

ANNUAL REPORT

2022-23





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, PURPOSE AND MISSION

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 AND EXECUTIVE DIRECTOR

As we look back on our organisation's achievements over the past year, one thing has become abundantly clear: our industry's ability to not only adapt to challenges but thrive in the face of them knows no bounds.

Perhaps one of the biggest challenges we were dealt this year came in the form of the shock cancellation of the 2026 Commonwealth Games. While disappointing, the news did not break us.

Instead, we refocussed our efforts on the legacy benefits the Games would've given us and are working with the relevant agencies to offer input on the delivery of the promised \$150m Tourism and Events Fund and how best to invest in our region.

Yes, the Games presented an excellent opportunity to show off our region on an international stage, but we want to be clear: it was not our only one.

While we're on the topic of international exposure, we couldn't be prouder of the work our business events team has done this year to keep our region top of mind. They spruiked our destination to both domestic and international buyers resulting in a conversion rate of 58% of enquiries and 24 confirmed events amounting to approximately \$2.4m in economic impact; with 99 percent of those events held midweek and outside of holiday periods. A monumental effort.

This year, we've seen confidence in our region skyrocket, evident through some of the world-class investments that have emerged. Since commencing its service from Geelong in late October 2023, the Spirit of Tasmania has been an amazing addition to our region's visitor economy, exposing over 160,000 people to our region in such a short period who we know, through our research, would not have ventured our way previously. Spend by Tasmanians has doubled, interstate visitation increased by double digits, with 10% of travellers opting to overnight pre- or post their sea journeys. Best of all, these visitors are dispersed widely throughout the region like never before to experience our amazing offerings.

On The Bellarine, we saw the opening of Searoad Ferries' state-of-the-art terminal, Tarra Queenscliff. And of course, works for the the Nyaal Banyul Geelong Convention and Event Centre finally commenced, ushering in a new era of business events for the region.

But with major investments comes major responsibility to ensure that our industry operates with sustainability at its core. The release of our Sustainable Destination Master Plan (SDMP) this year addresses this concern and provides several recommendations to address the challenges our ever-evolving industry is predicted to face over the next 10 years.

The SDMP also anticipates future target markets and proposes priority investment projects that will boost visitation to the region. If you haven't taken the time to familiarise yourself with the Plan, we would encourage that you hop on our website and take a look.

It's important to note that the success of this plan hinges on our region's willingness to collaborate and present a united front to deliver on the objectives. But we know how well our industry plays together. Together we are confident that we can build a resilient visitor economy we can all be proud of.

On the topic of pride, we are thrilled to share that we have successfully delivered on 7 major projects over the last year, winding up \$2 million in jointly funded initiatives between State and Local Government to support COVID recovery of the industry.

The completed projects include the Visiting Friends and Relatives campaign, the Domestic Short Break campaign, the rebuild of the Visitgeelongbellarine website, Brand Geelong, Business Events Procurement, Destination Master Planning, and the Industry Strengthening program.

Despite the challenges the pandemic has presented over the last few years, we have seen positive signs that the visitor economy is bouncing back.

When compared to the year ending June 2019, visitation saw a modest bump of 4.8% to 6.2m; nights increased by 8% to 4.41m and spend has also skyrocketed 45% to \$1.6b. While workforce remains a challenge for our industry, we are pleased to see direct employment grow back to 6,410.

It goes without saying that these achievements could not have been possible without the hard work and dedication of our Board, our Staff and of course, our Members.

We couldn't be prouder of your collective efforts in positioning Geelong and The Bellarine as a world-class destination that leaves an impression on all those who visit.

Finally, we wanted to take a moment to farewell Brett Ince, our former Executive Director who has sat at the helm of our organisation since 2019. We are immensely grateful for his service, contributions, and commitment to TGGB, an organisation he has been part of for more than 16 years in various roles.

As we bid farewell to Brett, it created the opportunity for Tracy Carter, a familiar face to members, to take up the position of Executive Director in this enormously exciting time for the region. Tracy's arrival marks the beginning of a new chapter, and we are excited to see where her leadership will take us.



BILL MITHEN
Chairperson



TRACY CARTER
Executive Director

MEET THE BOARD



BILL MITHEN

Give Where You Live CEO
Chairperson



HELEN BUTTERIS

Bellarine Business Advisors
Skills-based Finance



CONNIE TRATHEN

Portarlington Mussel Tours
Skills-based Marketing



KAREN JACKSON

Novotel Geelong
Skills-based Business Events



SOPHIE BONE

BIG4 Bellarine Holiday Park
Bellarine



LISA CUNNINGHAM

Mustang and Co
Geelong



TERRY JONGEBLOED

Clyde Park Vineyard
Geelong



JAMES MURPHY

Sea All Dolphin Swims
Bellarine



CR BRETT CUNNINGHAM

Golden Plains Shire



CR ROSS EBBELS

Borough of Queenscliffe



CR TRENT SULLIVAN

City of Greater Geelong

MEET THE TEAM

EXECUTIVE



TRACY CARTER
Executive Director



BRENDAN SANDERS
Business Manager



CARLA GARNER
Industry Strengthening
Officer



**BONNIE TAI-VAN
DORP**
Industry Communications
Officer



FELICITY MCKENZIE
Senior Administration
Officer

STRATEGY AND DEVELOPMENT

VISITOR INFORMATION CENTRES



JOSHUA HARRIS
Visitor Services
Coordinator



ANNIE ZHANG
Visitor Services Officer



FIONA RUSHBROOK
Visitor Services Officer



ABBEY JONES
Membership Engagement
Officer



FIONA TUDDENHAM
Membership Engagement
Officer

MEMBERSHIP

STUDY GEELONG



ISLA FOY
Student Engagement and
Project Officer



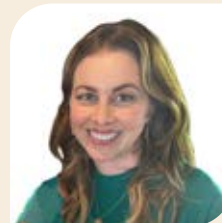
AMANDA SHERRING
Marketing and
Communications Manager



CHESS DAMANT
Digital Marketing Officer



ELISE RIGA
Digital Marketing Officer



YAS PATON
Tourism Marketing and
Communications Officer

MARKETING AND PR

BUSINESS EVENTS GEELONG



TAMIE RYAN
Business Events and
International Manager



CLAUDIA BARANSKI
Business Development
Manager



BROOKE JAWORSKI
Trade and Partnerships
Manager



CLAIRE STEELE
Marketing and
Communications
Coordinator

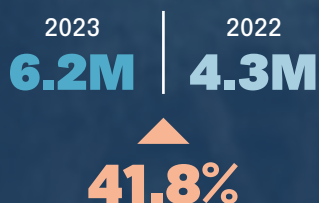


VISITOR ECONOMY SNAPSHOT

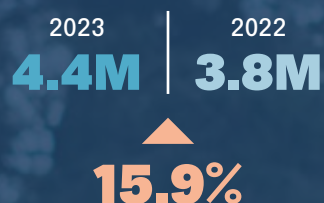
THE STATS 2022-23



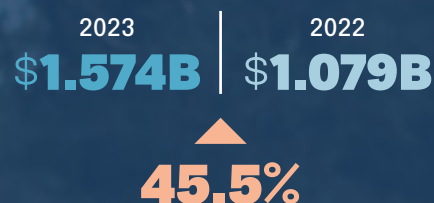
VISITORS



NIGHTS



EXPENDITURE



DOMESTIC OVERNIGHT VISITORS			DOMESTIC DAY VISITORS		
2023	2022	CHANGE	2023	2022	CHANGE
1.6M Visitors	1.3M Visitors	▲ 22.4%	4.5M Visitors	3.0M Visitors	▲ 50.4%
4.4M Nights	3.8M Nights	▲ 15.9%	-	-	-
\$951M Spend	\$665M Spend	▲ 43%	\$624M Spend	\$415M Spend	▲ 50.3%

	YE JUNE 2019 (PRE-COVID)	TARGETS FOLLOWING SLOW RECOVERY ASSUMPTIONS	YE JUNE 2023
Direct Tourism Spending	\$1.1B	▼ 11% to \$990M	▲ 45% to \$1.6B
Visitor Economy total jobs	7,551	▼ 5% to 7,191	▼ 15% to 6,410
Visitor to Resident local Spend ratio	3:7	3:7	3:7
Visitor spend on dining and entertainment	\$230M equalling 20% of total visitor spend	\$396M equalling 40% of total visitor spend	\$395M equalling 24% of total visitor spend

OPERATING WITH PURPOSE



WITH ITS NATURAL BEAUTY, ARTISANAL DELIGHTS AND CULTURAL RICHNESS – WHAT'S NOT TO 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.

82%

**OF PROGRAM FUNDING
REINVESTED INTO LOCAL
TALENT, VENUES AND
RESOURCES**



67%

**OF MEMBERS
TRAVELLED LESS THAN
15KM TO OUR EVENTS**



121

**STAFF VOLUNTEER
HOURS IN OUR REGION**



THINKING GLOBALLY

WE ARE COMMITTED TO THINKING SUSTAINABILITY IN EVERYTHING WE DO, 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.



SUSTAINABLE DEVELOPMENT GOALS





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.



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 initiative:

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



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 & 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, with 96% of all marketing, promotion and review material digitised.



GOAL 13 CLIMATE ACTION

Take urgent action to
combat climate change
and its impact

Our initiatives:

- > Reduced food miles by using local catering with local produce strongly encouraged.
- > Rolled out new bins in TGGB office spaces, for designated paper, green waste and recycling.
- > Decreased carbon impact of activity by supporting members and staff to travel less through sub-region events and online attendance.

2022-2023 IN REVIEW

JULY

VISITOR ECONOMY BOUNCES BACK AHEAD OF PREDICTIONS

Tourism Research Australia unveils a 66% increase in spend in Greater Geelong and The Bellarine, returning the Visitor Economy to its pre-pandemic value of \$1.1bn.



SEPTEMBER

SUSTAINABLE DESTINATION MASTER PLAN

Coordinated an extensive stakeholder engagement and consultation program relating to the SDMP, which included calling on community feedback through *Have Your Say*, drop-in sessions around the 6 sub regions and workshops with key regional stakeholders.



NOVEMBER

TOURISM SENTIMENT FOR OUR REGION ON THE UP

Greater Geelong and The Bellarine received a tourism sentiment score of 28.2, up 17% compared to the last quarter, and up 34% over Q3 in 2021.



2022



AUGUST

GEELONG SMALL BUSINESS FESTIVAL

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



OCTOBER

SPIRIT OF TASMANIA COMMENCED SERVICES

The *Spirit of Tasmania* commenced its first full month of services from its new terminal in Geelong Port.



DECEMBER

NEW EXECUTIVE DIRECTOR APPOINTED

Tracy Carter takes the reins as Executive Director at Tourism Greater Geelong and The Bellarine following a competitive recruitment process.

2023

JANUARY

TGGB MOVES TO GEELONG CITY HALL

Team Tourism settles into our new home at the iconic City Hall building.



MARCH

AVALON AIRSHOW RETURNS TO GEELONG

Following a four-year hiatus, The Avalon Airshow returned to Geelong. The six-day event was attended by approximately 248,000 people, breaking records, with our dedicated Volunteer team tending to a whopping 1,657 visitor enquiries.



MAY

INTERNATIONAL STUDENT HUB LAUNCHED

Utilising an inclusion grant, Study Geelong teamed up with the Salvation Army, the City of Greater Geelong, The Gordon and Deakin University to establish a new space for international students to come together, share experiences and make friends.



FEBRUARY

BONZA TOUCHES DOWN IN GEELONG

Low-cost carrier Bonza commenced its first ever direct flight between the Sunshine Coast and Avalon Airport.



APRIL

FIRST MEMBERS FORUM

Team Tourism hosted our first members networking event for the year at Tarra restaurant in the newly built Queenscliff Ferry Terminal, welcoming 170 members to experience the venue.



JUNE

NEW CONSUMER WEBSITE LAUNCHED

Following months of hard work with Ruck Agency and Conversion Digital, the consumer website received a fresh face lift. The new website leverages captivating imagery to entice and enchant visitors to explore our destination.



A YEAR OF MAJOR PROJECTS



INVESTING IN THE FUTURE OF OUR REGIONAL TOURISM INDUSTRY.

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 event 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.

VISITING FRIENDS AND RELATIVES CAMPAIGN - \$100,000

Multi-year campaign - total budget \$250,000 - Supported by City of Greater Geelong

Final year of campaign activity aligned to funding agreement.

Deliver marketing programs that leverage the opportunity for Geelong region residents to be advocates and hosts in growing visitation.



DOMESTIC SHORT-BREAK CAMPAIGN - \$100,000

Multi-year campaign - total budget \$200,000 - Supported by City of Greater Geelong

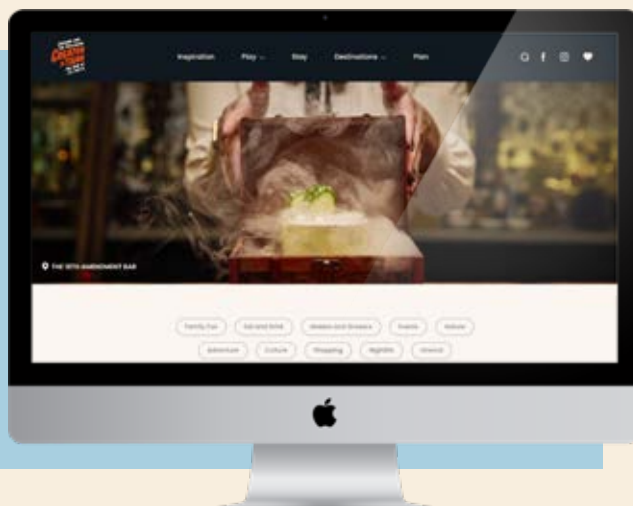
Final year of campaign activity aligned to funding agreement.

Implement brand activities targeting short break leisure visitors in Melbourne and regional cities.

VISITGEELONGBELLARINE.COM.AU REBUILD - \$90,000

Multi-year rebuild - total budget \$110,000 - Supported by industry via Tourism Greater Geelong and The Bellarine

Rebuild visitgeelongbellarine.com.au with a fresh focus on user experience and new technologies that become tools for greater visitor engagement, inspiration, and connection with experiences.



BRAND GEELONG - \$80,054

*Multi-year campaign – total budget \$300,000 –
Supported by City of Greater Geelong and Victorian
Government*

Deliver on Brand Geelong through a concise and collaborative campaign to position Greater Geelong as a destination of choice for travellers, new residents, students, workforce, and investors.



BUSINESS EVENTS PROCUREMENT - \$192,325

*Multi-year campaign – total budget \$555,000 –
Supported by City of Greater Geelong and Victorian
Government*

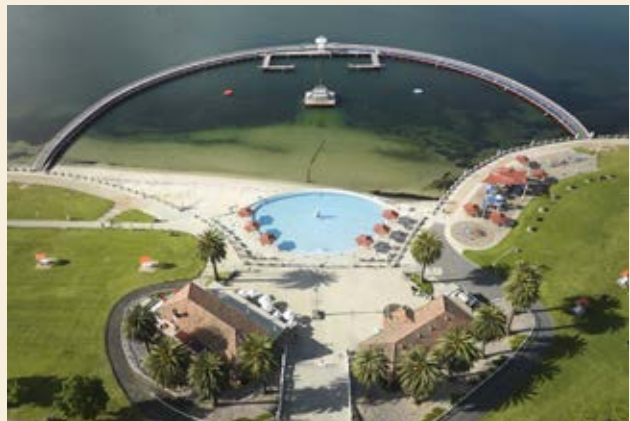
Final year of campaign activity aligned to funding agreement to secure MICE activity for the region, providing direct incentives for conference organisers to host events in Geelong and The Bellarine, paid direct to local venues and suppliers.

DESTINATION MASTER PLANNING - \$134,584

*Multi-year development – total budget \$280,000 –
Supported by Victorian Government and Industry via
Tourism Greater Geelong and The Bellarine*

Due for completion in 2022-23.

Finalise the development of a 10-year 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.



INDUSTRY STRENGTHENING PROGRAM - \$146,916

*Multi-year program – total budget \$264,000 –
Supported by Victorian Government*

Support the businesses and workforce who deliver our amazing visitor experiences with a series of professional, cultural, and personal development opportunities to increase capability to rebuild and enjoy a resilient visitor economy into the future.




TGGB STRATEGIC PRIORITIES

DESTINATION 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.



1.8M
USERS REACHED
\$3.9M
ESTIMATED
MEDIA VALUE

HIGHLIGHTS:

- > Worked with *Australian Traveller* to promote Geelong and The Bellarine nationally as a road trip destination and foodie lovers' haven, reaching 336,000 readers across two print editions and over 1.5M through digital channels.
- > Continued to partner with Visit Victoria to target state and national markets through campaigns with *TimeOut*, *Urban List*, *We Are Explorers* and Visit Victoria channels.
- > Highlighted the region through visitor publications to a circulation of 1.5 million outside the region, and 110,000 locally
- > Implemented a PR strategy targeting niche markets, new products and sub-region's strengths resulting in coverage across 30 mainstream toptier media publications and broadcasters.
- > Reached 300,000 Tasmanians as part of a targeted digital campaign to coincide with the arrival of the *Spirit of Tasmania*

RESULTS:

- > We reached 1.8M users via social media channels
- > 30% average growth in social media followers across Facebook and Instagram channels
- > An increase of 13% visitors to visitgeelongbellarine.com.au than the previous year, with 164,000 unique users
- > Hosted 15 media visits and famils
- > \$3.9M earnt in estimated media value
- > 90,000 emails delivered to inspire potential visitors
- > Ranked in the Top 100 in TSI's Most-Loved Global Destinations 2022



OBJECTIVE 2:

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

STUDY GEELONG HIGHLIGHTS

- > Engaged 373 international students through events, including famils experiencing Geelong and The Bellarine
- > Supported the launch and funding application of The Lounge International Student Space in Geelong
- > Connected students and locals to support cultural exchange and exploration of the region through the International Friends Program

RESULTS

- > 480,000 students and stakeholders reached on social media
- > 2,500 emails delivered to international students
- > Followers increased 20% on Instagram and 13% on Facebook

MARKETING HIGHLIGHTS

- > 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 their loved ones to the region.

OBJECTIVE 3:

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

BUSINESS EVENTS GEELONG RESULTS

- > 24 confirmed events with an economic impact of \$2,364,370.
- > Converting 58% of enquiries, eclipsing the initial goal of 40%
- > 99% of business events happened midweek outside holiday periods and weekends.
- > To drive this market the Business Events Geelong team attended 7 trade shows, showcasing the region to Domestic and International Buyers. They also hosted several events in the region, showcasing the destination to more than 80 decision makers.



24
CONFIRMED
BUSINESS EVENTS
\$2,364,370
ECONOMIC IMPACT

OBJECTIVE 4:

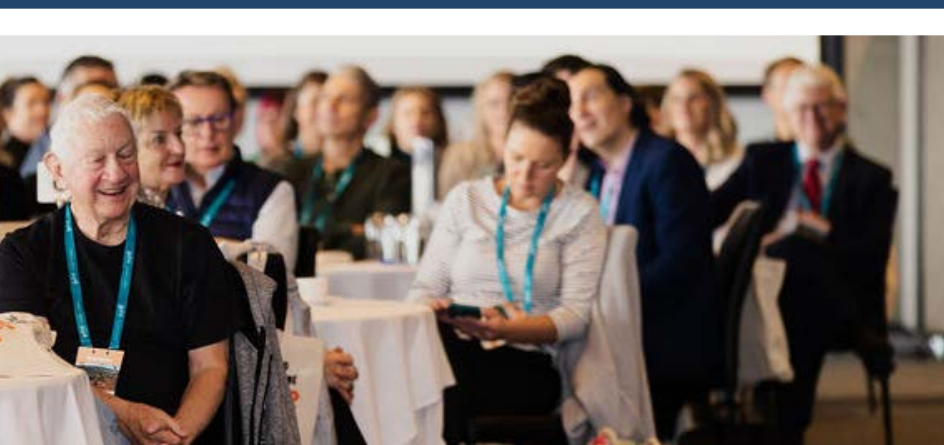
Engage with the region's strong domestic and seasoned visitor markets to stay longer and experience more.

HIGHLIGHTS

- > Volunteers supported the return of events to the region, assisting and greeting visitors at inaugural cruise ship visits, The City of Greater Geelong Open Day and over a full six-day program at Avalon Airshow.
- > The VIC team and volunteers ran two tours for Spirit of Tasmania, with VIS staff taking them around Geelong and The Bellarine, Moorabool Valley, Queenscliff and Werribee. There were six days of famils in total.
- > VIS staff made progress on key actions under the VIS strategy which included sign-off of the changes to Market Square Visitor Information Booth, closure of Bellarine Visitor Information Centre and approvals towards opening of key Geelong Visitor Information Centre at City Hall.

RESULTS

- > 63 Volunteers invested over 6,600 hours in the Geelong and Bellarine Visitor Information Centres.
- > Geelong and The Bellarine Volunteers serviced 56,500 visitors in our visitor centres as well as almost 10,000 visitors at events Additionally, Queenscliff VIC assisted over 21,500 visitors.
- > The Geelong Waterfront assisted three times as many face-to-face visitors as the previous year.
- > Five volunteers will reach 30 years of service.



SUSTAINABLE DEVELOPMENT

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

OBJECTIVE 5:

Ensure the region's visitor economy supports the collective interests of the community.

HIGHLIGHTS

- > Created a Professional Development Policy for Board members, reaffirming Tourism Greater Geelong and The Bellarine's commitment to ensuring Board Members have tools and knowledge to effectively represent the broad interests of the industry.

RESULTS

- > **A new independent Chair of TGGB was appointed following the conclusion of the second term of service for the former Chair.**
- > **The 2022-23 audited financial statements have been completed by LBW Chartered Accountants.**

OBJECTIVE 6:

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

HIGHLIGHTS

- > Delivered a training and education program in partnership with Wadawurrung Traditional Owners Aboriginal Corporation focusing on tourism development and cultural awareness strengthening for the local tourism industry and staff of TGGB.
- > Delivered On Country education site tours, hosted by Corrina Eccles, Manager Cultural Education.
- > Developed a video featured at our conference in June highlighting a collaboration between the National Wool Museum and Wadawurrung traditional Owners Aboriginal Corporation.

RESULTS

- > **24 members attended the On Country education experience.**
- > **41 members attended the Wadawurrung Education Workshop.**
- > **Showcased a successful collaboration between the Traditional Owners Group and an operator to 150 members at our annual conference, plus distributed online via socials and digital communication channels.**

OBJECTIVE 7:

Enable businesses to succeed and grow, which benefits locals through stable, year-round employment.

HIGHLIGHTS

- > 15 major tourism infrastructure projects set to be completed by 2026 around the region.
- > Identified the need for 1,500 rooms to be added by 2032 to existing stock to meet demand.
- > Partnered with the Gordon TAFE, to provide local community with access to accredited courses specialising in basic hospitality and kitchen skills, leadership and mentoring.

RESULTS

- > **\$1.713 Billion in major tourism enabling infrastructure projects are in the pipeline for completion over the next 3 years.**
- > **23 people enrolled in upskilling courses delivered by The Gordon and employed locally.**

\$1.713B

**IN MAJOR
TOURISM**



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

- > Delivered the 2032 Sustainable Destination Master Plan for the Greater Geelong region, providing a shared vision between industry, stakeholders and community for tourism in the region.
- > The SDMP was the largest community engagement activity TGGB has ever carried out and embraced the views of the whole region.
- > Identified top 10 demand-driving projects for the region to deliver on by 2032.

RESULTS

- > **38 stakeholder holder interviews carried out.**
- > **4 group workshops.**
- > **51 people engaged through online workshops.**
- > **58 submissions from community members.**



STRATEGIC ENGAGEMENT

WORKING TOGETHER, 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.

HIGHLIGHTS

- > Represent, celebrate and support 941 members, our largest member-base since TGGB was founded.
- > Engaged 65 members through six coffee catch ups rotating through the region.

RESULTS

- > 17 local businesses opted into the Tourism Greater Geelong and The Bellarine premium partnership program after a two-year hiatus.
- > Tourism membership growth target exceeded by 5% following several challenging pandemic years for the industry.



EDUCATED

300+



INTERNATIONAL
AUSSIE SPECIALIST
PROGRAM AGENTS

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 including workforce attraction and interstate resurgence.
- > In partnership with our close regional tourism board partners and Visit Victoria via the touring route collectives of Great Southern Touring Route and Go Beyond Melbourne, we recommenced promotional activities to our key international markets.

- > Through continued advocacy and support at local, State and Federal levels, we supported our industry in accessing grants and funding allocations throughout 2022-23.
- > Delivered a cooperative marketing campaign in partnership with Visit Victoria targeting intrastate audiences.

RESULTS

- > **Provided 41 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.**
- > **168,000+ potential visitors reached through a partnership with *Australian Traveller*.**



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

- > Partnered with a range of market insight sources to ensure qualified strategic decisions are made that best support our industry and service the visitor.
- > Delivered customised event and business impact reporting to members, providing intel on who their visitors are, how much they spend in the region and where they come from.
- > Delivered a series of hands-on, industry-led front line training, raising the skills and expertise of hospitality staff around the region.

RESULTS

- > **40% staff retention rate 12 months post completion of the accredited wine appreciation course**
- > **170 hospitality staff participated in hands-on learning experiences**
- > **12 tailored event economic impact reports delivered**

OBJECTIVE 12:

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

HIGHLIGHTS

- > 172 people attended the 'Lunch and Learn' session ahead of the Spirit of Tasmania service arriving in Geelong with presentations on traveller insight research and the Spirit of Tasmania CEO.
- > Hosted three key member networking events with record attendance numbers of around 150-190 pax per event.
- > Delivered our bi-annual conference in June 2023 at GHMBA Stadium, providing members with insights from those delivering on some of the region's most significant developments impacting the visitor economy over the next 3 years.
- > Supported the opening of Searoad Ferry's new terminal building Tarra in Queenscliff, inviting over 150 members along to celebrate.
- > In Partnership with the City of Greater Geelong, we supported local businesses to build resilience and find new growth opportunities by participating in RunwayHQ's Ready Set Grow (RSG) program.

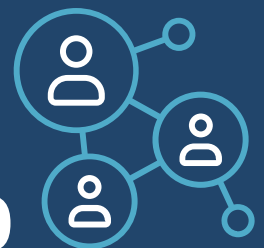
- > Provided mental health and wellbeing programs for staff working in the local visitor economy including workshops in partnership with Beyond Blue and off-site day wellness programs led by renowned positive psychology practitioner, Mel Neil.
- > Supported 11 businesses to complete the 'Tourism Trade Ready' training program delivered in partnership with ATEC.

RESULTS

- > **Welcomed 1,010 people to our training and networking opportunities in the last year.**
- > **40 people joined our Lunch and Learn session online.**
- > **Achieved record sales, with events selling out within 2-5 days.**

**WELCOMED
1,010**

**PEOPLE TO TRAINING
AND NETWORKING
EVENTS**



REPORTS





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 2023, 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 2023 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.



GEELONG OFFICE

35-37 Gordon Avenue
Geelong West VIC 3218
T: 03 5221 6111
F: 03 5223 1966

MELBOURNE OFFICE

Level 3, 365 Little Collins Street
Melbourne VIC 3000
T: 03 9670 4444
F: 03 5223 1966

POSTAL ADDRESS

PO Box 4115
Geelong VIC 3220

EMAIL lbw@lbwca.com.au

WEB www.lbwca.com.au
@lbwca

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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 30th day of August 2023



GEELONG OFFICE
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FINANCIAL STATEMENTS



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Board of Management

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 2023.

BOARD OF MANAGEMENT MEMBERS

The names of committee members from 1 July 2022 to 30 June 2023 were:

Mr Bill Mithen
– *Independent Chair*

Cr Trent Sullivan
– *City of Greater Geelong*

Cr Ross Ebbels
– *Borough of Queenscliff Representative*

Ms Karen Jackson
– *Skills Based Business Events Representative*

Ms Connie Trathen
– *Skills Based Marketing Representative*

Mr Terry Jongebloed
– *Geelong Representative*

Mr James Murphy
– *Bellarine Representative*

Cr Brett Cunningham
– *Golden Plains Representative*

Ms Helen Butteriss
– *Skills Based Finance Representative Treasurer*

Ms Sophie Bone
– *Bellarine Representative*

Ms Lisa Cunningham
– *Geelong Representative*

There were no general elections held in the financial year ending 30 June 2023.

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

The period ending 30 June 2023 marked the first full year of Tourism Greater Geelong and The Bellarine operating a financial membership and partnership model following two years of alternative processes due to COVID-19.

The recommencement of this as a critical funding stream to the associations activity budget has been positively reflected in the audited financial statements.

OPERATING RESULT

A surplus of \$35,918 was recorded for the association after ordinary activities for the year ended 30 June 2023, \$36,511 over budget.

The deficit for the association year for the year ended 30 June 2022 was \$13,643.

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



Mr Bill Mithen
(Independent Chair)



Helen Butteriss
(Treasurer)

Dated this 30th day of August 2023

FINANCIAL STATEMENTS

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the year ended 30 June 2023

	NOTE	2023 \$	2022 \$
INCOME			
Memberships & Partnerships		346,800	209,805
Marketing & Communication		592,859	698,848
Business Events Attraction		443,161	619,632
Visitor Servicing		52,170	43,003
Strategy & Development		730,383	1,183,668
Business Management		45,558	40,262
TOTAL REVENUE		2,210,931	2,795,218
EXPENDITURE			
Memberships & Partnerships Expenses		243,184	149,568
Marketing & Communication Expenses		827,368	905,995
Business Events Attraction Expenses		393,883	652,150
Visitor Servicing Expenses		52,162	42,911
Strategy & Development Expenses		578,695	997,189
Business Management Expenses		79,721	61,048
TOTAL EXPENSES		2,175,013	2,808,861
(Deficit) / Surplus for the year before income tax		35,918	(13,643)
Income Tax	1b	-	-
(Deficit) / Surplus for the year after income tax		35,918	(13,643)
Other Comprehensive Income		-	-
Total Comprehensive Income after income tax		35,918	(13,643)

The accompanying notes form part of this financial report.

FINANCIAL STATEMENTS

STATEMENT FINANCIAL POSITION

As at 30 June 2023

	NOTE	2022 \$	2021 \$
CURRENT ASSETS			
Cash	2	575,971	1,163,874
Receivables	3	52,799	176,810
TOTAL CURRENT ASSETS		628,770	1,340,684
TOTAL ASSETS		628,770	1,340,684
CURRENT LIABILITIES			
Payables	4	-	293,981
Deferred Membership Fees		-	954
Deferred Marketing Income		-	62,722
Carryover Projects		336,474	726,649
TOTAL CURRENT LIABILITIES		336,474	1,084,306
TOTAL LIABILITIES		336,474	1,084,306
NET ASSETS		292,296	256,378
MEMBERS' FUNDS			
Accumulated Surplus Brought Forward	5	256,378	270,021
Deficit for the year		35,918	(13,643)
TOTAL MEMBERS' FUNDS		292,296	256,378

The accompanying notes form part of this financial report.

FINANCIAL STATEMENTS

STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2023

	RETAINED SURPLUS \$	TOTAL \$
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
Balance at 1 July 2022	256,378	256,378
Surplus for the year	35,918	35,918
Balance as at 30 June 2023	292,296	292,296

The accompanying notes form part of these financial statements.

STATEMENT OF CASH FLOWS

As at 30 June 2023

	NOTE	2023 \$	2022 \$
CASH FLOW FROM OPERATING ACTIVITIES			
Receipts from ordinary activities		1,881,091	1,459,082
Payments to suppliers		(2,468,994)	(1,897,768)
Net cash provided by (used in) operating activities		(587,903)	(438,686)
Net increase (decrease) in cash held		(587,903)	(438,686)
Cash at beginning of year		1,163,874	1,602,560
Cash at end of year	2	575,971	1,163,874

The accompanying notes form part of these financial statements.

FINANCIAL STATEMENTS

NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2023

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 2023

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 2023

NOTE 2: CASH

	2022 \$	2021 \$
Cash on Hand	300	300
Cash at Bank	575,671	1,163,574
	575,971	1,163,874

NOTE 3: RECEIVABLES

Accounts Receivables	47,563	176,810
Accounts Receivables	5,236	-
	52,799	176,810

NOTE 4: PAYABLES

GST Payable	-	2,613
Holding Accounts	-	291,368
	-	293,981

NOTE 5: RETAINED PROFITS

Retained Surplus	256,378	270,021
Surplus/(Defecit) for the year	35,918	(13,643)
	292,296	256,378

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 2023.



Committee Member:

Mr Bill Mithen
(Independent Chair)



Committee Member:

Ms Helen Butteriss
(Treasurer)

Dated this 30th day of August 2023

THANK YOU



GOVERNMENT PARTNERS



Borough of Queenscliffe
Queenscliff & Point Lonsdale, Victoria, Australia



PREMIUM PARTNER





Wadawurrung Country

30 Gheringhap St, Geelong VIC 3220

P: 03 5244 7100

info@tourismgeelongbellarine.com.au

www.tourismgeelongbellarine.com.au

