

ANNUAL REPORT

2021/22



ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Geelong and The Bellarine is Wadawurrung country.

We welcome visitors to our region, a place we acknowledge has been cared for by the Wadawurrung people of the Kulin Nation for thousands of years. The environment is a key reason visitors choose this destination.

Traditional Owners sharing the beauty and joy of these lands and waterways is a privilege, one we repay with respect for their country, Elders and people.



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WHO WE ARE

Tourism Greater Geelong & The Bellarine is the regional tourism organisation spanning from Werribee to Armstrong Creek including Geelong, The Bellarine, Queenscliff and the Moorabool Valley.

OUR VISION, MISSION AND PURPOSE

OUR VISION

For Geelong and The Bellarine to be a world-class inclusive destination that inspires visitors to create memories and depart with a desire to return.

OUR PURPOSE

To build a resilient, sustainable and valued visitor economy that celebrates the character and identity of the region.

OUR MISSION

To provide exceptional service to our visitors, members, industry and community so they have the knowledge, tools and capability to rebuild and enjoy a resilient visitor economy

A NOTE FROM THE CHAIR & EXECUTIVE DIRECTOR

A lot can happen in a year. Especially the years we've experienced of late.

In the past 12 months our industry has continued to prove, time and time again, our resilience in the face of unrelenting challenges.

As we continued to grit our teeth, lockdowns soon became a thing of the past, cruise ships were provided a date to return and confidence in travel started to build. Alongside these promising changes, our region and the country were experiencing a skills and workforce shortage like no other.

It's worth taking a moment to acknowledge the added work hours, sacrifices made to keep the doors open, and the mental load the staff shortages have imposed on our industry. As the world welcomes a 'new-normal', we recognise it's not without other challenges. We have continued to advocate for further intervention from all levels of government and recent announcements give hope for changing circumstances in the future.

We've seen significant confidence in our region through private and government investments. There are currently 20 accommodation projects in the pipeline for our region worth approximately \$1.3B. We're also counting down the days for the Spirit of Tasmania's inaugural trip to Geelong and, of course, the 2026 Commonwealth

Games, where Geelong will play a key role hosting seven sporting events and act as one of four regional hubs.

We continue to focus on strengthening our region's visitor economy by supporting member businesses to grow their profile, develop their products and build their skills. This work is at the heart of our role as a regional tourism organisation.

Great progress is being made in developing our Sustainable Destination Master Plan, which will help guide our visitor economy and industry through its recovery and beyond over the next decade. This is an exciting document that will look at the next wave of opportunities and our region's potential well into 2032.

On another note, we farewelled our inaugural and longest serving board chair, John Stevens, who ended with a mighty tally of more than 8 years supporting our local tourism industry. His contributions are well worth celebrating and truly helped put our region on the map.

We're incredibly proud of the determination and passion exhibited by the industry to see our region thriving once again. Our board and hard-working team share this same enthusiasm, and we're confident through our work together we'll see Geelong and The Bellarine return to its pre-pandemic feats.



A handwritten signature in blue ink that reads "Bill Mithen".

BILL MITHEN
Chairperson



A handwritten signature in blue ink that reads "Brett Ince".

BRETT INCE
Executive Director

MEET THE BOARD



BILL MITHEN
*Give Where You Live CEO
Chairperson*



SOPHIE BONE
*BIG4 Bellarine Holiday Park
Bellarine*



HELEN BUTTERISS
*Bellarine Business Advisors
Skills-based Finance*



LISA CUNNINGHAM
*Mustang and Co
Geelong*



KAREN JACKSON
*Novotel Geelong
Skills-based Business Events*



TERRY JONGBLOED
*Clyde Park Vineyard
Geelong*



JAMES MURPHY
*Sea All Dolphin Swims
Bellarine*



CONNIE TRATHEN
*Portarlington Grand Hotel
Skills-based Marketing*



**CR BRETT
CUNNINGHAM**
Golden Plains Shire



CR ROSS EBBELS
Borough of Queenscliffe



CR TRENT SULLIVAN
City of Greater Geelong

EXECUTIVE TEAM



BRETT INCE

*Executive
Director*



TRACY CARTER

*Deputy Executive Director,
Marketing & Communications
Manager*

MEET THE TEAM

STRATEGY & DEVELOPMENT



BRENDAN SANDERS

*Business
Manager*



CARLA GARNER

*Industry
Strengthening
Officer*



AMANDA SHERRING

*Industry
Communications
Officer*



FELICITY MCKENZIE

*Senior Administration
Officer*



SIMONE BUDD

*Student Engagement
& Project Officer*

VISITOR INFORMATION SERVICES



JOSHUA HARRIS

*Visitor Services
Coordinator*



ISLA FOY

*Visitor Services
Officer*



FIONA RUSHBROOK

*Visitor Services
Officer*



ANNIE ZHANG

*Visitor Services
Officer*

MEMBERSHIP



TAMIE RYAN

*Head of Membership
& Partnership*



ABBEY JONES

*Membership
Engagement Officer*



FIONA TUDDENHAM

*Membership
Engagement Officer*

MARKETING & PR



NARELLE NEEDHAM

*Marketing &
Communications Officer*



ELISE RIGA

*Digital Marketing
Officer*

BUSINESS EVENTS AND INTERNATIONAL



MARK DAY

*Business Events &
International Manager*



CLAUDIA BARANSKI

*Business Development
Manager*



BROOKE JAWORSKI

*Trade & Partnerships
Manager*



DANA BROEKHUIZEN

*Sales & Marketing
Executive*



CLAIRE STEELE

*Marketing &
Communications
Coordinator*



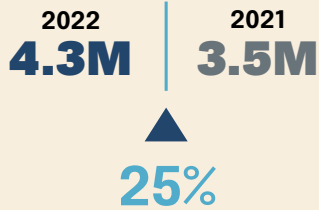
VISITOR ECONOMY SNAPSHOT

THE STATS: 2021-2022

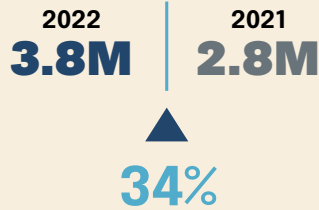
2022



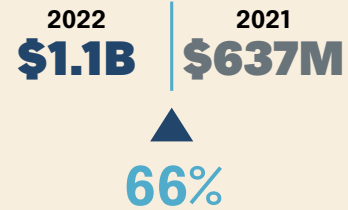
VISITORS



NIGHTS



EXPENDITURE



DOMESTIC OVERNIGHT VISITORS			DOMESTIC DAYTRIP VISITORS		
2022	2021	CHANGE	2022	2021	CHANGE
1.3M Visitors	1.0M Visitors	▲ 33%	3.0M Visitors	2.5M Visitors	▲ 22%
3.8M Nights	2.8M Nights	▲ 34%	-	-	-
\$665M Expenditure	\$437M Expenditure	▲ 48%	\$415M Expenditure	\$200M Expenditure	▲ 107.5%

International overnight visitor data not available for analysis.

	YE MARCH 2020 (PRE-COVID)	TARGETS FOLLOWING SLOW RECOVERY ASSUMPTIONS	YE JUNE 2022
Direct Tourism Spending	\$1.1B	▼ 10% to \$990M	\$1.1B, 100% of pre-pandemic levels
Visitor Economy Total Jobs	7,551	▼ 10% to 6,796	▼ 57% to Estimated 3,250
Visitor to Resident Local Spend Ratio	3:7	2:8	3:7
Visitor Spend on Dining and Entertainment	\$230M equalling 20% of total visitor spend	\$198M equalling 20% of total visitor spend	\$297M equalling 34% of total visitor spend

OPERATING WITH PURPOSE

A region of saltwater indulgences, enterprising local artisans, and cultural experiences for all are just a few of the qualities that we know and love about Geelong and The Bellarine.

To ensure we preserve and enhance what makes our region special, it'll require a collective approach.

We've been working hard over the past 12 months to make sure we're making a positive impact and that our region can be enjoyed for the long haul.



90%

OF PROGRAM FUNDING REINVESTED INTO LOCAL TALENT, VENUES & RESOURCES



73%

OF MEMBERS TRAVELLED LESS THAN 15KM TO OUR EVENTS



70%

INCREASE IN DIGITISATION



41 HOURS

VOLUNTEERED BY STAFF IN OUR REGION

THINKING GLOBALLY

WE ARE COMMITTED TO SUSTAINABILITY, A FOCUS AREA OF GROWING IMPORTANCE IN OUR DAILY OPERATIONS AND PLANNING FOR THE FUTURE.

Supported by global leaders, the United Nation's 17 Sustainable Development Goals (SDGs) serve as a global roadmap towards ending poverty, protecting the planet, and creating a peaceful and prosperous world.

To help do our bit to contribute to these global goals, we've aligned our own initiatives and actions to the SDGs.





GOAL 3

GOOD HEALTH AND WELLBEING

Ensure healthy lives and promote well-being for all at all ages

OUR INITIATIVES:

- Committed to supporting Active Geelong's objectives to make Geelong Australia's most physically active city.
- Ensured we had 1:1 contact with each member throughout the year with the sole purpose of checking-in.



GOAL 4

QUALITY EDUCATION

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

OUR INITIATIVES:

- Supported community members to undertake the Gordon TAFE's accredited courses, providing a pathway into hospitality employment.
- Provided direct access to globally accredited and respected programs to promote career growth opportunity within the hospitality sector.



GOAL 8

DECENT WORK AND ECONOMIC GROWTH

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

OUR INITIATIVES:

- Invested in local economy through local staff employment, contractors, and venue-hire.

THINKING GLOBALLY



GOAL 10

REDUCED INEQUALITIES

Reduce inequality within and among countries

OUR INITIATIVES:

- Provided industry with a free toolkit on improving accessibility within their business.
- Provided training and development opportunities free or low-cost to staff within member businesses, limiting financial barriers to strengthening skills and capability.



GOAL 12

RESPONSIBLE CONSUMPTION AND PRODUCTION

Ensure sustainable consumption and production patterns

OUR INITIATIVES:

- All venues required to use eco-friendly catering equipment and avoid use of single-use plastics.
- Digital-first approach to marketing, 96% of all marketing, promotion and review material was digitised.



GOAL 13

CLIMATE ACTION

Take urgent action to combat climate change and its impacts

OUR INITIATIVES:

- Reduced food miles by using local catering with local produce strongly encouraged.
- Reduced carbon impact of activity by supporting members and staff to travel less through sub-region events and online attendance.



SEPTEMBER

BUSINESS EVENTS INCENTIVE PROGRAM LAUNCHED

We partnered with Great Ocean Road Regional Tourism and Regional Development Victoria on a program to help kickstart business events in Geelong, the Bellarine and Great Ocean Road. The program attracted 44 business events estimated to bring a combined economic benefit of \$2 million to the regions.



NOVEMBER

COURSE TO IMPROVE LOCAL WINE KNOWLEDGE

100 tourism operators commenced the WSET Level 1 Award in Wines course, in partnership with Great Ocean Road Regional Tourism. Overwhelming uptake resulted in an additional 40 operators taking on the Level 2 Award in Wines course in May 2022.



JULY

INDUSTRY WELFARE CALLS

We continued to contact each TGGB member to see how people were coping and to offer direct, personalised support.

2021

AUGUST

GEELONG SMALL BUSINESS FESTIVAL

Supported the Geelong Small Business Festival through promotion via our networks.



OCTOBER

2021 ANNUAL GENERAL MEETING AND BOARD ELECTIONS

We successfully appointed three new board positions and one re-elected position, each for three-year terms:

Geelong:
Lisa Cunningham
& Terry Jongebloed
(re-elected)

Bellarine:
Sophie Bone
& James Murphy

DECEMBER

ROTARACT CLUB OF DJILANG LAUNCHED

Study Geelong established and launched the Rotaract Club of Djilang in partnership with the Rotary Club of Kardinia, featuring heavy involvement from international students.

2021-2022 IN REVIEW



JANUARY

NEW CORPORATE WEBSITE LAUNCHED

Following months of work with Arthur St Digital, the new Tourism Greater Geelong and The Bellarine corporate website was launched. The new site has improved accessibility features, and more member information that's easier to navigate.



MARCH

NEW MEMBER CATCH UPS

Casual coffee catch ups in each sub-region kicked off, helping build stronger local connections and providing an opportunity to speak with our team - all while enjoying a cuppa.



MAY

EVERYONE'S AN INFLUENCER CAMPAIGN LAUNCHED

We launched the *Everyone's an Influencer* campaign to capitalise on the visiting friends and relatives market by encouraging locals to use their influence and bring loved ones to Geelong and The Bellarine.

2022



FEBRUARY

NEW BOARD CHAIR APPOINTED

We celebrated the dedication and passion of outgoing chair John Stevens while welcoming the newly appointed chair, Bill Mithen.



APRIL

GEELONG ANNOUNCED AS COMMUNITIES HOST

Geelong was announced as one of four regional hubs and to host seven sporting events at the Commonwealth Games 2026. We started working alongside the City of Greater Geelong to support the Victorian Government in planning for this significant event.



JUNE

PAUSE STOP PROGRAM AT VISITOR CENTRES

Our Visitor Information Centres signed up to a new pilot by TAC and VTIC to help drivers pause, recharge and stay safe while travelling on our roads.

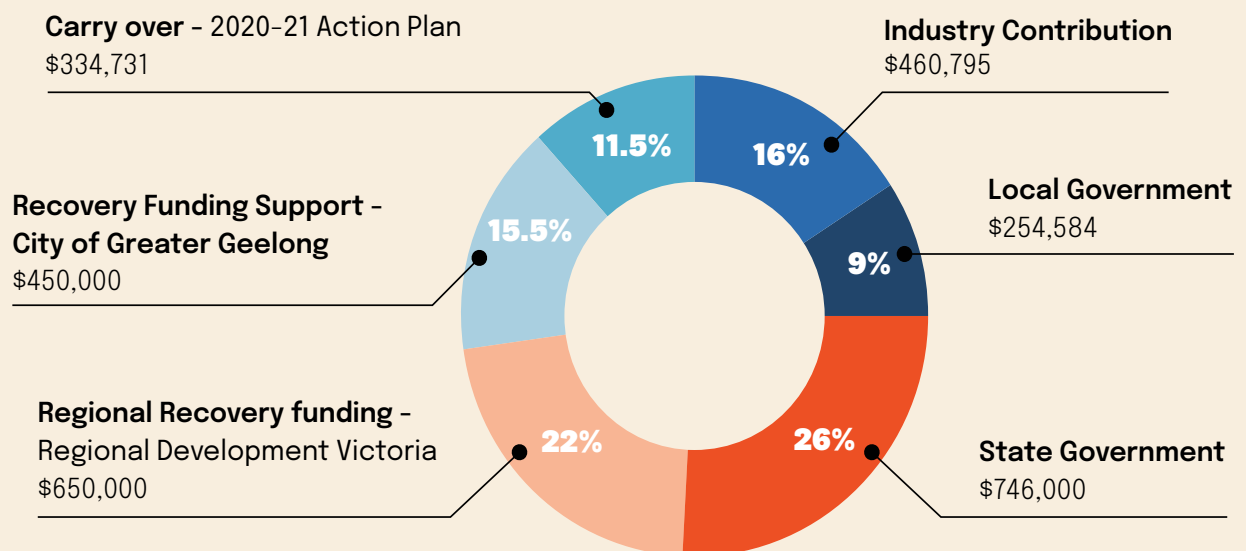


PLANNING FOR RECOVERY

FUELLED BY LOCAL AND STATE GOVERNMENT FUNDING, WE WERE ABLE TO DELIVER A RANGE OF PROGRAMS TO HELP REBUILD OUR INDUSTRY - ONE TRAINING PROGRAM, BUSINESS EVENTS ENTICED TO OUR REGION AND MARKETING CAMPAIGN AT A TIME.

Collaboration has also been key to delivering many of these programs, and we've partnered with our neighbours at Great Ocean Road Regional Tourism and leading Geelong institutions to make them happen.

INCOME BREAKDOWN



PLANNING FOR RECOVERY

STATE GOVERNMENT

BUSINESS EVENTS ATTRACTION - \$400,000

Partnership with Great Ocean Road Regional Tourism

A promotional and incentive program that focused on securing conferences and corporate events to Geelong, The Bellarine, and Great Ocean Road.

BRAND GEELONG - \$200,000

Partnership with City of Greater Geelong and leading Geelong institutions

A campaign with a unified voice that promotes Greater Geelong as a destination of choice for travellers, new residents, students, workforce, and investors.

INTERSTATE MARKETING CAMPAIGN - \$450,000

Partnership with Great Ocean Road Regional Tourism

A tactical marketing campaign that promoted Geelong, The Bellarine, and Great Ocean Road to interstate markets.

WORKFORCE ATTRACTION - \$400,000

Partnership with Great Ocean Road Regional Tourism

A program focused on addressing workforce attraction and retainment issues faced by the industry, delivered as the Tourism Jobs Bank initiative.

SPIRIT OF TASMANIA VISITOR MARKET RESEARCH - \$50,000

Partnership with Great Ocean Road Regional Tourism

A qualitative report that provides insights into Spirit of Tasmania passengers, including demand, needs and profiles.

INDUSTRY STRENGTHENING - \$264,000

Partnership with The Gordon and Wadawurrung Traditional Owners Aboriginal Corporation

Developed training opportunity for pathway into hospitality employment and supported strengthening the industry's connection with Wadawurrung People and culture.

DESTINATION MASTER PLANNING - \$160,000

Partnership with State Government

Commenced the development of a 10-year Sustainable Destination Master Plan for Greater Geelong and The Bellarine which will highlight the investment, experiences and workforce development needs of the region to best support visitor demand by 2032. Total project value - \$275,000.

LOCAL GOVERNMENT

Balances carried forward from 2020-21

BUSINESS EVENTS ATTRACTION - \$155,000

Partnership with City of Greater Geelong

Procurement fund that attracted conference organisers to host events in Geelong and The Bellarine.

VISITING FRIENDS AND RELATIVES CAMPAIGN - \$150,000

Partnership with City of Greater Geelong

Continued to leverage marketing opportunities for Geelong region residents to be advocates and hosts in growing visitation.

DOMESTIC SHORT BREAK CAMPAIGN - \$100,000

Partnership with City of Greater Geelong

Developed and implemented a domestic short break campaign to build on the brand story for each of the six sub-region destinations within Greater Geelong and The Bellarine, targeting short break leisure visitors in Melbourne and regional cities.

INTERNATIONAL STUDENT WELFARE - \$35,000

Partnership with City of Greater Geelong and local international education institutions

Connected international students living and studying in Geelong region with local community to help build networks, skills, and address feelings of isolation.

A TOTAL OF **\$2.36M** STATE AND LOCAL GOVERNMENT FUNDING RECEIVED TO DELIVER THESE PROJECTS





STRATEGIC PRIORITIES



 **PAT and STICK'S** 
HOMEMADE

MARKETING

STRENGTHEN THE BRAND AND PEOPLE'S CONNECTION TO THE REGION TO INSPIRE A GREATER JOURNEY.

OBJECTIVE 1:

Develop our reputation as a distinctive and desirable destination that inspires the world to visit.

HIGHLIGHTS:

- Implemented a PR strategy focusing on the Greater Than Brand Atlases for the six sub-regions and their key strengths, resulting in approximately 20 mainstream top-tier media articles across Geelong and The Bellarine.
- For the very first time produced five Destination Guides profiling the six sub-regions. These are some of our fastest moving print collaterals we have ever produced, showcasing the strength in detailed in-region guides and localised promotion.
- Tourism Australia launched the National Experience Content Initiative (NECI) in February 2022 to support the recovery of Australian tourism experiences by providing quality marketing content. We worked with Visit Victoria to source 22 local operators for the opportunity.

RESULTS:

- We've highlighted the region through visitor publications to a circulation of 1.5 million outside the region, and 110,000 locally
- Social platforms reached 800,000 people
- 10% increased reach on Facebook and 30% on Instagram
- 6% more visitors to visitgeelongbellarine.com.au than the previous year, with 145,000 users
- Spent 7% more time on the site
- What's On page accounted for 18% of pageviews
- \$3.9M earned in estimated equivalent media value
- Ranked in the Top 100 in TSI's Most-Loved Global Destinations 2021



800K
PEOPLE REACHED

\$3.9M ESTIMATED
MEDIA VALUE



OBJECTIVE 2:

Capitalise on the region's strong visiting friends and relatives' market to drive greater yield.

STUDY GEELONG HIGHLIGHTS

1. Developed two feature destination marketing videos and four shorter social videos that showcased Geelong as a friendly place to learn, live and explore.
2. Established and launched the Rotaract Club of Djilang in partnership with the Rotary Club of Kardinia.
3. Implemented a Water Safety Program to support students to be safer when swimming or undertaking activities around water and raise awareness.

RESULTS

- 30% increase in Instagram followers
- Water Safety Program campaign had total reach of 83,936 over 28 organic posts, 9 paid advertisements, 3 videos, 7 stories series
- Engaged 308 international students through events

ENGAGED
308
INTERNATIONAL STUDENTS THROUGH EVENTS



OBJECTIVE 3:

Grow the mid-week and shoulder seasons to reduce the impacts of seasonality.

Business Events Geelong partnered with Great Ocean Road Regional Tourism and Regional Development Victoria on the Business Events Attraction Program to help kickstart the sector.

BUSINESS EVENTS ATTRACTION PROGRAM RESULTS

- Attracted 54 conferences to regions
- 4,798 conference delegates
- 12,581 delegate days
- \$3.4m estimated economic benefit

OBJECTIVE 4:

Engage with the region's strong domestic and seasoned visitor markets to stay longer and experience more.

HIGHLIGHTS

- Volunteers returned to active duty at centres following Covid closures. This included five of our longest serving volunteers with between 28 and 31 years of dedicated service.
- Hosted the statewide launch of the expanded Pause Stop Pilot, an initiative between TAC, VTIC and the Visitor Services sector.

RESULTS

- 53 volunteers contributed around 10,000 hours to help service visitors
- Volunteers serviced 41,726 visitors face-to-face
- 57% increase in visitors to our VICs on last year







SUSTAINABLE DESTINATION DEVELOPMENT

PLAN FOR BALANCED GROWTH THAT DELIVERS ECONOMIC, SOCIAL, AND ENVIRONMENTAL BENEFIT FOR FUTURE GENERATIONS TO ENJOY.

OBJECTIVE 6:

Strengthen the connection to the history and culture of the region's traditional owners with visitors and industry alike.

HIGHLIGHTS

- Supported Wadawurrung Traditional Owners Aboriginal Corporation to secure funding for a Cultural Tourism Feasibility Study and appoint an Arts and Tourism Project Officer.
- Attended the Indigenous Australian Tourism Conference alongside Wadawurrung Traditional Owners Aboriginal Corporation staff.
- Continue to work with Wadawurrung Traditional Owners Aboriginal Corporation in the development of localised, authentic Aboriginal tourism product and experiences.

RESULTS

- 65 members enrolled into furthering knowledge and understanding of Wadawurrung People and culture

OBJECTIVE 7:

Plan for growth that provides opportunities for businesses to succeed and grow, which benefits locals through stable, year-round employment.

HIGHLIGHTS

- A total of 47 tourism-aligned major infrastructure projects set to be completed by 2026 around the region.
- The region will reach 2027 accommodation supply targets by 2025 due to the recent growth and diversity in accommodation investment and developments, with a projected total room stock of 4,985.
- Partnered with the Gordon TAFE, to provide local community with heavily subsidised accredited courses through micro-skillset training specialising in basic hospitality and kitchen skills.

RESULTS

- 12 major infrastructure projects were completed during the year with an additional 12 added to the investment pipeline
- \$2.07B in major tourism enabling infrastructure projects are in the pipeline for the region over the next 4 years

OBJECTIVE 8:

Ensure tourism continues to be a significant contributor to the local economy that celebrates the unique social and environmental fabric of the region.

HIGHLIGHTS

- Worked with City of Greater Geelong and Urban Enterprise to complete a review into low-cost camping for the north of Geelong, which included significant community engagement.
- Appointed Urbis as consultants to undertake the development of our 10-year Sustainable Destination Master Plan.

RESULTS

- 46 stakeholders attended Sustainable Destination Master Plan early engagement workshops
- 672 submissions made to low-cost camping engagement
- 86% of residents supported low-cost camping in Geelong's north
- 54,740 social media reach for camping engagement



672

SUBMISSIONS
MADE TO LOW-COST
CAMPING ENGAGEMENT



COLLABORATION

WORKING TOGETHER, TO DELIVER EXCEPTIONAL VALUE AND BENEFIT TO OUR MEMBERS, VISITORS, COMMUNITY, AND DESTINATION.

OBJECTIVE 9:


Operate as the peak tourism organisation for Geelong and The Bellarine, to serve, protect and represent in the best interests of the local tourism industry and community.

HIGHLIGHTS

- Represent, celebrate and support 900 members, our largest member-base since TGGB was founded.
- Engaged 45 members through new coffee catch up initiative, with three taking place in Geelong, Golden Plains South, and Queenscliff and Point Lonsdale.

RESULTS

- 7% annual growth in membership to 900
- 91% surveyed felt supported by us during the pandemic

91% 
SURVEYED FELT SUPPORTED BY US DURING THE PANDEMIC

OBJECTIVE 10:

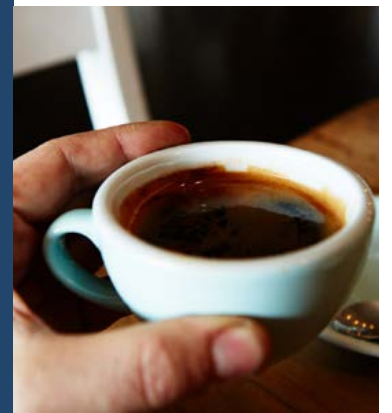
Maximise opportunities through strategic partnerships that provide value for industry and support the growth of the local visitor economy.

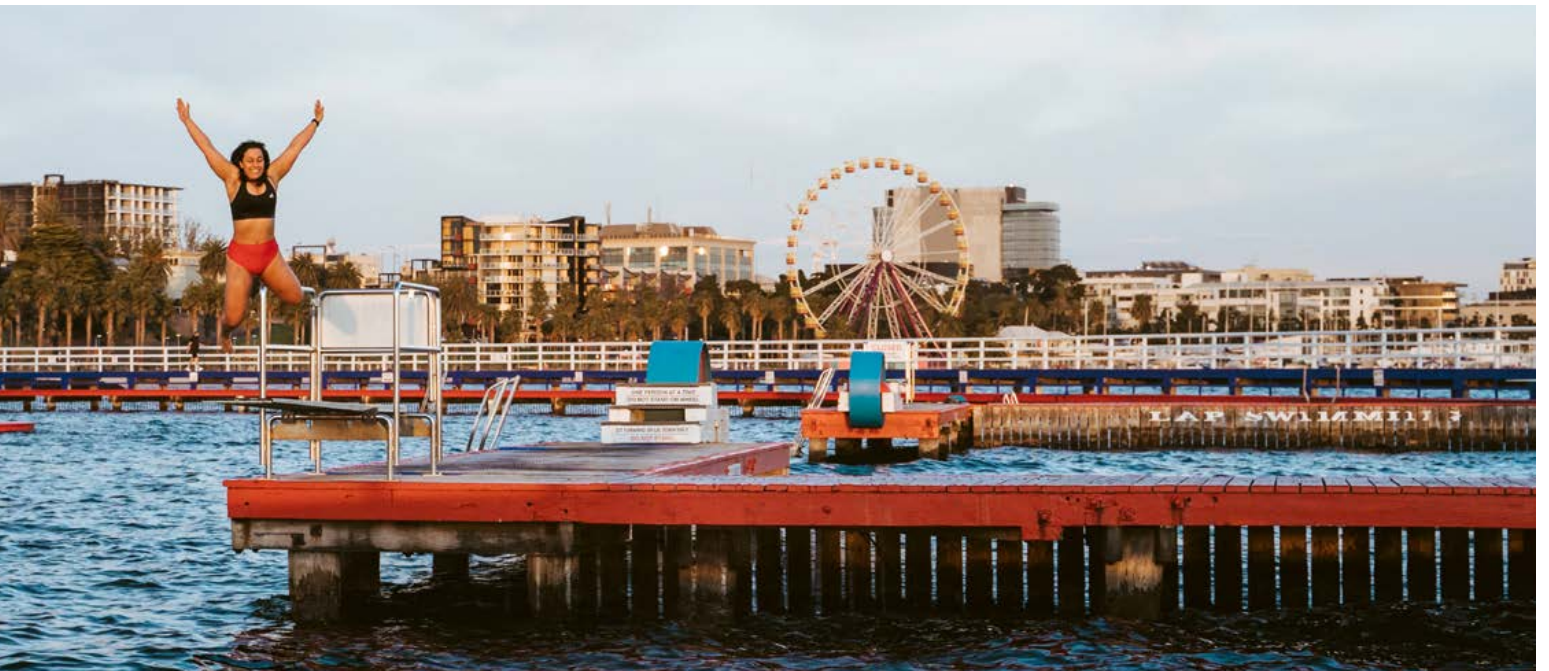
HIGHLIGHTS

- Strengthened the region's positioning and brand equity with health and wellbeing, joining Bathing Australia as a founding member.
- Partnered with Great Ocean Road Regional Tourism to address several region-wide challenges post-pandemic including workforce attraction and interstate resurgence.
- In partnership with our close region tourism board partners and Visit Victoria (via the touring route collectives of Great Southern Touring Route and Go Beyond Melbourne) we redirected marketing spend and attention from international borders to driving and inspiring interstate travel to regional Victoria.
- Through continued advocacy and support at local, state, and federal levels, we supported our industry in accessing a record number of grants and funding allocations throughout 2021-22.

RESULTS

- Provided 84 letters of support for funding opportunities
- Provided 35 people with access to employment through the Tourism Job Bank
- Educated over 300 international Aussie Specialist Program agents from India, Southeast Asia, UK, and America in a virtual briefing series hosted by Tourism Australia





INDUSTRY CAPABILITY

STRENGTHEN THE CAPABILITY OF OUR REGION TO FLOURISH THROUGH A 'NEW NORMAL'.

OBJECTIVE 11:

Support the growth and breadth of exceptional product and experiences to support visitor demand and market trends.

HIGHLIGHTS

- Launched a new corporate website to house our training resources and industry updates in an easy-to-navigate, accessible design.
- Partnered with Localis to gain access to latest insights on market gaps, opportunities and demands to inform our decision-making and to share with industry and stakeholders.
- Highly engaged audience on corporate social media, with an average engagement rate of 14.1% across Facebook and LinkedIn.

RESULTS

- 5% increase in web visits from 2021 and 53% increase on 2019
- Above-average EDM open rate at 40.5%
- 12-point increase for Winery and Vineyard Tourism Sentiment Index Score
- 85 newsletters and updates sent to members

OBJECTIVE 12:

Ensure businesses have the knowledge and resources they need to meet the challenges of tomorrow.

HIGHLIGHTS

- Hosted 20 professional development and networking events, bringing together 793 people over the year.
- Established new industry-led training opportunities, with 140 members completing the WSET Level 1 & 2 Award in Wines courses.

RESULTS

- 148 people attended our June networking event
- 127 people attended our industry conference
- 12 training blogs, toolkits, and articles published on industry website

12PT
INCREASE FOR
WINERY AND
VINEYARD TOURISM
SENTIMENT INDEX SCORE



FINANCIAL STATEMENTS



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FINANCIAL STATEMENTS

BOARD OF MANAGEMENT'S REPORT

Your committee members submit the financial report of Tourism Greater Geelong and the Bellarine Inc. for the financial year ended 30 June 2022.

BOARD OF MANAGEMENT MEMBERS

The names of committee members as at 30 June 2022 were:

Mr Bill Mithen

- *Independent Chair*

Cr Trent Sullivan

- *City of Greater Geelong*

Cr Ross Ebbels

- *Borough of Queenscliff Representative*

Cr Brett Cunningham

- *Golden Plains Representative*

Ms Helen Butteriss

- *Skills Based Finance Representative Treasurer*

Mr James Murphy

- *Bellarine Representative*

Ms Karen Jackson

- *Skills Based Business Events Representative*

Ms Sophie Bone

- *Bellarine Representative*

Ms Connie Trathen

- *Skills Based Marketing Representative*

Mr Terry Jongebloed

- *Geelong Representative*

Ms Lisa Cunningham

- *Geelong Representative*

Please note that the elections of the four Location-based Board Representative positions were held at the Annual General Meeting on 13 October 2021.

PRINCIPAL ACTIVITIES

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.

SIGNIFICANT CHANGES

Tourism Greater Geelong and The Bellarine commenced the rollout of a new financial membership model and marketing buy-in activity from January 2022 following the suspension of such activity on 1 April 2020.

The partnership model remained on hold for the duration of the 2021-22 financial year.

OPERATING RESULT

A deficit of \$13,643 was recorded for the association after ordinary activities for the year ended 30 June 2022, \$13,022 over budget.

The deficit for the association year for the year ended 30 June 2021 was \$50,374.

Signed in accordance with a resolution of the Members of the Committee.



Mr Bill Mithen
(Independent Chair)



Helen Butteriss
(Treasurer)

Dated this 15 day of September, 2022

FINANCIAL STATEMENTS

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the year ended 30 June 2022

	NOTE	2022 \$	2021 \$
INCOME			
Memberships & Partnerships		209,805	103,662
Marketing & Communication		698,848	689,603
Business Events Attraction		619,632	495,917
Visitor Servicing		43,003	53,399
Strategy & Development		1,183,668	876,542
Business Management		40,262	86,119
TOTAL REVENUE		2,795,218	2,305,242
EXPENDITURE			
Memberships & Partnerships Expenses		149,568	130,800
Marketing & Communication Expenses		905,995	986,908
Business Events Attraction Expenses		652,150	477,625
Visitor Servicing Expenses		42,911	53,655
Strategy & Development Expenses		997,189	581,798
Business Management Expenses		61,048	124,830
TOTAL EXPENSES		2,808,861	2,355,616
(Deficit) / Surplus for the year before income tax		(13,643)	(50,374)
Income Tax	1b	-	-
(Deficit) / Surplus for the year after income tax		(13,643)	(50,374)
Other Comprehensive Income		-	-
Total Comprehensive Income after income tax		(13,643)	(50,734)

The accompanying notes form part of this financial report.

FINANCIAL STATEMENTS

STATEMENT FINANCIAL POSITION

As at 30 June 2022

	NOTE	2022 \$	2021 \$
CURRENT ASSETS			
Cash	2	1,163,874	1,602,560
Receivables	3	176,810	151,978
TOTAL CURRENT ASSETS		1,340,684	1,754,538
TOTAL ASSETS		1,340,684	1,754,538
CURRENT LIABILITIES			
Payables	4	293,981	109,537
Deferred Membership Fees		954	28,249
Deferred Marketing Income		62,722	-
Carryover Projects		726,649	1,346,731
TOTAL CURRENT LIABILITIES		1,084,306	1,484,517
TOTAL LIABILITIES		1,084,306	1,484,517
NET ASSETS		256,378	270,021
MEMBERS' FUNDS			
Accumulated Surplus Brought Forward	5	270,021	320,395
Deficit for the year		(13,643)	(50,374)
TOTAL MEMBERS' FUNDS		256,378	270,021

The accompanying notes form part of this financial report.

FINANCIAL STATEMENTS

STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2022

	RETAINED SURPLUS \$	TOTAL \$
Balance at 1 July 2020	320,395	320,395
Deficit for the year	(50,374)	(50,374)
Balance as at 30 June 2021	270,021	270,021
Balance at 1 July 2021	270,021	270,021
Deficit for the year	(13,643)	(13,643)
Balance as at 30 June 2022	256,378	256,378

The accompanying notes form part of these financial statements.

STATEMENT OF CASH FLOWS

As at 30 June 2022

	NOTE	2022 \$	2021 \$
CASH FLOW FROM OPERATING ACTIVITIES			
Receipts from ordinary activities		1,459,082	2,107,634
Payments to suppliers		(1,897,768)	(917,717)
Interest received		-	849
Net cash provided by (used in) operating activities		(438,686)	1,190,766
Net increase (decrease) in cash held		(438,686)	1,190,766
Cash at beginning of year		1,602,560	411,794
Cash at end of year	2	1,163,874	1,602,560

The accompanying notes form part of these financial statements.

FINANCIAL STATEMENTS

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2022

NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

FINANCIAL REPORTING FRAMEWORK

The financial statements are special purpose financial statements 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 entity is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

STATEMENT OF COMPLIANCE

The financial report has been prepared in accordance with *Associations Incorporation Reform Act 2012 (Vic)*, the basis of accounting specified by all Australian Accounting Standards and Interpretations, and the disclosure requirements of Accounting Standards AASB 101: *Presentation of Financial Statements*, AASB 107: *Cash Flow Statements*, AASB 108: *Accounting Policies, Changes in Accounting Estimates and Errors* and AASB 1054: *Australian Additional Disclosures*.

BASIS OF PREPARATION

The financial report has been prepared on an accrual 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. Revenue Recognition

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

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Operating Grants Donations and Bequests:

When the entity received operating grant revenue, donations or bequests, it assesses whether the contract is enforceable and has sufficiently specific performance obligations in accordance with AASB 15.

When both these conditions are satisfied, the Entity:

- identifies each performance obligation relating to the grant
- recognises a contract liability for its obligations under the agreement
- recognises revenue as it satisfies its performance obligations.

Where the contract is not enforceable or does not have sufficiently specific performance obligations, the Entity:

- recognises the asset received in accordance with the recognition requirements of other applicable accounting standards (eg AASB 9, AASB 16, AASB 116 and AASB 138)
- recognises related amounts (being contributions by owners, lease liability, financial instruments, provisions, revenue or contract liability arising from a contract with a customer)
- recognises income immediately in profit or loss as the difference between the initial carrying amount of the asset and the related amount.

If a contract liability is recognised as a related amount above, the Entity recognises income in profit or loss when or as it satisfies its obligations under the contract.

FINANCIAL STATEMENTS

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2022

NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

b. Income Tax

No provision for income tax has been raised as the entity has self-assessed to be exempt from income tax under Div. 50 of the *Income Tax Assessment Act 1997*.

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 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 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.

e. Comparative Figures

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

f. Action Plan Activity Categorisation

The activities of TGGB as outlined in the Annual Action Plan are categorised under the pillars of Promotion, Development and Leadership as per the four-year Visitor Economy Strategy.

g. Key Judgements

Performance obligations under AASB 15.

To identify a performance obligation under AASB 15, the promise must be sufficiently specific to be able to determine when the obligation is satisfied. Management exercises judgement to determine whether the promise is sufficiently specific by taking into account any conditions specified in the arrangement, explicit or implicit, regarding the promised goods or services. In making this assessment, management includes the nature/ type, cost/ value, quantity and the period of transfer related to the goods or services promised.

h. Trade Payables

Trade and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the company during the reporting period which remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

i. Trade and Other Receivables

Trade receivable and other receivables include amounts due from customers. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets. Trade receivables are generally due for settlement within 30 days.

FINANCIAL STATEMENTS

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2022

	2022	2021
	\$	\$
NOTE 2: CASH		
Cash on Hand	300	300
Cash at Bank	1,163,574	1,602,260
	1,163,874	1,602,560

NOTE 3: RECEIVABLES

Accounts Receivables	176,810	151,978
	176,810	151,978

NOTE 4: PAYABLES

Trade Creditors	-	10,780
GST Payable	2,613	98,757
Holding Accounts	291,368	-
	293,981	109,537

NOTE 5: RETAINED PROFITS

Retained Surplus	5	270,021	320,395
Deficit for the year		(13,643)	(50,374)
		256,378	270,021

FINANCIAL STATEMENTS

ANNUAL STATEMENTS GIVE TRUE AND FAIR VIEW OF FINANCIAL POSITION AND PERFORMANCE OF INCORPORATED ASSOCIATION

We, Bill Mithen, 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 2022.



Committee Member:

Mr Bill Mithen
(Independent Chair)



Committee Member:

Ms Helen Butteriss
(Treasurer)

Dated this 15 day of September, 2022



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 2022, the statement of profit or loss and other comprehensive income, the statement of changes in equity 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 Tourism Greater Geelong And The Bellarine Inc. is in accordance with the requirements of the *Associations Incorporation Reform Act 2012 (Vic)*, including:

- (i) giving a true and fair view of the association's financial position as at 30 June 2022 and of its performance for the year then ended; and
- (ii) that the financial records kept by the association are such as to enable financial statements to be prepared in accordance with Australian Accounting Standards.

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.

The committee is responsible for overseeing the association's financial reporting process.



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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

SRIPATHY SARMA

Principal


Dated this 15th day of September 2022



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THANK YOU



GOVERNMENT PARTNERS



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