



DESTINATION
**SOUTHERN
TASMANIA**



2013/14 Annual Report

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tourism associations
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welcome



Tourism is vitally important to the Southern Tasmanian economy and contributes significantly to the way of life of our communities, particularly in regional areas.

- < Tasman Peninsula
Coastline
Photography Garry Moore

- > Cover images
clockwise from
top left
Redlands Estate,
Photography Nick
Osborne
Mt Field
National Park,
Photography Alastair
Betts
Hunter Street,
Hobart,
Photography
Kathryn Leahy
Bruny Island Neck
Game Reserve,
Bruny Island,
Photography
Darren Longbottom
Diving, Tasman
Peninsula
Photography
Mark Spencer
Callington Mill
Photography
Steven French
Wine, Farm Gate
Markets
Photography
Nick Osborne

This second financial year of operation has seen the organisation accomplish a number of key projects and activities that support Destination Southern Tasmania's tourism vision. We have focused on our 3 pillars of operation by providing marketing, industry development and advocacy for our members and industry in southern Tasmania.

It is with much pleasure that Destination Southern Tasmania presents its 2014 Annual Report. We trust that in the pages which follow, you will see evidence of a dynamic, progressive and engaged organisation committed to increasing visitation, yield and regional dispersal in southern Tasmania.



All images through this document are courtesy Tourism Tasmania

from the chairman

A major achievement for Destination Southern Tasmania in the second year of its operation has been facilitating the development of a comprehensive Destination Management Plan (DMP) for the region.



The DMP will help determine the best ways for DST to support development of the industry through attracting private investment, improving service delivery and encouraging public infrastructure investment that will increase the contribution from tourism to the Southern Tasmanian economy.

The DMP also highlights the challenges we face if we are to maximise the benefits of tourism for the whole community. These benefits include increased business resilience in towns and villages, obtaining a greater dividend from infrastructure and extending the scale of built attractions and hospitality that will be available to locals.

Implementing the recommended actions from the DMP will require a concerted and collaborative effort from stakeholders, including local tourism-related businesses, Councils and the State Government through Tourism Tasmania and the Department of State Growth. The DMP presents a pathway to position Southern Tasmania as 'the place to visit' in a competitive tourism market and we encourage all businesses and organisations to acquaint themselves with this opportunity.

I would like to thank representatives from industry, Local and State Government for their contribution to the development of the DMP.

Under the leadership of Chief Executive Officer Ben Targett, DST has made significant

progress in its marketing of Southern Tasmania particularly through digital and social media.

Seasonal campaigns and various co-operative activities have received good industry support and have delivered tangible consumer responses.

After two years in the position Ben recently accepted a position as a Senior Adviser to the Premier and Minister for Tourism the Honourable Will Hodgman MP. During his tenure, Ben has effectively built a new entity and established DST as an influential regional body which is providing leadership and coordination to the diverse tourism interests in the region.

On behalf of the Board and members, I would like to thank Ben for his energy and enthusiasm in embracing the challenges of a new organisation and congratulate him on his achievements in establishing the foundations and setting DST on the path of being a successful and effective regional body.

Following Ben's departure the DST team, led by Karen Fraser maintained the momentum during a critical period, conducting branding and digital media workshops in local areas and launching the Spring/Summer campaign prospectus. The Board acknowledges and thanks Karen, Laraine Dunn and Nick Courtney.

I also acknowledge the on-going support from Tourism Tasmania, particularly CEO John

Fitzgerald, and our industry colleagues at Tourism Industry Council of Tasmania.

I acknowledge and thank my fellow Directors for their valuable contributions to the development of DST. In particular I thank Deputy Chairman Malcolm Wells for his commitment to the role of Chair of the Marketing Committee and for contributing his extensive experience and wise counsel.

The Board reflects a cross section of the industry, Local Tourism Associations and Local Government, and it includes representation from Tourism Tasmania. It is well placed to provide the leadership to enable DST to coordinate the diverse interests of tourism-related businesses in southern Tasmania for the ultimate benefit of all. To achieve this will require each local community and their Councils to work together to identify their comparative strengths, the compelling reason for people to visit and then providing the best possible experience for visitors.

Destination Southern Tasmania is committed to extending the benefits of increased visitation to all parts of the region.



Vincent Barron
Chairman





Photography Nick Osborne



Photography Scott Sporleder, Matador



Photography Kathryn Leahy



Photography Kathryn Leahy



Photography Kathryn Leahy

from the ceo

The second financial year of operation for Destination Southern Tasmania (DST) has seen the realisation of a number of key projects that will contribute to the development of our region as the premiere visitor destination in Tasmania and also our development as a vibrant regional tourism organisation with a firm focus on increasing visitation, yield and regional dispersal.



This has all taken place at a time of significant structural change within the tourism environment in the State, with Tourism Tasmania becoming an independent authority, purely focussed on marketing Tasmania. While this focus is welcome, it has resulted in increased demands on regional tourism bodies like DST to take on many of the industry development functions.

Most significant to the future of tourism in southern Tasmania was the completion of our Destination Management Plan (DMP), which establishes a framework to manage the destination using a collaborative and evidence-based approach to positioning Southern Tasmania as 'the place to visit'. The DMP will help determine the best ways for DST to support private investment, service delivery and public infrastructure investment to enable an increased contribution by tourism to the Southern Tasmanian economy. The key strategies outlined in the plan reflect a change that is emerging globally for regional tourism bodies, a shift from predominately marketing to industry development and what has been termed 'place-building'. However, if these strategies are to be implemented, it is essential that DST secures increased stakeholder support.

During the 2013/14 financial year, DST's marketing was strongly focussed towards digital media engagement; digital content acquisition and generation; as well as social media channel development. Our consumer facing website www.hobartandbeyond.com.au went live in the first week of September 2013, as did the DST consumer Facebook and Twitter accounts. We launched the first edition of our Hobart and Beyond e-Magazine which was available as a flip-book from the consumer website or as a free downloadable iTunes app.

DST undertook a spring campaign with Wotif.com and GoDo.com to generate awareness and conversion through a large online travel agent to generate bookings for southern Tasmanian accommodation and experiences. The Wotif campaign delivered 1,937 bookings and a total of 3,903 room nights across the region.

Our marketing and advertising prospectus for members and industry provided a range of co-operative activities across a range of price points that included website advertising, social media engagement and amplification as well as various sized advertisements in the e-Magazine that provided a call to action to the advertiser's website.

< Clockwise from top
Farm Gate Markets
Port Arthur
Farm Gate Markets
Tasman Island
Cruises
MONA Roma bus



Photography Kathryn Leahy



Photography Kathryn Leahy



Photography Jonathan Wherrett

> Left to right
Salamanca Arts
Centre
Redlands Estate
Port Arthur Historic
Site: Paranormal
Investigation
Experience

Over the summer, DST partnered with Tasports and the Tasmanian Visitor Information Centre to provide promotion of members and industry to the cruise ship passengers who were not pre-booked on shore excursions or privately arranged tours. Poster display opportunities were provided for operators in the Mac 02 terminal and on a large screen in the Hobart Visitor Centre. Operators were able to purchase parking permits at the end of the Macquarie Wharf 1, to offer their tours and experiences directly to unstructured cruise passengers.

Our Autumn/Winter campaign focused on leveraging the winter events of Derwent Valley Autumn Festival, Dark Mofo, Festival of the Voices and the Huon Valley Winter Festival. Our distribution was once again with Wotif, and the focus of cooperative activities was through digital media, online and social media. The campaign resulted in 1,683 bookings and 3,241 room nights for southern Tasmania. Also as part of the Autumn/Winter campaign, DST undertook a cooperative digital campaign leveraging Tourism Tasmania's digital media buy to divert traffic from News Ltd and Fairfax digital media sites to www.hobartandbeyond.com.au and the Local Tourism Associations (LTA's) presence on that site. This was supported with social media amplification via Hobart and Beyond Facebook page. The campaign generated substantial traffic

and exceeded digital media benchmarks.

The Hobart and Beyond website and social media channels are in their developmental stages and there is still much to do to drive traffic. These mediums will continue to form a valuable part of our future engagement.

Destination Southern Tasmania worked closely with Tourism Tasmania in the development of the brand for our region and it's execution through its personality, language, and colour palette. We also worked closely with Tourism Tasmania and industry to represent the region on the Travel Industry Road Show to Melbourne, Sydney and Brisbane as well as supporting familiarisations and facilitating prizes for retail travel agents.

DST hosted a number of networking functions in our region, either off the back of our Board or LTA meetings, including the Rivers Run visit by Tourism Tasmania CEO, John Fitzgerald. DST continues to communicate and inform our members through our newsletters Highlands to Harbours and our regular email updates. Our corporate website www.southerntasmania.com.au is populated with news, industry updates and relevant research. Continuing to facilitate opportunities for our members and industry to gain contemporary industry intelligence and knowledge will be an ongoing focus. We conducted the workshops on Luxury Travel, Social



Photography Nick Osborne



Courtesy The Lodge at Tarraleah



Photography Nick Osborne

Media, Cruise tourism, and Brand workshops in each of the LTA's.

As a part of our DMP and with the help of some additional funding, DST undertook a Visitor Information Services Review that focussed on the provision of best practice visitor information services with particular emphasis on the role of the Tasmanian Travel and Information Centre in Hobart. This work provides a glimpse into the future for our industry and I trust it will be a resource that captures the imagination of decision-makers.

Our commitment to industry advocacy is ongoing. During the past financial year DST provided letters of support for 12 TIRF Grant applications across our region and supported a number of members with tender applications. DST has also been a voice for a number of members requiring assistance on infrastructure issues, including road works for the Hastings Cave road, signage for Ida Bay Railway, and support for the Bruny Island Ferry services. DST will continue to work with other state and regional stakeholders and industry to ensure education and engagement opportunities are provided to the Tasmanian industry.

That this has all been achieved with very modest resources, and as the only RTO with a membership-based model in the State, is testimony to our three part-time, hardworking staff

and the support of Directors. Karen Fraser has continued to professionally manage our marketing activities while Nick Courtney has injected much needed vigour into our membership services and Laraine Dunn has ensured the effective administration of the organisation. The support of Rita Warrenner as our liaison person with Tourism Tasmania has been invaluable and individual board members have again played a supportive and hands-on role in the delivery of services, ably led by our Chairman, Vin Barron.

I leave DST after two very full years. During this time the support of many across industry and various levels of Government has been greatly appreciated by our team. Building an organisation from scratch is certainly a challenge and it would not have been possible without the encouragement and vision of all who have helped us on our way. These are exciting times for our industry and I wish everyone a very prosperous and fulfilling future.

Ben Targett
Chief Executive Officer
1 July, 2014

> Left to right
Bruny Island
Producer Signage
Highland Cattle
at The Lodge at
Tarraleah
Farm Gate Market

key outcomes

During our second financial year of operation we have successfully completed our identified priorities.

Destination Management Plan (DMP)

The DMP has been developed using a framework and model that identifies the need to consider tourism in a holistic and integrated manner and as a significant contributor to the regional economy. The DMP was developed in close consultation with local tourism industry and key stakeholders.

This plan includes:

- Research and analysis;
- Visitor Satisfaction;
- Governance and relations with LTAs;
- Product and Experience Development;
- Industry Development;
- Destination Marketing;
- Destination Performance and Performance Monitoring;
- Risk Management.

The DMP has been communicated to the Councils and industry in each LTA; and an Implementation Committee has been established and 37 key implementation actions have been identified, prioritised and integrated into the DST Operation Plan.

It is important to acknowledge that to achieve the actions it will require a collaborative effort from all stakeholders for DST to position Southern Tasmania as 'the place to visit' in the competitive tourism environment.

Digital Marketing

Our consumer focused website

www.hobartandbeyond.com.au went live in September 2013 along with social media sites Facebook and Twitter. The focus of our 2 seasonal campaigns has been on digital media engagement with the objective to drive traffic to our website and Facebook. Our Google and Facebook analytics indicate increased activity during our in-market campaign presence and that we now have over 4,000 likes of our Facebook page. Audience engagement on Facebook increases as we are learning to post content that appeals to our target audience. DST, through collaboration with Tourism Tasmania, undertook a co-operative digital marketing campaign with our LTA partners during March. The campaign delivered results that were above industry standards and assisted in the development of our Facebook audience.

This is an ongoing project and DST requires assistance from our members and the industry in sharing their digital content with us.

Digital Content Generation Strategy

Partly funded by our Council Partners this initiative was kick started with a TV commercial produced and aired by Southern Cross. The objective was to encourage the southern Tasmania community to go onto our social media channels and Love Us through Liking and Sharing content through their social media communities. It also provided a call to action for industry to join Destination Southern Tasmania. To date support from the industry and



community in providing digital content has been slow and disappointing.

In September 2013, DST hosted a Social Media workshop that was well attended by our industry with experts on social media, including Instagram and Blogging, sharing their 'how to' knowledge.

DST has engaged an online content generator 'Liked by Design' who upload content onto Facebook daily to ensure engagement with our audience. Social media channel posting has also been a feature of our marketing campaigns with DST providing post boots to targeted audiences, this has definitely assisted in driving traffic to our partners and DST social media channels for a relatively low cost investment.

In May DST appointed Jimmy Emms, a well-known up and coming Hobart photographer, to increase our image library content. We now have a substantial collection of images from each of the LTA regions and will continue growing this. Jimmy's style is contemporary and appealing to our target markets and his images when posted on Facebook have been Liked and Shared by our audience.

Southern Tasmania's brand as been developed in concert with Tourism Tasmania and our personality, language, colour palette and attributes are included in the Tourism Tasmania Brand Book. DST has also conducted workshops in region with LTAs to assist in the articulation and definition of each region's unique attributes.

Touring Routes & Road Signage

During the past 12 months DST has supported members with issues of signage, Ida Bay Railway,

and road works for the Hastings Cave Road. DST worked with DIER and Councils to ensure members had a voice to the appropriate organisations. DST has also worked closely with Tourism Tasmania, DIER and the industry with regard to a review of the Touring Routes, this remains an ongoing project. DST will continue to work with the new Department of State Growth to ensure we provide advocacy for our members and industry where necessary.

Cruise Tourism

DST, through an MOU with Tourism Tasmania, is coordinating a Cruise Stakeholder group and will deliver on agreed KPIs to increase cruise and expedition ship visits to all ports and anchorages in Tasmania. Karen Fraser, who has extensive knowledge and experience in this sector, attended the Cruise Down Under (CDU) conference on behalf of Tourism Tasmania and DST, and provided a liaison point for the Shore Excursion operators and cruise ships. She also consulted to a luxury expeditionary ship company Le Ponant; its ship L'Austral will be visiting a number of ports and anchorages during the 2014/15 season. During the 2013/14 cruise season Hobart received 70,495 cruise passengers and 29,947 crew; and, Port Arthur 12, 792 Passengers and 29, 947 crew.

DST worked with Tasports at the Mac02 cruise arrival terminal to provide parking permits for operators who wanted to attract the business of passing cruise passengers. This provided additional promotional activity for our members and industry as well as a more professional welcome to cruise ship passengers and crew.

looking ahead

A New CEO for DST

Melinda Anderson replaces inaugural CEO Ben Targett, who has left to take up the role of Senior Advisor to the Premier and Minister for Tourism, Hospitality and Events and Sport and Recreation, the Honourable Will Hodgman MP.

The Chairman of Destination Southern Tasmania (DST) Vin Barron and the Board are pleased to welcome an experienced tourism industry executive with a background in regional tourism in three states.

Ms Anderson was previously Tourism Manager for the Launceston City Council with responsibilities which included the Travel Centre

and development and implementation of the Launceston Destination Management Plan. Her most recent position has been as Business Development and Operations Manager at the Victoria Tourism Industry Council.

Destination Management Plan

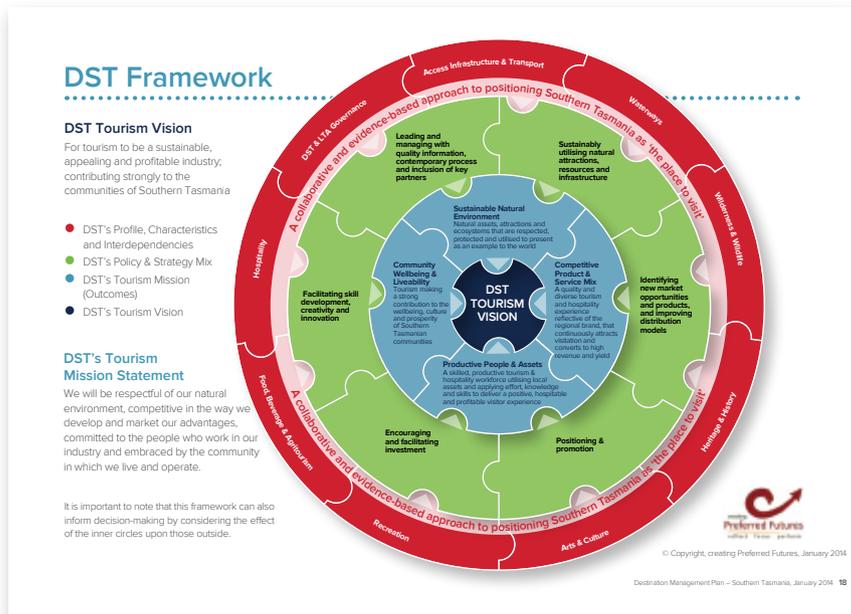
DST now moves to a phase of implementing the Destination Management Plan, applying the DST Framework to the ongoing management of the destination including helping to determine the best ways for DST to support private investment, service delivery and public infrastructure investment to enable an increased contribution by tourism to the Southern Tasmanian economy.

The challenge going forward is to gain financial support to enable the implementation of the action plan; in particular, to enable DST to undertake Industry Development activities. There are 37 action points that have been prioritised for implementation.

Tasmanian Tourism Industry Directions Statement (TTIDS)

The Tasmanian Government and the Tasmania tourism industry have set an exciting new goal to attract 1.5m visitors to Tasmania each year by 2020. The Tasmanian tourism industry believes that this target is only achievable if government and industry work together and adopt a whole of government and industry approach to growing tourism as a key pillar of the Tasmanian economy.

As such DST has worked collaboratively





with the TICT, the 3 other RTOs and Tourism Tasmania to determine the strategic priorities and critical issues on the 'supply side' of industry development and support.

The TTDIS builds off DST's DMP and those of the other RTOs by identifying the areas of commonality across the 4 regions, the issues that require a state-wide approach, and aligning the tourism industry's priorities with other industry sectors and Tasmanian government agencies.

To take this forward, a Tourism Industry Development Task Force will be established which will include nominated representatives from the TICT, THA, RTOs and appropriate representatives of the Department of State Growth, Officer of the Coordinator general and Tourism Tasmania.

The Working Group will commit to meet three times a year.

Marketing

DST will continue to focus its marketing and promotion efforts in the digital space. Digital media campaigns, online engagement with our members, the tourism industry and visitors. Content is king in the digital world and our Digital Content Generation Strategy will remain our focus as we further develop www.hobartandbeyond.com.au and our social media channels. Going forward we will continue to populate our social media channels with content, offer our members and industry social media marketing options and further engage our visitors to Share their stories,

images and videos through a Hobart and Beyond blog page, Google Plus, Instagram and You Tube.

The southern Tasmanian brand, personality, language and colour palette will remain as is for the execution of our creative work and content. We will continue to work with the LTAs on the development of their differentiation and unique attributes. We will also consult with Tourism Tasmania on seasonal campaigns to ensure we are able to optimise any opportunities and leverage their in-market activity.

Cruise Tourism

The popularity of a cruise holiday is growing exponentially with our target markets and this is reaping benefits for southern Tasmania. The cruise season for 2014/15 will see 38 cruise ship visits to Hobart and 9 visits to Port Arthur. We will continue to work with the Tasmanian stakeholders to ensure that cruise ship shore excursion itineraries are contemporary and show case the best of Tasmanian experiences and that cruise ship companies are encouraged to explore our deep water anchorages and ports and lengthen their stay in Hobart and southern Tasmania.

DST will also work with key stakeholders to ensure our members and industry has contemporary industry intelligence and knowledge of the cruise passenger requirements and how to best target the independent passengers.

word from our local tourism associations

Huon Valley Kingborough Tourism Association Inc.

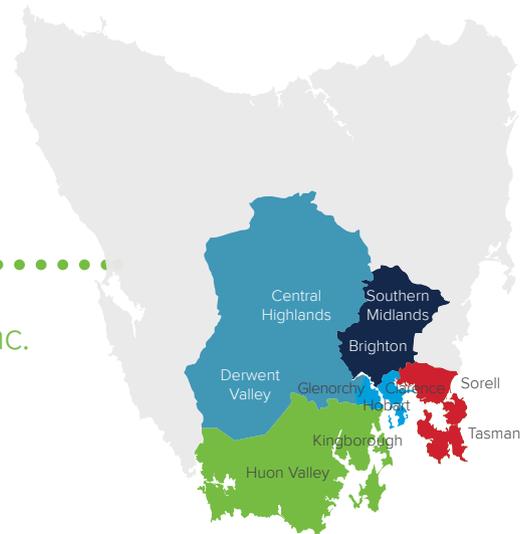
John Allport, President

> Left to right
 Willie Smiths Organic
 Apple Cider}
 Photography
 Nick Osborne

The 2013 – 2014 year has seen a number of changes for the HVKTA with a new committee coming onboard at the start of the year and giving the organization a more marketing focus.

The organization has also brought its secretarial services in house and is in the process of doing the same with its accounting services, this freeing up valuable funds which can now be directed to marketing activities.

Membership throughout the year has not been strong and I feel this may be related to the perceived poor performance of the organization in recent years by operators and also confusion as to membership status and roles of the HVKTA, DST and the Far South Organization. Better co-



ordination for invoicing of annual subscriptions will hopefully rectify the latter problem.

The Huon Valley Kingborough Tourism Steering Committee failed to offer a tiered costing structure to operators advertising in the Huon Trail brochure and this also had a drastic effect on our ability to gain membership.

The organization has supported DST wherever possible over the past year and with the failure of the Huon Valley Kingborough Tourism Steering Committee to support the DST Autumn / Winter Digital Marketing Campaign, the Association contributed funds to ensure the Huon Trail had a presence.

Former DST CEO Ben Targett has provided valuable support and assistance to the Association throughout the year, and for this we as an industry are extremely grateful.

The HVKTA has conducted a number of marketing activities over the past year, attending the Tall Ships event at Princes Wharf, The Taste of Huon, Agfest, manning the Hobart Visitor Centre over a 1 week period and are currently in the process of producing a 3 minute promotional video of the region, hosted by My Kitchen Rules personality, Mick Newell.

I hope the efforts of the HVKTA committee over the past year has built confidence within the industry and will build membership and our relationship with DST can continue in a cooperative manner in the future.





Photography Kathryn Leahy



Photography Alastair Betts

Port Arthur and Tasman Tourist Association (PATTA)

Roger Self, President

The last year has seen a continued consolidation of PATTA as the local tourism association working closely with Destination Southern Tasmania on various marketing and membership initiatives.

A great step forward in product development for the Tasman has been the promotion of the area 'one through to three day itineraries' via the DST and Hobart and Beyond digital spaces as well as promoting the same through the periodic Travelways Tourist Newspaper.

This concept of the extended stay on the Peninsula is not new, however it is gaining new relevance with greater visitor activities now and into the future with the advent of the new Taranna Heritage Museum, agri-tourism businesses such as the Port Arthur Lavender Farm and the Bangor Farm produce centre opening in the coming year. We have also seen the opening of the McHenry Bond Store as part of the popular and developing Tasmanian Whiskey Trail.

Port Arthur is going through its own ongoing development with the Penitentiary restoration project, the opening of new berthing facilities and continual re-interpretation of the Port Arthur experience for many thousands of visitors each year.

Our road infrastructure is also undergoing renewal with sizable parts of the Arthur Highway undergoing upgrades and black spot removal of many tight corners. While this has been an impost

on day to day travel to and fro throughout the region, we can see forward to much improved safety for visitors and residents alike.

We continue to see local events that add to the attraction of the Tasman as not just a place to visit Australia's convict past. Events that run regularly such as the Eaglehawk Annual Fair, Australian Bluefin Championships, Heritage weekend, Tasman Regatta and Taste, Bream Creek Show and monthly Bream Creek Market, as well as the Nubenna and Eaglehawk markets are all great reasons to engage our visitors in truly local event experiences. Other events such as the new Garlic Festival, periodic surfing and fishing event, and the potential to build new events and activities around the keenly anticipated opening of the Three Capes experience give great direction to build on. Again foremost in mind, the well established reputation for superb coastal and easily accessible rainforest walks in this area which is a unique mix of agricultural, heritage and vibrant natural history.

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 Executive who direct the activities of PATTA, the support of our member visitor businesses, and most importantly the support of the visiting public.

> Left to right
Tom & Bev's
Funny Farm
Tasmania & Ghost
Tours - Port Arthur
Historic Site

Rivers Run Tourism Association

Tim Last, President

Since the last AGM the RRTA has extended the good rebuilding work of the previous year by:

- continuing to demonstrate our commitment to the entire Rivers Run area by holding our monthly committee meetings
- increasing or membership over the past 12 months
- communicating to members and friends through regular distribution of a newsletter to let them know what the RRTA was doing, what the current issues were and what was being discussed at our meetings. We have also been

> Dixon's Hut, Walls of Jerusalem Experience Walk – Tasmanian Expeditions

able to pass on ad hoc information provided by others such as Destination Southern Tasmania (DST) or Tourism Tasmania that might be of interest to members

- continuing to distribute the Rivers Run map through the major airports, TT Line and a number of other distribution points throughout the State. Distribution represents a significant cost to the organisation, being over \$300 per month, and takes up a substantial amount of our membership fees. We have decided to stop this as our brochure numbers have depleted and we cannot afford to replace at the moment
- continuing to support the Rivers Run web site, while acknowledging that it is in need of a significant review
- attended meeting with other LTAs and DST to formalise the roles and responsibilities of the LTAs and each to identify key tasks for the ongoing marketing. The need to identify key attractions in our specific area. To continue to the current focus on Hobart to include the “Surrounds”. The current position is very focused on Hobart often to the detriment of the “Surrounds”
- harrasing everyone I could regarding State Government spending some long term commonsense money by donating some signage and space down in Salamanca – Pier Area for Tasman, Huon Trail, Rivers Run, Convict Trail etc to display its selling points, travelling times ,bus routes times, departure points etc. Give the Regional areas some space to try to capture some of the record breaking visitor numbers to Hobart. Long term gain... little cost.



- continuing to invite all members to attend committee meetings, and making it a practice to treat everybody at the meetings as if they are committee members, giving everyone the opportunity to have an input. Even when the committee members have been required to take a formal vote everyone has had the opportunity for a say beforehand, and we have generally been able to achieve consensus.

The RRTA has been strongly supported by Destination Southern Tasmania (DST) during the year and we have had a number of opportunities to work together.

This year we aimed to undertake a number of projects in addition to the basic activities mentioned earlier in order to add further value to our members' businesses, however a lack of both human and financial resources meant that many of them were not able to be achieved.

We have submitted funding applications to both Central Highlands and Derwent Valley Councils. We are still waiting to hear from those submissions.

The Derwent Valley Council, have been strongly supportive of tourism in general and the RRTA in particular, with both their councillor and officer representatives playing a very active role.

Our membership has doubled over the past year and now sits at 24 members, still only a pin drop of the eligible businesses of the area.

I would particularly like to thank the active members of the committee for all of their efforts and contribution over the year. Many thanks for their continued help during the year. We have been a small group trying to get things done. The RRTA has come a fair way, but there is still a long way to go before we can say that we are doing all that our members would like us to do.

> Bonorong Wildlife Sanctuary



Photography Mia Glastonbury

Heritage Highway Tourism Region Association

Alex Green, Chairman

The Heritage Highway Tourism Region Association has been the peak tourism body for the midlands of Tasmania from Pontville to Perth since 1998. The region is home to significant heritage attractions including Woolmers, Brickendon, Ross Bridge, Callington Mill and Shene. Natural and cultural landscapes provide further attractions for visitors to the area.

The association is funded by three Tasmanian councils – Northern Midlands, Southern Midlands and Brighton. A board consisting of representatives across the three local government areas manages the operations of the organisation.

Throughout 2014 the Association continued to market the Heritage Highway region and its products across a number of media channels.

Significant resources have been applied to reviewing marketing activities, and investing in web and app products. Continuing partnerships with organisations such as Northern Midlands Business Association were strengthened with a number of co-operative initiatives and projects.

A highlight of the year was the publication and launch of the Association's "The Essential Doggy Guide for all dogs travelling Tasmania's Heritage Highway Region with their humans". The guide provides visitor information regarding dog-friendly attractions and services along the heritage highway. Launches were held in at Shene in the south and Brickendon in the north.

> Southport Lagoon
Tasmanian Wilderness
& Fishing Adventures
www.tasmaniawildernessfishing.com.au





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 8 years. He was a former President of the Association Australian Convention Bureaux. 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 which include marketing, promoting major events, Blundstone Arena venue operations and the Tasmanian Cricket Museum.

Malcolm Wells

Deputy Chairman

Malcolm is currently Adjunct Professor in the Faculty of Business at the University of Tasmania and principal of his own project management consultancy. He is also Co-chair of the National Parks and Wildlife Advisory Council. 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 the Outstanding Contribution to Tasmanian Tourism at the 2003 Tourism Awards.

the board

Alderman Stuart Slade (Mayor of Glenorchy City Council)

Nominee of Think South

Alderman Stuart Slade is the current Mayor of the Glenorchy City Council. He has been an elected member for 23 years including nine as a Deputy Mayor. Stuart is also the Immediate Past President and Chair of RACT Limited, a Director of RACT Insurance and RACT Travel. In addition he is the Founder and Principal Consultant of the Business Continuity Institute of Australia. Stuart has Obtained post graduate qualifications in health science and risk management. He is a Fellow of the Australian Institute of Company Directors, a Member of the Risk Management Institution of Australasia, a Chartered Professional Member of the Safety Institute of Australia and a Registered Safety Professional (Aust).

Frank Pearce

Nominee of Local Tourism Associations

Frank Pearce recently completed a tenure of 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. Frank has extensive local government experience in addition to his role at Glenorchy, Frank had 7 years in senior management roles at the City of Fremantle in WA. Prior to that, he 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. Frank is the former President of the Rivers Run Tourism Association and is an active member of the Derwent Valley Rotary Club.

Anne McVilly

Elected Director

Anne has over 20 years of experience in tourism and 10 in Information Technology as a Systems Analyst/Programmer. She commenced in her role as Director Tourism Operations, Port Arthur Historic Site in April 2013. In her previous role with the Tasmanian Travel Centre, Hobart, Anne has formed strong statewide industry relationships in that time and combined with her IT background 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 markets. Anne is passionate about quality assurance and has attained ISO accreditation for organisational development, environment and safety management. She is

a member of the TVIN Reference Group; Skali International Hobart and has been a national judge in Australian Tourism Awards on three occasions.

Simon Stubbs

Elected Director

Simon Stubbs has owned, operated and worked at various tourism businesses in Tasmania. He is presently the Managing Director of Hobart Paddle and sits as a member of the National Parks Advisory Council for National Parks Tasmania. Simon and his wife Alison have recently moved on from the nationally recognised tourism business they founded, Freycinet Adventures, to concentrate on Hobart Paddle. Simon holds a Diploma in both Outdoor Recreation and Entrepreneurial Management.

Brenton West

CEO, Think South (formerly Southern Tasmanian Councils Authority)

Brenton West is the Chief Executive Officer of the

Southern Tasmanian Councils Authority (STCA), the peak body representing the 12 southern councils. Brenton has previously worked as a senior political adviser for a federal senator undertaking media, policy and parliamentary duties. Brenton holds a combined Bachelor of Arts and Business degree, majoring in Political Science and Human Resource Management and is an affiliate of the Australian Institute of Company Directors (AAICD).

Will Barbour
Marketing & Sales
Manager, Tasmanian Air
Adventures

Will Barbour returned to Tasmania after spending some time overseas and commenced his current role as Marketing and Sales Manager for Tasmanian Air Adventures. Will's previous role was in tourism marketing for a Destination Marketing Organisation in the British Columbian Rockies and included involvement in promotions,

event management, media relations and industry advocacy. Holding a double degree in Marketing and International Business and Geography and Environmental Studies (Hons), Will is passionate about Tasmania's tourism industry and excited to contribute to the growth of Destination Southern Tasmania.

Alex Green
Chairman, Heritage
Highway Tourism Region
Association

Alex Green is a Councillor on the Southern Midlands Council. He has over 10 years experience in the tourism industry as a professional tour guide. Alex has served on the Heritage Highway Tourism Region Association board for over 10 years, and is currently the Chairman. In addition to his tourism experience, Alex previously worked in the finance sector. He currently serves as Chairman of the Southern Waste Strategy Authority, a joint authority

owned by 11 southern Tasmanian councils. He also chairs Restart, a not-for-profit re-training retired thoroughbred racehorses. Alex lives on a working farm in the Coal River Valley and believes that tourism has a vital role to play growing jobs and increasing wealth in regional Tasmania.

Michael Higgins
Nominee of the Local
Tourism Associations

Michael Higgins has owned, operated and worked at various tourism and service businesses in Tasmania. He currently owns and operates Huon Bush Retreats and Huon Valley Escapes and until recently, was president of HVKTA and a representative on the Huon Trail Steering committee. Active in various community organisations and long term Huon Valley resident he is passionate about the opportunities a Regional body can offer operators and visitors to Southern Tasmania.

Rita Warrener
Regional Tourism
Coordinator – Southern
Tasmania
Tourism Tasmania

Rita has over twenty years' experience in the tourism industry. After initially working in local government in southern Tasmania, a move to Melbourne provided Rita with experience in retail travel, sales & marketing and public relations with Tourism Tasmania – managing relationships with retail and wholesale travel partners in Melbourne and regional Victoria. Since returning to Hobart, Rita has worked in various roles with Tourism Tasmania across both industry development and marketing. As regional Tourism Coordinator – South, Rita is responsible for providing a strong link to industry through the provision of liaison and support to Destination Southern Tasmania. Rita strongly believes in the potential of the Tasmanian tourism industry, particularly in relation to the far reaching benefits it provides to regional communities.

financial snapshots

Directors' report

Your directors present their report on the company for the financial year ended 30 June 2014.

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

Mr. Vincent J Barron
 Mr. Malcolm W Wells
 Mr. Stuart E Slade
 Mr. Simon J Stubbs
 Mr. Michael J Higgins
 Mr. Frank C Pearce
 Ms. Elaine A McVilly
 Mr. Brenton M West
 Mr. William A Barbour
 Mr. Alexander O Green

The profit/(loss) of the company Destination Southern Tasmania Limited for the financial year amounted to \$3,575.

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
 11 August 2014

Statement of financial performance

Classification of expenses by nature	Note	2014 \$	2013 \$
Revenues from ordinary activities	2	754,152	587,974
Employee benefits expense		(232,946)	(189,535)
Depreciation and amortisation expenses		(7,936)	(7,841)
Other expenses from ordinary activities		(509,695)	(398,355)
Profit / (loss) from ordinary activities before income tax expense		3,575	(7,757)
Income tax expense relating to ordinary activities	1(a)	0	0
Profit / (loss) from ordinary activities after income tax expense		0	(7,757)
New increase (decrease) in reserves		0	0
Total Changes in equity		3,575	(7,757)

The accompanying notes form part of these financial statements.



> Clockwise from top
Tahune Airwalk
The Neck,
Bruny Island
Callington Mill
Bruny Island
Signage

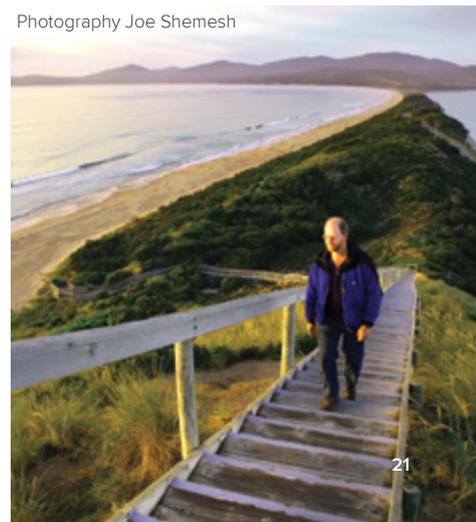
Photography Bluescope Steel



Photography Nick Osborne



Photography Steven French



Photography Joe Shemesh



< Clockwise from top
Bonorong Wildlife Park
Tree fern in Mt Field
National Park
Salamanca Arts Centre:
A Common Ground
Tasmanian Air
Adventures - Bruny
Island Long Weekend

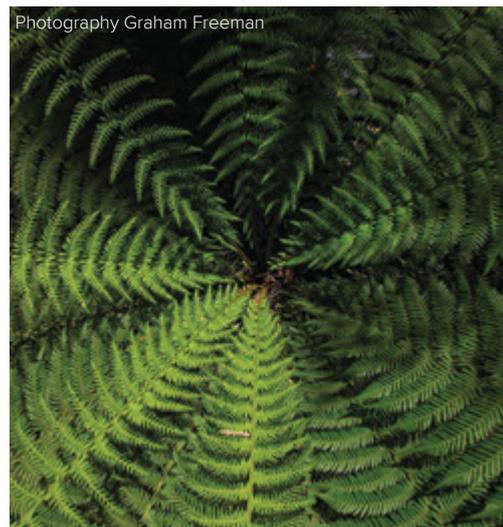
Photography Poon Wai Nang



Photography Alice Hansen



Photography Kathryn Leahy



Photography Graham Freeman

Statement of financial position

	Note	2014 \$	2013 \$
Current Assets			
Cash	3	190,989	86,699
Prepaid Insurance		3,445	3,273
Receivables	4	5,210	15,371
Total Current Assets		199,644	71,347
Non Current Assets			
Computer Equipment	5	950	2,850
Motor Vehicle	5	17,307	23,076
Office Equipment	5	1,066	1,333
Borrowing Expenses		402	773
Total Non Current Assets		19,725	28,032
Total assets		219,369	133,375
Current Liabilities			
Accounts payable	6	144,048	49,810
Provision for Annual Leave	1(c)	4,747	11,004
Asset Purchase		5,659	5,659
Total Current Liabilities		154,454	66,473
Non Current Liabilities			
Asset Purchase		17,015	22,673
Total Non Current Liabilities		17,015	22,673
Total liabilities		171,469	89,146
Net assets		47,900	44,229

	Note	2014 \$	2013 \$
Equity	7		
Issued Capital		0	0
Retained profits		44,229	51,986
Adjustment 2013		96	0
Current Profit/(Loss)		3,575	(7,757)
Total equity		47,900	44,229

Statement of cash flows

	2014 \$	2013 \$
Cash flow from operating activities		
Receipts from customers	848,921	651,551
Payments to suppliers and employees	(736,913)	(600,160)
Net cash provided by (used in) operating activities	112,008	51,391
Cash flow from investing activities		
Payment for Plant & Equipment	0	(6,475)
Net cash provided by (used in) investing activities	0	(6,475)
Cash flow from financing activities		
Repayment of borrowings	(7,718)	(6,431)
Net cash provided by (used in) financing activities	(7,718)	(6,431)
Net increase (decrease) in cash held	104,290	38,485
Cash at beginning of year	86,699	48,214
Cash at end of year	190,989	86,699

The accompanying notes form part of these financial statements.

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

	2014 \$	2013 \$
Revenue		
Operating activities		
Tourism Tasmania Grant	296,100	260,000
Other Government Grants	88,872	51,414
DST Membership & Partnership Fees	142,536	114,885
Marketing	217,509	76,336
Corporate Partnerships	2,146	0
Business Events	2,077	30
Totally South Funds	995	59,000
Interest	3,917	0
Residual Regional Marketing Funds	0	26,309
Total Revenue	754,152	587,974
Expenditure		
Operating activities		
General & Administrative Expenses	151,789	149,394
LTA Expenses	7,682	40,597
Marketing Expenses	332,364	184,985
Employment Expenses	232,946	189,535
Occupancy Expenses	25,796	31,220
Total Expenditure	750,577	595,731
Net profit / (loss)	3,575	(\$7,757)

Note 3: Cash

	2014 \$	2013 \$
Cash at Bank	190,989	86,699
	190,989	86,699

Note 4: Receivables

	2014 \$	2013 \$
Current		
Totally South Funds	0	9,000
GST Refundable	5,210	6,371
	5,210	15,371

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	1,500	4,975
Accumulated Depreciation	(11,318)	(434)	(4,025)
Written Down Value	17,307	1,066	950

Note 6: Accounts Payable

	2014 \$	2013 \$
Current		
Accrued Expenses	32,133	44,095
Trade Creditors	109,550	970
Superannuation Payable	468	1,073
PAYGW Payable	1,897	3,672
	144,048	49,810

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 2014 the number of members was 160.

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 2014.

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 2014 and the results of its operations and its cash flows for the year then ended.

Max Peck & Associates



Rendell W. Ridge
12 August 2014



Photography Graham Freeman

> From top, left to right
 Bruny Island Long
 Weekend
 Redlands
 Lake Salome,
 Walls of Jerusalem
 Experience
 Walk - Tasmanian
 Expeditions
 Mawson Pavilion,
 Mawson Place
 Constitution Dock,
 Hobart



Photography Nick Osborne



Courtesy Tasmanian Expeditions

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 2014 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
 12 August 2014



Photography Kathryn Leahy



Photography Ellenor Argyropoulos



Photography Nick Osborne

members at 30 June, 2014

28 Gates	Callington Mill	Experience Tasmania Tours and Charters P/L	Huon Valley Escapes
43 Degrees Bruny Island 7HOFM	Cambridge House Bed & Breakfast	Federal Group	Ida Bay Railway
Airlines of Tasmania P/L	Casaveen Knitwear	Fountainside Hotel	Impressive Tasmania
At Eleven, la petite maison	Castray Esplanade Food and Wine	Four Seasons Holiday Cottages	Industrylink
Avis Australia	City View Motel	Fox & Hounds Inn	Innkeepers Tasmania
Bargain Car Rentals	Coal Valley Vineyard	Giants' Table and Cottages	Islington Hotel
Barilla Bay Seafoods	Colonial Accommodation @ Undine	Gourmania Food Tours Tasmania	Jun Lin Massage
Barilla Holiday Park	Cricket Tasmania	Great Expeditions Pty. Ltd.	Kermandie Hotel & Marina
Barron Associates	Cruisin Motorhomes	Hadleys Pty. Ltd.	Lake Peddar Chalet
Beachview Bellerive	Curringa Farm	Hastings Caves & Thermal Springs	Lark Distillery
Best Western	Customs House Hotel	Heimat Chalets	Lenna of Hobart
Balmoral Motor Inn	Cygnets Holiday Park	Highland Cabins & Cottages at Bronte Park	Let's Show you Tasmania Tours
Best Western Hobart	Derwent Bridge Chalets & Studios	Hobart Adventures	Love Tasmania Tours
Blue Hills Motel	Derwent Bridge Wilderness Hotel	Hobart Water Taxis	Lufra Hotel
Bonorong Wildlife Sanctuary	Derwent Sailing Squadron	Hobart Yachts	Makers on Church Street
Boutique Wine Tours Tasmania	Doctor Syntax	Hobart's Accommodation & Hostel	Maura Bedloe Communications
Bruny Island Accommodation Services	Domaine A Stoney Vineyard	Home Hill Winery	Mermaid Cafe
Bruny Island Smokehouse & Whisky Bar	Driftwood Cottages	Hotel Collins	Mona
Bruny Vista Cabin	Dunalley Waterfront Cafe	Hotel Grand Chancellor	Montacute Boutique Bunkhouse
Budget Rent-a-Car	Entourage Sailing	Huon River Jet Boats	Motel 429
Bull Bay Artist Residencies			Motel Mayfair on Cavell
			Old Hobart Town Historic Model



Photography Steven French



Photography Poon Wai Nang

> Opposite page, left to right
Crayfish - Tasmanian Seafood Seduction Farm Gate Markets
St Peters Church, Otlands Farm Gate Markets

Pancakes by the Pond
Patchwork Cafe
Pennicott Wilderness Journeys
Peppermint Bay Cruises
Port Arthur Historic Sites
Port Arthur
Lavender Farm
Port Huon Cottages & Franklin Eco Cruises
Quality Hobart Midcity Hotel
Quest Savoy
Quest Trinity House
Quest waterfront
RACT
Redbanks Fish & Field
Redlands Estate
Richmond Park Boathouse
Roaring 40s Ocean Kayaking
Rosefield Bed & Breakfast
Rotorlift Aviation
Salamanca Arts Centre
Salamanca Inn
Salamanca Wharf Hotel
Sandy Bay Chalet

Segway Tasmania
Shene Tasmania
Shipwrights Arms Hotel
Shutterbug Walkabouts
Smugglers Rest
Somerset on the Pier
Sorell Fruit Farm
Southern Cross Austereo
Southern Isle Charters
Southern Lights Hotel
St. Ives Hotel
Stewarts Bay Lodge
Sullivans Cove Apartments
Tahune Airwalk/Eagles Eyrie
Tasmania Enjoy
Tasmania Tour Guide
Tasmanian Air Adventures
Tasmanian Devil Conservation Park
Tasmanian Insight Tours
Tasmanian Whisky Distillery Tours
Tassie Motor Shacks
TasVacations

The Bruny Island Long Weekend
The Junction Motel
The Lady Nelson
The Last Villa
The Maria Island Walk
The Old Woolstore Apartment Hotel
The Possum Shed
The Wall in the Wilderness
Tourism Audit Services Australia
Tourism Brochure Exchange
Travelodge Hobart
Travelodge Hobart Airport
Tynwald Restaurant & Historic Accommodation
Under Down Under
Underwater Adventures Tas.
Vibe Tasmania
Villa Howden
VIP Tours Tasmania
Waterfalls Cafe & Gallery

Waterside Accommodation
White Beach
Tourist Park
William McHenry & Sons Distillery
William Smith & Sons
Woodbridge Hill Hideaway
Wrest Point Hotel & Casino
Yukon Tours
Zenica Hairdressing

Local Government

Brighton Council
Central Highlands Council
Clarence City Council
Derwent Valley Council
Glenorchy City Council
Hobart City Council
Huon Valley Council
Kingborough Council
Sorell Council
Southern Midlands Council
Tasman Council



**Thank you for
your support**

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www.southerntasmania.com.au

ABN 29 156 395 970