



# ANNUAL REPORT 2017

TOURISM GREATER  
**GEELONG & THE**  
**BELLARINE**





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# A NOTE FROM...



## The Chairman John Stevens and Executive Director Roger Grant

It is indeed pleasing to see the work being done and the results achieved in this, our first year of implementing the 2017-2021 Visitor Economy Strategy. It is also pleasing to note the increasing membership levels from all parts of our Geelong and The Bellarine Region. Our whole partnership structure with State and Local Government is built upon a strong foundation of industry membership and support.

We thank you for your membership and active support.

Investment in the regional visitor economy by both the private and public sector is at an unprecedented level.

This year we have seen new and improved ways to access our region, new attractions that generate visitation and new and enhanced facilities to service visitors particularly when they want to stay overnight.

So we remain very enthusiastic and optimistic about future growth in our region.

We wish to acknowledge our many partners and sincerely thank the 100 plus volunteers who often provide the first point of contact with visitors and encourage them to stay longer and fully immerse themselves in the many experiences our region offers.

We conclude by thanking the Board for their guidance and direction and the staff for their dedication to achieve the ambitious plans and strategies set by the Board and once again commit to working closely with you to deliver a range of programs that will enhance your business and to grow the regional visitor economy.



John Stevens  
Chairman



Roger Grant  
Executive Director

A handwritten signature in black ink, appearing to read 'John Stevens'.

A handwritten signature in black ink, appearing to read 'Roger Grant'.

# 2017 VISITOR DATA

## GEELONG AND THE BELLARINE



Attracted

5.3m

visitors 23.2% increase  
year on year

Attracted

3.8m

day visitors 28.8%  
increase year on year

4.6m

overnight visitors  
12.3% increase year on  
year

They spent

\$907m

12.3% increase year on  
year

19%

membership increase  
year on year



Since Tourism Greater Geelong and The Bellarine was formed in 2014, our visitor economy has grown markedly, and outperformed regional Victorian averages.

### Domestic overnight travel

	1.4 million		11.5%
	3.7 million		10.4%
	\$499 million		2.0%

### Domestic daytrip travel

	3.8 million		28.8%
	\$326 million		22.9%

### International overnight travel

	52.0 thousand		-12.4%
	951.8 thousand		20.4%
	\$82 million		0.8%



The visitor economy contribute to a massive 5,185 jobs region wide



CAMESCALE



A J I R E

# MEET THE BOARD...

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John Stevens  
Chairman



Helen Butteriss  
Skills Based Finance



Brett Luxford  
City of Greater Geelong  
Rep



Owen Sharkey  
Golden Plains Shire Rep



Cr Ross Ebbels  
Borough of Queenscliffe  
Rep



Terry Jongbloed  
Geelong Rep 1



Nicole Newman  
Geelong Rep 2



Christine Smith  
Bellarine Rep 2



Nicholas Heath  
Skills Based Marketing



Kevin Robe  
Skills Based Business  
Events (Vice Chair)



David Littleton  
Bellarine Rep 1



# MEET THE TEAM...

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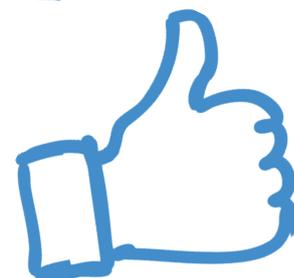
## Executive



Roger Grant  
Executive Director



Brett Ince  
Deputy Executive Director



## Administration and Industry Development



Felicity McKenzie  
Tourism Administration  
Officer



Lakshmi Cashmore  
Industry Development  
Officer

## Marketing and Public Relations



Tracy Carter  
Marketing &  
Communication Manager



Narelle Needham  
Marketing &  
Communications Officer



Will Barber  
Digital Marketing Officer

## Membership



Di Nelson  
Business Development  
Manager



Carla Garner  
Membership Engagement  
Officer



Abbey Jones  
Membership Engagement  
Officer



Fiona Tuddenham  
Membership Officer

## Visitor Information Centres



Elizabeth Curtain  
Visitor Information Cen-  
tres Coordinator



Joshua Harris  
Visitor Information Officer



Maree Greenwood  
Queenscliff Visitor  
Information Centre

## Business Events Geelong



Mark Day  
Convention Bureau  
Manager



Elise Getson  
Marketing &  
Communications Officer

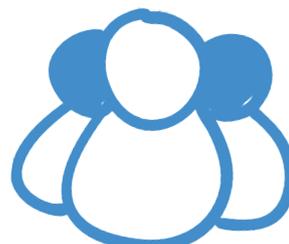


Sharon McDowell  
Business Events Officer

## Study Geelong



Simone Budd  
Student Engagement and  
Project Officer



# 2016/17 HIGHLIGHTS

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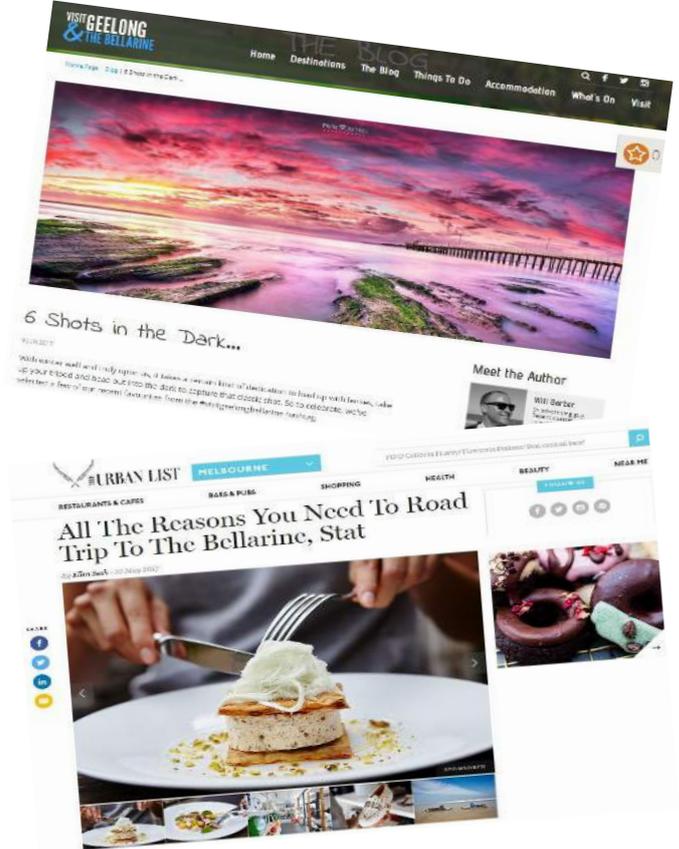
# PROMOTION

## Content, Thematic and Digital Marketing

We have continued to build our online profile by delivering content to our audiences that inspires, engages, entertains and links them to the information they need to be able to take action. Through VisitGeelong-Bellarine.com.au and our social media assets we've connected Geelong and The Bellarine with more people than ever before.

Throughout the year we've undertaken dedicated photography and film shoots to ensure the images we're presenting of the region are current and compelling. We have a monthly email to more than 10,000 subscribers where we feature our best content to encourage them to start planning a visit.

We've worked on partnerships with online publishers like The Urban List and featured the work of local photographers and videographers through our channels. Our own team have told stories about the region in ways readers can connect with. All this effort has allowed us to achieve some incredible results during 2016/17:



80

new blogs published

28

videos shared



127,733

sessions (up 58%)



380,724  
pageviews (up 48%)

68%

of traffic is achieved through organic search



106,579

of the page views were of member business listings

Facebook audience grew by 17% to

21,682

Facebook organic reach averages

29%

of audience



# PROMOTION

## PR and Media

Tourism Greater Geelong and The Bellarine understands the strength of digital and content marketing in the travel and tourism industry. However, we recognise traditional media in the form of newspapers, magazines, TV, radio and other publications as equally important players in getting our message out about our strengths, new developments and events.

We continue to gain strong media leads, relationships, articles, mentions and profiles. In 2016/17 these have included, to name just a few, having the Today Show do their weather crosses live from the region twice, 3AW interviews and mentions, front cover feature stories, inflight articles for Jetstar and Scoot, full page articles in the Herald Sun and Daily Telegraph, feature stories in CEO Magazine, Club Marine Magazine and Aust & NZ Magazine based in the UK. We've had articles published online in Broadsheet, The Urban List, TimeOut, Concrete Playground, Australian Traveller and many event and school holiday listings. We were very excited The Bellarine was rated number nine in Lonely Planet's Best Value Destinations around the world in 2017.



# PROMOTION

## International Marketing

We have continued our important co-operative international marketing partnership with Great Southern Touring Route as a key destination in Australia's finest road trip promoted as an adventure full of experiences that will delight and inspire every traveller through Geelong and The Bellarine, Great Ocean Road, Grampians and Ballarat. This partnership is considered best practice in international promotion through the United Nations World Tourism Organisation and is now in its 25th year of promotion.

We have also been a foundation partner in the development of Go Beyond Melbourne as an international travel trade product. The touring concept focuses on four distinct regions including Geelong and The Bellarine, Mornington Peninsula, Yarra Valley and Phillip Island with a crossing over the bay with Seaside Ferries.





# PROMOTION

## Study Geelong

Study Geelong is an initiative led by Tourism Greater Geelong and The Bellarine, with membership from international education providers in Geelong.

Our aim is to increase and diversify Geelong's share of Victoria's international student market across all education sectors through focussing on four themes: Marketing and Recruitment, Student Experience, Broader Benefits (i.e. visiting friends and relatives) and Advocacy & Collaboration.

In 2016/2017 a range of activities were undertaken to support international students, including a the annual Welcome Event, Aussie Communication Boot Camp and visits to a show at GPAC and Cats AFL footy game. Study Geelong Student Ambassadors and interns played a pivotal role in connecting with students, reviewing and developing destination marketing materials and producing digital and social media content.



# PROMOTION

## Visiting Friends and Relatives

Our large resident population makes the Visiting Friends and Relatives market an important one for Geelong and The Bellarine.

Every year during shoulder and off-peak seasons we implement a tactical marketing campaign to build local awareness and drive visitation to the experiences and businesses in the region. In 2016 and 2017 the campaigns were themed scavenger hunts with problems to solve at venues across the region. 2016's Treasure Adventure and the 2017 Wander Geelong and The Bellarine campaigns each had more than 400 registered families, 4,000 web visits and between 23-31 participating member businesses.





# PROMOTION

## Cruise Shipping

In 2016/2017 we hosted two major cruise ships to our shore. Our Visitor Information staff and volunteers were at the pier to meet and greet over 3,000 visitors and present them with maps, bags and lanyards guiding them on where to go, where to eat and what to see while in the region.

We have been working with on-ground tour agents to both increase the knowledge of offerings our region has and secure addition tours throughout.

In 2017/2018 we have 5 cruise ships scheduled.



# PROMOTION

## Official Visitor Publications (Guide and Map)

In 2017 our Official Visitor Guide and Map took on a whole new look and feel. We got our hands on some stunning imagery to head up our front covers and we gave the editorial of the Official Visitor Guide a facelift with an easy to read style. We continue to print large volumes of these tourism publications with around 100K of each on hand. We're proud of our key regional marketing publications, providing visitors to the region a compelling read and the logistical information they need. We'll look to evolve the guide and map each year.



# PROMOTION

## Taste Trails (Bellarine and Moorabool)

It's exciting. Geelong and The Bellarine now has two Taste Trails in the one region, highlighting the exceptional food and wine in both The Bellarine and the Moorabool Valley.

In 2017 40K Bellarine Taste Trail maps were printed and we'll look to print a larger volume in 2018. The newly developed website in 2016 continues to be a great digital asset for promoting the BTT. We were proud to see another region look up to the Bellarine Taste Trail as the benchmark for regional food and wine marketing in establishing their own trail.

In 2017 we established for the very first time a Taste Trail in the Moorabool Valley. It was thrilling to see the enthusiasm of food and wine producers and suppliers in the Moorabool Valley supporting the Trail. The Moorabool Valley is a burgeoning, authentic, relatively undiscovered food and wine region that deserves its own marketing tool to showcase the delicious ingredients and passionate makers and growers.

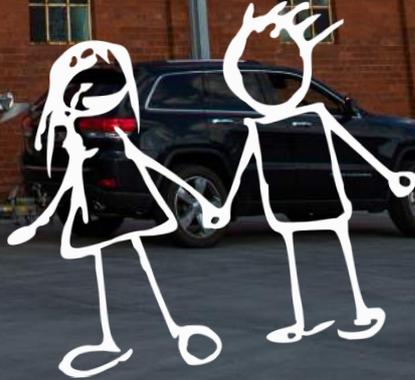




LITTLE CREATURES  
BREWERY



CANTEEN



HUTCHINSON BUILDERS  
HUTCHINSON BUILDERS

# DEVELOPMENT

## Professional Development Program

We have continued to offer and build a versatile development calendar that provides development to a variety of industry types and roles. We have expanded on the general training to now offer tourism specific topics including international marketing, how to develop a competitive edge and what it means to be corporately responsible.

In March 2017, the Geelong and Bellarine Small Business Training and Development Summit was held at the Geelong Library and Heritage Centre. 85 attended across the day and a variety of speakers covering topics such as risk management, wellness, product packaging and being an innovator in the 21st century. Due to the success of the day and feedback given that a whole day out of member businesses was costly, the summit will be run as two half days next year to provide an opportunity of growth in topic, speakers and participants.

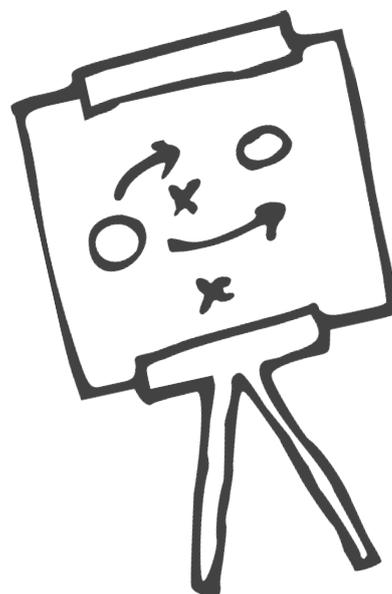
The online training and development was launched in 2016/2017. The 12 session program (once a month) takes a 360-degree journey to reconnect and reinvigorate the business mind. Operators can register for one or all of the sessions and find a new way to learn and grow through our online training and development.

It has been a focus this year to have networking opportunities with key updates from staff and clear communication on projects. By hosting these events at different locations we have given members the opportunity to see other member businesses in the region and connect with like-minded owners.

## Skills Gaps Analysis

The skills gap analysis and reporting was undertaken in conjunction with The Gordon to better understand the current workforce skills shortage in order to address existing issues that members face now, and also in preparation for the future. After undertaking online surveys and face to face in depth interviews, the results indicated that 70% of respondents were identified as being in the accommodation or food and beverage industry.

Recommendations out of the report have resulted in a partnership being formed with Geelong Regional Local Learning Employment Network (GRLEN) which has progressed to identifying the need for supporting app and technological development has been key. A new app called 'Emprevo' has been brought forward as an app that can help not only by filling shifts in hospitality but also within the office with volunteer rostering. The recommended topics of training and development have been scoped out for the training and development calendar looked at specific topics and implemented these into the calendar for the next financial year.



# DEVELOPMENT



## Brand Geelong

The Brand Geelong Steering Committee was formed by a group of widely represented membership-based organisations and local / state government bodies in response to growing concern about the lack of a cohesive, representative and positive message about what Geelong should be known for. The group's goal was to develop and see through to adoption of a new narrative for Geelong as a desired destination and place of residence & employment.

Through qualitative and quantitative research it was identified that there was no consistent place branding for Geelong and that this void fostered an warranted negative image of Geelong. The Steering Group addressed that gap by running Brand Definition Workshops and through the development of a Brand Strategy Paper and a Communication Strategy and Plan, all of which were conducted and developed through contributions from civic leaders, commercial and community bodies and local residents.

## Tourism Development Plan

Our Tourism Development Plan still remains the key document used as we assist and support private sector investors. Likewise the priority projects identified in the Plan continue to be lobbied for strongly at the State and National level.

We have ensured that we have embedded these priority projects in the submissions put forward by our Local Government Partners and relevant lobby groups as we work together to ensure Government funding matches industry and regional priority needs.

Projects like the Geelong Convention and Exhibition Centre, Fort Queenscliff Redevelopment and Avalon Airport International Upgrade still remain a priority critical to the visitor economy realising its full potential. Additional work has been undertaken during this reporting period to further strengthen the business cases for these priority projects.

Further to this, planning has commenced at a destination level to ensure future investments remain strategic and deliver the best outcomes.

# DEVELOPMENT

## Industry Communications

The Board of Tourism Greater Geelong and The Bellarine directed that membership engagement and communication remain a priority as we implement our ambitious Strategies and Action Plans.

As such, all members have been contacted weekly with information about what's happening in the region and details of opportunities to maximise marketing and industry development opportunities.

It is pleasing to note that following a refresh of our corporate website, [www.tourismgeelongbellarine.com.au](http://www.tourismgeelongbellarine.com.au), we've seen an encouraging increase in users, sessions and returning users. This indicates that the content is considered to be useful and relevant.

Overall page views and session times are also up, further illustrating that this is qualified traffic and members are finding more value across the website.

We remain committed to further enhance this important marketing asset and continue to refine and expand content to inform and inspire.



hi!



LITTLE RIVER INFORMATION CENTRE & VOLUNTEERS

# VISITOR INFO SERVICES

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The Geelong and Bellarine Visitor Information Service (GBVIS) seeks to inspire visitors, connecting in a way that only a face to face encounter can achieve. Our service has remained a class leader, aligning visitor desires with experiences that are distinct to our region.

## Visitor Servicing

Our unique model encompasses three accredited Visitor Information Centres, four Visitor Information Booths, thirteen Visitor Information Hubs and outlets. 124 passionate volunteer staff work autonomously on the day to day operation of our centres and are the backbone of our service. Without them the work we do would not be possible.

45% of our volunteers have donated their time for over 10 years, 12% in excess of 20 years and one volunteer celebrated her 30th volunteering anniversary in April. The knowledge retained and shared by this enthusiastic team is invaluable.

## Tours & Training

Five familiarisation tours were conducted to showcase new experiences, attractions and accommodation providers in our region. Visitor survey respondents rated our customer service as good (6%) or excellent (93%), up 8% on the previous period, due to greater familiarisation tour attendance and training opportunities.

## Roaming Information Service

Over 30 enthusiastic volunteers welcomed passengers from cruise ships in Geelong, offering a lanyard, map, tourism bag, complimentary guided walking tours of the city centre and a free hop-on hop-off visitor shuttle. GBVIS attended major events including the Melbourne International Airshow (Avalon) and AFL Country Round Festival.

## Social Events

Social and networking events are valued amongst volunteer staff. Two major functions were held with guest speakers, updates from the GBVIS coordinator and samples of our regions food, beer and wine was on offer. The Christmas function was a highlight with over 100 people in attendance. Dinner was followed by a special guest appearance and years of service awards were presented.

## Statistics

Statistics were consistent with the previous financial year. Avalon Airport Visitor Information Booth enquiries doubled in the second half of the financial year, following remodelling and a new predominant location. This growth counteracted with a slower than usual result in February.



# BEGEELONG

## Industry Excellence

Business Events Geelong (BEGeelong) was inducted into the Meetings Events Australia (MEA) Hall of Fame after the unit successfully won both State and National level awards for 'Regional Destination Marketing Organisation' as awarded by MEA. This was the third consecutive year BEGeelong was recognised as Australia's leading regional convention bureau.

## Tradeshaw Activity

Regional representation was coordinated at both interstate and intrastate trade shows, with the opportunity provided for industry members to co-exhibit alongside BEGeelong. This provided greater presence, strengthening the region's offering as a leading business events destination.

## Showing Off

There is no better way to sell the destination than showcasing it first hand to both conference and meeting organisers and media through our familiarisation program. BEGeelong hosted two media trade familiarisations and three corporate buyer familiarisations in 2016-2017.

## Stand Alone Events

**Degustation Luncheon:** The Business Events Geelong Degustation Luncheon, held for the second year, is designed to connect industry members directly with key decision makers of corporate companies, predominately from within Melbourne's CBD. The casual networking lunch provides the perfect platform for industry members to discuss their products directly in an informal sales approach building rapport with these event organisers. This event was regarded as the most valuable opportunity offered by BEGeelong.

**Mystery Dinner:** This new initiative undertaken by BEGeelong was to host a dinner in region with a selected group of Melbourne

based event organisers. Designed to change perceptions of how close our region is to Melbourne, BEGeelong transported a group of 55 event organisers to a mystery location in our region. The evening took place at Clyde Park Vineyard with 10 industry operators attending. The Mystery Dinner provided a relaxed format for industry members to build rapport directly with key decision makers.

## Lead Support

BEGeelong is proactive in facilitating direct lead enquiries into the region, which are generated through a variety of marketing channels. On occasions a formal bid document is tailored to the clients specific brief showcasing how the destination will host the conference. BEGeelong provided 31 direct lead opportunities combing to an estimated 15,924 room nights with an estimated economic benefit to the region of over \$8m. A further 36 conferences were supported through our support program to either assist industry members in converting property direct conference leads or, value adding to the regions product offering.





BUSINESS EVENTS GEELONG MYSTERY DINNER

2



# PARTNERSHIPS

## Tourism Advocacy

We have continued to play a pivotal role in advocating for priority projects that will drive the development of the Visitor Economy in Greater Geelong and The Bellarine through our Tourism Development Plan. These projects focus on the three key themes including infrastructure and enabling projects, experiential product development and accommodation needs to stimulate increased overnight visitation

## Strategy Development and Re-Signing of the Memorandum of Understanding until 2021

Strategic planning through the development of the Visitor Economy Strategy 2017/18 – 2020/21 has been a key priority for the Board and Staff of Tourism Greater Geelong and The Bellarine. This ensured that aspirational targets are set to grow the Visitor Economy and key priority areas of Promotion, Development and Leadership are focused on to achieve our goals. Through industry and government consultation, the Strategy

and more reasons to stay. The development of key projects such as the Geelong Convention and Exhibition Centre and Avalon Airport play a key role in this space.

was developed and presented at the June industry forum along with a 2017/18 Action Plan to drive specific tasks and actions throughout the financial year as agreed by the Board. The re-signing of the Memorandum of Understanding with our municipal stakeholders until 2021 coincided with the development of the Strategy and Plan.



# PARTNERSHIPS

## Membership

The 2016 – 2017 membership year has seen significant growth in membership continue and as at 30.6.2017 we had 553 members. The diversity of our membership has added enormously to our visitor offering and most sectors are very well represented.

Our focus on membership engagement has seen the introduction of a project based system to ensure members get more out of their online profiles while at the same time ensuring that we maintain a best practice digital presence. Membership retention levels remain high and we will continue to work actively with members to make sure they get the best out of their membership while at the same time helping them drive visitation to the region.

## Partnerships

Our partnership program for 2016-2017 has attracted 24 diverse partners whose values and objectives align with ours. They are thought leaders and experts in their field offering services to the tourism industry, or businesses actively involved in the visitor economy. Our partners support us in advocating at a local, state and international levels and continue to look at ways that they can develop a deeper connection to the region. Within the partnership group a number of joint projects have been undertaken to help strengthen and enhance our visitor experience.

## TOURISM PARTNERS 2016- 2017

### PLATINUM PARTNER

1. Curlewis Golf Club

### GOLD PARTNERS - CONSUMER

1. Aerospace (Avalon Airshow)
2. Devlin Apartments
3. Prestige Jayco
4. Searoad Ferries

### SILVER PARTNERS - CONSUMER

1. Adventure Park
2. BIG4 Beacon Resort
3. GPAC
4. Geelong Football Club
5. Geelong Racing Club
6. Provincial Media
7. Queenscliff Harbour P/L
8. Royal Geelong Yacht Club
9. Supatramp
10. The Food Purveyor
11. 360Q Restaurant
12. Village Cinemas
13. Wine Geelong

### GOLD PARTNERS - INDUSTRY

1. Roderick Insurance Brokers
2. Geelong Connected Communities

### SILVER PARTNERS - INDUSTRY

1. Bendigo Bank
2. Harwood Andrews
3. LBW Chartered Accounting
4. Snap Printing





2017 PARTNER LUNCH



# DIRECTORS REPORT...

Directors submit their report for the financial year ended 30th June 2017 made in accordance with a resolution of the directors.

## Directors

The names of the directors in the office at the date of this report are:

John Stevens  
Independent Chair  
and  
Helen Butteriss  
Treasurer

## Principal Activities

The principal activity of the association in the course of the year was Tourism.

## Trading Results

The association has not, during or since the financial year, in respect of any person who is or has been an officer or auditor of the company or of a related body corporate:

- Indemnified or made any relevant agreement for indemnifying against a liability, including costs and expenses in successfully defending legal proceedings; or paid or agreed to pay a premium in respect of a contract insuring against a liability for the costs or expenses to defend legal proceedings.

## Director's Benefits

Since the end of the previous financial year no director of the association has received, or has become entitled to receive a benefit, other than:

- A benefit included in the aggregate amount of emoluments received or due and receivable by directors shown in the accounts; or
- The fixed salary of a full time employee of the company or a related body corporate. By reason a contract made by the association or a related body corporate with the director or with a firm of which he is a member, or with a company in which he has substantial financial interest. All remuneration is paid by the City of Greater Geelong except for contractor relationships related to projects.

## Contribution from Municipal Partners and State Government

It should be noted that the City of Greater Geelong contributed over \$2,068,627 during the 2016/17 financial year related to administrative costs. The City of Greater Geelong contributes this through Municipal Budgets, separate to the transactions of the Association. This contribution relates to the following:

- Resources to staff, accommodate and allow effective administration of Tourism Greater Geelong and The Bellarine;
- Dedicated resources to seek, and support conferences and meetings, within the municipality operating as a unit of Tourism Greater Geelong and The Bellarine called Business Events Geelong; and
- Dedicated resources to coordinate the staffing (volunteers and council staff) and operations of the local and regional Visitor Information Centres located within the municipality.

The Borough of Queenscliffe and Golden Plains Shire are joint signatories of the Memorandum of Understanding with Municipal Partners contributing a fee as per the Financial Statement of this Report. Tourism Greater Geelong and The Bellarine is the official Regional Tourism Board for this region and as such contribute funding as per the Financial Statement of this Report.

## Related Parties

There have been no unusual transactions by any related party during the period to which the following financial statements apply.

On behalf of the Board.

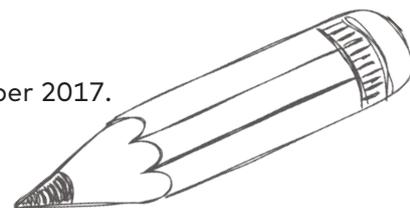
John Stevens  
Independent Chair

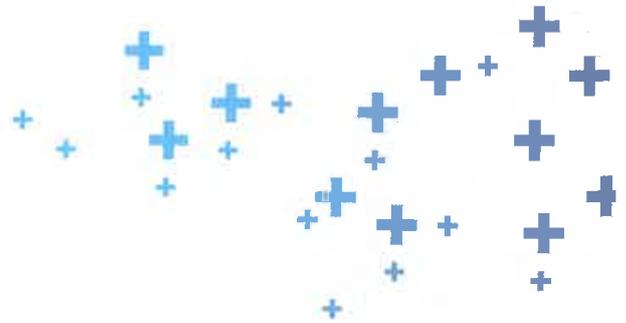


Helen Butteriss  
Treasurer



Dated this 9th day of October 2017.





## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF TOURISM GREATER GEELONG AND THE BELLARINE INC.

### Report on the Audit of the Financial Report

#### Opinion

We have audited the financial report of Tourism Greater Geelong And The Bellarine Inc. (the association), which comprises the statement of financial position as at 30 June 2017, the statement of profit or loss and other comprehensive income and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the association.

In our opinion, the accompanying financial report, in all material respects, gives a true and fair view of *Associations Incorporation Reform Act 2012 (Vic)*, the financial position of the association as at 30 June 2017 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements and the requirements of the *Associations Incorporation Reform Act 2012 (Vic)*.

#### 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 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.

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

#### Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the association to meet the requirements of the *Associations Incorporation Reform Act 2012 (Vic)*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

#### Responsibilities of the Committee for the Financial Report

The committee is responsible for the preparation and fair presentation of the financial report in accordance with the financial reporting requirements of the *Associations Incorporation Reform Act 2012 (Vic)* and for such internal control as the committee determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the committee is responsible for assessing the association's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the committee either intends to liquidate the association or to cease operations, or has no realistic alternative but to do so.



CHARTERED ACCOUNTANTS  
AUSTRALIA • NEW ZEALAND

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 [@lbwca](https://twitter.com/lbwca)

Liability limited by a scheme  
approved under Professional  
Standards Legislation, other than  
for the acts or omissions  
of financial services licensees.



**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 the committee'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. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease 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.

**LBW CHARTERED ACCOUNTANTS**

**RICHARD BULL**

Principal

Dated this 9<sup>th</sup> day of October 2017



**CHARTERED ACCOUNTANTS**  
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# FINANCIAL STATEMENT

As at 30 June 2017

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# COMMITTEE'S REPORT

Your committee members submit the financial report of Tourism Greater Geelong and the Bellarine Inc. for the financial year ended 30 June 2017.

<b>Mr Mike Barrow</b> Golden Plains Representative (until 23rd November 2016)	<b>Mr Brett Luxford</b> City of Greater Geelong
<b>Mr Sean Blackwood</b> Bellarine Representative (until 20th October 2016)	<b>Ms Nicole Newman</b> Geelong Representative (from 20th October 2016)
<b>Ms Helen Butteriss</b> Skills Based Finance Representative Treasurer	<b>Mr Kevin Robe</b> Skills Based Business Events Representative Deputy Chairman
<b>Cr Ross Ebbels</b> Borough of Queenscliffe Representative (from 1st December 2016)	<b>Cr Peter Russell</b> Borough of Queenscliffe Representative (until 27th October 2016)
<b>Mr Nicholas Heath</b> Skills Based Marketing Representative	<b>Ms Christine Smith</b> Bellarine Representative (from 20th October 2016)
<b>Mr Terry Jongebloed</b> Geelong Representative	<b>Cr Owen Sharkey</b> Golden Plains Representative (from 23rd November 2016)
<b>Mr David Littleton</b> Bellarine Representative	<b>Mr John Stevens</b> Independent Chairman

Please note that some municipal representatives changed throughout the 2016-17 period. Municipal Representatives have the option to appoint and change its delegate from time to time as per the Statement of Purposes and Rules. A location based Board member election was also held at the Annual General Meeting on 20th October 2016 resulting in two of the four location based positions changing.

## Principal Activities Significant Changes

The principal activities of the association during the financial year were to market, promote and develop tourism businesses in the Greater Geelong and The Bellarine in partnership with Local Government Stakeholders, Tourism Members and State/Federal Tourism Organisations.

No significant change in the nature of these activities occurred during the year.

## Operating Result

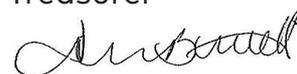
The surplus of the association after ordinary activities amounted to \$3,258 for the year ended 30 June 2017. The surplus for the association year for the year ended June 30 2016 was \$12,176.

Signed in accordance with a resolution of the members of the committee.

Mr John Stevens  
Independent Chairman



Ms Helen Butteriss  
Treasurer



Dated this 9th day of October  
2017

# FINANCIAL STATEMENTS CONTINUED

## Statement Of Profit Or Loss And Other Comprehensive Income For The Year Ended 30 June 2017

	Notes	2017	2016
<b>INCOME</b>			
		\$	\$
Interest Received		6,001	7,445
Tourism Partnerships		162,256	134,927
Tourism Partnerships - In Kind		4,500	4,500
Study Geelong Program - In Kind		40,628	-
Memberships		178,850	188,387
Municipal Contribution	2	23,659	22,970
Visit Victoria Contribution		275,000	275,000
Visitor Publications		142,846	141,176
Business Events Planners Guide		-	43,293
Promotion	3	193,700	141,691
Development	4	31,054	25,592
Partnerships		9,988	9,275
Governance	5	49,850	65,118
Project Grant - Business Events		103,781	116,993
<b>TOTAL INCOME</b>		<b>1,222,113</b>	<b>1,176,367</b>
<b>EXPENSES</b>			
Bank Charges		1,608	3,073
Familiarisations		12,645	7,172
Industry Forums		16,975	10,025
Tourism Partnerships		65,983	59,619
Tourism Partnerships - In Kind		4,500	4,500
Study Geelong Program - In Kind		40,628	-
Membership Services		96,124	98,288
Business Events Planners Guide		4,999	37,300
Visitor Publications		151,677	141,712
Business Events Marketing	6	143,282	128,937
Promotion	7	487,294	493,651
Development	8	95,587	81,794
Partnerships		11,509	9,275
Governance	9	86,044	88,845
<b>TOTAL EXPENSES</b>		<b>1,218,855</b>	<b>1,164,191</b>
<b>PROFIT / (LOSS) BEFORE INCOME TAX</b>		<b>3,258</b>	<b>12,176</b>
Income tax expense	1(b)	-	-
<b>PROFIT FOR THE YEAR</b>		<b>3,258</b>	<b>12,176</b>
<b>OTHER COMPREHENSIVE INCOME</b>			
<b>Total Comprehensive Income FOR THE YEAR</b>		<b>3,258</b>	<b>12,176</b>

# FINANCIAL STATEMENTS CONTINUED

## Statement Of Financial Position As At 30 June 2017

	Notes	2017	2016
<u>MEMBERS' FUNDS</u>		\$	\$
Accumulated Surplus Brought Forward		377,427	365,251
Net Surplus for the year		3,258	12,176
TOTAL MEMBER'S FUNDS		<u>380,685</u>	<u>377,427</u>
Represented by:			
<u>CURRENT ASSETS</u>			
Cash and Cash Equivalents		516,362	437,174
Receivables		92,797	180,927
TOTAL ASSETS		<u>609,159</u>	<u>618,101</u>
<u>CURRENT LIABILITIES</u>			
Payables		-	3,886
Goods & Services Tax Payable		11,371	13,983
Deferred Membership Fees		43,032	176,506
Deferred Marketing Income		76,049	44,191
Carryover Projects		98,022	2,108
TOTAL LIABILITIES		<u>228,474</u>	<u>240,674</u>
<u>NET ASSETS</u>		<u>380,685</u>	<u>377,427</u>

# FINANCIAL STATEMENTS CONTINUED

## Statement Of Cashflows For The Year Ended 30 June 2017

	Notes	2017	2016
<u>OPERATING ACTIVITIES</u>		\$	\$
Cash from Operating Activities			
Receipts from Customers		1,298,540	1,117,643
Payments to Suppliers & Employees		(1,225,353)	(1,056,072)
Interest Received		6,001	7,445
		<u>79,188</u>	<u>69,016</u>
Net cash flows from operating activities			
Increase / (Decrease) in cash held		79,188	69,016
Cash and Cash Equivalents at beginning of financial year		437,174	368,158
		<u>516,362</u>	<u>437,174</u>
Cash and Cash Equivalents at End of financial year			
<u>RECONCILIATION OF CASH FROM OPERATING ACTIVITIES</u>			
Operating Profit		<u>3,258</u>	<u>12,176</u>
<i>Non Cash Items</i>			
Tourism Partnerships		(4,500)	(4,500)
In kind Tourism Partnerships		4,500	4,500
Study Geelong		(40,628)	-
In Kind Study Geelong		40,628	-
<i>Changes in Balance Sheet</i>			
(Increase) / Decrease in Receivables		88,130	(62,423)
(Increase) / Decrease in other current assets		(2,612)	11,144
Increase / (Decrease) in Payables		(3,886)	3,733
Increase / (Decrease) in other current liabilities		(5,702)	104,386
<u>Cash provided by Operating Activities</u>		<u>79,188</u>	<u>69,016</u>

# FINANCIAL STATEMENTS CONTINUED

## Notes To The Financial Statements For The Year Ended 30 June 2017

### 1. STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Reform Act 2012 (Vic). The committee has determined that the association is not a reporting entity. The association is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

The financial report has been prepared on an accruals basis except for cash flow information, 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) Revenue:

Revenue (sponsorship and otherwise) is recognised and brought to account on an accrual basis by the Association.

Revenue received in advance is classified as deferred membership and marketing fees in the balance sheet. In kind is represented in the Statement of Comprehensive Income.

#### b) Income Tax:

The Association has self assessed to be exempted from income tax.

#### c) Cash and Cash Equivalents:

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

#### d) Goods & 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 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 assets and liabilities statement are shown inclusive of GST.

#### e) Comparative Figures:

Where necessary comparative figures have been adjusted to conform with changes in presentation for the current financial year.

# FINANCIAL STATEMENTS CONTINUED

## Notes To The Financial Statements For The Year Ended 30 June 2017

	2017	2016
<u>INCOME</u>	\$	\$
2 MUNICIPAL CONTRIBUTION		
Borough of Queenscliffe	16,765	16,277
Golden Plains Shire	<u>6,894</u>	<u>6,693</u>
	<u>23,659</u>	<u>22,970</u>
3 PROMOTION		
Content Marketing Strategy	22,131	-
Digital Strategy	16,128	273
Visit Vic Webpage Strategy	1,455	57,041
International Marketing	27,220	-
Public Relations/Media Program	-	743
Still and Moving Imagery	-	34,905
Business Events Geelong Income	50,105	21,523
Visiting Friends and Relatives	13,255	8,982
Bellarine Taste Trail	9,727	5,523
Moorabool Valley Taste Trail	6,459	
Visitor Information Strategy	10,728	
Study Geelong	<u>36,492</u>	<u>12,701</u>
	<u>193,700</u>	<u>141,691</u>
4 DEVELOPMENT		
Industry Development Program	17,697	21,892
Quarterly Member Forum	1,201	3,700
Brand Geelong	<u>12,155</u>	<u>-</u>
	<u>31,053</u>	<u>25,592</u>
5 GOVERNANCE		
Administration Servicing Income	19,678	27,949
CRM System – Salesforce	20,000	28,621
Board and Staff Development	<u>10,172</u>	<u>8,548</u>
	<u>49,850</u>	<u>65,118</u>

# Notes To The Financial Statements For The Year Ended 30 June 2017

## continued

	2017	2016
EXPENSES	\$	\$
6 BUSINESS EVENTS MARKETING		
Information Bags	5,765	5,500
Stationary Branding	4,415	5,500
Trade Shows	63,122	62,396
Search Engine Marketing	4,434	4,729
Media and Trade Program	555	24,362
Digital Projects	5,314	12,486
Association Memberships	9,973	10,455
Projects and Development	34,274	3,509
Bid Budget	15,430	-
	<u>143,282</u>	<u>128,937</u>
7 PROMOTION		
International Marketing	70,391	82,227
Content and Marketing Strategy	101,947	99,616
Digital Strategy	57,885	51,697
Public Relations Strategy	45,348	47,520
Still and Moving Imagery	30,177	45,974
Projects Miscellaneous		14,792
Chinese Visitation Activation Program	26,458	-
Cooperative Marketing - Destination Melbourne	30,100	28,806
Friends & Relatives Campaign	41,418	31,270
Cruise Ship Marketing	2,260	3,382
Visit Vic Webpage Strategy	855	56,518
Bellarine Taste Trail Expense	16,219	19,148
Moorabool Valley Taste Trail Expense	18,611	-
Education Tourism Study Geelong	36,492	12,701
Visitor Information Strategy	9,133	-
	<u>487,294</u>	<u>493,651</u>
8 DEVELOPMENT		
Industry Development Program	67,565	45,110
Brand Geelong/Tourism Research	10,417	10,489
Economic Modelling	10,450	7,360
Tourism Development Planning	7,155	18,835
	<u>95,587</u>	<u>81,794</u>
9 GOVERNANCE		
Board Support	16,792	17,001
Administration	69,252	71,844
	<u>86,044</u>	<u>88,845</u>
12 EVENTS AFTER THE BALANCE SHEET DATE		
Since 30 June 2017, there are no matters or circumstances that have arisen which require adjustments to the financial statements.		
13 COMMITMENTS & CONTINGENCIES		
No commitments or contingencies are outstanding at balance date which require adjustment to or disclosure in the financial statements		

# FINANCIAL STATEMENTS CONTINUED

## Annual Statements Give True And Fair View Of Financial Position And Performance Of Incorporated Association

We, John Stevens, and Helen Butteriss, being members of the committee of Tourism Greater Geelong and the Bellarine Inc, certify that –

The statements attached to this certificate give a true and fair view of the financial position and performance of Tourism Greater Geelong and the Bellarine Inc during and at the end of the financial year of the association ending on 30 June 2017.

Signed:

Mr John Stevens

Independent Chairman



Dated: 9th day of October 2017

Signed:

Ms Helen Butteriss

Treasurer



Dated: 9th day of October 2017

The Achievements highlighted in this report would not have been possible without the support of our partners.

## GOVERNMENT PARTNERS

City of Greater Geelong  
 Borough of Queenscliffe  
 Golden Plains Shire  
 Visit Victoria

## INDUSTRY PARTNERS

### PLATINUM PARTNER

1. Curlewis Golf Club

### GOLD PARTNERS - CONSUMER

1. Aerospace (Avalon Airshow)
2. Devlin Apartments
3. Prestige Jayco
4. Searoad Ferries

### GOLD PARTNERS - INDUSTRY

1. Roderick Insurance Brokers
2. Geelong Connected Communities

### SILVER PARTNERS - CONSUMER

1. Adventure Park
2. BIG4 Beacon Resort
3. GPAC
4. Geelong Football Club
5. Geelong Racing Club
6. Provincial Media
7. Queenscliff Harbour P/L
8. Royal Geelong Yacht Club
9. Supatramp
10. The Food Purveyor
11. 360Q Restaurant
12. Village Cinemas
13. Wine Geelong

### SILVER PARTNERS - INDUSTRY

1. Bendigo Bank
2. Harwood Andrews
3. LBW Chartered Accounting
4. Snap Printing

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 AND THE BELLARINE INC

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