



Dear AITO Colleagues

I would like to present my report for 2020.

It is worth noting at this point that our financial year is from 1 October to 30 September each year. So this report primarily covers the period up until 30 September 2020 however I will refer to current events as they are very relevant.

When we met last year we assumed that this year would be one of recovery from the impact of COVID-19. Little did we realise the ongoing impact that the virus is having, particularly on our industry. Tourism has been one of the most heavily affected by the impacts of border closures both domestic and internationally. Out here in Yulara where I live it has been particularly bad with tourism being the sole industry. The massive downturn has been catastrophic not just on operators and their families but on the community with the population shrinking by at least half as jobs disappear.

The Executive met several times by SKYPE during the year and we made the decision to continue as an organisation with a priority being to refresh the AITO web site and to be able to have members and new members pay for membership online. I must thank Brendan Brooks from Hyperweb and Treasurer Ben Harnwell for their assistance with making this happen and it is almost complete.

Membership

The focus of the current Executive has been to grow our membership and to focus on provision of membership benefits. Given the current climate our membership numbers have stagnated so the focus will be to increase membership in the future

Newsletters -Jobs on the Go

Despite COVID-19 our weekly reports on various Tourism positions that are advertised, continues to prove very popular with many of our members using this information to compare against their own salary and conditions. This is now being loaded to Facebook and Linked in and once our membership form is ready to go online we will ask people to sign up to receive this.

Thanks to the Executive Team

I would like to express my appreciation to the Executive team who supported me in the efficient running of the AITO this last year. In particular my thanks

goes to Treasurer Ben for negotiating the path to online membership and linking this to our ZERO software.

I would like to pay tribute to Lea Turner (Membership) and Glynn Jacobs (Secretary) who have both made the decision to stand down this year. Words cannot describe the passion, experience and dedication that they have brought to the AITO over many years. I first met Lea over 25 years ago when I was studying Tourism and her love of this industry was clearly evident. Likewise Glynn has been a steady hand over the last few years to help keep the AITO functioning. Thank you both for everything you have done for the AITO

All of us contribute to AITO in a voluntary capacity and without this dedicated group there would not be an AITO.

We have definite challenges and change ahead for the AITO if we are to remain viable and your Executive is acutely aware that we need to look at what we provide our members that we may grow our membership base.

Look forward to working with you in 2022!

Cheers

Steve

Steven Baldwin

President

Australian Institute of Tourism Officers

Yulara 16 August 2021