> <b>Director of Communications</b>
Experience	20+ years of experience in hospitality and tourism sector.
Responsibilities	Manage all communications to members and the wider public, in particular social media. Coordinate with newsletter writers.
Other Directorships	Operations Manager, Longreach CEO of Tiny Tours
	<b>Joseph Obiri</b> <b>DOM Africa</b>
Experience	A professional tour guide, social entrepreneur, philanthropist, youth empowerment activist and event's organizer. Member of the Tour Guides Association of Ghana. Communication director of the West African Tour Guides Association. Qualified with Bsc degree in tourism/hospitality management at Ghana Institute of management and public administration.
Responsibilities	Market WITIA in Africa as an ambassador for the Association which includes keeping in touch with members in the region and introducing new members.
Other Directorships	Founder/CEO of Lionize Tourism Consult where he specialized and introduced the first successful disability tourism in Ghana.
Vacant	<b>DOM Europe</b>
Experience	
Responsibilities	Market WITIA in Europe and the Middle East as an ambassador for the Association which includes keeping in touch with members in the region and introducing new members.
Other Directorships	
	<b>Sally Deane</b> <b>DOM Australasia</b>
Experience	30+ years in Tourism including as a travel agent, sales and marketing for hotels and a car hire company. Owner operator for 12 years of a car hire business.
Responsibilities	Market WITIA in Australasia as an ambassador for the Association which includes keeping in touch with members in the region and introducing new members.
Other Directorships	Nil



	<b>Cindy Passannante</b> <b>DOM Americas</b>
Experience	40 years as a Travel Agent. Board of Director's and President of the Portland Columbia Symphony Orchestra Board of Director's - Gresham Chamber of Commerce Board of Director's and President Elect – West Columbia Gorge Chamber of Commerce
Responsibilities	Market WITIA in the Americas as an ambassador for the Association which includes keeping in touch with members in the region and introducing new members.
Other Directorships	Director of C.P. Trips, Inc

## Meetings of Directors

During the financial year, ten (10) meetings of directors were held online and one (1) eMotion was circulated.

	Director's Meetings		
	Number eligible to attend	Number attended	Apologies
Leah Gage	11	10	1
Joyce Kienji	11	9	1
Carolyn Little	11	11	0
Kay Dorrell	11	10	1
Carmel Thompson	11	6	3
Fiona Gordon	11	7	3
Priscilla Wellington-Asante	11	2	4
Kerry Brooks	10	10	0
Sally Deane	11	0	9
Cindy Passannante	11	5	1
Kellen Ndi	10	1	2
Beryl Ley	10	5	4
Judy Berry	10	0	0
Irene Giannakopoulos	2	1	0
Diane-Habell-Jower	2	0	2
Mary Kalikawe	2	1	0

The company is incorporated under the Corporations Act 2001 and is a company limited by guarantee.



## Director of Membership Report

Nil received

## Executive Secretary/Acting Secretary Report

What an interesting year for the World. We thought this pandemic would be over but it still lingers and sad that our members have had their livelihood diminished.

My main role with WITIA is to maintain our compliance, governance and risk associated with our legal obligations to ASIC and the WITIA constitution.

The other areas where I have been coordinating or assisting are:

The three-weekly online with Zoom members and these have been a great experience as we connect and discuss issues and offer help and support. The topics have been varied from using Technology; updates on regions regarding Covid19; travel information and would you book a cruise?

A great session was our end-of-year virtual High Tea. Many showed food from their country; Joyce Kienji led us in song; our drinking container had a pink ribbon and many dressed in pink. A great way to end the year.

I continue to keep momentum going on our WITIA VIP Members only Facebook page. It has been fun to search my photos looking for a suitable reminder of a letter of the alphabet.

My biggest task to date has been the planning and then the process of developing a new website. At first it was difficult to obtain business quotes for our requirements when the quotes were written in 'riddles' or new jargon for me; so I had to do a great deal of research on what 'they' were talking about. I needed to be able to compare quotes and determine what we would be getting.

Our accounting software has been upgraded and this has proven, shall I say interesting as we convert to a new way of doing things. Whilst still having some issues, it will be wonderful when the new website connects in.

Thank you to Leah Gage, Kay Dorrell, Beryl Ley and Kerry Brooks who have assisted me and all our members of WITIA. Their knowledge and assistance are not recognised enough.



Carolyn Little, Executive Secretary



## Director of Professional Development

As we all wait patiently for our borders to open and for vaccination strategies to be rolled out, there is no doubt that over the past 12 months the Tourism Industry has been heavily impacted. There are some blue skies appearing though in countries like the UK, the USA and parts of the European Union. Hopefully others will soon follow.

WITIA's role is currently more important than ever. The regular monthly WITIA WORKS Newsletter lets you know what your fellow members are doing. WITIA'S VIP MEMBERS ONLY FACEBOOK GROUP puts you in contact with our membership, as does the Webpage and Hands of Friendship virtual sessions. You are provided, through these mediums, with a great deal of real knowledge through hands-on experiences, so make full use of them.

As the Director of Professional Development I have concentrated my role over the past twelve months on researching activities that will assist us in improving our business practices and enhance our online technical skills. I have contributed to WITIA WORKS on a bi-monthly basis with short editorials and suggestions on:

- Designing your own COVID-19 policies for the workplace
- Accepting the fact that virtual meetings are the way of the future
- Setting up your own ZOOM Meeting with friends, family and colleagues
- Looking good at that ZOOM Meeting – Controlling the Background
- The Five Why Method of Continuous Improvement – a PD activity with your staff
- Encouraging Critical Thinking Skills in the workplace

I have also attended approximately 50% of the monthly Board Meetings and provided my input when required.

2020/21 was another tough year for us all but hopefully 2021/22 will see us getting back to a busy and profitable business environment.



Carmel THOMPSON  
Professional Development Director  
WITIA



## Director of Communications

Since my commencement of the role, unfortunately I have not been able to commit as much time as expected due to work and relocation commitments, however I feel taking on small tasks at a time we can complete some worthwhile engagement with WITIA members.

We conducted a survey showing the preferred methods of engagement for WITIA members and most are very happy with the level of engagement and regularly read the newsletters. Social media engagement didn't rate highly however our stats show a steady usage and slowly increasing reach.

The website was discussed as being too wordy and clunky and needs to be redesigned to be user friendly and clear and simple to read. This has been actioned.

I have set up a business suite for Facebook and Instagram to more effectively manage the stats and engagement with our platforms.

My goals for 2022 are to

- Engage a sub-meeting with the newsletter editors to integrate the content of the newsletters with our social media platforms
- Re-engage the social media committee to gather content for our platforms
- Work with the team to redesign the website and streamline methods of communication with members

## Social media stats

### Facebook

Total reach 1444 up by 147% on previous year

Average reach on posts is 40 with peaks at the time of posting

Several posts were above 200 reach. These were the post on the farewell to Bill Harrop and the Samoan famil

Market audience

Total page likes 2000

93% women within age groups of 25 – 34 highest users

7% of men in the age group of 35-44 highest user

41% of views came from Indonesia which I find interesting, with the African regions second and Nairobi being the top city for views

Australia and Gold Coast come in at about 5% of viewers

### Instagram

Total reach 82 down by 8% on previous year

Average reach is consistent at around 10 per post with a massive peak on the post about the Outback dinner

Market audience

Total followers 204



72% women within age group 45 -54 being the most followers, however all age groups fare almost equally  
28% men in the age group of 25-34 being most followers

Australia and Gold Coast are the most followers and users of Instagram with Tanzania and Ghana next and the United States showing a small following

## **Director of Marketing – Africa**

Post covid tourism in Africa.

Generally, Africa seems to be helpless in this covid fight compared to the rest of the world.

Ghana and most west African countries started some initiatives to tap and promote the tourism industry. Unfortunately, covid interrupted. In west Africa a lot of focus is now on health care and infrastructure and regional stability( we have had two military coup in Mali and Guinea Bissa within a month).

Measure put in place so far is targeting domestic market as the stepping stone to revamp the sector. For me as pulling and pushing I realize It hasn't been so much of interest for most tourism enthusiast or practitioners'. So, I made a proposal to my African WITIA colleagues that we set a general virtual meeting with the public and interact. To be honest it is very difficult to convince these people, especially with the effect of covid because nobody got any financial support from their government. A lot are switching occupation and others suspended until further notice.

Maybe WITIA can launch it presence again in the regions. Currently Ghana and most west African countries are surviving on domestic tourism and these companies are those you can't easily walk to them as they are trying to capitalize on the little left. But like I said earlier I have proposed to my colleagues and we will keep the house updated on the turn out of that proposed virtual meeting

I will also like to take this opportunity to apologies for my absence. It was due to circumstance beyond control and I promise to do better in my next term if I get the approval.

Joseph Asameni Obiri, DOM Africa

## **Director of Marketing - Australasia**

With another challenging year I have been able to organise an outing for our local Gold Coast WITIA members. We had a fabulous night at Australian Outback Spectacular, on Saturday 19<sup>th</sup> June. 18 members and partners attended and enjoyed a spectacular live show and delicious 3 course dinner. It was wonderful to catch up with friends and make new friends and support a local business.

Membership is an important part of our growth and when payment hasn't been received to renew membership I have followed up with members to renew their membership.



I am currently organising a Christmas Function for our members to attend in November, more news to come on the venue soon. We all like a party in the festive season and celebrate another year.

Sally Deane, DOM Australasia

### **Director of Marketing – Europe**

Vacant

### **Director of Marketing - Americas**

As Director of The America's and having joined the WITIA Board of Director's recently it has been my pleasure to get to know the members better. I hope to reach out more to our member's in the America, and start to host Zoom "Hands of Friendship" meeting every other month to share the latest happenings and updates from our members. We will start this in September with a scheduled sharing of local destinations from our members (Following the general Hands of Friendship model).

I have also been focused on spreading the word about WITIA to local tour guides and companies to encourage them to join WITIA to expand our vendor / tour guide membership that will hopefully start to become a "Preferred Vendor group" for our members. This may lead to special marketing and commission benefits that would be available to WITIA Members. We will see what that comes to especially with our new web-site.

I hope to continue the goals to build relationships within the organization, and especially with The America's as the Covid-19 Pandemic ends and Travel returns to the World - Connections and relationships will continue to be a major importance and I hope to develop these opportunities within WITIA.

We will also be discussing the opportunity to work together to help women in Tourism grow their business, handle their local issues and become partner's in the world of Tourism.

I am looking forward to an exciting and positive return to Tourism in The America's.

Thank you for your support and looking forward to our coming year.

Cindy Passannante, Director of The America's  
503 658-5646  
email: [cptrips@aol.com](mailto:cptrips@aol.com)



## Report on Sponsorship and Global Partners

I am Kerry Brooks from Gold Coast Australia and for the past 14 years I have looked after the WITIA Sponsorship and Global Partners.

Firstly, I would like to acknowledge our Gold Sponsor, Eileen Mellor, owner of Worldwide ..... more than just print - on the Gold Coast Australia. As well as being a dear friend to many WITIA members, here and overseas, Eileen is a loyal and generous supporter of WITIA. Over the years she has provided printing of brochures, AGM booklets and business cards. I therefore like to promote Eileen and Worldwide ..... more than just print - as widely as possible in order to encourage our members to acknowledge her generosity by translating that generosity into return business.

A popular feature of the WITIA website is the Global Partner area. Being a Global Partner gives the member's business added exposure through a live link from the public area of our website directly to their website, plus a direct link to their website from every issue of WITIA WORKS! Each WITIA WORKS! Also contains a profile of a Global Partner. Another important WITIA benefit is the bi-monthly WITIA NETWORKS! in which WITIA members are invited to promote their businesses at no cost (up to 200 words) with a link back to their websites. Global Partner ads are specifically flagged to denote the member's additional support of our Alliance's goals. Both WITIA publications are distributed to all WITIA members plus over 2700 travel professionals worldwide.

The logos of Global Partners are on continuous rotating display on the left hand side of the home page of the website - [www.witia.org](http://www.witia.org). There is also a Global Partner tab on the menu (under Members) that includes a short description of each company.

Where else will you get such exposure for \$125 per year in addition to their annual membership?

To further promote our Global Partners I endeavor to post Global Partner's posts to the WITIA Facebook Page, WITIA VIP Group on Facebook and Instagram. This transcribes to further exposure. Encouraging the Global Partner's to regularly post will be something which will be pursued.

Presently Educationals are on hold as we ride out the Global Pandemic. On their resumption, we will again look to members and friends of WITIA to promote their business through sponsorship of delegate bags/promotional items for inclusion in the delegate bags/lanyards and badges.

Kerry Brooks, Sponsorship & Global Partners Coordinator



## Election of Directors to the Board

### Retirement of Directors

The following assigns what year each Board position is elected in for a two-year term.

<b>Board Positions</b>	<b>Year to be Elected</b>
President	Even Year
Vice President	Even Year
Secretary	Even Year
Secretary - Executive*	Odd Year
Financial Controller*	Odd Year
Director of Marketing/Membership	Odd Year
Director of Marketing, Africa	Odd Year
Director of Marketing, Americas	Even Year
Director of Marketing, Australasia	Odd Year
Director of Marketing, Europe and Middle East	Even Year
Director of Communications	Even Year
Director of Professional Development	Odd Year

(\*This person must reside in Australia according to the requirements of our constitution)

In accordance with clause 93 of the Constitution, the following Directors must retire from office at the conclusion of their one year or two-year term.

These positions are vacant and nominations have been called.

### **Position**

Secretary - Executive*	Odd Year
Financial Controller*	Odd Year
Director of Professional Development	Odd Year
Director of Marketing/Membership	Odd Year
Director of Marketing, Africa	Odd Year
Director of Marketing, Australasia	Odd Year

In accordance with clause 94 of the constitution, a retiring Director is eligible for re-election to office.

### **These positions have remained unfilled and therefore open:**

Secretary	Vacant
Director of Marketing, Europe and Middle East	Vacant

### **Committee Positions**

These positions are appointed by the President each year.

