



welcome

The 2015/2016 financial year saw Destination Southern Tasmania (DST) grow its role as a key stakeholder in the Tasmanian tourism industry, driving industry development activities in the southern region, facilitating key linkages and bringing industry together to generate outcomes to enhance the state's visitor economy.

The DST team continues to embrace the challenges and opportunities of a regional tourism organisation (RTO), focusing on its three organisational pillars of Regional Dispersal, Advocacy and Industry Development.

It is with much pleasure that DST presents its 2016 Annual Report. We trust that it will communicate the passion and energy that the organisation brings to the tourism community in Southern Tasmania and show how we are delivering on our organisation's goals.



► Gordon Dam
Photography
Rob Burnett



Cover images

- ▶ Top left
Forty Spotted Rare Tasmanian Gin
Photography Julia Smith
Bangor Wine & Oyster Shed
Photography Rob Burnett
Heritage Horse Drawn Carriages
Tanya Chalice Photography
- ▶ Middle left
View of Hobart from
Mt Wellington/kunanyi Lookout
Photography Tourism Tasmania
Bonorong Wildlife Sanctuary
– Greg Irons
Photography Rob Burnett
North-South Track
Photography Supplied Courtesy of
Flow Mountain Bike
- ▶ Bottom left
Willie Smiths Organic Apple Cider
Photography Jonathan Wherrett
Bathurst Harbour Aerial
Photography Paul Fleming
Curringa Farm
Photography Wai Nang Poon

All images supplied courtesy
of Tourism Tasmania

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from the chairman

The visitor industry in Southern Tasmania continues to experience growth in both the number of arrivals and in their contribution to our visitor economy. The impact of this growth, not surprisingly, is not experienced proportionately throughout the whole region.



Seeking to attract more of these visitors to our regional areas has been a significant focus of the activities of Destination Southern Tasmania throughout the year. Adding to the range and quality of the experience that people enjoy in the regions is imperative if we are to grow our visitor economy, support regional employment and support the significant new accommodation coming on-stream in Hobart, a key aspect that is integral to achieving more visitors overall.

DST has worked cooperatively with a number of stakeholders to facilitate achievement of these goals.

I acknowledge the financial support and supportive partnerships we have with Tourism Tasmania in marketing activities, the Department of State Growth in visitor servicing and the supply side of the industry and with our Councils in a range of activities. DST has been commissioned by a number of Councils to undertake marketing on their behalf and to implement various social media and other strategies.

The key initiatives with potential for significant impact on our members, the industry operators of southern Tasmania, will be the development of a Visitor Engagement Strategy and Destination Action Plans developed by each community in identified districts in the region. Designed to improve the quality of the visitor experience, the plans aim to make a difference to the visitor experience in local areas and to create benefits for the community.

The DST Board continues to attract a mix of skills and diverse representation and I thank all Directors for their valued contributions. Deputy Malcolm Wells and Anne McVilly are not seeking re-election and I wish to record our sincere thanks to them both contributing their vast tourism experience since DST was established.

I also acknowledge and thank our Chief Executive Melinda Anderson for an outstanding

contribution to positioning DST favourably with all levels of government and with our industry partners. Melinda provides considerable regional tourism and organisation management experience and displays great energy and enthusiasm. I also thank members of the DST team for their contribution to the overall presentation of DST.

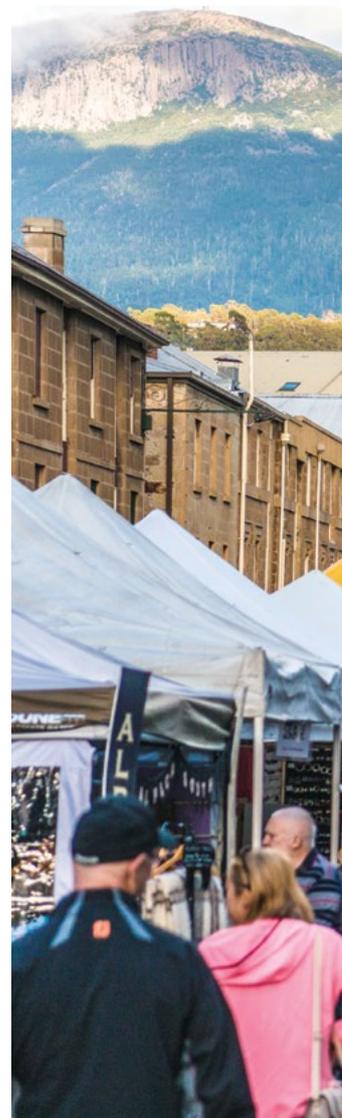
With leadership from the Tourism Industry Council of Tasmania, the Tasmanian industry, through the latest Tourism 21 Strategy, is continuing to become much more coordinated and focussed on the key elements of growing the visitor economy.

I would like to thank the State Government for its support of the industry, both through Tourism Tasmania and DSG and directly for its support of the regional tourism structure.

DST accepts the challenges of serving our industry and we thank all those who have supported the organisation by becoming members.



VINCENT BARRON
Chairman





▲ Salamanca Market
Photography
Poon Wai Nang

► Echidna
Photography
Sean Scott

from the ceo

It has been an industrious and dynamic fourth year of operation for Destination Southern Tasmania (DST). Our focus during 2015/2016 has been on our business goals of Regional Dispersal; Industry Development and Capacity Building; and Regional Advocacy, whilst maintaining the sustainability of DST and working within our resource limitations.



Regional Dispersal

We have a clear direction to focus our marketing efforts on the intrastate market and on-ground visitors, whilst also supporting Tourism Tasmania's activities through the provision of regional content. Our job is to facilitate interest in the southern Tasmanian region and support operators to drive visitation to their own businesses. To do this we have continued to focus our efforts on creative digital marketing channels and the facilitation of partnerships to leverage opportunities for industry.

Visitor Map

Research highlights the importance of maps and local guides for visitors. During 2016 we invested in the development of a Southern Tasmania visitor map to showcase the brand strengths of the region and highlight the accessibility of the region's diverse experiences. The map is hand-illustrated to provide an interesting and attractive tool for visitors that will complement other information sources. 150,000 copies of the map will be distributed throughout the state during 2016/2017. It is expected that the map will be updated annually.

Digital

Our marketing program focused strongly on digital media engagement, digital content acquisition and generation, as well as social media channel development. We introduced Southern Exposure this year to feature our destinations through real-world adventures and images, as well as to drive the development of unique content to boost search engine optimisation and website and social media traffic.

Partnerships

Working in conjunction with Brooke Street Pier, DST introduced a cooperative program to feature member brochures on advertising screens

displayed throughout this high-traffic site.

We were also delighted to work closely with Hobart Airport and Avalon Airport to feature signage promoting Hobart and Beyond to travellers at these major gateways.

Events are major stimulators of regional dispersal and DST works closely with Events Tasmania and other industry stakeholders to provide information about Southern Tasmania to encourage event attendees to explore the region. For example, we developed collateral to be distributed to the 1000 AFL Masters attendees including regional highlights postcards.

DST again partnered with Tasports, City of Hobart and Tasmanian Travel and Information Centre to provide promotion of members and industry to passengers arriving on 34 cruise ships into Hobart. Poster displays were provided in the Mac O2 terminal and operators were able to purchase parking permits outside Mac O2 to offer tours and experiences directly to cruise passengers.

We are proud to work with Mona to provide opportunity for industry to work with one of Tasmania's major attractions. This included the 12 month Mona Industry Campaign and Paint the Town Red, a DST-led initiative encouraging industry to 'light up red' and add vibrancy to Hobart's Dark Mofo winter event.

DST worked in partnership with City of Hobart and North Melbourne Football Club to explore opportunities and maximise tourism benefits from AFL in Hobart. This included a tourism microsite for North Melbourne Football Club's 40,000 members, where DST members showcased value-add offerings across a 12-month period to encourage regional dispersal around games.

DST continues to work with the local tourism associations (LTA) to build industry capacity and ensure tourism benefits flow on to local communities. This year DST continued to work

with Huon Valley Kingborough Tourism Association to implement a cooperative campaign featuring magazine-style television segments with local radio personalities Dave and Kylie, supported by digital activities with social influencers. This program was also extended to a second series in winter for operators throughout Southern Tasmania. We engaged with the Port Arthur Tasman Tourism Association to deliver an eight-month period of social media management. DST was also engaged by the Heritage Highway LTA to deliver its annual social media management program.

We supported Tourism Tasmania's trade activities, facilitating prizes for the Travel Industry Road Show to Melbourne, Sydney and Brisbane, as well as supporting familiarisations for the Tassie Specialist program. We also continued our regular industry presentations to Tourism Tasmania staff from DST members to keep our state tourism organisation informed of developments within our region.

Industry Development and Capacity Building

Membership

As an industry membership organisation, DST is focused on developing a high-value and relevant membership proposition for industry. This year we restructured our membership from four to three levels and streamlined our member benefit program, which included a listing on the new visitor map. 1 April was introduced as the set calendar date for annual membership renewal, to ensure administrative efficiencies to benefit members.

Connections

We continue to communicate and inform members through our Highlands to Harbours newsletter and regular email updates. This year, we developed a new corporate website www.southerntasmania.com.au, which is populated with news, industry updates and relevant research. We also introduced a member Facebook group.

Education

We provided opportunities to gain contemporary industry intelligence with the inaugural DST Tourism Summit on 4 August 2015. The program for

Regional Advocacy

Our commitment to industry advocacy is ongoing. During the past financial year DST provided letters of support for grant applications and assisted with submissions for funding programs including Tourism Demand Driver Infrastructure, Regional Innovation and Investment Fund and Events Tasmania funding.

DST has also been a voice for a number of industry issues, including infrastructure priorities throughout the southern region.

DST has operated with 3.5 full time equivalent staff for most of 2015/2016. It has achieved a significant program of activities with limited resources, testament to the hard work of its team Jared Mendham, Anne Menegat and Nick Courtney, ably supported by its Board, led by Chairman Vin Barron.

We thank our members for their continued support. We are proud to represent our membership base and are excited about the upcoming year. We have a clear direction, ensuring we deliver on our goals to drive regional dispersal and build industry capacity to maximise tourism benefits to local communities.

this full-day industry event was designed to provide practical and relevant information that our members and industry could apply directly to their businesses.

The summit is complemented by the free monthly 'Tips and Tipples' member networking program introduced early in 2015. Tips and Tipples brings industry together to network whilst also featuring presenters on topical themes relevant to members.

Industry Excellence

We were delighted to introduce the Southern Stars of Tourism this year to bring the southern Tasmanian industry together to celebrate our industry. At the event held in April 2016 five Southern Stars were awarded, including three business and two individual awards. The Stars recognised innovation, brand excellence, new business, community contribution and young achievement. The event will continue to be an annual celebration of the southern Tasmanian tourism industry.

Destination Action Plans

With the support of Department of State Growth, DST coordinated Destination Action Plans for Greater Hobart, Tasman and Bruny Island. These plans provide the opportunity for local visitor economy priorities to be identified and worked towards by the local communities, providing practical support for the broader Destination Management Plan for the region. Destination Action Plans will be developed for other southern destinations during 2016/2017.



MELINDA ANDERSON
Chief Executive Officer

key outcomes

2015/2016 has seen increased visitation across Southern Tasmania, with strong growth from domestic holiday visitors and traditional international markets including UK and USA and emerging Asian markets.

Over 81 per cent of all visitors to Tasmania visit Southern Tasmania. Our goals are to build the capacity of industry to respond to visitor demand, deliver quality experiences and to ensure the benefits of the visitor economy flow throughout the region. Our priority activities to achieve this have focused on a strong industry membership base, digital marketing, partnerships, industry education and regional advocacy.

Membership

DST is truly an industry-led organisation, with 194 members from across Southern Tasmania (up 8% from 2014/2015). We were delighted to welcome 50 new members this year as we continue to grow and evolve to meet industry needs.

Our new membership program was introduced in March 2016 with all members now subscribing to an annual renewal on 1 April. The revised member structure includes three levels: Essential, Premium and Ultimate, designed to reflect the needs and levels of industry engagement of different organisations.

Digital Marketing

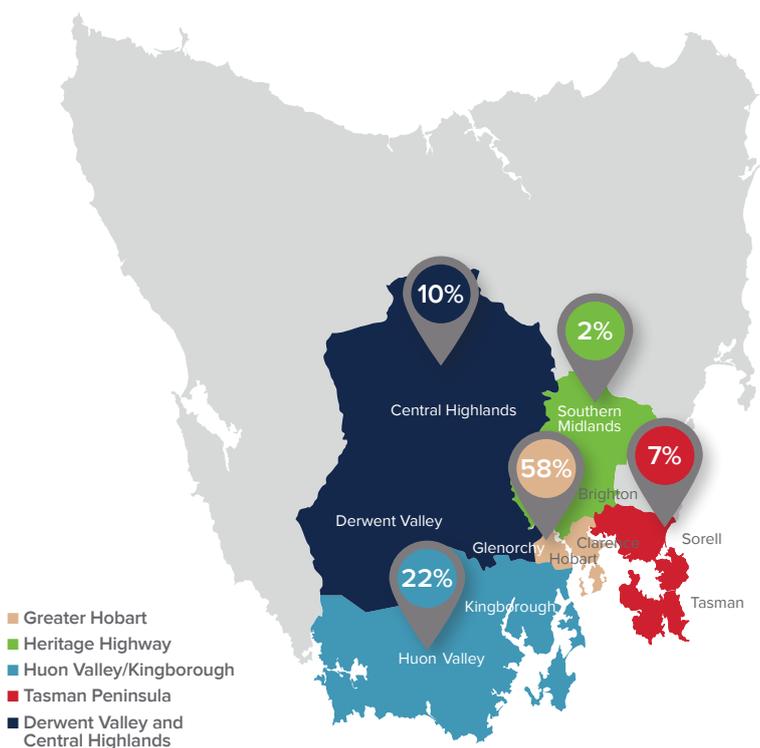
Our public-facing brand, Hobart & Beyond, has become an established digital reference point in the intrastate market, with the website receiving over 200,000 page views from 73,000 unique users in the 2015/16 financial year. The website is also featuring highly in key search terms on Google.

DST has been focused on content generation and leveraging social media this year, with our Instagram topping 17,000 followers and Facebook 13,000. More importantly, community engagement with our social media is impressive, with our Facebook page generally reaching more than 200,000 people each month. Instagram is also performing well, generating over 160,000 impressions each month.

In terms of content generation by DST, we had excellent interaction with our Southern Exposure blog, which saw over 33,000 page views. Our custom-shot and edited Southern Exposure videos were seen close to 200,000 times on Facebook and our articles and blogs were seen by close to a million people on Facebook and received over 26,000 likes on Instagram.

We also held 11 successful instameets, which combined to reach 2.3 million people 5.7 million times, and they received 215,000 likes and comments on photos taken during the meets. Content from these meets was shared through Tourism Tasmania, Tourism Australia, and other large Instagram-based channels. Themes for the Instameets included Far South, Bruny Island, Tasman, Mt Field, Mid Winter Feast, Dark Mofo Dark Park and Willow Court, Villa Howden and Huon Mid Winter Festival.

DST Member Distribution





Partnerships

Partnerships are key to leveraging DST's and the industry's limited resources. This year we focused on developing promotional programs that enabled operators to participate at varying levels:

- 72 operator listings were including on the free North Melbourne Football Club microsite
- 46 members participated in the advertising program at Brooke Street Pier with 55 brochures displayed across five advertising screens
- 55 businesses participated in Paint the Town Red, lighting up in red to support Dark Mofo and participate in DST's social media program
- 10 operators participated in the six- week cooperative television campaign with Southern Cross aimed to encourage Tasmanians to discover their own backyard. This program reached over 74.1% of the Tasmanian population who saw one of the TV commercials 13.4 times.
- DST worked with two members to be included in Win Television's Love Shack program
- 34 participants signed up for the 2015/2016 Mona industry campaign
- 100% of industry members were listed on DST's Southern Tasmania map
- Eight operators signed up for the independent tour operator cruise program operating from Hunter Street, outside the cruise terminal. Another eight operators took up poster display advertising in the terminal, facilitated by DST.

Industry Education

A key achievement this year was to build our industry education program. We coordinated the inaugural Destination Southern Tasmania Tourism Summit in August 2015 at Blundstone Arena,

attracting over 150 industry participants. Over 97% of attendees said they were very satisfied or satisfied with the summit and intended to attend future summits.

Our Tips and Tipples initiative, a regular series of free networking events, continued to encourage members to learn from each other on topical themes. DST held six events this year, attracting over 300 attendees. Topics included Cruise, Trip Advisor, Booking.com, Tourism Australia's Coastal and Aquatic Campaign, Tourism Tasmania's Winter Campaign and Mona's Industry Partnership Campaign.

Industry Excellence and Networking

The inaugural Southern Stars of Tourism attracted over 150 people to celebrate the southern Tasmanian tourism industry and recognise outstanding achievements.

We were also delighted to work with Tourism Industry Council Tasmania and Tasmanian Hospitality Association to host an end-of year event at The Apple Shed in the Huon Valley with over 100 industry stakeholders coming together from across the sector to network to reflect on 2015.

Advocacy

Advocacy for regional issues is an ongoing long term strategy, but we were delighted that close to \$1.84 million of funding was achieved through the Tourism Demand Driver Infrastructure Fund and Regional Tourism Innovation and Investment Fund programs for projects in southern Tasmania. This funding will support priorities in the southern Tasmania Destination Management Plan and promote regional dispersal.

▲ Russell Falls Photography courtesy Tourism Tasmania

- ▶ Penny farthing rider
Photography
Rob Burnett
- Waterside Pavilion -
Mawson Place
Photography
Julia Smith
- ▼ Roaring 40s Kayaking
Photography
Sean Scott





looking ahead

DST is very excited about 2016/2017. The DST team of staff and the Board of Directors are committed to our drivers of Regional Dispersal, Industry Development and Capacity Building and Regional Advocacy, whilst maintaining the sustainability of DST.

Marketing

We will continue to focus our marketing efforts on the intrastate market and on-ground visitors. Whilst much of our attention will centre on creative digital marketing channels, we will concentrate on ensuring maximum dispersal of the Southern Tasmanian visitor map to support awareness of our regional experiences and brand strengths. Business and leisure events are also a feature of our marketing plan as opportunities to maximise regional dispersal.

Building Industry Capacity

With the support of the Department of State Growth, Destination Action Plans will be a key priority for DST in 2016/2017 as we work with local communities to identify key priorities in local areas focused on improving the visitor experience.

We will work closely with State Government and other Regional Tourism Organisations to support the development of a statewide Visitor Engagement Strategy to assist in providing a seamless and coordinated visitor experience throughout the state.

We are also excited to deliver the second annual DST Tourism Summit and Southern Stars of Tourism, as these become signature industry events for southern Tasmania.

Membership and Partnerships

We are focused on enhancing and strengthening our relationship with our 11 local government partners and industry stakeholders. We will continue to build and strengthen our membership base. It is vitally important that DST continues to be representative of our industry and responsive to its needs. This drives our advocacy agenda.

Our annual membership survey is an important tool to gather feedback to ensure that our membership proposition is relevant and provides value for money.

word from our local tourism associations

Huon Valley Kingborough Tourism Association Inc (HVKTA)

Rachael Trueman, President

This has been a year of challenges for the sitting Huon Valley Kingborough Tourism Association. With the impending change of structure and rebranding of the current Huon Trail region under the helm of Destination Southern Tasmania, the HVKTA has seen twelve months of change, culminating in the decision to wind up the association in favour of smaller regional networks with a strong voice through the DST led advisory group.

HVKTA members were actively involved in the Huon Trail review process that took place over the last 12 months and representatives worked with the Huon Valley Kingborough Steering Committee in progressing the agreement with DST to take on the marketing of the region.

The association had a busy year working toward the new structures while undertaking several cooperative operator-based activities, as well as working in conjunction with DST to administer the marketing activities supported by the Huon Valley and Kingborough Councils.

HVKTA membership worked together to promote the Huon Trail region with activities such as:

- A four-day presence at the Hobart Visitor Centre, with operators volunteering their time

to showcase the Huon Trail region and also to familiarise centre staff with products and regional activities

- A cooperative Huon Trail presence in the Travelways publications
- Operator volunteers promoting the Huon Trail at the Taste of the Huon and Agfest

In conjunction with DST the association undertook several cooperative activities including:

- Southern Cross TV campaign featuring Dave and Kylie, with 13 operators participating
- A well attended instameet focusing on the Far South
- Hosting of high-profile social media influencers visit resulting in some excellent regional images

In May this year a general meeting was called to determine the future of the HVKTA and the decision was made to disband the association. As a region and community of operators we embrace the new direction and look forward to a continued strong relationship with the two regional councils and DST in the promotion and development of our region.

▼ Winter Feast
Photography
Adam Gibson



Port Arthur Tasman Tourism Association (PATTA)

Roger Self, President

The last year has seen a busy time for the Port Arthur Tasman Tourism Association (PATTA) with various projects successfully implemented including, amongst others, a new and invigorated social media presence and a refashioned Tasman Region website.

The organisation has met the challenge of working on a shoe-string budget, delivering quality visitor information in both printed and digital forms. Our printed media remains in high demand throughout the state's visitor centres and our local map and services guide distributed in the region, continues to be a most popular information source for our visitors.

Our social media content, developed under contract with DST, has tripled in friends with a total reach of over half a million since February. On the Instagram platform, we have achieved some 4000 followers and a highly active digital space. Our challenge in the coming year will be to keep that presence fresh and growing from within our membership.

PATTA's main objective of marketing the region is to bring new awareness and capitalise on our unique advantages: intriguing history; unique wildlife; and our hospitality offerings, all set in our incredible coastal environment. All that we do as a voluntary board pushes that message to our potential and realised visitor market.

A highlight of the year has been the launch of the Three Capes Track experience, which has performed beyond expectations within the first six months of operation. The local benefits have been seen within moments of opening, yielding new visitor numbers and extended stays beyond just their time on the track. The advent of helicopter tours based on the Peninsula is another sign of confidence, as is the long-awaited announcement from the Federal Group on the redevelopment of the future Port Arthur Lodge, which was outlined at the recent PATTA Gala Dinner at the Port Arthur Motor Inn.

New ownership of the Fox and Hounds, a long-standing institution in the region, again bodes well for the future development and growing appeal of the Tasman. Awards again won by the Port Arthur Historic Site add to the mix, as did the well-deserved acknowledgement of the team at the Port celebrating the importance of the Historic Site's place in the fabric of Tasmania's visitor appeal. The continuing diversification of the visitor offer is the key to the region's continued success as a visitor destination.

At a Board level, it is appropriate to acknowledge, indeed celebrate the input of our honorary Board

of Management, the support of our honorary bookkeeper, Tania Parkinson and the work of our Secretary/Treasurer and key Gala Dinner organiser Peter Derkley. Gary Hooper needs mention in his coordination of the tasmanregion.com.au website redevelopment, most of which has been achieved from afar while he looks after other business interests in Queensland.

It is also appropriate to acknowledge the role of the Tasman Council in supporting the visitor industry in the region, by way of participation, contributing to the debate and provision of services and grappling with the challenge as one of the smaller councils in the state, while being challenged in providing infrastructure in the region that enjoys the greatest individual visitor numbers outside the major metropolitan areas.

DST also needs to be recognised for the leadership role it provides, as well as services direct to members and the Board. The recently-developed Tasman Visitor Action Plan, again a product of DST, the Department of State Growth and the input of local business operators and Tasman Council, is a great example of how the different levels of our industry can work together.

The Premier's presence, as well as James Cretan of Tourism Tasmania and representatives of PATTA, Destination Southern Tasmania and Tasman Council at our recent Gala dinner is acknowledged. We also acknowledge contributors and supporters including Tahune Airwalk, Four Seasons Holiday Cottages, Port Arthur Historic Sites, Stewarts Bay Lodge, Bendigo Bank, Tasman Golf Course, Show You Tasmania, Roaring 40s Kayaking, Pennicott Wilderness Tours, Davis Canvas, Rose Solomon, McHenry Distillery, and Federal Group and Saffire Freycinet.

Lastly, after serving as President for the past five years, I announce that PATTA will have a new President after the upcoming Annual General Meeting. My time in this role has always been challenging, but ultimately rewarding, in contributing to the Tasman brand and all it holds and its sustained growth in appeal.

PATTA looks forward to our continuing mission of establishing the area as the 'Essence of Tasmania' in the minds of travel referees, visitors and the whole Tasmanian people. We will succeed in this with the support of our dedicated Board who direct the activities of PATTA, the support of our members visitor businesses, and most importantly the support of the visiting public.

Derwent Valley Tourism Association (DVTA)

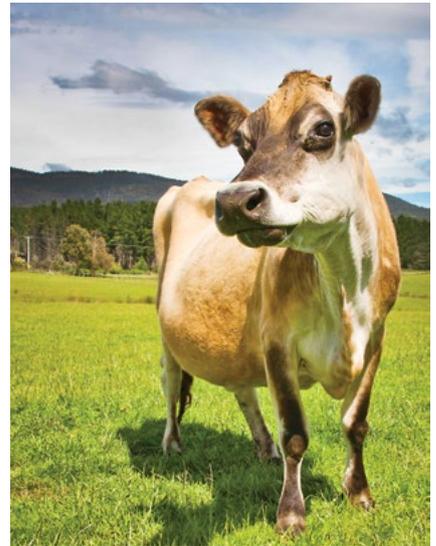
Tim Last, President

The aim of the past year was to wind up the struggling Local Tourism Association (LTA) and join forces with the Derwent Valley Council's Economic and Growth Special Committee. This committee is comprised of representatives from a range of economic sectors such as tourism, agriculture, retail, services and local government. While the committee is established by the Derwent Valley Council, and recognises New Norfolk as the major hub supporting both the Derwent Valley and Central Highlands areas, it also recognises that economic and social development in the

region extends beyond municipal boundaries. By absorbing the LTA into the Economic and Growth Special Committee, we have become part of a bigger picture and longer-term plan, collaborating across industries to promote our region. Since doing so, we feel we have stronger representation in decision-making and shaping the future of the Derwent Valley.

The remaining funds of the Derwent Valley Tourism Association (\$5427) will be spent on projects in collaboration with DST to further promote our region.

- ▶ Flywheel
Photography
Nick Osborne
- Buttercup Grazing in
the Derwent Valley
Photography
Veronica Youd
- ▼ Derwent River,
New Norfolk
Photography
Veronica Youd





Heritage Highway Tourism Region Association (HHTRA)

Alex Green, President

The HHTRA, founded in 1998, is the peak tourism body for the Midlands of Tasmania, from Pontville in the south to Perth in the north. The region is home to significant heritage attractions including Woolmers, Brickendon, Ross Bridge, Callington Mill and Redlands and Shene Distilleries. Significant natural and cultural landscapes provide further attractions for visitors to the area.

Three Tasmanian Councils: Northern Midlands, Southern Midlands and Brighton, fund the HHTRA. A Board consisting of representatives across the three local government areas manages the operations of the organisation.

The period 2015-2016 has again seen achievements for the Heritage Highway, with a number of current and new activities being delivered. The association has partnered with DST to deliver a targeted social media campaign. Leveraging the expertise of DST

in social media has delivered significant benefits to the HHTRA and operators. Greater levels of engagement with a large number of visitors, increased exposure for attractions and experiences, and connecting with potential visitors have all resulted from this initiative.

Given the outstanding success of the partnership with DST, the HHTRA has resolved to continue the social media program through 2016-17. Outside the social campaign, the association continues a range of promotions for the region through different marketing channels, including print advertising, brochures and product development.

▲ Richmond Bridge
Photography
Wai Nang Poon

the board

Vincent Barron

Chairman

Vin Barron was Chief Executive of the Tasmanian Convention Bureau (TCB) from 1993 until 2008. He was previously Executive Director of the Hobart Chamber of Commerce and State Director of the Tasmanian Chamber of Commerce for eight years.

In May 2011, he became the convenor/chairman of various industry working groups, having as their objective the establishment of a new regional tourism organisation for Southern Tasmania.

He was a founding Director of the Tourism Industry Council of Tasmania and currently represents DST on the TICT Board. Vin is a Director of Cricket Tasmania with committee responsibilities that include marketing, promoting major events, Blundstone Arena venue operations and the Tasmanian Cricket Museum.

Malcolm Wells

Deputy Chairman

Malcolm is currently Chair of Business Events Tasmania and the National Parks and Wildlife Council. He is Principal of his own project management consultancy. Between 2005 and 2014, he was Adjunct Professor in the School of Business at the University of Tasmania.

Malcolm had thirteen years with Tourism Tasmania, nine as Deputy Chief Executive. He is a Fellow of the Australian Institute of Company Directors. Malcolm was an architect of the Brand Tasmania initiative and a key player in the development of Targa Tasmania, the Three Peaks Race, Ten Days on the Island and the 1990 World Rowing Championships.

He received acknowledgement for his services to Tasmanian tourism when he was awarded the Premier's Award for Outstanding Contribution to Tasmanian Tourism at the 2003 Tourism Awards.

Frank Pearce

Nominee of Local Tourism Associations

Frank Pearce has extensive local government experience with over ten years as General Manager of Glenorchy City Council. He is a CPA and has a Bachelor of Arts majoring in Economics plus a Master of Business Administration Degree and is currently a councillor at Derwent Valley Council.

Prior to his role at Glenorchy, Frank had seven years at senior management level at the City of Fremantle in WA. He also managed the internal audit and treasury functions for Transperth, Perth's public transport provider. He previously worked for a variety of Commonwealth Government agencies in Western Australia, gaining extensive experience in accounting, performance auditing, general administration and management.

Anne McVilly

Elected Director

Anne has over 20 years' experience in tourism and 10 years in Information Technology as a Systems Analyst/ Programmer. She commenced in her role with the Port Arthur Historic Site Management Authority in May 2013.

In her previous role with the Tasmanian Travel Centre, Hobart, Anne has formed strong statewide industry relationships, and combined with her IT background she has extensive knowledge of online bookings and distribution. She has a comprehensive understanding of visitor needs, expectations and activities undertaken by tourists whilst in Tasmania and an in-depth knowledge of the cruise sector, including key sector relationships in both domestic and international travel.



▲ Three Capes Track – Cape Pillar and the Blade
Photography Tasmania Parks and Wildlife Service

▶ Willow Court Antique Centre
Photography Rob Burnett
Franklin Photography Rob Burnett





Tom Wootton
Elected Director

Tom is a Tasmanian-born marketing consultant, working across various facets of the tourism industry. A qualified lawyer, he pursued a career in marketing and has worked in London and Melbourne with some of the world's biggest brands. Tom returned home in 2014 with a view to marketing something he feels passionately about – his home state of Tasmania. His primary focus is Pumphouse Point but he also works with the Tourism Industry Council Tasmania, RACT Destinations, Spring Bay Distillery and many more.

Stuart Lennox
Board Appointed Director

Stuart is an experiential educator who has spent years encouraging the old and young alike to enjoy Tasmania's outdoors. He loved working as a teacher, then in Sport and Recreation Tasmania before spending many exciting years as a nature-based tourism consultant and marketing manager with Tourism Tasmania. He recently resigned from the Parks and Wildlife Service as Director Visitor Services. Stuart spent ten years working on the development of the Three Capes Track as a key regional tourism project. He has previously been actively involved with the Cradle Coast Tourism Executive and as a board member of Ecotourism Australia. He convened Australia's first wildlife tourism conference. When he is very lucky he gets to ride his long board at his home break, Mays Point. When the seas are quiet he rides, walks, dives and climbs anywhere the mood takes him. Stuart is a passionate and proud Tasmanian.

- ▲ Willie Smiths
Organic Apple Cider
Photography
Nick Osborne
- ◀ Tasman Island
Cruises – Pennicott
Wilderness Journeys
Photography Wai
Nang Poon
Ratho Farm
Photography
Rob Burnett

financial snapshots

Directors' declaration

In accordance with a resolution of the directors of Destination Southern Tasmania Limited, the directors have determined that the company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies described in Note 1 to the financial statements.

The directors of the company declare that:

1. The financial statements and notes, as set out on pages 1 to 10:
 - (a) comply with Accounting Standards and the Corporations Act 2001; and
 - (b) give a true and fair view of the company's financial position as at 30 June 2016 and of its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements.
2. In the directors' opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.



VINCENT BARRON
Chairman

Directors' report

Your directors present their report on the company for the financial year ended 30 June 2016.

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

Mr. Vincent J Barron
Mr. Malcolm W Wells
Mr. Kenneth Stronach
Ms. Kristy J Johnston
Mr. Thomas L Wootton
Mr. Frank C Pearce
Ms. Elaine A McVilly
Mr. Brenton M West
Mr. William A Barbour
Mr. Stuart Lennox

The profit/(loss) of the company Destination Southern Tasmania Limited for the financial year amounted to \$9,708.

The company's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a State or Territory.

The company is a non-profit organisation and since the end of the previous financial year, no Directors of the company have received or become entitled to receive a dividend.

Insurance premiums have been paid, during or since the end of the financial year, for professional and management liability for who is, or has been, an officer and manager of the company.

No indemnities have been given or insurance premiums paid, during or since the end of the financial year, for any person who is, or has been, an auditor of the company.

Signed in accordance with a resolution of the Board of Directors,



VINCENT BARRON
Chairman

Statement of financial performance

Classification of expenses by nature	Note	2016 \$	2015 \$
Revenues from ordinary activities	2	651,652	620,401
Employee benefits expense		(296,748)	(254,857)
Depreciation and amortisation expenses		(8,050)	(5,173)
Other expenses from ordinary activities		(337,146)	(356,081)
Profit / (loss) from ordinary activities before income tax expense		9,708	4,290
Income tax expense relating to ordinary activities	1(a)	0	0
Profit / (loss) from ordinary activities after income tax expense		0	0
New increase (decrease) in reserves		0	0
Total Changes in equity		9,708	4,290

Statement of cash flows

Cash flow from operating activities	2016 \$	2015 \$
Receipts from customers	875,483	675,252
Payments to suppliers and employees	(685,643)	(737,552)
Net cash provided by (used in) operating activities	189,840	(62,300)
Cash flow from investing activities		
Payment for Plant & Equipment	(7,706)	0
Net cash provided by (used in) investing activities	(7,706)	0
Cash flow from financing activities		
Repayment of borrowings	(6,338)	(7,718)
Net cash provided by (used in) financing activities	(6,338)	(7,718)
Net increase (decrease) in cash held	175,796	(70,018)
Cash at beginning of year	120,971	190,198
Cash at end of year	\$296,767	\$120,971

Statement of financial position

	Note	2016 \$	2015 \$
Current Assets			
Cash	3	296,767	120,971
Pre Payments		3,768	4,860
Receivables	4	0	7,200
Total Current Assets		300,535	133,031
Non Current Assets			
Computer Equipment	5	2,688	317
Motor Vehicle	5	9,735	12,980
Office Equipment	5	682	853
Borrowing Expenses		280	31
Total Non Current Assets		13,385	14,181
TOTAL ASSETS		313,921	219,369
Current Liabilities			
Accounts payable	6	114,305	69,701
Prepaid Subscriptions		114,165	0
Provision for Annual Leave	1(c)	11,167	8,306
Asset Purchase		6,808	17,015
Total Current Liabilities		246,445	95,022
Non Current Liabilities			
Asset Purchase		5,578	0
Total Non Current Liabilities		5,578	0
TOTAL LIABILITIES		252,023	95,022
NET ASSETS		\$61,898	\$52,190
EQUITY			
Issued Capital	7	0	0
Retained profits		52,190	47,900
Current Profit/(Loss)		9,708	4,210
TOTAL EQUITY		\$61,898	\$52,190

notes to and forming part of the financial statements

Note 1: Statement of significant accounting policies

The financial report is a general purpose financial report that has been prepared in accordance with Accounting Standards and other mandatory professional reporting requirements and the Corporations Act 2001. The financial report has been prepared on an accruals basis and is based on historical costs and does not take into account changing money values or, except where stated, current valuations of non-current assets.

Cost is based on the fair values of the consideration given in exchange for assets.

The accounting policies have been consistently applied, unless otherwise stated.

The following is a summary of the material accounting policies adopted by the company in the preparation of the financial report.

(a) Income Tax

The company is exempt from income tax under section 50-40 of the Income Tax Assessment Act 1997 in that the association is not carried on for the purposes of profit or gain to the individual members thereof and was established for the purpose of promoting the development of Tourism.

(b) Property, Plant and Equipment

Property, plant and equipment are brought to account at cost or at independent or directors' valuation, less where applicable, any accumulated depreciation or amortisation. The carrying amount of property, plant and equipment is reviewed annually by directors to ensure it is not in excess of the recoverable amount from those assets. The recoverable amount is assessed on the basis of the expected net cash flows which will be received from the assets employment and subsequent disposal. The expected net cash flows have not been discounted to present values in determining recoverable amounts. The depreciable amount of all fixed assets including buildings and capitalised leased assets, but excluding freehold land, are depreciated on a diminishing value basis over their estimated useful lives to the entity commencing from the time the asset is held ready for use.

(c) Employment Benefits

Provision is made for the company's liability for employee benefits arising from services rendered by employees to balance date. Employee entitlements expected to be settled within one year together with benefits arising from wages and salaries, annual leave, and superannuation, have been measured at the amounts expected to be paid when the liability is settled.

Contributions are made by the company to an employee superannuation fund and are charged as expenses when incurred.

(d) Cash

For the purpose of the statement of cash flows, cash includes cash on hand and at call deposits with banks or financial institutions, investments in money market instruments maturing within less than two months and net of bank overdrafts.

Note 2: Operating Profit

	2016 \$	2015 \$
Revenue		
Operating activities		
Tourism Tasmania Grants	335,000	260,000
Other Government Grants	38,400	23,449
DST Membership & Partnership Fees	135,871	140,038
Marketing	109,400	185,160
Corporate Partnerships	5,250	136
Business Events	23,467	7,223
Interest	4,264	4,395
Total Revenue	651,652	620,401
Expenditure		
Operating activities		
General & Administrative Expenses	157,158	107,864
LTA Expenses	6,236	8,527
Marketing Expenses	164,285	218,443
Employment Expenses	296,748	254,857
Occupancy Expenses	17,517	26,419
Total Expenditure	641,944	616,111
NET PROFIT / (LOSS)	9,708	4,290

Note 3: Cash

	2016 \$	2015 \$
Cash at Bank	296,757	120,971
	296,757	120,971

Note 4: Receivables

Current	2016 \$	2015 \$
GST Refundable	0	7,200
	0	7,200

Note 5: Non Current Assets

The following is a summary of the cost of the owned assets and accumulated depreciation calculated on a basis of Diminishing Value annually for Motor Vehicles, Office & Computer Equipment respectively:

	Motor Vehicles	Office Equipment	Computer Equipment
Cost Price	28,625	2,815	10,665
Accumulated Depreciation	(18,890)	(2,133)	(7,977)
Written Down Value	9,735	682	2,688

Note 6: Accounts Payable

	2016 \$	2015 \$
Accrued Expenses	91,416	25,174
Trade Creditors	5,497	35,609
GST Payable	5,144	0
Superannuation Payable	1,332	469
PAYGW Payable	10,916	8,449
	114,305	69,701

Note 7: Members' Guarantee

The company is limited by guarantee. If the company is wound up, the constitution states that each member is required to contribute a maximum of \$10 each towards meeting any outstanding obligations of the company. At 30 June 2016 the number of members was 184.

auditor's report

Independent auditor's report to members of Destination Southern Tasmania Limited

I have audited the financial report comprising the Income Statement, Balance Sheet, Statements of Cash Flows and Changes in Equity, and Notes to Accounts, of Destination Southern Tasmania Limited for the year ended 30 June 2016.

Directors' Responsibility for the Financial Report

The Company's management committee is responsible for preparation and fair presentation of the financial report and information contained therein. This responsibility includes establishing and maintaining internal controls relevant to preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

My responsibility is to express an opinion on the financial report based on my audit. I have conducted my audit in accordance with Australian Auditing Standards to provide reasonable assurance as to whether the accounts are free of material misstatement. My procedures included examination, on a test basis, of evidence supporting amounts and other disclosures in the accounts, and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion as to whether, in all material respects, the financial statements are presented fairly in accordance with Australian Accounting Concepts and Standards and other mandatory

professional reporting requirements (Urgent Issues Group Consensus Views) (where applicable), and statutory requirements so as to present a view which is consistent with my understanding of the Company's financial position and the results of its operations and cash flows.

The audit opinion in this report has been formed on the above basis.

Independence

To the best of my knowledge and belief, there has been no contravention of auditor independence and any applicable code of professional conduct in relation to the audit.

IFRS Compliance

I declare that the company has met IFRS compliance requirements.

Audit Opinion

In my opinion, the financial report of Destination Southern Tasmania Limited presents fairly in accordance with applicable Accounting Standards and other mandatory professional reporting requirements in Australia the financial position of the Company as at 30 June 2016 and the results of its operations and its cash flows for the year then ended.

MAX PECK & ASSOCIATES



Rendell W. RIDGE
30 August 2016





▲ Par Avion Helicopters
Photography
Matt Glastonbury

Auditor's Independence
Declaration under Section 307C
of the Corporations Act 2001

**To the Directors of Destination Southern
Tasmania Limited (ABN 29 156 395 970)**

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2016 there have been no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit or any contraventions of any applicable code of professional conduct in relation to the audit.

Max Peck & Associates

Rendell W. Ridge
30 August 2016

members at 30 june 2016

28 Gates	Curringa Farm	Highland Cabins & Cottages at Bronte Park	Motel 429
55 Davey	Cygnets Holiday Park	Hobart Chamber of Commerce	Motel Mayfair on Cavell
7HOFM (Tasmanian Broadcasters)	Derwent Bridge Chalets & Studios	Hobart City Council	Mures Tasmania
Aardvark Adventures	Derwent Bridge Wilderness Hotel	Hobart Hideaway Pods	Myer Hobart
Airlines of Tasmania P/L (Par Avion Wilderness Tours)	Derwent Cruises (Navigators)	Hobart Historic Tours	National Trust of Australia (Tasmania)
Amaze Richmond	Derwent Sailing Squadron	Hobart International Airport	Oak Lodge
Ambience on Huon Bed & Breakfast	Derwent Valley Council	Hobart Yachts	Osborne Heli Tours
At Eleven, La Petite Maison	Discovery Holiday Parks	Home Hill Winery	Overdrive Car Hire
Avis Australia	Doctor Syntax	Hotel Bruny	Parks and Wildlife Service - Hastings Caves & Thermal Springs
Baillie's at North Hobart	Domaine A Stoney Vineyard	Hotel Grand Chancellor	Parks and Wildlife Service - Mt. Field National Park
Bangor Wine & Oyster Shed	Driftwood Cottages	Huon River Jet Boats	Parks and Wildlife Service - Three Capes Track
Barilla Bay Seafoods	Eaglehawk Dive Centre	Huon Valley City Council	Pedder Wilderness Lodge
Barron Associates	Essentially Tas	Huon Valley Escapes	Pennicott Wilderness Journeys
Best Western Hobart	Experience Tasmania Tours	Ida Bay Railway	Pepperberries Garden Cafe
Blue Hills Motel	Farm Gate Market	Industrylink	Peppermint Bay Cruises
Bonorong Wildlife Sanctuary	Federal Group	Innkeepers Tasmania	Port Arthur Historic Sites
Brighton Council	Federation Chocolate	Inverawe Native Gardens	Port Arthur Holiday Park
Bruny Island Coastal Retreats	Forestvale Design Centre	Island Scenic Flights	Port Arthur Lavender Farm
Bruny Island House of Whisky	Forestvale Design Centre	Islington Hotel	Pumphouse Point
Bruny Island Premium Wines	Fountainside Hotel	Jackson's Emporium	Qantas Airways (QantasLink)
Bruny Island Safaris	Four Seasons Holiday Cottages	Kermadie Hotel & Marina	Quality Hobart Midcity Hotel
Budget Rent-a-Car	Franklin Cider Co	Kingborough Council	RACT
Business Events Tasmania	Frenchman's River	Lark Distillery	Raptor and Wildlife Refuge of Tasmania
Callington Mill (Southern Midlands Council)	Frogmore Creek	Lenna of Hobart	Ratho Farm
Candy Ab	Geeveston Visitor Centre	Let's Show You Tasmania Tours	Redbanks Fish & Field
Captain Cook Holiday Park	Glenorchy City Council	Library House	Redlands Distillery
Cascade Brewery Co	Go Dive Hobart	Local Government	Richmond & Coal River Valley Promotions Group
Central Highlands Council	Gourmania Food Tours Tasmania	Love Tasmania Tours	Richmond Barracks
City View Motel	Grandveve Cheeses	Lucky Ducks Cafe/Restaurant	Riverfront Motel & Villas
Clarence City Council	Hadley's Orient Hotel	Lufra Hotel	Riversdale Estate
Coal River Farm	Hartzview Vineyard	Mantra Collins Hotel	Roaring 40s Kayaking
Coral Expeditions	Hawthorn Lodge	Mawson's Huts Replica Museum	Rotorlift Aviation
Cricket Tasmania	Heimat Chalets	Mayfair Plaza Motel	Roxburgh House Apartments
Cruise Tasmania	Heritage Horse Drawn Carriages	McHenry Distillery	
Cruisin Motorhomes	Heritage Sailing Tasmania	Mona	
		Montacute Boutique Bunkhouse	



▲ Dark Mofo: The Burning
Photography Adam Gibson

Royal Tasmanian Botanical Gardens

Salamanca Arts Centre

Salamanca Inn

Salamanca Marketing

Salamanca Wharf Cafe

Salamanca Wharf Hotel

Shene Estate & Distillery

Shipwrights Arms

Shutterbug Walkabouts

Smugglers Rest

Snug Beach Cabin & Caravan Park

Somerset on the Pier

Southern Cross Austereo

Southern Lights Hotel

Southern Midlands Council

St. Ives Hotel

Stefano Lubiana Wines

Stewarts Bay Lodge

Sullivans Cove Apartments

Tahune Airwalk

Tasman Council

Tasmania Tour Guide

Tasmanian Boat Charters

Tasmanian Devil Unzoo

Tasmanian Museum & Art Gallery

Tassie Bound Adventure Tours

Tassie Motor Shacks

TasTAFE - Drysdale Campus

Tasvacations

The Falls Music & Arts Festival

The Henry Jones Art Hotel

The Kingdom Gallery at Glen Clyde House

The Old Woolstore Apartment Hotel

The Possum Shed

The Red Decker Company

The Sensory Tasmania

The Wooden Boat Centre

Thousand Lakes Lodge

Tourism Brochure Exchange

Tours around Tasmania

Tranquil Point

Travel with a Cause

Travelodge Hobart Airport

Tynwald Restaurant & Historic Accommodation

Under Down Under

Villa Howden

Waterfalls Cafe & Gallery

Waterside Accommodation

Webpire Marketing

William Smith & Sons

Women in Tourism & Hospitality Tasmania

Woodbridge Hill Hideaway

Woodbridge on the Derwent

Wrest Point Hotel & Casino

Yukon Tours

Zero Davey Boutique Apartments

Local Government

Brighton Council

Central Highlands Council

Clarence City Council

Derwent Valley Council

Glenorchy City Council

Hobart City Council

Huon Valley City Council

Kingborough Council

Sorell Council

Southern Midlands Council

Tasman Council



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