



east coast tasmania

22/23 Annual Report
East Coast Tasmania Tourism



Kelvedon Estate photo by Jasper Da Seymour

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Acknowledgement

East Coast Tasmania Tourism acknowledges the Tasmanian Aboriginal people and their enduring custodianship of lutruwita / Tasmania.

We honour their uninterrupted care, protection and belonging to these islands, before the invasion and colonisation of European settlement.

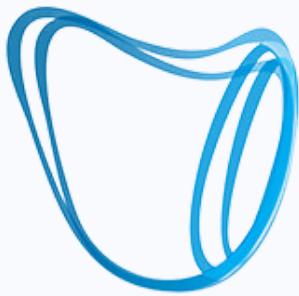
As a tourism industry that welcomes visitors to these lands, we acknowledge our responsibility to represent to our visitors Tasmania's deep and complex history, fully, respectfully and truthfully.

We acknowledge the Tasmanian 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.



The Organisation



east coast
tasmania



East Coast Tasmania Tourism (ECTT) is your regional tourism organisation for the East Coast of Tasmania covering the municipalities of Glamorgan Spring Bay and Break O’Day. Working closely with State and Local Government, local Destination Action Plan Groups as well as local tourism (and tourism related) businesses our aim is to work with industry to create tourism opportunities that both preserve and present our region’s natural and cultural heritage.

With the support of Tourism Tasmania, the Department of State Growth and the Glamorgan Spring Bay and Break O’Day Councils, ECTT advocates for responsible tourism, dedicated to showcasing the breathtaking beauty of East Coast Tasmania while safeguarding its delicate ecosystems and nurturing the local communities. Our collaborative endeavours are focused on enriching the experiences of travellers and contributing to the economic prosperity of local businesses and the empowerment of residents.

We are a not for profit organisation governed by a skills-based board and supported by staff focused on industry development, destination planning, advocacy, engagement and partnership marketing.



Chair report

I am delighted to present the Chair's report for the East Coast Tasmania Regional Tourism Organisation for the past financial year. Despite the ongoing challenges we face in the wake of the global pandemic, I'm pleased to report the enduring resilience of both our organisation and the broader East Coast tourism industry.

Collaboration with local governments, businesses, and tourism operators remains pivotal to our success. These partnerships enable us to support and promote our East Coast tourism industry through planning, promotions, and advocacy. A heartfelt thank you to our valued funding partners, Tourism Tasmania, and the Department of State Growth, along with our member Councils, Break O'Day and Glamorgan Spring Bay.



We've continued to promote responsible tourism practices. Our focus on sustainability has led to recognising the eco-friendly initiatives of our operators, preserving our pristine natural environment and cultural values, for future generations.

We've had the pleasure of recognising high-achievers for their outstanding customer satisfaction ratings. Many visitors to the East Coast highlight the warmth and hospitality of our industry as a standout feature of their Tasmanian experience.

Our commitment to promoting East Coast Tasmania as a year-round, sustainable tourism destination remains steadfast. We will persistently focus on positive impact planning, collaboration, and innovation to ensure the enduring appeal for visitors and the lasting liveability of our local community.

This year, we bid farewell to Ange Boxall, who is focusing on a promising music career and continues to lead the way with one of the East Coast's favourite festivals - Echo. We wish her international stardom and success. Joe Pickett is also leaving to focus on family and a new job in Hobart. GSB Councillor Rob Churchill also finished up with the Board, we certainly appreciated his sensible views. We extend our best wishes to Rob, Joe and Ange in all their endeavours.

In welcoming three new Board Members, Lisa Punshon, Theresa Lord, and Paul McDonald, as well as a new Board Member Representative, Michael Symons, from Glamorgan Spring Bay Council, we reinforce our commitment to collaboration, sustainable growth and diversity.

I must acknowledge our new CEO, Grace Keath, who has brought enthusiasm and diligence to her role, along with her dedicated team, Mel and Sally, who are ready to assist our tourism industry as we work on realising the Tourism 2030 positive impact plan, industry development and continued advocacy for our region.

Jen Fry
Chair



CEO report

As we reflect upon the past year, we have seen remarkable growth and success in attracting travellers throughout our summer season, however the decline in visitors during the winter months is a challenge that demands our attention and collective efforts.

There is no doubt that pent up demand of Aussie's looking to travel internationally, the rising cost of living and rising interest rates have contributed to the low visitation during winter.



We undoubtedly used our levers at hand to showcase the unique beauty and experiences that East Coast Tasmania has to offer even in colder weather. This included promoting winter festivals, culinary experiences, cosy accommodations, and outdoor activities that are suitable for the season including leveraging the reach and marketing power of Tourism Tasmania's Off Season campaign.

Some of my first priorities when taking on the CEO role in October 2022 were to engage deeply with stakeholders and establish strong relationships with our industry, government and industry associations as well as truly understand our region's challenges and opportunities. ECTT is making progress with our advocacy for improved road conditions, improved telecommunication services and addressing the affordable housing issues for staffing among some of the top priorities.

Another important focus for me, was stabilising our new team. I'm so pleased to now have two full time Industry Support Officers. Mel Denkinger based in St Helens, Sally Taylor in Coles Bay as well as Kiley Hay looking after our social media channels. This has meant our support and engagement with our industry will continue to strengthen with some exciting new initiatives in the pipeline. We also introduced three new board members and I'm thrilled with the progress our skills based board and our small team have made in representing the East Coast Tasmania Tourism Industry.

Across the East Coast we welcomed new businesses including Waubs Harbour Whisky and Harvey Vineyard in Bicheno, The Branch in Swansea, Easy Tiger Cinema in St Helens and Numie Glamping in Coles Bay with many more of our businesses adding new accommodation, product offerings and renovation. We continue to work with existing local businesses, entrepreneurs and developers to guide new and exciting tourism products which will continue to attract visitors to our region.

There is more work to be done with our industry stakeholders to ensure we prioritise sustainable tourism ventures, improve accessibility and infrastructure, and develop initiatives that minimise the impact on our stunning natural environment while maximising the benefits of a regenerative tourism industry which benefits our local communities. We continue to advocate for funding for The East Coast Positive Tourism Impact Plan which will allow us to deeply engage with the local community to ensure that tourism development aligns with their needs and values and address any concerns or issues that may arise from the expected increased tourism activity and visitor numbers and seek community input on decisions. Our Positive Impact Plan will begin with a community based branding exercise, to get that right with our locals before wider planning and promotion occurs.

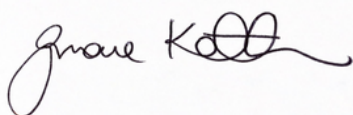


We saw wukalina Walk take out the gold medal at the 2022 Australian Tourism Awards in the Aboriginal & Torres Strait Island Tourism Experience category, Big 4 St Helens Holiday Park taking silver in the Camping and Caravan field, and Tasmanian Walking Company picking up the silver in Ecotourism. An outstanding representation of our brilliant operators!

In the awards space, we introduced a new way to recognise our East Coast Tourism Operators in four categories: Guest Love, Positive Impact, Accessibility & Inclusivity, and Innovation in conjunction with introducing new networking events including the Premiers Luncheon at Springvale Vineyard and Mel's Kitchen. So far, we have given out 14 awards to East Coast businesses and provided over 80 hours of free coaching for first time entrants on their submissions into the Tasmanian Tourism Awards.

As we look to the future, our team remains committed to our core purpose – to showcase East Coast Tasmania as an unparalleled year-round destination, advocating for regenerative tourism initiatives and improved infrastructure, and supporting our local tourism operators. The coming year holds promise of new initiatives, collaborations, and sustainable growth, all while embracing our responsibility to safeguard the unique environment that underpins our collective success.

I extend my gratitude to my team, our Board, our stakeholders, partners, and the East Coast Tasmania community for their support and contributions that have driven us forward and we look forward to the journey ahead with great optimism.



Grace Keath
CEO



The Bend Vineyard photo by Jasper Da Seymour



Board of Directors



Name: Jen Fry
Position: Chair
Board experience: August 2021
Number of meetings attended: 5



Name: Allison Anderson
Position: Deputy Chair
Board experience: October 2021
Number of meetings attended: 4



Name: Annette Hughes
Position: Public Officer / Secretary
Board experience: August 2019
Number of meetings attended: 5



Name: Jo McBain
Position: Treasurer
Board experience: October 2021
Number of meetings attended: 5



Name: Joe Pickett
Position: Director
Board experience: October 2021
Number of meetings attended: 4



Name: Theresa Lord
Position: Director
Board experience: May 2023
Number of meetings attended: 1



Name: Lisa Punshon
Position: Director
Board experience: May 2023
Number of meetings attended: 1



Name: Paul McDonald
Position: Director
Board experience: May 2023
Number of meetings attended: 2



Name: Barry Le Fevre
Position: Director
BODC Representative
Board experience: Nov 2021
Number of meetings attended: 5



Name: Michael Symons
Position: Director
GSBC Representative
Board experience: May 2023
Number of meetings attended: 3



Name: Donna Stanley
Position: Director
PWS Representative
Board experience: April 2020
Number of meetings attended: 5

Retired: Angela Turvey & Ange Boxall



Grace Keath
CEO



Melissa Denkinger
Industry Support Officer



Sally Taylor
Industry Support Officer

Key visitation statistics

PLACES	2019	2023	% change
St Marys	76,957	89,132	16%
Orford	85,925	108,910	27%
Swansea	170,497	187,123	10%
Coles Bay	193,290	233,084	21%
Bicheno	183,226	219,120	20%
St Helens	170,089	205,440	21%
TOTAL	355,593	414,232	16%

Overall growth

East Coast Tasmania experienced a remarkable 16% increase in total visitor numbers, reaching a total of 414,232 visitors for the year June 22 to June 23.

Sustainability

While growth is essential for our economy and communities it is important to ensure that the increase in visitors is sustainable and does not negatively impact the environment or local communities.

Infrastructure Development

To accommodate the increasing number of visitors, we will continue to advocate for investment in infrastructure development such as improved road networks, our national parks and reserves, community facilities, and telecommunication networks.

Key visitation statistics

Marketing and Promotion

Through our partnership marketing opportunities and our social media channels we will continue promoting the unique attractions and experiences offered by East Coast Tasmania to attract a diverse range of tourists.

Sustainable practices

We are working hard to implement and promote sustainable tourism practices to preserve the natural beauty and cultural heritage of the region.

Collaboration

ECTT continues to foster collaboration between the public and private sectors to ensure coordinated efforts in managing our visitor growth and that our communities are benefiting from the tourism industry.

ATTRACTIONS	2019	2023	% change
Bay of Fires	164,593	206,273	25%
St Columba Falls	35,610	44,283	24%
Mt. William National Park	20,143	21,112	5%
Freycinet National Park/Wineglass Bay	243,403	276,212	13%
Maria Island National Park	35,612	58,693	65%
TOTAL	355,593	414,232	16%

To provide an accurate analysis of the East Coast Tasmanian tourism industry's performance, we compare FY2023 figures with FY2019 which is a baseline year that is not affected by the pandemic.



Direction / goals / strategic pillars

What	Why	How	22/23 Activity
<p>Leadership</p>	<p>Leading the way in fulfilling the T21 strategy's objectives for fostering sustainable growth in our regional East Coast visitor economies, with a special focus on industry and the visitor economy.</p>	<p>Encourage social, environmental, cultural and economic wellbeing through the visitor economy</p> <p>Embrace and pursue effective partnerships and collaboration</p> <p>Represent our industry at key state industry forums and be highly visible within the industry network on the East Coast.</p>	<p>Completed scoping proposal of East Coast Tasmania Positive Impact Plan</p> <p>Bay Of Fires steering committee</p> <p>Freycinet Master Plan steering committee</p> <p>Continued collaboration and partnership with BODC & GSBC</p> <p>ECTT Chair representation on the TICT Board</p> <p>Cruise ship forum</p> <p>Regular site visits to tourism businesses</p> <p>Attended Tourism Australia Conference, The Australian Festival Industry Conference and the TICT Tasmania Conference</p>
<p>Advocacy</p>	<p>Championing the causes and aspirations of the tourism sector within our region, serving as a vocal advocate with our government, industry bodies and among our local communities.</p>	<p>Work closely with state government, industry bodies and private investors in attracting investment to support new projects and address barriers.</p> <p>Provide leadership in solution-based projects such as providing affordable housing for workers, improving road conditions and improved telecommunications network.</p>	<p>Liaising with TICT to lobby on East Coast issues</p> <p>Participation in working group on advocacy for improved road infrastructure</p> <p>Participation in Caravan and Camping reference group</p> <p>Regular meetings with Tasmanian politicians</p> <p>Providing OCG & DSG with suggested solutions on staff housing issues</p> <p>Collaboration with Telstra</p> <p>Representation in the media</p> <p>Provide letters of support</p>
<p>Industry Development</p>	<p>Guiding operators along the East Coast towards digital proficiency, ensuring that industry professionals and their teams possess the expertise required to support the realisation of the T21 vision by 2030. This collaboration extends to working closely with State Growth and relevant governmental bodies.</p>	<p>Businesses on the East Coast aligned with the visitor economy are supported to be effectively run and viable, through collaboration, advice and training.</p> <p>Engage with our community to ensure our industry is sustainable.</p>	<p>Employed full time support officer to service South East Coast</p> <p>Regular industry newsletters and updates</p> <p>Participation in Agritourism initiatives</p> <p>Opening the gate and the Agritourism reference group</p> <p>Quarterly High achievement awards</p> <ul style="list-style-type: none"> - Guest love - Positive Impact - Accessible & Inclusive - Innovation <p>Provided operators with 10 hours one-on-one coaching each on entry to Tasmanian Tourism Awards</p> <p>Provided operator workshops on Instagram presence and story telling</p> <p>Participation in local school programs – workforce initiatives and liaise with BODEC and BEST on current industry needs</p> <p>Round table with Events Tasmania and local event organisers</p> <p>In partnership with Events Tas, hosted Accessibility in Events workshop</p> <p>Participation and support in local Chamber of Commerce, Destination Action Plan Groups and Business Associations</p> <p>Networking events</p> <ul style="list-style-type: none"> Premier's luncheon – Springvale Vineyard/Mel's Kitchen - St Helens – Serpenterium Wildlife Park - International Women's Day – Little Beach Glamping Co - Awards coaching group meet & greet - Wineglass Bay Cruises Boat - GM series with THA (Included Orford Blue Waters, Piermont Retreat and The Wharf)

Direction / goals / strategic pillars






What	Why	How	22/23 Activity
<p>Destination and Product Development</p>	<p>Elevating our offerings to achieve global excellence as a year round destination. We commit to pursuing ongoing investments in visitor experiences, acknowledging the integral role of indirect tourism businesses in enhancing the overall visitor journey.</p>	<p>Work to encourage investment and attract sustainable, eco-friendly and high-end developments and experiences; ensuring the visitor footprint is minimal.</p> <p>Build a compelling case to live, work and invest on the East Coast.</p> <p>Develop the diversity and quality of experiences and information available to visitors by facilitating industry experience development and investment.</p>	<p>ATDW enhancement and conversion program - 89 new listings, 125 updates</p> <p>Worked with TICT to launch Tourism Ambassador North East module</p> <p>Extra support provided to new and existing business: Easy Tiger Cinema, Tasmanian Whisky Experience, SwanSong, Maclean Bay Wines, Maple on Main, Little Beach Glamping Co Waverley Distillery, Freycinet Air Tours, Waubs Harbour Whisky, The Keep</p> <p>Support provided to events and festivals including: -Echo -Bay of Fires Winter Arts Festival -Nocturna - Great Eastern Wine Week and A Festival Called George</p> <p>Ongoing collaboration with Tourism Tasmania in partnership marketing opportunities</p>
<p>Marketing / Drive visitation</p>	<p>Amplifying awareness of the distinctive experiences and year-round events available on the East Coast. We are committed to safeguarding and promoting the East Coast brand and continue to play a pivotal role in shaping and executing marketing strategies at the local, regional, and state levels in collaboration with Tourism Tasmania.</p>	<p>Strengthen the East Coast appeal as a destination - a year-round place to play, the uncrowded coastline and nature and culture abound through social media channels and partnership marketing opportunities.</p>	<p>Significant social media presence and content creation</p> <p>Fortnightly EDM industry newsletter</p> <p>Getaway (Channel 9 travel show) 3 segments</p> <p>Continued investment into the East Coast Tasmania App</p> <p>Supporting TTAS release of Discover Tasmania App</p> <p>Support and promotion of TTAS Off Season campaign</p> <p>Support entry of Coles Bay in Tasmania's Top Tourism Town</p>



Digital Instagram

ITEM	DESCRIPTION	STATS	% CHANGE
Posts	Number of posts	344	32%
Follower count	Number of followers at the end of the financial year	72,329	5%
Reach	Number of people reached	5.29m	23%
Impressions	Number of times posts was shown to people	5.59	25%

Top 5 liked posts






	<p>October 16, 2022 11:37am</p> <p>Kaleidoscope sky ☁️❤️ You know you're really on holidays when your feet first touch the white sand on a long, empty East Coast beach. . . . @deni_cupit 📍 Bay Of Fires @gravityislemtb #eastcoasttasmania #greatestdrive #seeaustralia #amazing_australia #holidayherethisyear #exploringaustralia #destinationaustralia</p>	<p>eastcoasttasmania</p>				
	<p>Likes</p> <p>7,975</p>	<p>Comments</p> <p>85</p>	<p>Impressions</p> <p>358,281</p>	<p>Reach</p> <p>357,126</p>	<p>Eng. Rate</p> <p>2.37%</p>	<p>Spend</p> <p>—</p>
	<p>October 4, 2022 04:44pm</p> <p>Pristine 💎 Can you see yourself Strolling over the sand dunes to stand on the point. East Coast Tasmania #bestbeachesever 💙💙💙 @antonwilks 📍 Redbill Beach point to Diamond Island @redbill_surfhack #eastcoasttasmania #greatestdrive #seeaustralia #amazing_australia #holidayherethisyear</p>	<p>eastcoasttasmania</p>				
	<p>Likes</p> <p>7,130</p>	<p>Comments</p> <p>116</p>	<p>Impressions</p> <p>301,997</p>	<p>Reach</p> <p>290,240</p>	<p>Eng. Rate</p> <p>2.59%</p>	<p>Spend</p> <p>—</p>
	<p>January 6, 2023 08:30pm</p> <p>Put your hands together 🙏 for the fifth finalist for the East Coast Tasmania photographic competition @janewhittakerwebb 🐢🐢 There is still plenty of time to get your entry in: 📍 East Coast Tasmania Tourism invites photographers 📷 of all ages, and experience levels to enter a single image with the theme 🐢</p>	<p>eastcoasttasmania</p>				
	<p>Likes</p> <p>7,124</p>	<p>Comments</p> <p>43</p>	<p>Impressions</p> <p>105,792</p>	<p>Reach</p> <p>86,193</p>	<p>Eng. Rate</p> <p>6.92%</p>	<p>Spend</p> <p>—</p>
	<p>April 16, 2023 12:00pm</p> <p>Natures perfection 🐟 A birds eye view of a perfectly round school of fish in crystal clear waters off Tasmania's East Coast 🌊 A guest of @tasmanianairtours 📍 South of St Helens looking towards Beaumaris @tasmanianairtours #helicoptertours #tasmaniantours #eastcoasttasmania #greatestdrive #tasmania #beaumaris</p>	<p>eastcoasttasmania</p>				
	<p>Likes</p> <p>3,351</p>	<p>Comments</p> <p>22</p>	<p>Impressions</p> <p>49,365</p>	<p>Reach</p> <p>49,365</p>	<p>Eng. Rate</p> <p>7.00%</p>	<p>Spend</p> <p>—</p>
	<p>September 25, 2022 02:53pm</p> <p>Seriously what a spot 📍 East Coast Tassie hands down has to be Australia's best free camping!! One problem you will not want to leave 🐾 Check out our holiday park and free camping guide in our bio 📷 @salt_and_sunsets @vanningaroundoz 📍 Swimcart Beach #greatestdrive #freecampingtasmania #freecamping</p>	<p>eastcoasttasmania</p>				
	<p>Likes</p> <p>3,242</p>	<p>Comments</p> <p>84</p>	<p>Impressions</p> <p>206,649</p>	<p>Reach</p> <p>194,426</p>	<p>Eng. Rate</p> <p>1.79%</p>	<p>Spend</p> <p>—</p>



Facebook

ITEM	DESCRIPTION	STATS	% CHANGE
Posts	Number of posts	375	50%
Follower count	Number of followers at the end of the financial year	25,585	8%
Reach	Number of people reached	4.72m	30%
Impressions	Number of times posts were shown to people	4.84m	16%

Top 5 liked posts

	<p>June 9, 2023 12:00pm East Coast Tasmania</p> <p>Be sure to tune into Channel Nine Saturday 10th June at 5:30 PM 📺 Getaway will be featuring the first segment of the stunning East Coast of Tasmania 🌊 ... 📺 Bay Of Fires Bush Retreat 📺 Bay of Fires ... 📺 #stunningeastcoast #getaway #travelshows #festuredontelly #eastcoasttassiesisthebest #valtherenextyear</p>												
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9,890	770	223,165	221,365	4.86%	—								
	<p>March 15, 2023 07:00pm East Coast Tasmania</p> <p>Watching a pod of dolphins play, what better way to spend your day 🐬🐬 Dolphins are a reminder of living as free and happy as you can here, and not stressing the small things 🌊 ... 📺 @petejamesphoto DM for print details 📺 East Coast Tasmania ... #eastcoasttasmania #greatestdrive #seeaustralia #amazing_australia #... #...</p>												
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2,035	3,441	163,824	163,824	3.76%	—								



East Coast Tasmania App

Downloads

Australia	Apple App Store	Google Play Store
Dec-21	179	48
Jan-22	389	89
Feb-22	377	84
Mar-22	289	81
Apr-22	355	88
May-22	244	99
Jun-22	228	88
Jul-22	265	96
Aug-22	351	129
Sep-22	442	162
Oct-22	463	179
Nov-22	359	147
Dec-22	299	146
Jan-23	439	144
Feb-23	324	135
Mar-23	249	109
Apr-23	183	70
May-23	109	33
Jun-23	110	39
Jul-23	93	37
Aug-23	105	29
Total	5852	2032

Global	Apple App Store	Google Play Store
Dec-21	190	49
Jan-22	397	89
Feb-22	397	86
Mar-22	310	84
Apr-22	369	96
May-22	268	104
Jun-22	244	94
Jul-22	287	106
Aug-22	376	141
Sep-22	478	176
Oct-22	534	203
Nov-22	445	169
Dec-22	353	171
Jan-23	512	163
Feb-23	373	156
Mar-23	297	129
Apr-23	210	75
May-23	117	40
Jun-23	119	41
Jul-23	104	39
Aug-23	125	33
Total	6505	2244

Purpose

Is to provide easy to use and comprehensive access to information for our visitors when visiting the East Coast.

Features

- Options to explore towns or use a map feature.
- Custom map design
- Easy access icons
- Show user if they are online or offline (extra optimisation added when using offline to be able to access last synced data)
- Location detection for distance and directions
- Tag favourites and view them later
- Push notifications – Alarm bell feature- Notifications can be input via the platform.
- Data integration with ATDW – When online all data to be synced with ATDW
- Filters on the map and under towns for different categories and mapping
- Hyperlinks to get directions through google map and other external websites
- Add data points on map for facilities like EV charge points, toilets etc
- Weather information widget



Finances

Treasurer report

This year has been another challenging but rewarding year for ECTT.

We have had a new CEO and core staff onboard and they very quickly came up to speed with the budget and worked carefully to adhere to that. We recorded a small net profit at the end of the financial year with our equity position improving slightly to \$192,044.

We rely on government and local council grants as our primary sources of income. We gratefully acknowledge the ongoing support of our major funding partners being Tourism Tasmania, and the Break O'Day and Glamorgan Spring Bay Councils. Their financial support is a vital resource; enabling us to connect with tourism-based organisations across our expansive region.

Our core expenses revolve around our staff. This is now a tight knit team of three who work hard to cover all corners of our destination area, from Weldborough in the north, to Buckland in the South and east into the Fingal Valley. Maintaining this level of service amongst rising costs remains our biggest financial challenge. To this end our CEO, staff and the board are working tirelessly to work as efficiently as possible with the funds available, whilst continuing to pursue opportunities to supplement/increase this income going forward.

We extend our appreciation to Natacha of Cense Accounting for compiling our financial records during the year, and to Synectic Accountants & Advisers for auditing those records.

Jo McBain
Treasurer



east coast
tasmania



East Coast Tasmania Tourism

Financial Statements

For the Year Ended 30 June 2023

East Coast Tasmania Tourism

Financial Statements

For the Year Ended 30 June 2023

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East Coast Tasmania Tourism Inc

ABN: 20 205 382 807

Address: PO Box 15

BICHENO TAS 7215

Statement of Profit or Loss and Other Comprehensive Income

For the Year Ended 30 June 2023

	Note	2023 \$	2022 \$
Revenue			
Events and Marketing Income		43,824	104,433
Government grants	3	485,570	518,045
Interest		2,794	1,167
Other income		-	6,958
		<u>532,188</u>	<u>630,603</u>
Operating Expenses			
Administration costs		82,190	97,933
Employee benefits expense		270,225	376,767
Advertising and distribution costs		127,232	62,688
Tourism award costs		8,275	22,530
PPE - Depreciation		716	315
Destination management plan		-	963
Industry development		16,689	15,276
Website costs		11,208	11,739
Wine Week		11,308	78,416
Utilities		2,866	2,531
		<u>530,709</u>	<u>669,158</u>
Net Surplus/(Defecit) for the Year		1,479	(38,555)
Accumulated Funds			
Opening balance		190,565	229,120
Balance at end of Year		192,044	190,565

The accompanying notes form part of these financial statements.

Statement of Financial Position

As At 30 June 2023

	Note	2023 \$	2022 \$
ASSETS			
Current Assets			
Cash and cash equivalents	4	385,945	197,186
Trade and other receivables	5	-	855
Prepayments		3,304	4,396
Total Current Assets		389,249	202,437
Non-Current Assets			
Property, plant and equipment		3,530	317
Total Non-Current Assets		3,530	317
TOTAL ASSETS		392,779	202,754
LIABILITIES			
Current Liabilities			
Trade and other payables	6	21,914	7,798
Employee entitlements		(2,955)	4,391
Grants received in advance	7	181,777	-
Total Current Liabilities		200,736	12,189
TOTAL LIABILITIES		200,736	12,189
NET ASSETS		192,043	190,565
EQUITY			
Accumulated funds		192,043	190,565
TOTAL EQUITY		192,043	190,565

Statement of Cash Flows

For the Year Ended 30 June 2023

	2023	2022
Note	\$	\$
CASH FLOWS FROM OPERATING ACTIVITIES:		
Receipts from customers	44,679	117,905
Receipts from Government	738,266	567,350
Payments to suppliers	(277,719)	(319,120)
Payments to employees	(277,611)	(378,413)
Interest received	2,794	1,167
Net GST refunded (paid)	(37,721)	(53,077)
Net cash provided by/(used in) operating activities	8 <u>192,688</u>	<u>(64,188)</u>
CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchase of property, plant and equipment	<u>(3,929)</u>	-
Net cash used by investing activities	<u>(3,929)</u>	-
Net increase/(decrease) in cash and cash equivalents held	188,759	(64,188)
Cash and cash equivalents at beginning of year	<u>197,186</u>	261,374
Cash and cash equivalents at end of financial year	4 <u><u>385,945</u></u>	<u>197,186</u>

Notes to the Financial Statements

For the Year Ended 30 June 2023

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 2023

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.

Notes to the Financial Statements

For the Year Ended 30 June 2023

3 Government funding

	2023	2022
	\$	\$
Tourism Tasmania	365,570	387,943
Local government	120,000	120,000
Other grants	-	10,102
	485,570	518,045

4 Cash and cash equivalents

Cash on hand	197,925	15,949
Term deposits	188,020	181,237
	385,945	197,186

5 Trade and other receivables

Trade receivables	-	855
	-	855

6 Trade and other payables

Trade and other payables	857	1,762
GST payable	16,757	1,696
Employee benefits	4,300	4,340
	21,914	7,798

7 Grants Received in Advance

Tourism Tas Funding received in advance	181,777	-
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8 Cash flow information

Reconciliation of result for the year to cashflows from operating activities

Profit/(loss) for the year	1,478	(38,555)
Non-cash flows included in profit:		
Depreciation and amortisation expense	716	315
Changes in assets and liabilities:		
Trade and other receivables	855	6,515
Prepayments	1,091	(2,112)
Trade and other payables	14,117	(9,479)
Deferred income	181,777	(20,641)
Provisions	(7,346)	(231)
Cashflow from operations	192,688	(64,188)

East Coast Tasmania Tourism

Notes to the Financial Statements

For the Year Ended 30 June 2023

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.

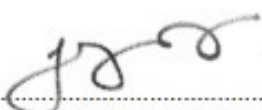
East Coast Tasmania Tourism

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 2023 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 

Dated 20 09 23

East Coast Tasmania Tourism

Independent Audit Report to the members of East Coast Tasmania Tourism