

East Coast Tasmania Tourism
Annual Report
2021 - 2022



east coast tasmania

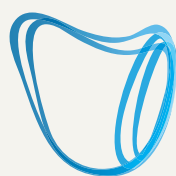


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The Tasmanian tourism industry acknowledges the Tasmanian Aboriginal people and their enduring custodianship of lutruwita / Tasmania. We honour 40,000 years of uninterrupted care, protection and belonging to these islands, before the invasion and colonisation of European settlement.

As a tourism industry that welcomes visitors to these lands, we acknowledge our responsibility to represent to our visitors Tasmania's deep and complex history, fully, respectfully and truthfully. We acknowledge the Aboriginal people who continue to care for this country today. We pay our respects to their elders, past and present. We honour their stories, songs, art, and culture, and their aspirations for the future of their people and these lands. We respectfully ask that tourism be a part of that future.



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OUR PURPOSE AND VISION

Our Purpose

We are advocates for East Coast tourism, ensuring that visitors to our region enjoy an excellent experience. We work with partners to promote our destination and support our industry by providing operators with the tools and services they need to succeed. We are custodians of a brand which our community values and we engage with our community to ensure our industry is sustainable.

Our Vision

Tasmania's East Coast will be the premier destination in a great tourism state. Our region will enjoy the highest levels of digital and business connection and take innovative approaches to the challenge of housing the workforce of the future. Our communities will value our tourism industry and the role we play in supporting its success. Our organisation will have a clear role in the Tasmanian tourism ecosystem, with sustainable funding and a reputation for understanding our industry and having a big impact on the ground. We will be Tasmania's best regional tourism organisation, supporting tourism businesses that are happier, healthier and celebrated.



*Welcome & Acknowledgement
of Country*

Jen Fry, Chair, East Coast Tasmania Tourism

East Coast Tasmania
**TOURISM
AWARDS
2021**

CHAIR'S REPORT

Jen Fry

The last 12 months, over 2021 and 2022, the East Coast Tasmania Tourism (ECTT) Organisation has continued on its quest to advocate, facilitate, promote and support tourism and the community of Tasmania's East Coast.

2021-2022 was another year of meeting challenges head on for the organisation, as we all recover from the lasting vestiges of COVID-19, trials still persist, but we have achieved much to be proud of.

We have had a few staff changes and please join us in welcoming to the team Melissa Denkinger and Kiley Hay. I thank them for their contributions so far, they have certainly hit the ground running. We also said goodbye to Alex Sumner this year who, despite her departure, continues to have a big impact for tourism here on the East Coast. Alex you are missed here at ECTT, but we know you are doing great things. Our able marketing support officer, Jes Cunningham will also be leaving us, anyone who has seen her work on our social platforms and even just with the professional documents she creates, will know her amazing contribution to our organisation, we wish her the very best.

Our Board welcomed 4 new members and confirmed the reappointment of two to our mix. A welcome to Allison Anderson (Deputy Chair), Joe Pickett, Barry LeFevre (BODC rep) and Jo McBain (Treasurer). Their insights have been a wonderful addition to our Board. We also reaffirmed Annette Hughes (Public Officer/Secretary) and Susan Carins to our Board. I thank these people, as well as all our Board Members for their continued service, willingness to speak up and care for our region. The ECTT Board will continue in its quest to support tourism businesses that are happier, healthier and celebrated.

As always, we must extend our gratitude to the Tasmanian Government through Tourism

Tasmania and the Department of State Growth for their sponsorship and financial support, as well as to our partner councils; Break O'Day and Glamorgan Spring Bay.

This year ECTT celebrates its tenth anniversary. I well remember when the RTOs were created, the differing models and the influencers that ensured that what would work best for their region was enabled. A big thank you to all the previous Chairs and CEOs that have worked across industry to achieve a celebrated East Coast of Tasmania.

Some of the highlights from our activity this year include:

- Creating a new Organisation Strategic Plan that aligns the pillars of our statewide tourism view with 'ground-up' destination management planning.
- Creating a new visitor information app to assist those travelling to the coast with all of their information needs. An endeavour that is now being rolled out across the state.
- Holding an in-person tourism awards function to celebrate excellence together.
- Our mentions in the national and international press on our region's need for better community-based planning, workforce accommodation, improved roads (with a resulting Federal Government budget commitment) and better visitor infrastructure.
- Creating and supporting the DAP groups to ensure cross fertilisation of ideas and mutual support for each other across this large region.

Much of our region's success is also directly linked to the hard work of our outgoing CEO Rhonda Taylor and her team – Tony McLeod, Kate Smith, Karen Skews and Jes Cunningham.

We have made extraordinary progress this year, and I'd like to personally thank Rhonda and every team member past and present for their energy, commitment and consistency in driving our region forward.

This coming year, our plans include:

- Building on our calls for better community-based tourism planning and working towards a place-based regenerative tourism plan for the East Coast.
- Supporting the Tourism Industry Council and Government's Tourism'30 partnership as we turn to the future of tourism which is required for our great State.
- Working with our partners in creating and promoting events that build on our unique East Coast offerings through a strategic plan.
- A refresh of our Rules of Association – to bring the organisation into the new era.

There are plans afoot for our region to be an exemplar for sustainable tourism, I cannot reveal much here, but I look forward to the start of that journey in 2023.

Finally I cannot end this report without acknowledging and thanking our outgoing CEO

Rhonda Taylor. Rhonda has worked tirelessly for the past three years to support the tourism industry on the East Coast during a time of great upheaval and change. Rhonda has worked with 4 Chairpersons during those 3 years to steer us all through the COVID-19 catastrophe. It has been a remarkable achievement from a remarkable person. Thank you, Rhonda, your dedication, passion and energy have known no bounds. You have our very best wishes as you embark on your new adventure.



Thank you to all our industry here on the East Coast for another excellent year. I look forward to continuing to create Tasmania's best tourism organisation, in partnership with you all.

A handwritten signature in black ink, appearing to read 'Jen Fry'.

Jen Fry
Chair



CEO'S REPORT

Rhonda Taylor

Another extraordinary year for East Coast Tasmania as the evolving impacts of the COVID-19 pandemic continued to provide challenges.

Domestic border restrictions continued through parts of 2021-22, while COVID-19 waves impacted staffing and new challenges of a limited labour market. However, the resilience of the East Coast Tourism Industry continued to shine with innovation and striving for excellence.

Across Tasmania's four tourism regions, the preference seen in previous quarters for regional stays remains strong for the East Coast. The most recent results from the Tasmanian Visitor Survey (TVS), year ending June 2022, recorded 22% more domestic visitor nights in the June quarter 2022, than the June quarter 2019.

The results also show that along the East Coast, domestic visitors stayed longer and spent more. With international borders gradually opening through the first half of 2022, we are optimistic we will see the visitor economy continue to recover as our interstate and international visitors return to the East Coast once again.

East Coast Tasmania Tourism (ECTT) continues to work closely with our partners at Tourism Tasmania, State Growth, Events Tasmania, Parks and Wildlife Services, Tourism Industry Council Tasmania, Tasmanian Hospitality Association and our local Councils, Glamorgan Spring Bay and Break O'Day. We strive to maximise every channel to reach out with our challenges, opportunities and position from a regional level, to benefit the East Coast industry and communities.

Strong collaboration will continue to contribute to strong destination management that fosters a viable, vibrant and positive impact tourism economy, opening up new exciting opportunities across the East Coast.

We have continued to explore further funding for

Industry and product development for the East Coast.

We are very proud to advise that we were successful in securing funding to develop and launch the East Coast App. The App has been specifically designed to provide 'on ground' visitor information in the palm of your hand. The App also includes general services on the East Coast including boat ramps, EV charging stations, public toilets, playgrounds and so much more.

Our Board and Staff co-designed a 2 year strategic plan that defined our purpose and vision. Everything we do feeds into the T21 Visitor Economy Strategy, which exists as part of the T21 partnership between Industry and government (represented by Tourism Tasmania and TICT).

The Federal election provided an opportunity for East Coast Tasmania Tourism to put voice to our Regional Priority Projects identified in our Destination Management Plan (DMP). Additionally, we supported RACT in their bid for funding to upgrade the Tasman Highway.

Workforce challenges have impacted our industry significantly. We have strived to bring about collaboration and supported Jobs Tasmania, Skills Tasmania, VXT, BODEC, BEST and Break O'Day and Glamorgan Spring Bay Councils, in attracting talent and training options to the East Coast. Additionally, we continue to advocate for development of affordable staff housing.

East Coast Tasmania Tourism continue to be concerned about the challenges our industry is facing and conduct regular surveys to 'reach in' to offer our support.

Strategic marketing has been paramount to ensure a strong visitor economy on the East Coast with a focus on visitor length of stay and spend. We developed independent campaigns for intrastate, interstate and international markets

including a social media campaign into NZ, Give the Gift of East Coast, various blogs, media familiarisations and established a partnership with a PR Agency.

This year saw the exciting launches of our new Food and Drink Guide, upgrade of our Holiday Park and Camping Guide, and currently under construction, our Walking and Cycling Guide. Upgrades of our consumer and industry facing websites were also completed.

We continue to work closely with our partners at Tourism Tasmania, providing content and recommendations in the development of their campaigns i.e. Make Yourself at Home, Off Season, Spring.

We are very grateful for the events and projects that were funded by the Australian Government under the Recovery of Regional Tourism program administered by Austrade.

Following the success of the inaugural Great Eastern Wine Week in 2021, in partnership with the East Coast Wine Trail Association, we developed the Great Eastern Wine Week 2022 program and marketing strategy was launched. This event was supported by Events Tasmania.

The National Experience Content Initiative (NECI) provided at no cost to industry, a suite of new imagery and footage for 30 East Coast tourism experiences valued at \$5,000 per business.

Our Destination Management Plan 2022 – 2025 has been endorsed and we are excited to embark on the implementation of the actions contained within the plan. One of those actions is the scoping of a brief for an East Coast Master Plan – placemaking for positive future tourism growth.

The COVID-19 pandemic exposed this region's reliance on tourism as a business sector, and as economic recovery continues, more people are becoming aware of the climate crisis and its potential disruptions locally and globally. East Coast residents are not alone in questioning the value of tourism and how it will continue to have a positive impact.

A regenerative approach to tourism is the best path toward a resilient tourism industry.

A regenerative visitor economy is one that gives back more than it takes, a principle that is being adopted by leading places and tourism destinations around the world.

Together, the East Coast has the opportunity, through the East Coast Master Plan, to rethink how the visitor economy works and to imagine how it can deliver social, cultural, economic and environmental benefits through tourism that also provides exceptional visitor experiences.

On a personal note, this will be my final year as East Coast Tasmania Tourism's CEO.

Over the past three years I have been honoured and privileged to work with the East Coast Tasmania tourism industry and communities.

I have met and worked with some truly amazing people. I leave this role extremely proud of the many digital and innovative solutions and projects we have delivered and a strong, collaborative East Coast tourism and hospitality industry.

I am very fortunate to have a great team, Chair, Board, Strategic Stakeholders and Industry partners, who have supported me and I am sincerely thankful to you all.

I have loved being part of the East Coast community and will miss you all.



A handwritten signature in blue ink, appearing to read 'Rhonda Taylor'.

Rhonda Taylor
CEO

BOARD OF DIRECTORS



Name: Jen Fry - Chair
Occupation: Director
Board Experience: Director since August 2021
Meetings attended: 5



Name: Allison Anderson - Deputy Chair
Occupation: Director
Board Experience: Director since November 2021
Meetings attended: 4



Name: Jo McBain – Treasurer
Occupation: Director
Board Experience: Director since November 2021
Meetings attended: 4



Name: Annette Hughes – Public Officer and Secretary
Occupation: Director
Board Experience: Director since July 2019
Meetings attended: 6



Name: Ange Boxall
Occupation: Director
Board Experience: Director since November 2019
Meetings attended: 5



Name: Angela Turvey
Occupation: Deputy Chair, Acting Chair and Director
Board Experience: Director since November 2016
Meetings attended: 6

BOARD OF DIRECTORS



Name: Joe Pickett
Occupation: Director
Board Experience: Director since November 2021
Meetings attended: 4



Name: Susan Carins
Occupation: Director
Board Experience: Director since March 2020
Meetings attended: 2
(Leave of absence)



Name: Councillor Barry LeFevre
Occupation: Director
Board Experience: Break O' Day Council Appointee since November 2021
Meetings attended: 5



Name: Councillor Rob Churchill
Occupation: Director
Board Experience: Glamorgan Spring Bay Council Appointee since December 2020
Meetings attended: 6



Name: Donna Stanley
Occupation: Director
Board Experience: Parks and Wildlife Service Appointee since March 2020
Meetings attended: 3
Temporary Attendance: Linda Overend
Meetings attended: 2

Retired

Name: Glenn McGuinness
Director
Retired: October 2021

Name: Anton Weismann
Director
Retired: October 2021

Name: Matthew Routley
Treasurer
Retired: October 2021

Note: Total meetings attended of 6 from 1 July 2021 – 30 June 2022

KEY VISITATION STATISTICS

Tourism is a key contributor to the East Coast's economy and employment and contributed to **50% of the overall regional economy**.

The East Coast regional economy remains one of the highest dependent upon tourism in the nation, ranked second of 82 national tourism regions for its dependence on tourism (total effects from direct and indirect contribution).

Employment

The number of employed persons in the tourism industry, full or part time.

| DIRECT / INDIRECT EMPLOYED | TOTAL NUMBER OF PEOPLE |
|----------------------------|---|
| Directly Employed | 3,645 |
| Indirectly Employed | 928 |
| Total Employment Impact | 4,573 (↑ 15% change from previous year) |

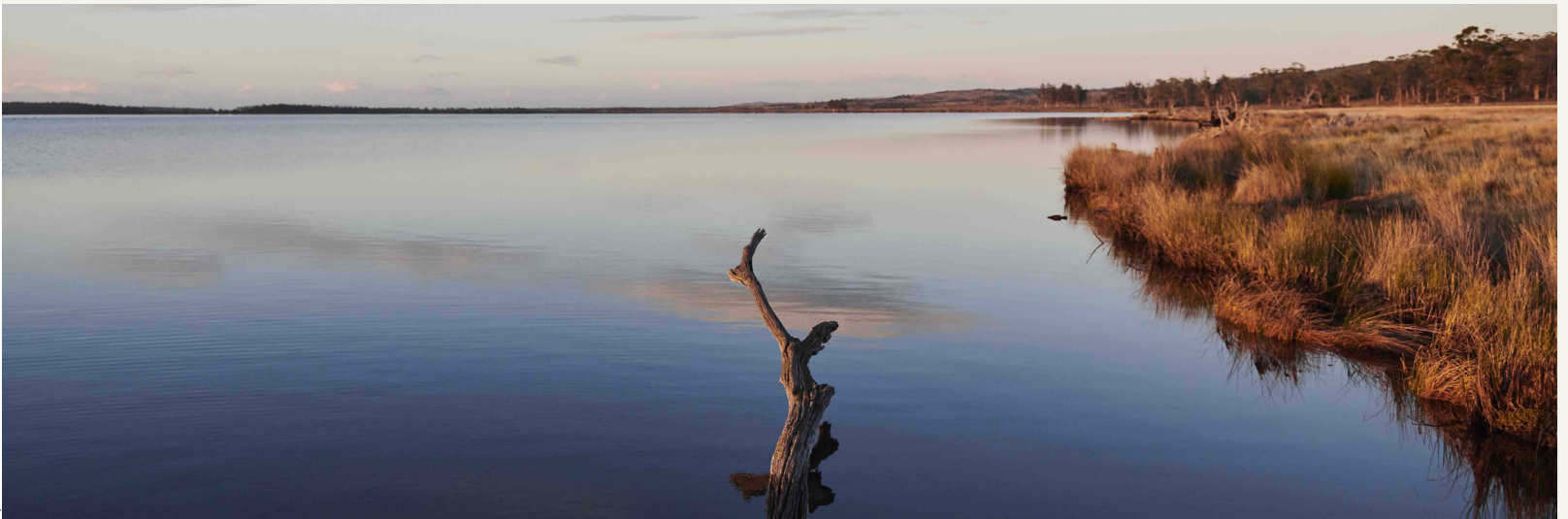
Source: RTSA 2020-21

Gross Regional Product

Gross Regional Product (GRP) is a measurement of the total of everything produced in the region. It only measures the final value of a product, but not the parts that go into it.

| DIRECT / INDIRECT GRP | TOTAL GRP VALUE |
|-----------------------|--|
| Direct GRP | \$141.6 million |
| Indirect GRP | \$81.2 million |
| Total GRP | \$222.8 million (- 3% change from previous year) |

Source: RTSA 2020-21



KEY VISITATION STATISTICS

Visitation to the East Coast region

| PLACES | TOTAL VISITORS (YE June 2022 and change from previous year) | NUMBER OF NIGHTS STAYED (YE June 2022 and change from previous year) |
|----------------------------|--|---|
| Total visitors to Tasmania | 797,300 (↑ 38.8%) | 8,736,900 (↑ 49.9%) |
| Total East Coast | 258,083 (↑ 41.8%) | 787,495 (↑ 48.5%) |
| Coles Bay | 132,631 (↑ 35.0%) | 155,485 (↑ 50.7%) |
| Bicheno | 133,390 (↑ 39.7%) | 129,337 (↑ 26.9%) |
| St Helens | 124,815 (↑ 32.0%) | 163,541 (↑ 16.5%) |
| Swansea | 111,075 (↑ 48.8%) | 73,102 (↑ 46.7%) |
| Other East Coast | 70,887 (↑ 30.6%) | 198,982 (↑ 93.4%) |
| Orford | 62,607 (↑ 45.9%) | 43,212 (↑ 87.1%) |
| St Marys | 48,493 (↑ 28.2%) | 23,836 (↑ 162.9%) |

Source: Tasmanian Visitor Survey (TVS) - YE June 2022

Attractions Visited on the East Coast

| PLACES | TOTAL VISITORS |
|---|----------------|
| Freycinet National Park / Wineglass Bay | 166,781 |
| Bay of Fires | 131,183 |
| Maria Island National Park | 27,370 |
| St Columba Falls | 21,922 |
| Mt William National Park | 16,010 |

Source: Tasmanian Visitor Survey (TVS) - YE June 2022

OUR DIRECTION - GOALS

Our goals as outlined in the 2021 – 2025 East Coast Tasmania Destination Management Plan:

- Establish new and strengthen existing relationships, and instigate collaboration with local government, state agencies, community groups and businesses.
- Engage deeply and frequently with tourism operators and provide second-to-none support through training, communication and the provision of opportunities for connection and mentoring.
- Create a fresh brand and undertake marketing strategies across all platforms to position the East Coast as the premier destination in a great tourism state.
- Develop the diversity and quality of experiences and information available to visitors by facilitating industry experience development and investment, particularly for Aboriginal cultural experiences, to guide innovative opportunities that embrace positive impact tourism, and do so alongside our government partners.
- Work to encourage investment and attract sustainable, eco-friendly and high-end developments and experiences; ensuring the visitor footprint is minimal.
- Build a compelling case to live, work and invest on the East Coast.

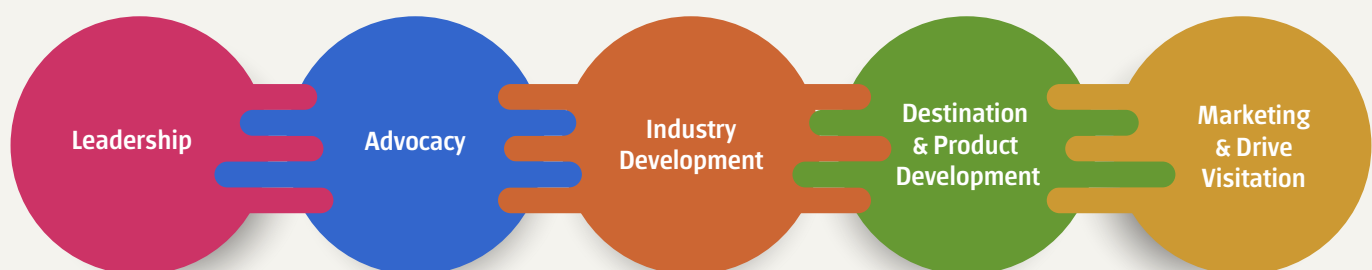


STRATEGIC PILLARS

The Pursuit of Regional Dispersal

The grant deed through which Tourism Tasmania provides funding to RTOs stipulates the following expectations. Our 5 x strategic pillars have potential to produce a very broad range of tactical activity.

Therefore, we must be clear about **what we may do**; and **what we won't do** to ensure our strategic objectives remain clear and achievable.



Leadership

Industry and visitor economy leadership in delivering the priorities and outcomes of the T21 strategy to grow regional visitor economies.

Advocacy

Provide a voice for the region's tourism industry, publicly representing our interests and common goals within government and community.

Industry Development

Mentor East Coast operators to ensure they are digitally literate and savvy. The Industry operators and their workforce are skilled & capable to deliver on the T21 vision for 2030 in partnership with State Growth and relevant government agencies and organisations.

Destination & Product Development

World class product year round. Established and continued investment in visitor product. Indirect tourism business are recognised and included as part of the visitor experience. Visitor information is easily found for all demographics and aligned with the brand.

Marketing / Drive Visitation

Increase awareness of our unique experiences and events available on the East Coast all year around. Ensure the brand of the East Coast is protected and effectively marketed and plays a critical role in developing and deploying marketing strategy at local, regional and state level in partnership with Tourism Tasmania.

STRATEGIC PRIORITIES

Our Strategic Priorities as outlined in the 2021 – 2025 East Coast Tasmania Destination Management Plan (DMP):

Strategic Priority 1

Encourage social, environmental, cultural and economic wellbeing through the visitor economy.

Strategic Priority 2

Strengthen the East Coast appeal as a destination.

Strategic Priority 3

Embrace and pursue effective partnerships and collaboration.

Strategic Priority 4

Invest in experience development to deepen the visitor offering.

Strategic Priority 5

Explore opportunities for, and barriers to, investment in positive impact tourism infrastructure.

Strategic Priority 6

Industry Development for business capacity and capability building to create innovative industry partnerships.





LEADERSHIP

LEADERSHIP

Successful leadership for the East Coast Tasmania tourism Industry is about two-way positive communication and the development and support of the Industry to reach their full potential.

It's about equipping the Industry with the current information and the right tools and strategies not only to maximise the success for their business and the East Coast but also the lives of the local communities.

East Coast Tasmania Tourism strive to be inspiring and motivational to the tourism industry of the East Coast to achieve shared goals. Collaboration is the key to our success. We are one strong brand 'East Coast Tasmania'.

Key Leadership activities

- 2022 - 2025 Strategic Plan - development by Board and Staff
- Industry 'Health Check' Surveys - phone and in person
- Lifeline Accidental Counselling Training by staff
- East Coast Master Plan - Request for Quotation for scope of works
- Sip & Chat - Industry Network meetings with guest speakers





ADVOCACY

ADVOCACY

Advocacy is defined as an action that speaks in favour of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.

How can we improve successful outcomes in our advocacy on the East Coast? Collaborate as one region, industry or town, and to make sure that the position/proposal is delivered constructively with positive researched solutions for the East Coast industry and communities. Fragmentation is detrimental to the cause and brings about limitations to achieving great outcomes.

Advocacy will continue to play an integral role for East Coast Tasmania Tourism in ensuring we have a strong voice for sustainable tourism growth in the future.

We are at the table of various Committees including the following:

- Maria Island Management Committee
- Freycinet Visitor Gateway Reference Group
- Bay of Fires Master Plan Steering Committee
- Tourism Network Group
- Agritourism Project Management Group

Key Advocacy activities

- Regional Priority Projects
- Support of RACT election bid for Tasman Highway upgrade
- Impacts of COVID-19 on East Coast Industry and communities
- Workforce Meeting - coordinating collaboration in attracting talent to fill job vacancies and training
- Affordable Staff Housing discussions with the Office of Coordinator General





INDUSTRY DEVELOPMENT

INDUSTRY DEVELOPMENT

Tourism boosts the revenue of the local economy, creates jobs, develops infrastructure and plants a sense of cultural exchange between visitors and the local community.

Key Industry Development activities

- Digital Ready training programs
- Training Needs Assessment Survey (UTAS partnership) to develop 2022 Training Plan
- Support of TICT Ambassador Program
- Industry engagement of National Experience Content Initiative (NECI)
- Encouraging ATDW engagement and addition of General Services listings

2021 East Coast Tasmania Tourism Awards

The East Coast Tasmania Tourism Awards night was held on Saturday 30 October 2021 at Spring Bay Mill, Triabunna. The next Awards night will be in June 2023.

The Winners for 2021:

Category 1: Accommodation – Holiday Park & Camping

- GOLD – Swansea Holiday Park
- SILVER – Scamander Sanctuary Holiday Park

Category 2: Accommodation – Self Contained

- GOLD – Sandpiper Ocean Cottages
- SILVER – Apartments on Fraser Bicheno
- BRONZE – Blue Seas Holiday Villas

Category 3: Accommodation – Standard

- GOLD - Bayside Hotel

Category 4: Accommodation – Deluxe

- GOLD – Picnic Island
- SILVER – The Ocean Retreat
- BRONZE – Bay of Fires Apartments

Category 5: Visitor Experience

- GOLD – Oyster Bay Tours
- SILVER – East Coast Cruises
- BRONZE – ALL4 // All Terrain Tours

Category 6: Food, Wine, Retail

- GOLD – Me & Mum's
- SILVER – Craigie Knowe Vineyard
- BRONZE – The Bark Mill Tavern

Category 7: Community Initiative

- No nominations received

Category 8: Innovative Business Award

- No nominations received

Category 9: Event of the Year

- GOLD - Bicheno Lions Club - Rockpool

Category 10: The 2021 East Coast Tasmania Tourism Awards – Individual Contribution Award

- Lester Donges

Certificates of Appreciation

- Alison Stubbs
- Bernadette Darnell
- Karen Phillips
- Zeps Café





DESTINATION & PRODUCT DEVELOPMENT

DESTINATION & PRODUCT DEVELOPMENT

The development of product on the East Coast has seen a considerable boost with grant support from both the State and Federal Governments. East Coast Tasmania Tourism received and/or supported grants that saw some exciting new products introduced and improved, to enhance the visitor experience on the East Coast.

Key Destination & Product Development activities

- Secret Sculpture Trail St Helens
- Amos Family Bicentenary
- East Coast Tasmania Tourism App
- Agritourism
- Swansea Bicentennial banners
- Food and Drink Guide
- Walking and Cycling Guide
- Update of Holiday Park and Camping Guide
- Review and update of websites
- 2022 Great Eastern Wine Week Festival
- Tourism 101 Toolkit
- Promotion of State Government Innovation Fund
- Austrade Funding project management
- St Helens Mountain Bike Trails - Epic Trail





MARKETING & DRIVE VISITATION

MARKETING & DRIVE VISITATION

Due to the significant impact of COVID-19, strategic marketing has been paramount to ensure a strong return for the East Coast industry with a focus on visitor spend.

We have delivered on many campaigns with Tourism Tasmania and direct to market, to ensure that the East Coast of Tassie was a destination of choice.

There are so many hidden gems, beyond the icons, on the East Coast and we have done all possible to provide opportunities for everyone to have a voice. We do hope you have found our monthly blogs engaging and useful in your own marketing activities.

Collaboration in marketing is the key to our success - so please make sure you support and promote each other, so that we can focus on increasing length of stay and visitor spend.



MARKETING ACTIVITIES

Key Marketing & Drive Visitation activities

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

Strategic Planning

- Content Strategy
- Social Media Strategy

Campaigns

- Give the Gift
- Win a Tasmanian Gift Pack
- NZ Social Media Campaign
- Engagement in TTAS campaigns:
 - Make Yourself at Home
 - Off Season
 - Spring Road Trips & Agritourism

Visitor Information Guides

- Food and Drink Guide
- Holiday Park and Camping Guide
- Walking and Cycling Guide

PR and Media Famils

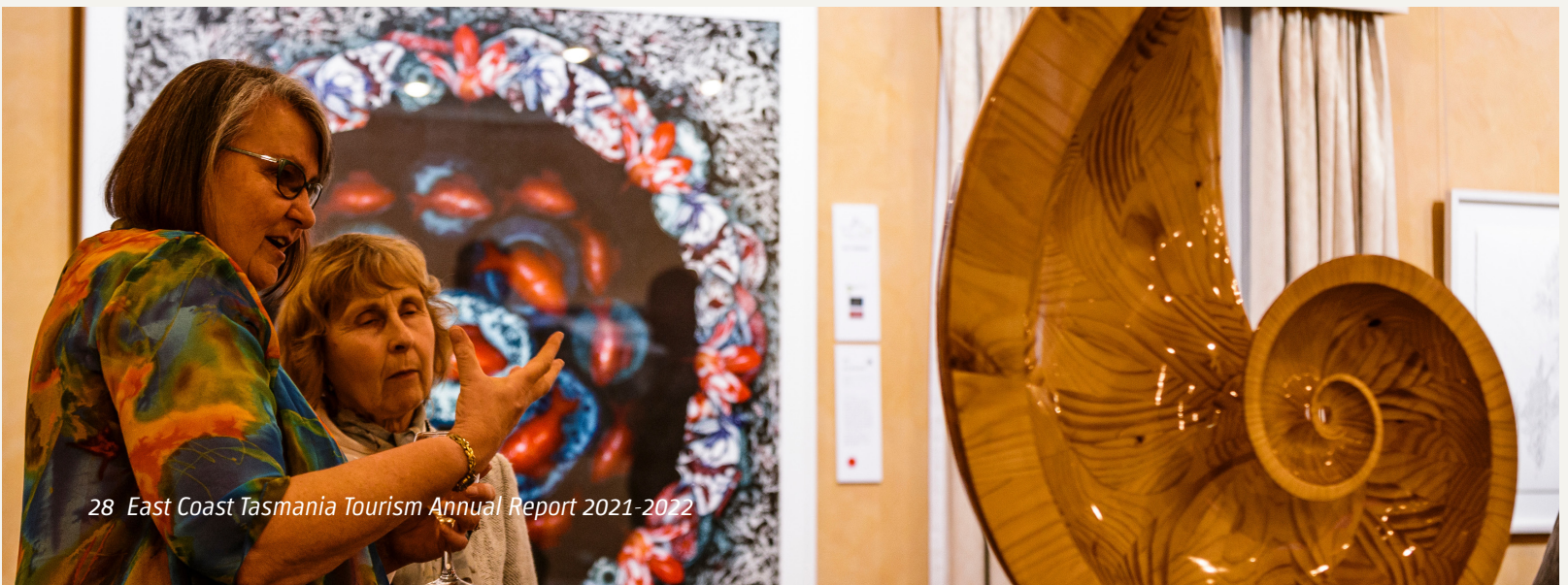
- Partnership with national PR Agency
- Media Famils

Event Support

- Great Eastern Wine Week
- Bicheno Beams
- AMOS Bicentenary
- Spoke Motorcycle Festival
- Swansea Heritage Festival
- ECHO Festival
- Dragon Trail MTB
- Bay of Fires Winter Arts Festival

Ongoing Marketing Activities

- Consumer and Industry Websites
- Social media marketing
- Consumer eDM - distributed monthly
- Industry eDM - distributed weekly
- Developed and published 15 x blogs



STATISTICS

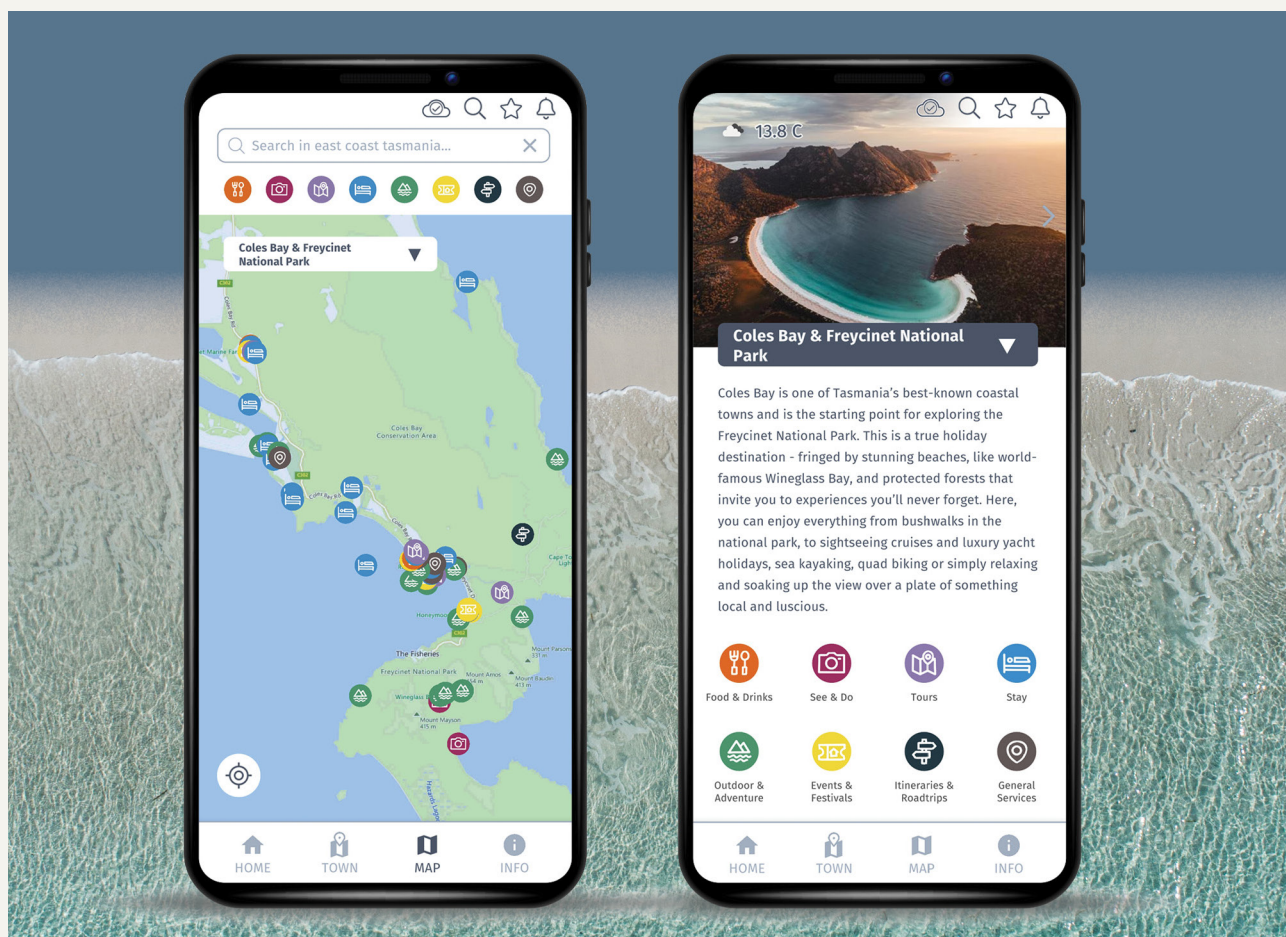
East Coast Tasmania App

The essential FREE visitor guide for the East Coast. Functions include; search, interactive map, general services and offline capability.

The app is integrated with ATDW to allow any tourism and hospitality business or event on the East Coast with an active ATDW listing, to be included at no cost.

| PLATFORM | DOWNLOADS |
|------------------|-----------|
| Apple / iOS | 2,175 |
| Google / Android | 602 |

YE June 2022



STATISTICS

Website

| ITEM | STATISTICS | % CHANGE FROM PREVIOUS YEAR |
|-------------------------------|--|---|
| Unique Users | 170,838 | ↓ 6% |
| Sessions | 218,211 | ↓ 6% |
| Page Views | 335,333 | ↓ 11% |
| Outbound Links | 73,215 | ↑ 8% |
| Downloads | 4,951 | ↑ 47% |
| Device used | Mobile 56%, Desktop 41%, Tablet 3% | |
| Traffic Sources | Organic 74%, Direct 18%, Referral 5%, Social 3% | |
| Top 10 Pages | Home Bay of Fires Maria Island Penitentiary Where to Stay Great Eastern Wine Week | Dining Maps & Visitor Guides Luxury 5 Places to Visit This Summer Blog Dog Friendly Places on the Coast |
| Top 10 Outbound Links Clicked | Maria Island Penitentiary Win a Tasmania Gift Pack Roadtrips: Great Eastern Drive Bed in the Tree Tops Avalon Retreats | Dragon Fly Lodge Windows on Bicheno Saltwater Sunrise Thalia Haven The Eastcoaster Restaurant |

YE June 2022

Alpaca Map

| ITEM | STATISTICS | % CHANGE FROM PREVIOUS YEAR |
|----------------------|------------|-----------------------------|
| User Impressions | 10,414 | ↑ 20.4% |
| User Interactions | 5,719 | ↑ 54.2% |
| Total Interactions | 240,198 | ↑ 125% |
| Average Interactions | 42 | ↑ 44.8 % |

YE June 2022

STATISTICS

Facebook

| ITEM | STATISTICS | % CHANGE FROM PREVIOUS YEAR |
|------------------|------------|-----------------------------|
| Total Fans | 23,737 | ↑ 7% |
| New Fans | 3,836 | ↓ 49% |
| Post Impressions | 4.16 mil | ↓ 31% |
| Post Reach | 3.61 mil | ↓ 30% |
| Reactions | 106,438 | ↓ 61% |
| Link Clicks | 3,820 | ↓ 13% |
| Comments | 2,534 | ↓ 56% |
| Number of Posts | 248 | ↓ 8% |

YE June 2022

Instagram

| ITEM | STATISTICS | % CHANGE FROM PREVIOUS YEAR |
|------------------|------------|-----------------------------|
| Total Followers | 68,612 | ↑ 8% |
| New Followers | 4,812 | ↓ 55% |
| Post Impressions | 6.64 mil | ↓ 19% |
| Post Reach | 4.98 mil | ↓ 23% |
| Post Likes | 197,103 | ↓ 24% |
| Comments | 2,609 | ↓ 25% |
| Number of Posts | 258 | - 0% |

YE June 2022

Statistic Analysis

Due to border closures, reduced social media activity from 1 July 2021 - 30 June 2022 resulted in a decrease in engagement and reach on various social media channels.

This demonstrated the importance of investing in ongoing social media marketing to deliver on our vision, positioning Tasmania's East Coast as the premier destination in a great tourism state.

STATISTICS

LinkedIn

| ITEM | STATISTICS | % CHANGE FROM PREVIOUS YEAR |
|------------------|------------|-----------------------------|
| Follower Count | 239 | ↑ 108% |
| New Followers | 114 | ↑ 23% |
| Post Impressions | 10,740 | ↑ 169% |
| Link Clicks | 258 | ↑ 103% |
| Comments | 25 | ↑ 213% |
| Number of Posts | 105 | ↑ 59% |

YE June 2022

Twitter

| ITEM | STATISTICS | % CHANGE FROM PREVIOUS YEAR |
|------------------|------------|-----------------------------|
| Follower Count | 33 | ↑ 313% |
| New Followers | 27 | ↑ 440% |
| Post Impressions | 6,157 | ↑ 130% |
| Post Likes | 46 | ↑ 254% |
| Link Clicks | 16 | ↑ 254% |
| Number of Tweets | 99 | ↑ 371% |

YE June 2022

Facebook - East Coast Shines Community Group

| ITEM | STATISTICS | % CHANGE FROM PREVIOUS YEAR |
|-------------------|------------|-----------------------------|
| Number of Members | 1,264 | ↑ 247% |
| Number of Posts | 673 | ↑ 101% |

YE June 2022

STATISTICS

Consumer News

| ITEM | STATISTICS | % CHANGE FROM PREVIOUS YEAR |
|------------------------------|---|-----------------------------|
| Subscribers | 6,501 | - 0% |
| Open Rate (average) | 37.8% | ↑ 34% |
| Click Through Rate (average) | 6% | ↑ 40% |
| Top Locations | 1. Melbourne, VIC 2. Hobart, TAS 3. Launceston, TAS | |

YE June 2022

Blogs

| TOTAL BLOGS | TOTAL PAGE VIEWS | TOP BLOG POST |
|-------------|------------------|--|
| 15 | 7,887 | Secrets out! The East Coast hidden gems to include in your itinerary |

* Ceased distribution of blogs in February 2022

YE June 2022

YouTube

| TOTAL SUBSCRIBERS | TOTAL VIDEOS | TOTAL VIEWS | TOTAL WATCH TIME |
|-------------------|--------------|-------------|------------------|
| 7 (↑ 40%) | 17 | 67 | 1.4hrs |

YE June 2022





FINANCIAL STATEMENTS

For the year ending 30 June 2022

East Coast Tasmania Tourism

Financial Statements

For the Year Ended 30 June 2022

East Coast Tasmania Tourism

Financial Statements

For the Year Ended 30 June 2022

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East Coast Tasmania Tourism Inc

ABN: 20 205 382 807

Address: 18039 Tasman Highway
PO Box 15
BICHENO TAS 7215

East Coast Tasmania Tourism

Statement of Profit or Loss and Other Comprehensive Income

For the Year Ended 30 June 2022

| | Note | 2022 \$ | 2021 \$ |
|---|------|-----------------|----------------|
| Revenue | | | |
| Events and marketing income | | 104,433 | 41,884 |
| Government grants | 3 | 518,045 | 377,000 |
| Interest | | 1,167 | 1,933 |
| COVID-19 Cash Flow Boost | | - | 17,405 |
| Other income | | 6,958 | - |
| | | 630,603 | 438,222 |
| Operating Expenses | | | |
| Administration costs | | 97,933 | 54,630 |
| Advertising & distribution costs | | 62,688 | 48,195 |
| Tourism award costs | | 22,530 | 16,483 |
| Employee benefits expense | | 376,767 | 262,671 |
| Depreciation | | 315 | 315 |
| Destination management plan | | 963 | 758 |
| Industry development | | 15,276 | - |
| Website costs | | 11,739 | 12,024 |
| Wine week | | 78,416 | 9,623 |
| Utilities | | 2,531 | 6,514 |
| | | 669,158 | 411,213 |
| Net Surplus/(Deficit) for the Year | | (38,555) | 27,009 |
| Accumulated funds | | | |
| Opening balance | | 229,120 | 202,111 |
| Profit/(loss) for the year | | (38,555) | 27,009 |
| Balance at end of Year | | 190,565 | 229,120 |

The accompanying notes form part of these financial statements.

Statement of Financial Position

As At 30 June 2022

| | Note | 2022 \$ | 2021 \$ |
|----------------------------------|------|----------------|----------------|
| ASSETS | | | |
| Current Assets | | | |
| Cash and cash equivalents | 4 | 197,186 | 261,374 |
| Trade and other receivables | 5 | 855 | 7,370 |
| Prepayments | | 4,396 | 2,284 |
| Total Current Assets | | 202,437 | 271,028 |
| Non-Current Assets | | | |
| Property, plant and equipment | | 317 | 632 |
| Total Non-Current Assets | | 317 | 632 |
| TOTAL ASSETS | | 202,754 | 271,660 |
| LIABILITIES | | | |
| Current Liabilities | | | |
| Trade and other payables | 6 | 7,798 | 17,277 |
| Employee entitlements | | 4,391 | 4,622 |
| Grants received in advance | | - | 20,641 |
| Total Current Liabilities | | 12,189 | 42,540 |
| TOTAL LIABILITIES | | 12,189 | 42,540 |
| NET ASSETS | | 190,565 | 229,120 |
| EQUITY | | | |
| Accumulated funds | | 190,565 | 229,120 |
| TOTAL EQUITY | | 190,565 | 229,120 |

The accompanying notes form part of these financial statements.

East Coast Tasmania Tourism

Statement of Cash Flows

For the Year Ended 30 June 2022

| | 2022 | 2021 |
|---|-------------------|-----------|
| Note | \$ | \$ |
| CASH FLOWS FROM OPERATING ACTIVITIES: | | |
| Receipts from customers | 187,850 | 104,941 |
| Receipts from Government | 497,404 | 329,784 |
| Payments to suppliers | (319,117) | (164,591) |
| Payments to employees | (378,413) | (270,075) |
| Interest received | 1,167 | 1,933 |
| Net GST refunded (paid) | (53,079) | (28,156) |
| Net cash provided by/(used in) operating activities | 8 (64,188) | (26,164) |
| Net increase/(decrease) in cash and cash equivalents held | (64,188) | (26,164) |
| Cash and cash equivalents at beginning of year | 261,374 | 287,538 |
| Cash and cash equivalents at end of financial year | 4 197,186 | 261,374 |

The accompanying notes form part of these financial statements.

Notes to the Financial Statements

For the Year Ended 30 June 2022

The financial statements cover East Coast Tasmania Tourism as an individual entity. East Coast Tasmania Tourism is a not-for-profit Association incorporated in Tasmania under the *Associations Incorporations Act (TAS) 1964*.

1 Basis of preparation

In the opinion of the Board, the Association is not a reporting entity since there are unlikely to exist users of the financial statements who are not able to command the preparation of reports tailored so as to satisfy specifically all of their information needs. These special purpose financial statements have been prepared to meet the reporting requirements of the Act.

The financial statements have been prepared in accordance with the recognition and measurement requirements of the Australian Accounting Standards and Accounting Interpretations, and the disclosure requirements of AASB 101 Presentation of Financial Statements, AASB 107 Statement of Cash Flows, AASB 108 Accounting Policies, Change in Accounting Estimates and Errors and AASB 1054 Australian Additional Disclosures.

2 Summary of significant accounting policies

The financial report has been 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, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

(a) Income tax

The Association is exempt from income tax under section 50-10 of the Income Tax Assessment Act 1997. Accordingly, no income tax expense or liability has been recognised.

(b) Revenue and other income

Government grants and other funding are initially recorded as a liability and then subsequently recognised as revenue once specific performance obligations arising under the respective contracts have been met.

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

Revenue from the rendering of services is recognised upon the delivery of the service to the client.

Other income is recognised on an accruals basis when the Association is entitled to it.

Notes to the Financial Statements

For the Year Ended 30 June 2022

2 Summary of significant accounting policies continued

(c) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the statement of financial position are shown inclusive of GST.

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payable are stated inclusive of GST.

Cash flows in the statement of cash flows are included on a gross basis and the GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.

(d) Employee benefits

Provision is made for the entity'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 oncosts.

Long service leave is provided for employees where their service to the Association is greater than 7 years.

(e) Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments that are readily convertible into known amounts of cash.

East Coast Tasmania Tourism

Notes to the Financial Statements

For the Year Ended 30 June 2022

| | 2022 | 2021 |
|---|----------------|----------------|
| | \$ | \$ |
| 3 Government funding | | |
| Tourism Tasmania | 387,943 | 256,462 |
| Local government | 120,000 | 120,000 |
| Other grants | 10,102 | 538 |
| | 518,045 | 377,000 |
| 4 Cash and cash equivalents | | |
| Cash on hand | 15,949 | 61,301 |
| Term deposits | 181,237 | 200,073 |
| | 197,186 | 261,374 |
| 5 Trade and other receivables | | |
| Trade receivables | 855 | 7,370 |
| | 855 | 7,370 |
| 6 Trade and other payables | | |
| Trade and other payables | 1,762 | 9,019 |
| GST payable | 1,696 | 2,504 |
| Employee benefits | 4,340 | 5,754 |
| | 7,798 | 17,277 |
| 7 Grants Received in Advance | | |
| Funds held on behalf of Bicheno DAP Group | - | 641 |
| Funds held on behalf of East Coast Wine Trail Association | - | 20,000 |
| | - | 20,641 |

Notes to the Financial Statements

For the Year Ended 30 June 2022

| | 2022 | 2021 |
|--|-----------------|-----------------|
| | \$ | \$ |
| 8 Cash flow information | | |
| Reconciliation of result for the year to cashflows from operating activities | | |
| Profit for the year | (38,555) | 27,009 |
| Non-cash flows included in profit: | | |
| Depreciation and amortisation expense | 315 | 315 |
| Changes in assets and liabilities: | | |
| Trade and other receivables | 6,515 | 9,943 |
| Prepayments | (2,112) | (2,284) |
| Trade and other payables | (9,478) | (11,813) |
| Deferred income | (20,641) | (47,216) |
| Provisions | (232) | (2,118) |
| Cashflow from operations | <u>(64,188)</u> | <u>(26,164)</u> |

9 Events occurring after the reporting date

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Association, the results of those operations or the state of affairs of the Association in future financial years.

East Coast Tasmania Tourism

Board Declaration

The Board declare that in their opinion the financial report as set out on pages 1 to 7:

1. Presents fairly the financial position of East Coast Tasmania Tourism Inc as at 30 June 2022 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that East Coast Tasmania Tourism Inc will be able to pay its debts as and when they fall due.
3. The financial statements and notes satisfy the requirements of the *Tasmanian Associations Incorporation Act 1964*.

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


Chair [J Fry \(Sep 23, 2022 11:41 GMT+10\)](#).....

Dated 23/09/2022

Independent Auditor's Report

To the Members of East Coast Tasmania Tourism

Report on the Audit of the Financial Report

We have audited the financial report, being a special purpose financial report of East Coast Tasmania Tourism (the Association), which comprises the statement of financial position as at 30 June 2022, the statement of profit or loss, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the board declaration.

Opinion

In our opinion:

- (a) the accompanying financial report presents fairly, in accordance with the accounting policies described in Note 1 to the financial statements, the financial position of East Coast Tasmania Tourism as at 30 June 2022, and its financial performance for the year then ended;
- (b) we obtained the information we required for the audit and East Coast Tasmania Tourism kept proper accounting records and other books during the year ended 30 June 2022; and
- (c) the rules relating to the administration of the funds of East Coast Tasmania Tourism have been observed.

Basis of Accounting

Without modifying our opinion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the committee's financial reporting responsibilities under the *Associations Incorporation Act (Tasmania) 1964* ("the Act"). As a result, the financial report may not be suitable for another purpose.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Association in accordance with the auditor independence requirements of the Act and 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 our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

Synectic Audit & Assurance Pty Ltd

Authorised Audit Company 385720 | ABN 30 146 220 215

Devonport | Hobart | Launceston | www.synecticgroup.com.au

State-wide: Postal PO.Box 6003, Devonport TAS 7310 | Phone 03 6424 1451 | Email info@synecticgroup.com.au

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We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of the Committee for the Financial Report

The committee of the Association are responsible for the preparation of the financial report that gives a true and fair view in accordance with the accounting policies described in Note 1 and the Act and for such internal control as the committee determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the committee are responsible for assessing the Association'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 committee either intend to liquidate the Association or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

Our 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 our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with the 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 taken on the basis of this financial report.

As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the committee.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Association's ability to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the committee regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide the committee with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.


Synectic Audit & Assurance Pty Ltd


Benjamin Coull
Director

Date: 23/09/2022



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