



East Coast Tasmania Tourism

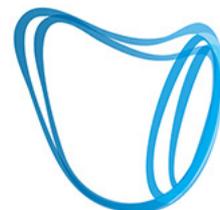
Annual Report

2019 - 2020



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east coast
tasmania

CHAIR'S REPORT

Kym Goodes

"Nothing is achieved or maintained without partnership and collaboration"

The people and the businesses of the East Coast who have soldiered on through the pandemic, and those immensely loyal Tasmanians who are determined to support the region, are the foundations for recovery.

Even in the depths of the greatest crisis to strike our industry locally and nationally we have seen energy, determination, co-operation, innovation and a generosity of spirit. In the worst of times we have seen the very best rise to the challenge.

We are now seeing the green shoots of recovery, although we are a long way from business as usual. Indeed, we may never be usual again. Instead our ambition is to be a great deal better than that.

East Coast Tasmania Tourism (ECTT), our regional tourism colleagues, our vital local government partners - Break O'Day and Glamorgan Spring Bay Councils - share a single ambition: not just to restore tourism to its pre-eminent place in the Tasmanian economy as a multi-billion-dollar jobs and revenue generator but to forge a new path by restoring employment, building a more skilled workforce and sharing the bounty across our communities.

We only have to stop and admire the landscape to know that the East Coast is a special place,

much-loved by so many Tasmanians. That much has not changed and that will always be the driver of our recovery and a new wave of success that will, in this board's view, surely come.

In that, the East Coast is pivotal. It is the sixth most tourism dependent region in the nation. It is the biggest employer on the East Coast. It is vital to the shops, service station, tradesmen, farmers, transport services and business support services.

What drives our board's thinking is therefore the health not just of tourism but the wider economy. That means partnerships and a unity of purpose.

For the past decade tourism businesses, large and small, industry organisations and the three tiers of government have worked extremely hard to build a viable visitor economy.

As a consequence, the economy of the East Coast as a whole has benefited.

Rebuilding the tourism industry on the East Coast in the short term will be dependent on intrastate visitation, in particular Tasmanians taking extended breaks for weekends or longer-term holidays in the regions.

We therefore need to identify new opportunities to help build that local market and the team at

ECTT is working very hard to do just that. With a range of operational and governance changes in the last 18 months, the ECTT Board has had a focus on consolidation and stabilising the core of our organisation. This has been across all levels of our organisation including financially, reviewing and expanding our partnerships and the systems and processes that ensure rigour in the way we carry out our role. In conjunction with this, in the last six months we have reviewed the strategic positioning of our organisation and signed off on a new strategic plan. While this was originally envisaged as a three year plan, the ongoing uncertainty will require annual assessments to ensure we continue to strategically position our organisation to provide the industry with what is required in the coming months and years. This was under development just prior to the pandemic hitting our shores and is even more critical now as strategies to drive recovery.

To return tourism on the East Coast to a healthy state will not only require intense marketing and promotion.

It will need support and guidance for individual operators, including business advice, access to mentoring and training, marketing assistance, identifying business opportunities and challenges, and encouraging partnerships. This is the intense focus of the board and our highly motivated and skilled team, very ably led by Rhonda.

Rhonda has met the challenge head-on and has played a critical leadership role here on the East Coast and to the decision makers in the industry, always ensuring a strong voice is taken to government through Tourism Tasmania. The workload on our small organisation and the team should not be understated and on behalf of the board we thank Rhonda and the team for the incredible hard work and commitment to do whatever possible to support the needs of operators across the coast. I also want to express my gratitude to the board, all of whom put in many hours behind the scenes and bring

to each board meeting their deep knowledge and experience combined with energy and commitment.

Nothing is achieved or maintained without partnership and collaboration.

The most critical collaborations

in rebuilding the tourism economy on the East Coast will be with Tourism Tasmania, the Tourism Industry Council of Tasmania, the Department of State Growth and importantly, Glamorgan Spring Bay and Break O'Day Councils. In each case the relationships are well established, fruitful and not easily replaced.

Our unity of purpose in the next twelve months as we implement our newly developed strategic plan will be critical.

This unity will ensure our common goal of the East Coast of Tasmania is a world-leading destination of choice with a vibrant visitor economy supported by our tourism and hospitality industry and a community that embraces our visitors and all the benefits they bring.



A handwritten signature in black ink, appearing to read 'Kym Goodes'.

Kym Goodes
Chair

CEO'S REPORT

Rhonda Taylor

Leadership, Advocacy, Industry Development, Destination & Product Development and Marketing / Drive' visitation

I began my journey as the CEO of East Coast Tasmania Tourism (ECTT) and as a new resident of Tasmania, in August 2019. What a journey it has been!

I literally hit the ground running and continue to run as we navigate through the many challenges and opportunities.

The key objective from the beginning was to ensure that ECTT was at the table of all relevant meetings on and for the East Coast. We needed to listen to our Industry and represent them to ensure that East Coast had a strong voice.

The five key pillars for ECTT, developed in our strategic planning session are Governance, Advocacy, Industry Development, Product Development and Marketing to support growing visitor expenditure.

Collaboration was another key objective, as the success of the East Coast will come from underpinning our product and marketing into one brand - East Coast Tasmania.

In attending the many meetings and ongoing digital reviews, it became quite apparent to me, our strengths and weaknesses.

I purposely intend not to dwell on the disruptions that have impacted us including drought, water restrictions, bushfires and now COVID-19. It has

been a year that I am sure, we all wish to put behind us.

Let us talk about our strengths. We have the most amazing collective of visitor experiences in Australia! Big statement, but I personally believe it to be true. However, our people are what is extraordinary - both industry and community. We need to protect our strengths and ensure that our visitor and residential growth is sustainable and is supported by the appropriate infrastructure.

In regard to weaknesses, this was a deeper dive, with the key challenge being the low awareness and accessibility of our product on offer, on the East Coast. Development in this space will be crucial, particularly with the closure of the Glamorgan Spring Bay Council Visitor Information Centres.

To take on the challenge of the weaknesses, we needed to take an approach of tackling the 'low hanging fruit' first and then strategically, the bigger challenge of our digital presence.

Some of the projects completed under the label of 'low hanging fruit' in the last financial year were as follows:

- 2020/21 East Coast Holiday Guide
- 2020/21 East Coast Holiday Park and Camping Guide

- 2020/22 Strategic Plan
- 2030 Tasmanian Government workshops
- Minor upgrades of the ECTT website including direct plug-ins from ATDW
- Successful application for funding for Alpaca interactive map for East Coast town walks
- Successful application for funding new East Coast Tasmania tear off pad map with town maps
- Virtual East Coast Tasmania Tourism Awards
- Conference & Meeting Room Guide for the East Coast
- Launch of the East Coast Facebook Industry & Public Groups
- Launch of the East Coast LinkedIn page
- Re-launch and revision of the co-operative marketing opportunities for Industry
- Negotiation of partnership with RACT for the design/marketing of the Great Eastern Wine Weekend
- Weekly Industry newsletter and monthly Consumer newsletter
- Introduction of virtual sip&chat meetings
- Partner in the I-lead professional leadership program
- Grants and Funding Opportunity Information page

The digital challenge required clear strategy and process to ensure that we collected enough data to inform the development of proposals to engage partners in support and training. Therefore, we created the framework for a product and experience audit.

The product and experience audit was a desktop study that was conducted during the challenges of COVID-19. This review is to support the development of the East Coast product awareness and diversity all year round, and to become the best we possibly can be!

This product and experience audit is now complete with over 700 East Coast Tourism

businesses included in the review. The new financial year will see the engagement of Industry, Local and State Government to support the East Coast, face the challenges.

I wish to take this opportunity to thank the Board of East Coast Tasmania Tourism and in particular, Acting Chair, Alison Stubbs and our current chair, Kym Goodes.

Our partners, Break O'Day and Glamorgan Spring Bay Councils play a crucial role in achieving the goals for the East Coast and we treat this partnership very seriously. Thank you to both Councils.

There are many other people in Tourism Tasmania, State Growth, Tourism Industry Council of Tasmania, Events Tasmania, Wine Tasmania, Tasmanian Hospitality Association, the other 3 RTOs and many other agencies who have supported the East Coast through this unprecedented time and your support, has been sincerely appreciated.

Thank you to the team of East Coast Tasmania Tourism - Alison Wallace who left in February 2020, Jemma Holland, Ros Wharton and Jes Cunningham.

However, I must say it is the people of the East Coast that I need to acknowledge the most. You are amazing and your resilience, despite what we have been through, is extraordinary and I thank you from the bottom of my heart, for your support.



Rhonda Taylor
CEO

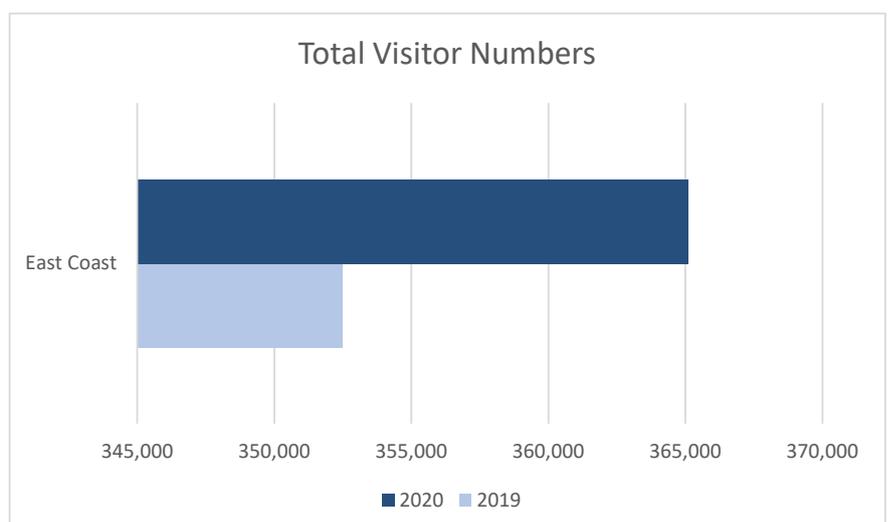


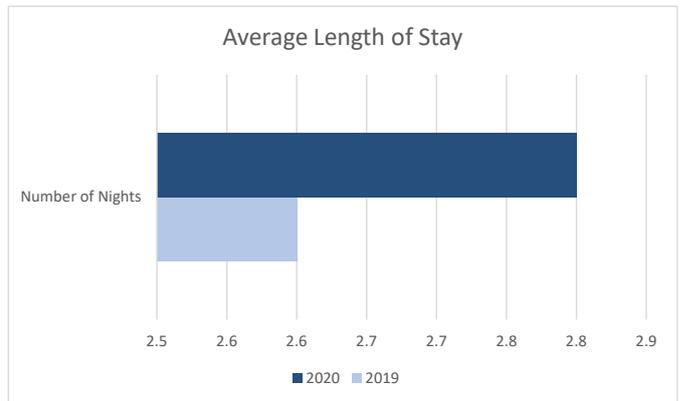
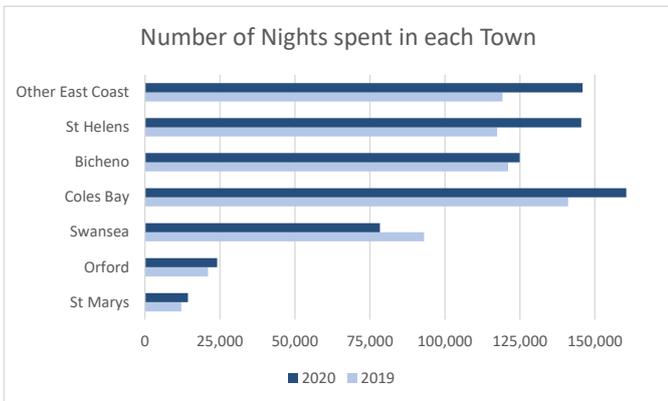
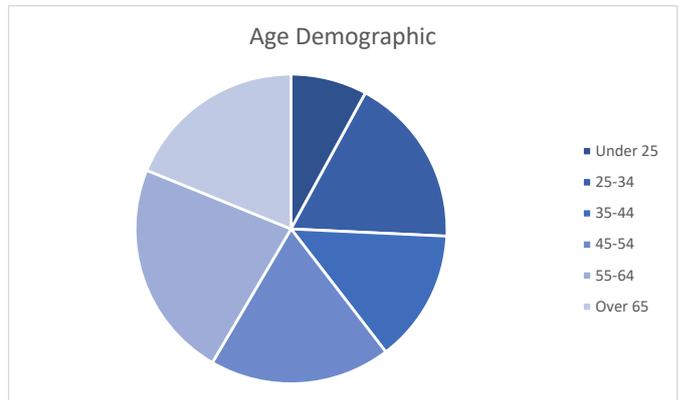
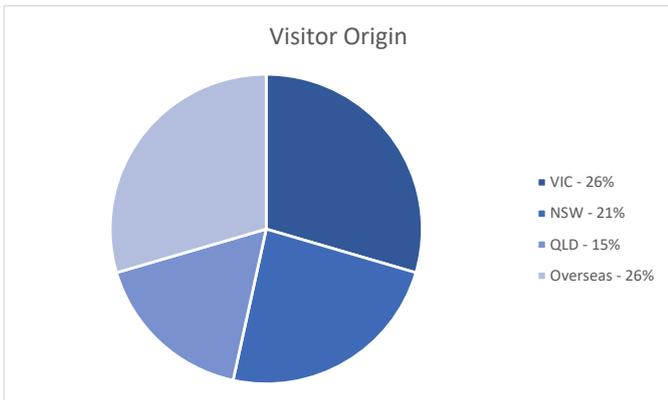
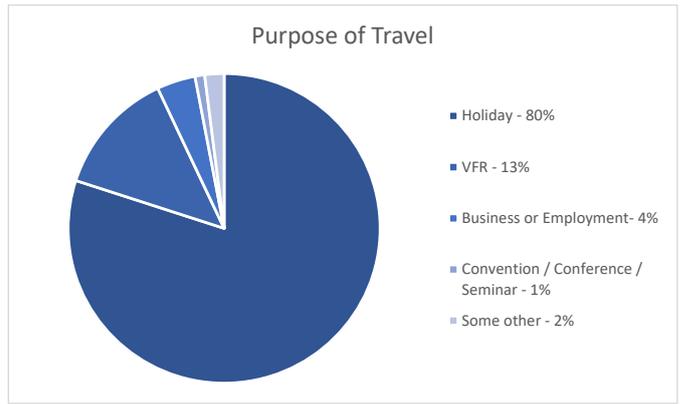
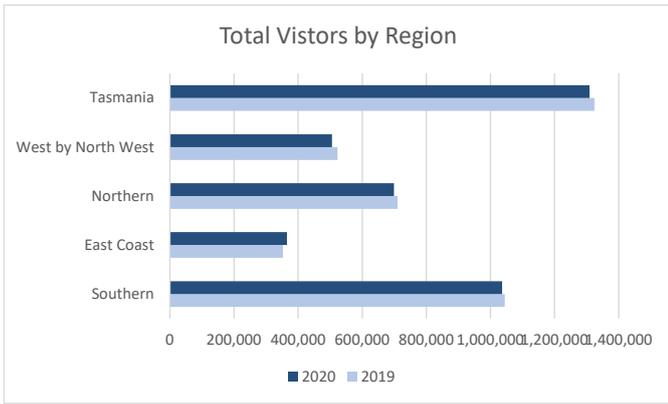
KEY VISITATION STATISTICS

Tourism is a key contributor to the East Coast's economy and employment.

Regional Tourism Satellite Accounts (RTSA) tourism region profile 2018-19 from Tourism Research Australia have identified the following results from the East Coast:

- The East Coast region welcomed **365,100 interstate & international visitors** (up 4% from the previous year) period. This is the highest proportion contribution across all regions in Tasmania.
- Visitors to the East Coast stayed **911,605 total nights** in the region (up 13% from the previous year)
- Tourism contributed to **46.5% of the East Coast's regional economy** Gross Regional Product in 2018-19. This is the highest proportion contribution of all tourism regions in Tasmania. (i.e. The East Coast ranked first overall in the comparative importance of tourism across Tasmania's regions).
- The tourism industry contributed an estimated **\$197.6 million** (was \$151.8 million) to the East Coast's regional economy.
- The East Coast ranked **fourth in overall industry size**; supplying 7.0 (was 6.0 per cent) per cent of the state-wide direct contribution to tourism GRP (\$124.2 million) (was \$95.3 million).
- On the East Coast, **2213 (was 1755) people** were directly employed in the tourism industry and 821 (was 630) were employed indirectly, with a total employment impact of 3034 (was 2385) people.
- Tourism contributed to **81.5% of the East Coast's regional employment force** for the 2018-19

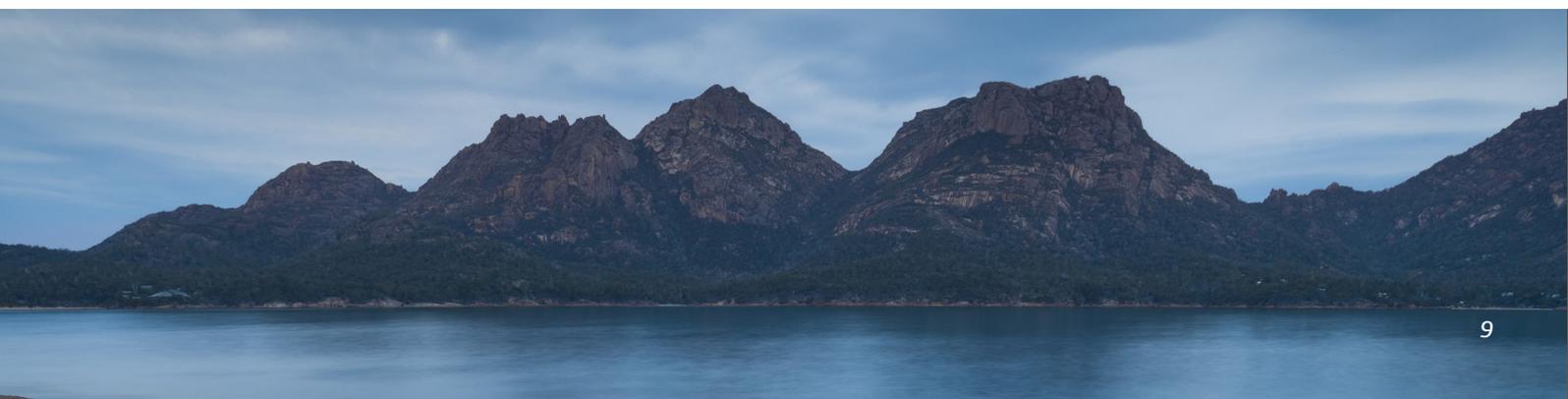




Statistics presented in graphs year end 31st March 2020

Tasmanian Visitor Survey (TVS)

The most current visitor data from the Tasmanian Visitor Survey (TVS) for the East Coast region & Tasmania are for the year ending March 2020. Due to COVID-19, interviews for the TVS ceased in line with the border closures in late March 2020, and have not resumed.



MARKETING

A number of marketing activities were undertaken throughout the year including:

GUIDES

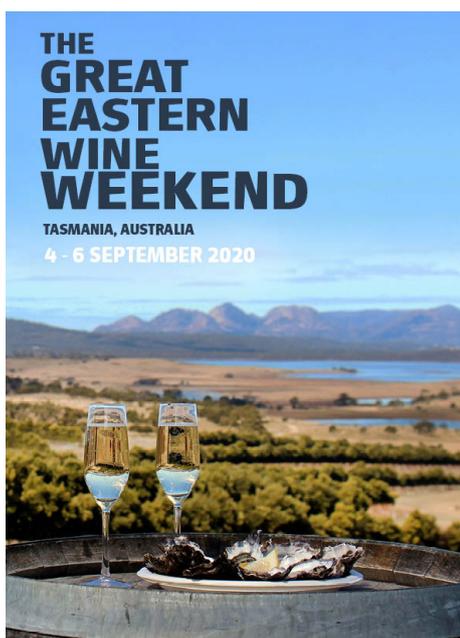


Holiday Guide



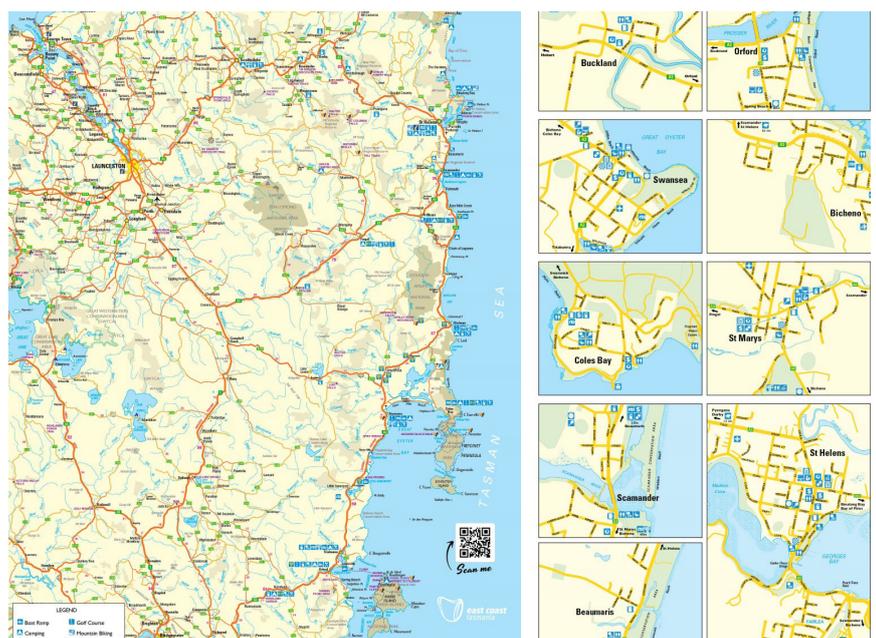
Holiday Park and Camping Guide

EVENTS



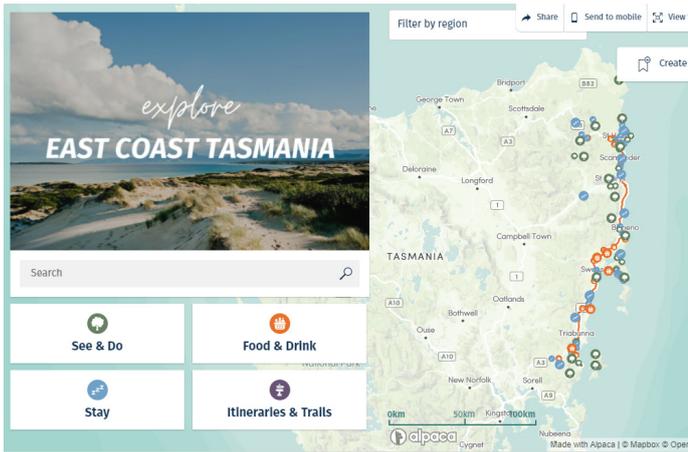
2020 Great Eastern Wine Weekend

MAPS

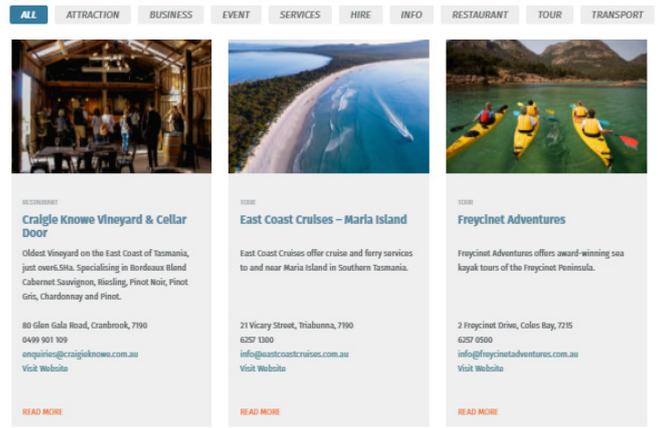


East Coast Tasmania Tear Off Pad Map & Town Maps

WEBSITE



Alpaca Interactive Maps & Town Walks



ATDW Integration onto website



Conference and Meetings



Grants and Funding Opportunities

COMMUNICATIONS



Photo Credit: Wineglass Bay Cruises

ECTT INDUSTRY NEWS

Weekly Industry newsletter



Photo Credit: Why Then How

East Coast Tasmania Newsletter - June

Monthly Consumer newsletter

SOCIAL MEDIA

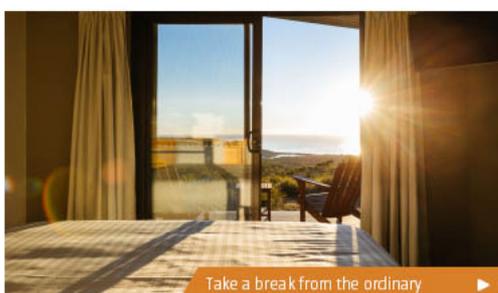


Facebook Industry & Public Groups



LinkedIn Page

CO-OPERATIVE MARKETING OPPORTUNITIES



Take a break from the ordinary

Freycinet Resort

Set on a 1200 acre "Land for Wildlife" property in the middle of the Freycinet peninsula adjacent to the National Park and only a short drive to the world famous Wineglass Bay.

Cooperative Marketing Opportunities

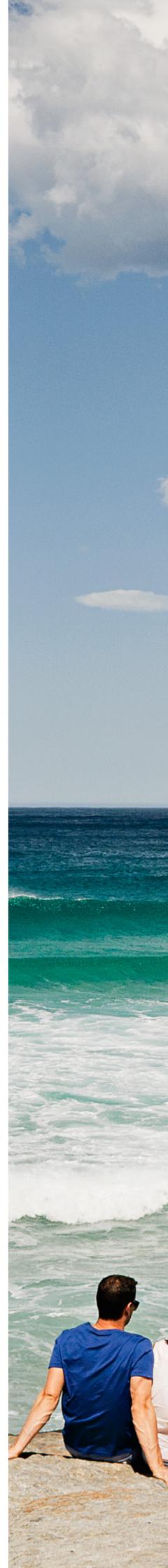
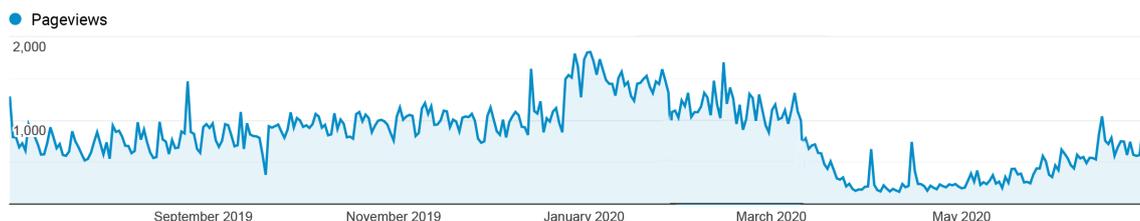
WEBSITE

Key Website Statistics

ITEM	STATISTICS
Unique Users	137,698
Sessions	174,680
Page Views	301,686
Device used	Mobile 51.13%, Desktop 40.48%, Tablet 8.38%
Traffic Sources	Organic 83.1%, Direct 10.8%, Referral 4.5%, Social 1.7%
Top 8 Pages	Home, Bay of Fires, Maria Island Penitentiary, Things to Do, Where to Stay, What is it about Wineglass Bay, Luxury, Roadtrips
Operator Bookings Total	\$92,459.00 (Bookeasy - predominately Maria Island Penitentiary Accommodation)

Website Observations

- Website visitation peaked during the summer months when consumers are actively seeking travel information.
- An API connection to the ATDW database was successfully installed during FY2019/2020, allowing for Operator information to be populated onto the website.
- COVID-19 had an impact on website visitation, however a steady incline is observed as we navigated out of the initial crisis period.
- The website would benefit from a redesign and content refresh



SOCIAL MEDIA

Key Social Media Statistics - Facebook

ITEM	STATISTICS
Total Fans	18,979
New Fans	3,024
Post Impressions	2.36 mil
Post Reach	1.8 mil
Reactions	137,047
Link Clicks	1,649
Shares	12,159
Number of Posts	270

Facebook Observations

- One of the most valuable aspects of Facebook is the ability to link to a web-page, blog or article directly from the post.
- The audience is predominately comprised of females, aged 35-44, located in Hobart.
- User generated content (UGC) is the best performing organic content

Top 3 Posts - by Reach

	<p>June 12, 2020 06:33pm East Coast Tasmania</p> <p>20 minutes after sunset on the beach of the Bay of Fires. Such breathtaking colours! 🌅... 📷 @robynadamswildcard... #tasmania #bayoffires #eastcoasttasmania #exploreaustralia #heytasmania #tasmanigram #amazingtasmania #amazingaustralia #aussie_images #landscape_captures #discovertasmania #tassiestyle</p>												
	<table border="1"> <thead> <tr> <th>Post Clicks</th> <th>Reactions</th> <th>Impressions</th> <th>Reach</th> <th>Eng. Rate</th> <th>Spend</th> </tr> </thead> <tbody> <tr> <td>1,898</td> <td>2,432</td> <td>68,607</td> <td>64,339</td> <td>6.92%</td> <td>—</td> </tr> </tbody> </table>	Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend	1,898	2,432	68,607	64,339	6.92%	—
Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend								
1,898	2,432	68,607	64,339	6.92%	—								
	<p>June 16, 2020 07:15pm East Coast Tasmania</p> <p>If you're on the East Coast of Tasmania, be sure to check out this hidden gem at Douglas Apsley Waterhole 🌿 This tranquil waterhole is only a short stroll from the carpark which makes it perfect for little ones to explore and swim in the summer ☺️. If you prefer a longer walk you can do the 7km loop through dry forest to the Gorge. 📷 📷</p>												
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2,849	2,397	61,491	57,367	9.23%	—								
	<p>April 3, 2020 07:17am East Coast Tasmania</p> <p>Sunrise at Scamander River Mouth. Truly breathtaking...❤️💙 #eastcoasttasmania #greateasterndrive #tasmania #discovertasmania #seeaustralia #australia #coast #ocean #photography #trip #holiday #getaway #beach #paradise #adventure #travel #goplayoutside #letsgosomewhere #keepitwild #lonelyplanet #passionpass</p>												
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Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend								
1,720	1,803	56,446	49,012	7.17%	—								

SOCIAL MEDIA

Key Website Statistics - Instagram

ITEM	STATISTICS
Total Followers	53,120
New Followers	8,742
Post Impressions	4.14 mil
Post Reach	3.34 mil
Likes	214,546
Comments	3,336
Engagement Rate	5.8%
Number of Posts	252

Instagram Observations

- Instagram remains a powerful marketing tool to share content and aspirational images.
- The audience is predominately comprised of females, aged 25-34, located in Melbourne.
- User generated content (UGC) is the best performing organic content

Top 3 Post - by Reach

	<p>September 12, 2019 08:03am @eastcoasttasmania</p> <p>"Heaven on Earth 🌊 No wonder it's called Honeymoon Bay." - @marcoasaphoto ❤️ This lovely little bay is fringed with eucalyptus forest and nestled between two rocky headlands, with wonderful views of the dramatic Hazards mountains. It's just a short walk from the Freycinet Visitor Centre, but it feels like another world entirely. 🌸</p>				
Likes	Comments	Impressions	Reach	Eng. Rate	Spend
2,407	77	43,452	35,421	6.15%	—
	<p>December 1, 2019 05:58pm @eastcoasttasmania</p> <p>"Mint weather and quite possibly the best beach in Australia Not sure why we had it all to ourselves 🌊 but hey, I'm not complaining 🙌" - @mitch.toft Thanks Mitch for sharing your Bay of Fires adventures with us ❤️ #bayoffires #eastcoasttasmania #greateasterndrive #tasmania #discovertasmania #seeaustralia #australia</p>				
Likes	Comments	Impressions	Reach	Eng. Rate	Spend
2,412	80	37,126	32,856	7.13%	—
	<p>October 28, 2019 08:12pm @eastcoasttasmania</p> <p>With close to 200 kms of idyllic coastline, it's easy to feel like you're the only person here 😊 That was certainly @harleykingston's experience ❤️ Thanks for sharing this wonderful Bay of Fires moment with us Harley ❤️ #bayoffires #eastcoasttasmania #greateasterndrive #tasmania #discovertasmania #seeaustralia</p>				
Likes	Comments	Impressions	Reach	Eng. Rate	Spend
1,904	37	36,561	29,268	5.53%	—

ADVOCACY & ENGAGEMENT

Advocacy for regional issues is an ongoing, long-term strategy for East Coast Tasmania Tourism.

We participate in many working groups to ensure that we are representing the East Coast Tourism and Hospitality Industry including:

- Maria Island Steering Committee
- Maria Island Marketing Committee
- Unordinary Adventures Project Team
- MTB Reference Group
- Walking Reference Group
- Freycinet Master Plan Implementation Steering Committee
- Journeys Working Group
- Tourism Network Group

In addition to these working groups, we lobby on your behalf to ensure you have a voice at all the relevant tables. We do listen to our industry and communities and have taken on board the feedback from the 2030 workshops held late last year. We are also your ears so that if there is an opportunity, we will explore it with the relevant organisations.

As COVID-19 propelled itself into our world and turned it upside down, our full focus was on raising your needs and concerns to the highest levels of Government, as well as supporting our Industry to navigate and apply for the various grants and support programs available.



INDUSTRY DEVELOPMENT

Supporting our Industry in development is so important in ensuring that we stay ahead of the pack and the East Coast becomes the destination of choice.

The Product and Experience Audit that has recently been conducted, with funding and support from State Agencies, will introduce a significant program of support to our Industry.

The audit certainly recognised that we do have businesses that are delivering at a high standard in regard to marketing of their product and we hope that they will share their experiences in the build of the East Coast brand.

2020 East Coast Tasmania Tourism Awards

The East Coast Tasmania Tourism Awards still went ahead in 2020, with a virtual ceremony held at Freycinet Lodge where the ECTT Board came together to celebrate the winners virtually on zoom.

Given the different circumstances, it was another successful program this year and received 40 entries across 10 categories. A gala event where the trophies will be awarded to the winners, will be held on the 13th of November at Freycinet Lodge.

This year the following businesses, organisations and individuals were honoured:

Category 1: Accommodation – Caravan or Holiday Park

GOLD – St Helens Waterfront Holiday Park
SILVER – Freycinet Paintball and Campground

Category 2: Accommodation – Self Contained

GOLD – Apartments on Fraser Bicheno
SILVER – Bed In A Shed Tasmania – Fingal
BRONZE – Blue Seas Holiday Villas – Scamander

Category 3: Accommodation – Standard

GOLD – Malting Lagoon Guest House
SILVER – Orford Sanda House B&B
BRONZE – The Eastcoaster Tasmania – Orford

Category 4: Accommodation – Deluxe

GOLD – Bay of Fires Bush Retreat
SILVER – Orford Sanda House B&B
BRONZE – The Loft – Bay of Fires Seascape

Category 5: Visitor Experience

GOLD – Oyster Bay Tours
SILVER – Freycinet Adventures
BRONZE – East Coast Cruises

Category 6: Food, Wine, Retail

GOLD – Craigie Knowe Vineyard – Cranbrook
SILVER – Pyengana Dairy
BRONZE – Bark Mill Tavern & Bakery – Swansea

Category 7: New Business Award

GOLD – St Helens Mountain Bike Trails
SILVER – Tellers, Swansea

Category 8: Community Initiative

GOLD – Bicheno DAP Group

Category 9: Event of the Year

GOLD – The 2019 Great Eastern Wine Weekend, Freycinet Lodge
SILVER – Rock Pool Concert, Bicheno Lions Club

Category 10: The 2020 East Coast Tasmania Tourism Awards – Individual Contribution Award

WINNER – Heidi Howe

Sponsors and Partners

Thank you to following sponsors and partners of the 2020 East Coast Tasmania Tourism Awards.

- Freycinet Lodge
- Bicheno / Swansea Bendigo Bank Community Bank
- Tourism Brochure Exchange



Ange Boxall, Performance
2020 East Coast Tasmania Tourism Awards



Product and Experience Audit Report

DESTINATION DEVELOPMENT

We have been working with communities all along the coast on the progression of their Destination Action Plans (DAP). Here is a snapshot of the DAP groups progress over the past year:

Bicheno

Despite the delays resulting from COVID-19 restrictions, we completed the Village pedestrian walks #4 and #5 with grant funding from the Swansea Bicheno Community Bank. Planning has begun for the Skyline Trail and the Coastal Trail. The Group was successful in obtaining two grants from the State Growth THSU Regional Tourism Projects scheme, to upgrade a section of the Foreshore Footway and to purchase and install additional bench seats along the pedestrian walks. Gold Winner of the 2020 East Coast Tasmania Tourism Award for Community Initiative. The successful Famil programme included Overtime Vineyard, the Bicheno History Walk, the Freycinet Marine Farm and Oyster Bay Tours.

Wine

The Wine DAP Group met 3 times this year and had aspirations of a few vintage related events but were cancelled due to COVID-19. The group supported the Great Eastern Wine Weekend. A grant has been sought to produce signage at the entries to the East Coast Wine region. Signage is to be developed for approval by the group. The Great Eastern Drive will become the East Coast Wine Trail.

Swansea

We had two major events organized for the township of Swansea for 2020 and unfortunately due to COVID-19 both had to be cancelled. We are hoping to resurrect these in 2021 if permitted. At present we have a couple of projects on our agenda to help make the main thoroughfare through Swansea more attractive and encourage visitors to stop. We are also at present lobbying Glamorgan Spring Bay Council, and are hoping for support from other DAP groups, to have a strategic plan put in place for walking and cycling tracks for the whole shire. This would help all groups with council requirements and funding applications.

St Helens

Winner of the 2020 Top Tassie Tourism Town, The St Helens DAP group, had a dip in engagement and attendance due to COVID-19. The group will start meeting regularly again when restrictions lift and looks forward to reviewing priorities and starting afresh in the 2020 / 2021FY with some new members. This group also works closely with the St Helens Business Chamber.

Freycinet

This group merged with the Freycinet Association. Initiatives continue to be rolled out from the Freycinet Master Plan. The group have been involved in the working group for the refresh of the Great Eastern Drive Journey. The group are continuing to support local community initiatives like the current project - The Freycinet Sculpture Trail in Coles Bay.

Spring Bay

Spring Bay Tourism Group continues to drive a range of local initiatives. The group successfully received a small DAP grant from the Swansea/Bicheno Community Bank and entered Triabunna in TICT Tassie's Top Tourism Town awards and was named a finalist. This delivered not only state-wide media promotion of Triabunna and Spring Bay as a destination but a suite of marketing collateral available for local operators to utilise, including a 3-day itinerary to encourage longer overnight stays in the area and a promotional video of the town and surrounding experiences, featuring of course, Maria Island National Park. The group has also successfully registered the Maria Island Pledge logo and Mabel the wombat as a trademark. We continue to promote the Pledge leveraging it as a marketing tool for Maria Island and the broader Spring Bay area.

Fingal Valley

This groups works with both East Coast Tasmania Tourism and Tourism Northern Tasmania and has focused on making attractions in the valley shine.

LOOKING FORWARD

We are all looking forward to putting the challenges of 2020 behind us and bouncing quickly into a fresh new year with exciting opportunities.

The most important element to the success of our recovery is collaboration. East Coast Tasmania Tourism (ECTT) will focus on building stronger partnerships with all our key stakeholders including our Council partners, Break O’Day and Glamorgan Spring Bay Councils.

These partnerships will be crucial to ensuring that the East Coast receives the attention and support it deserves as a significant contributor to the Tasmanian visitor economy.

Over the past 12 months, ECTT has built a strong foundation of Industry engagement and we have set an ambitious list of projects and initiatives to deliver in 2020/21. The key strategic pillars for the organisation in 2020/21 year are as follows:

Leadership

Advocacy

Industry Development

Destination & Product Development

Marketing / Drive Visitation



LOOKING FORWARD CONT.

Leadership

ECTT will consistently lead conversations and thought-leadership on the East Coast to ensure the sector is represented and enables a sustainable and agile industry to meet the priorities and outcomes of the T21 strategy to grow the visitor economy. Working within our rules of association and using best practices, will ensure the effective governance of our organisation

Advocacy

Amplify to decision makers the specific recovery needs of the East Coast to ensure the sustainability and viability of the industry and the direct and in-direct economic dependence on tourism

Industry Development

Develop industry cohesion, capability and capacity through actions that respond to contemporary industry needs and T21 priorities in collaboration with industry partners. Work toward the East Coast industry being competitive in its operational, marketing, digital presence and ability to leverage commercial and government funding partnerships

Destination & Product Development

Facilitate opportunities and introduce conversation for the development of the destination and visitor services, new products, leading practice and/or innovation and reinvestment in existing products

Marketing / Drive Visitation

Collaborate with industry, Tourism Tasmania, Events Tasmania, Wine Tasmania and Council partners to drive visitor demand via strategic partnerships focused on profiling regional stories, products and experiences.

In partnership with Tourism Tasmania, there has been considerable investment in the marketing of the East Coast and it is important that we deliver on our promise of a unique experience and ensure visitors leave feeling positive about their experience and importantly, compelled to tell their friends and return for many visits.

There will be two significant projects that will be delivered on in 2020/21:

1. Product & Experience Audit - The digital/ social media audit of over 700 East Coast businesses was delivered in August 2020 and we are currently developing the partnerships and actions to support the recommendations of the audit. The East Coast visitor product digital and social media presence, needs to become stronger. We need a greater voice in a sea of tourism destination noise.
2. Destination Management Plan - Our goal is to have this document complete in the first quarter of 2021. This document will talk to the strengths, weaknesses, opportunities and threats of the East Coast visitor economy including the recent gap in visitor information services and include a realistic action plan.

We will continue to stay connected to our Government and Industry partners through our weekly newsletter and virtual/face-to-face forums and build on our social media and website presence.

THE BOARD

Name: Kym Goodes – Chair
Occupation: Director
Board Experience: Chair since February 2020
Meetings attended: 3

Name: Angela Turvey – Deputy Chair
Deputy Chair since: December 2019
Occupation: Executive Officer
Board Experience: Director since November 2016
Meetings attended: 5

Name: Alison Stubbs - Office Bearer/Secretary
Acting chair: July 2019 – February 2020
Occupation: General Manager
Board Experience: Director since August 2012
Meetings Attended: 6

Name: Mathew Routley – Treasurer
Treasurer since: February 2020
Occupation: Director
Board Experience: Director since July 2019
Meetings attended: 4

Name: Glenn McGuinness
Occupation: Director
Board Experience: Council appointee since 2014
Meetings attended: 6

Name: Deputy Mayor Jenny Woods
Occupation: Deputy Mayor
Board Experience: Council appointee since November 2018
Meetings attended: 5

Name: Annette Hughes
Occupation: Director
Board Experience: Director since July 2019
Meetings attended: 5

Name: Ange Boxall
Occupation: Director
Board Experience: Director since November 2019
Meeting attended: 4

Name: Anton Wiesmann
Occupation: Director
Board Experience: Director since November 2019
Meetings attended: 3

Name: Susan Carins
Occupation: Director
Board Experience: Director since March 2020
Meetings attended: 1

Name: Donna Stanley
Occupation: National Parks
Board Experience: Director since March 2020
Meetings attended: 2

Retired

Name: David Logie
Occupation: Director
Retired: August 2019

Name: Anne Greentree - Chair
Occupation: Director
Retired: July 2019

Name: Julia Fisher
Occupation: Director
Retired: October 2019

Name: Kyle Duffield
Occupation: Senior Travel Designer
Retired: October 2019

Name: Chris Colley
Occupation: National Parks
Retired: February 2020

Name: Stuart Loone
Occupation: General Manager
Retired: February 2020

Note: Total meetings attended from 1 July 2019 – 30 June 2020

FINANCIALS

EAST COAST REGIONAL TOURISM ORGANISATION INC

SPECIAL PURPOSE FINANCIAL REPORT
FINANCIAL YEAR ENDED 30 JUNE 2020



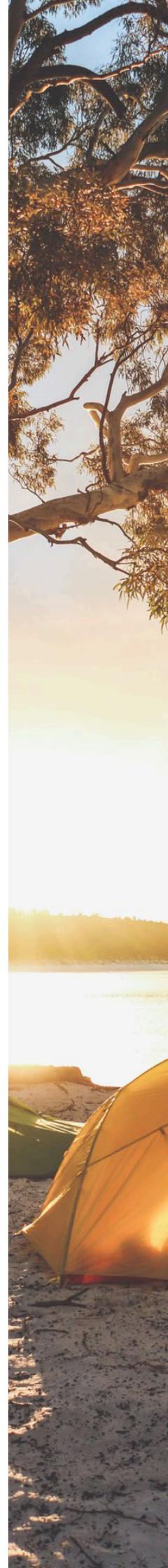
Profit & Loss

East Coast Regional Tourism Organisation Inc 1 July 2019 to 30 June 2020

	30 Jun 20	30 Jun 19
Income		
(A) Bicheno Wine and Food Festival Income	-	2,860
Co Contributions Advertising & Marketing Income	7,578	33,726
Grant Income - Glamorgan Spring Bay Council	60,000	60,000
Grant Income - Tourism Tasmania	242,356	237,726
Grant Income - Break O'Day Council	60,000	60,000
Grant Income - Destination Southern Tasmania	50,455	-
Great Eastern Wine Weekend Income	8,576	-
Interest Income	3,529	3,217
Regional Grants	13,050	-
Other income		
Other Income - ATO Cash Flow Boost	29,008	-
Total Other income	29,008	-
Tourism Awards		
Award Night Attendee payments	-	8,960
Tourism Awards Sponsorship	1,609	13,504
Total Tourism Awards	1,609	22,464
Total Income	476,160	419,992
Gross Profit	476,160	419,992
Less Operating Expenses		
(A) Business Development Programs incl. DAPS	-	205
(A) Strategy and Management	-	1,446
Accounting	8,164	7,898
Advertising	3,331	1,056
Audit Fees	1,050	1,000
Bank Charges	(28)	149
Bicheno Food & Wine Festival Costs	455	-
Board Member Expenses	4,133	2,709
CEO - Relocation Costs	4,917	-
Chair Fees	24,580	28,389
Chair Travel & Accommodation Expenses	1,981	-
Conferences	2,635	-
CoOperative Advertising Campaigns	913	-
Deprecation	479	12
EE - CEO Motor Vehicle Allowance	10,382	-
EE - Leave Liability	(12,603)	(5,434)
EE - MV Allowances	-	3,162
EE - Staff Development	1,647	-
EE - Superannuation	18,458	17,561
EE - Wages and Salaries	204,495	184,854
Great Eastern Wine Weekend	6,106	-

Profit & Loss

	30 Jun 20	30 Jun 19
Guide & Distribution Costs	10,649	-
Holiday Guide	38,788	-
Human Resources Costs	4,256	-
Industry Development	840	39,552
Insurance	2,767	5,283
Marketing	7,746	43,863
Memberships & Subscriptions	3,131	582
Motor Vehicle Expenses Staff	9,938	6,665
Plant < \$20,000.00	513	271
Printing, Postage & Stationery	4,397	1,356
Repairs & Maintenance	-	664
Social Media	14,378	-
Telephone & Internet	2,956	827
Tourism Award Costs	4,797	18,653
Travel & Accommodation	11,122	2,651
Website Costs	12,497	-
Website Hosting	894	-
Total Operating Expenses	410,763	363,373
Net Profit	65,398	56,619



Balance Sheet

East Coast Regional Tourism Organisation Inc As at 30 June 2020

	30 Jun 2020	30 Jun 2019
Assets		
Bank		
Bendigo DC A/C 149463663	2,535	393
Bendigo ECRTO AC 147094643	81,740	52,208
MyState Savings Account	1,381	124
MyState Term Deposit 30075321	-	50,000
MyState Term Deposit 30098052	50,632	50,000
MyState Term Deposit 30124519	151,249	-
Total Bank	287,538	152,726
Current Assets		
Accounts Receivable	7,203	8,179
ATO Integrated Account	10,110	-
Total Current Assets	17,313	8,179
Fixed Assets		
Office Equipment at Cost	1,438	1,438
Less Accumulated Depreciation on Office Equipment	(491)	(12)
Total Fixed Assets	947	1,426
Total Assets	305,798	162,331
Liabilities		
Current Liabilities		
Accounts Payable	12,267	4,884
DAP Group funds held	6,241	-
Grants Received in Advance	61,616	-
GST	5,781	2,412
Leave Liability	6,741	19,344
PAYG Withholdings Payable	5,724	-
Staff Reimbursements Payable	-	295
Superannuation Payable	5,291	-
Wages Payable - Payroll	26	(1,317)
Total Current Liabilities	103,687	25,617
Total Liabilities	103,687	25,617
Net Assets	202,111	136,713
Equity		
Current Year Earnings	65,398	56,619
Retained Earnings	136,713	80,094
Total Equity	202,111	136,713

EAST COAST REGIONAL TOURISM ORGANISATION INC

NOTES TO THE FINANCIAL STATEMENTS

FINANCIAL YEAR ENDED 30 JUNE 2020

1 Summary of Significant Accounting Policies

The Association is not a reporting entity because in the opinion of the Board there are unlikely to exist users of the financial report who are unable to command preparation of reports tailored so as to satisfy specifically all of their information needs. Accordingly, this special purpose financial report has been prepared to satisfy the Board's reporting requirements under the Associations Incorporation Act (Tasmania) 1964 only.

The financial statements are prepared on an accruals basis and is based on historic costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The following significant accounting policies, have been adopted in the preparation of these financial statements.

(a) Employee Benefits

Provision is made for the association's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled, plus related on-costs.

(b) Property, Plant & Equipment

Each class of property, plant & equipment is carried at cost less, where applicable, any accumulated depreciation and impairment losses. The depreciable amount of all fixed assets is depreciated on a straight-line basis over their estimated useful lives.

(c) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts.

(d) Revenue Recognition

Co-contributions, sponsorship and event related income is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed.

Interest revenue is recognised on a cash received basis.

Grants

Non-reciprocal grant revenue is recognised in the profit & loss when the association obtains control of the grant and it is probable that the economic benefits from the grant will flow to the association and the amount of the grant can be measured reliably.

If conditions are attached to the grant which must be satisfied before it is eligible to receive the grant, the recognition of the grant as revenue will be deferred until those conditions are satisfied.

(e) Income Tax

The Association is exempt from Income Tax under Section 50-45 of the ITAA 1997.



**EAST COAST REGIONAL TOURISM ORGANISATION INC
STATEMENT BY THE BOARD**

FINANCIAL YEAR ENDED 30 JUNE 2020

As detailed in note 1 to the financial statements, the Association is not a reporting entity because in the opinion of the Board there are unlikely to exist users of the financial report who are unable to command preparation of reports tailored so as to satisfy specifically all of their information needs. Accordingly, this special purpose financial report has been prepared to satisfy the Board's reporting requirements under the Associations Incorporation Act (Tasmania) 1964 only.

In the opinion of the Board:

1. The accompanying profit & loss is drawn up so as to present fairly the result of the Association for the financial year ended 30 June 2020;
2. The accompanying balance sheet is drawn up so as to present fairly the state of affairs of the Association as at 30 June 2020; and
3. At the date of this statement there are reasonable grounds to believe that East Coast Regional Tourism Organisation Inc Inc will be able to pay its debts as and when they become due and payable.

This statement is made in accordance with a resolution of the Board and is signed for and on behalf of the Board by:


.....
Kym Goodes
Chair

Dated: 1 October 2020

Independent Auditor's Report to the members of East Coast Regional Tourism Organisation Inc

Report on the Audit of the Financial Report

Opinion

I have audited the accompanying financial report, being a special purpose financial report, of East Coast Regional Tourism Organisation Inc, which comprises the balance sheet as at 30 June 2020, the profit & loss statement for the year then ended, notes to the financial statements, and the statement by the Board.

In my opinion, the accompanying financial report of the entity for the year ended 30 June 2020 is prepared, in all material respects, in accordance with the accounting policies disclosed at Note 1 to the financial statements.

I conducted my audit in accordance with Australian Auditing Standards. My responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of my report. I am independent of the entity in accordance with the auditor independence requirements of the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to my audit of the financial report in Australia. I have also fulfilled my other ethical responsibilities in accordance with the Code.

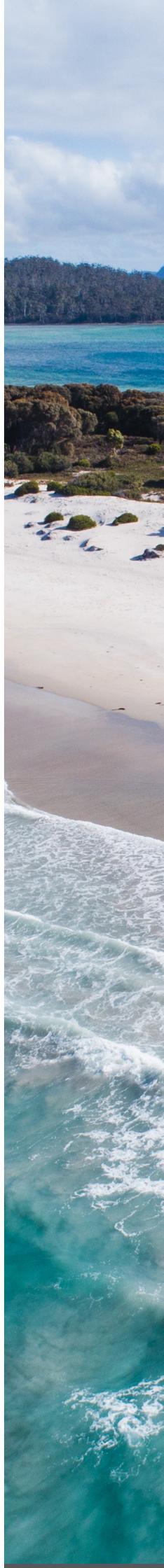
I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Emphasis of Matter – Basis of Accounting

I draw attention to Note 1 to the financial statements, which describes the basis of accounting. The financial report is prepared to assist the entity for the purpose of fulfilling the Board's reporting requirements under the *Associations Incorporation Act (Tas) 1964*. As a result, the financial report may not be suitable for another purpose. My report is intended solely for the entity and should not be distributed to, or be used by, parties other than the entity. My opinion is not modified in respect of this matter.

Auditing & Accounting Solutions Pty Ltd

W: www.auditingandaccountingsolutions.com.au | ABN: 76 604 720 112 | P: 0407 131 686
A: 88 Elizabeth Street, Launceston, Tasmania, 7250 | P: PO Box 436, Launceston, Tasmania, 7250
Registered SMSF Auditors | Registered Company Auditors





Responsibilities of Management and Those Charged with Governance

The responsible entities of the entity are responsible for the preparation and fair presentation of the financial report in accordance with the basis of preparation disclosed at Note 1 to the financial statements and for such internal control as the responsible entities determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the responsible entities are responsible for assessing the entity's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the responsible entities either intend to liquidate the entity or to cease operations, or have no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the entity's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

My objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users when taken on the basis of this financial report.



Luke Salmon
Registered Company Auditor
Launceston, 2 October 2020



east coast tasmania

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