



2014/2015 Annual Report



welcome

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The 2014/2015 financial year saw Destination Southern Tasmania (DST) cement its place as a key stakeholder in the Tasmanian Tourism industry.

DST has played a significant role in facilitating linkages throughout the region and bringing industry together to generate outcomes to enhance the state's visitor economy.

Our new management team has embraced the challenges and opportunities of a regional tourism organisation (RTO), focussing on regional dispersal, advocacy and industry development, the three pillars of our organisation.

It is with much pleasure that DST presents its 2014/2015 Annual Report. We trust that it will communicate the passion and energy that the organisation brings to the tourism community in southern Tasmania and delivering on our organisation's goals.



▲ A farm on the Midlands Highway, Oatlands
Photography Rob Burnett

► From left:
Tall Trees Walk
Photography Rick Eaves

Bangor Wine and Oyster Shed
Photography Adam Gibson

Tasmanian Devil Unzoo
Photography Alastair Betts





Cover images

- ▶ Left column
 - The Falls Music and Arts Festival
Photography Catherine Forge
 - Oatlands Antiques and Collectables
Photography Kathryn Leahy
 - Tasmanian Devil Unzoo
Photography Alastair Betts
 - Derwent River, New Norfolk
Photography Rick Eaves
- ▶ 2nd column from left
 - Willow Court Antique Centre
Photography Rob Burnett
 - Ratho Farm
Photography courtesy of Ratho Farm
 - Moran & Cato Ltd Self Service
Photography Kathryn Leahy
 - Museum of Old and New Art (MONA)
Photography Rob Burnett
- ▶ 3rd column from left
 - Russell Falls
Photography Rob Burnett
 - The Tench (Penitentiary Chapel Historic Site)
Photograph courtesy of National Trust Tasmania
 - Cyclists on the Huon Highway
Photography Heath Holden
 - Bangor Wine & Oyster Shed
Photography Adam Gibson
- ▶ Right column
 - Wombat - Bonorong Wildlife Sanctuary
Photography Rob Burnett
 - Bruny Island Cheese Co.
Photography Andrew Wilson
 - Salamanca Market
Photography Phil Kitt
 - Willie Smiths Organic Apple Cider
Photography Nick Osborne



contents

- 04 from the chairman
- 06 from the ceo
- 08 key outcomes
- 10 looking ahead
- 12 word from our local
tourism associations
- 16 the board
- 20 financial snapshots
- 24 auditor's report
- 26 members

from the chairman

The role of the Regional Tourism Organisations (RTOs) has been consolidated during this third year of operation and Destination Southern Tasmania (DST) has made significant progress in its three key roles of industry development, advocacy and regional dispersal. Particularly, DST has made progress in its strategy of supporting industry operators and Councils to attract more visitors to their regions.



Through the implementation of the Destination Management Plan (DMP), DST seeks to assist in coordinating the development of local operators, and in turn their products, experiences and industry skills that will attract visitors to those areas.

A key element of achieving this has been the establishment of the Supply Side unit within the Department of State Growth and the opportunity for input by the RTOs in establishing development and infrastructure priorities for their regions.

On behalf of the industry I acknowledge and thank the Premier, the Hon' Will Hodgman MP and his Government for their commitment to the regional tourism structure and for the continued financial support.

While the RTOs are being given greater responsibilities in fostering tourism growth in the regions, it is important they be adequately resourced from the partnership of State Government, Local Government and tourism operators.

I would also like to acknowledge those tourism businesses that have joined as members of DST and encourage all operators to support this regional effort through membership and other cooperative activities.

The DST Board continues to attract a mix of skills and sector representation and I thank all Directors for their valued contributions and particularly thank Deputy Chairman, Malcolm Wells, for contributing his vast tourism experience.

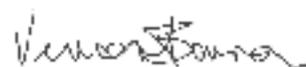
The appointment of Melinda Anderson as Chief Executive early in the year brought to the role considerable regional tourism and organisation



management experience. Melinda has embraced the role with energy and enthusiasm and we thank her for successfully representing DST to all levels of Government and industry. I also thank those of her management team for contributing to a successful year.

With leadership from the Tasmania Tourism Industry Council, the Tasmanian tourism industry has become increasingly well co-ordinated in recent years.

An increasing responsibility for the development of the industry in the regions has been given to the RTOs. Destination Southern Tasmania is well positioned to effectively coordinate this effort in southern Tasmania.



VINCENT BARRON
Chairman



▲ Neck Beach, Bruny Island
Photography
Andrew Wilson

► Kangaroos - Bonorong Wildlife Sanctuary
Photography
Rob Burnett

Church - Port Arthur Historic Site
Photography
Kathryn Leahy

from the ceo

It has been an industrious and exciting third year of operation for Destination Southern Tasmania (DST), as we focussed on cementing our place as a vibrant, dynamic regional tourism organisation for Tasmania's premier region.



Our focus during 2014/2015 has been to implement the southern Tasmanian Destination Management Plan (DMP), which provides a roadmap to achieve our goal of driving regional dispersal through private and public investment, industry development, visitor servicing and creative marketing.

Our marketing program focussed strongly on digital media engagement, digital content acquisition and generation as well as social media channel development. This included the reinvigoration and launch of our consumer facing website www.hobartandbeyond.com.au in February 2015 and relaunch of our hobartandbeyond Instagram account the following month. DST's spring emagazine was released in September 2014, downloadable as a flip book and via an iTunes app.

With these improved digital channels, our marketing and advertising prospectus for members and industry provided a range of cooperative activities including website advertising, social media engagements and e-magazine advertisements. We also offered cruise season activity and partnership opportunities.

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 02 terminal and operators were able to purchase parking permits outside Mac 02 to offer tours and experiences directly to cruise passengers.

Other partnerships included the 12 month Mona Industry Campaign and four months of digital advertising activity with Jetstar to support Tourism Tasmania's spring campaign. Paint the Town Red was again warmly received by industry and the local community, a DST-led initiative encouraging industry to 'light up red' and add vibrancy to Hobart's Dark Mofo winter event.

DST coordinated activities to support the Cricket World Cup 2015 in March and developed a

microsite specifically for Cricket World Cup officials and media, showcasing our region and operators. We also hosted a familiarisation for the Scottish Cricket Team and coordinated a final event in Salamanca Square.

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 the June 2015 launch of a tourism microsite for North Melbourne Football Club's 40,000 members. Here, DST members will continue to showcase 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. We were pleased to host an LTA forum to bring sub regional representatives together to identify shared priorities. This year DST worked with Huon Valley Kingborough Tourism Association to implement a cooperative campaign featuring magazine-style television segments with local radio personalities "Dave and Kylie". This was supported by digital activities with social influencers and Jetstar media advertising. We also engaged with the Port Arthur Tasman Tourism Association to deliver regional activity using Jetstar media.

We worked closely with Tourism Tasmania on the Travel Industry Road Show to Melbourne, Sydney and Brisbane as well as supporting familiarisations and facilitating prizes for retail travel agents. We also introduced regular industry presentations to Tourism Tasmania staff from DST members to keep our state tourism organisation informed of developments within our region.

DST undertook a spring campaign with TasVacations aimed at generating awareness and conversion of southern Tasmanian accommodation and experiences, particularly leveraging off activities through national motoring organisations.

We continue to communicate and inform



members through our Highlands to Harbours newsletter and regular email updates. Our corporate website www.southerntasmania.com.au is populated with news, industry updates and relevant research. We provided opportunities to gain contemporary industry intelligence, facilitating workshops including Online Reputation Management, Gearing up for China, Cruise Tourism, Three Capes Track and regional branding.

Our membership satisfaction survey highlighted members were seeking industry networking and opportunities to learn from each other. We introduced Tips and Tipples in February, a regular networking forum with discussion topics facilitated by industry experts. Themes have included working with media, tourism awards, Instagram and Tourism Tasmania's marketing campaign.

Our commitment to industry advocacy is ongoing. During the past financial year DST provided letters of support for grant applications and coordinated submissions from local council's for the Tourism Demand Driver Infrastructure Fund.

DST has also been a voice for a number of industry issues, including reallocation of funding earmarked for Cadburys, road infrastructure throughout the southern region, investment in national parks infrastructure and support for AFL football in Hobart.

Our restructured team welcomed a new CEO, Membership and Marketing Communications Executive and Executive Assistant to the

organisation during the year. Jared Mendham and Anne Menegat, joined Membership Coordinator, Nick Courtney, and myself to complete our team.

I would like to thank outgoing CEO, Ben Targett and acknowledge Karen Fraser and Laraine Dunn for their efforts and legacy in assisting to establish DST as the peak regional tourism body for southern Tasmania.

DST has operated with 2.5 full time equivalent staff for most of 2014/2015. It has achieved a significant program of activities with limited resources, testament to the hard work of its team, 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 maximise tourism benefits to local communities.

Melinda Anderson
Chief Executive Officer

1 July, 2015

▲ Cape Hauy (part of the Three Capes Track)
Photography
Pierre Destribats

key outcomes

2014/2015 has seen increased visitation across southern Tasmania, with strong growth from domestic holiday visitors and key international markets such as China.

Over 80 per cent of all visitors to Tasmania visit southern Tasmania. Our goals are to build capacity of industry to respond to visitor demand, delivering 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 179 members from across southern Tasmania. We were delighted to welcome 44 new members this year as we continue to grow and evolve to meet industry needs.

Digital Marketing

Our consumer focused website www.hobartandbeyond.com.au was completely transformed with the new site going live in February 2015. Our objective was to better represent southern Tasmania through a new website designed to enhance how search engines discover our content through key word exposure. For example, content within our website is averaging a top five ranking on more than 300 key search terms.

Social media and content generation is a priority marketing activity for DST as a cost effective way to reach target audiences and share the stories of our region. We have invested significantly in boosting our Hobart and Beyond Facebook and Instagram activity as key channels to promote southern Tasmania. Our Facebook fans have grown 95 per cent to 7,800 and Instagram followers have increased 874 percent to 5,883 with an average engagement of 257 likes per post up from 33 the previous year.

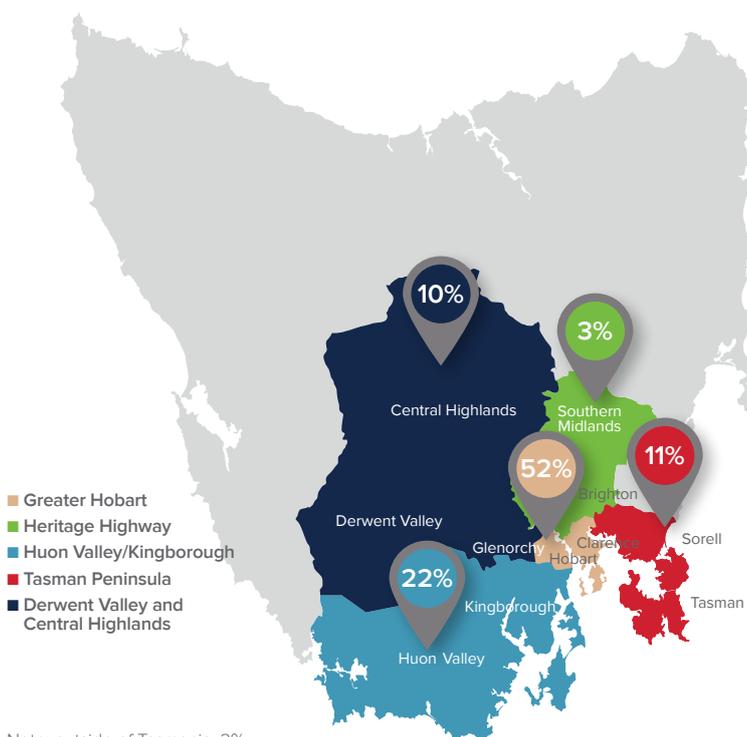
We held our first Instameet at Mt Field in May for the Fagus Festival. This generated a reach of over 285,000.

Partnerships

Partnerships are key to leveraging DST's and the industry's limited resources. A key objective of DST is to focus on events as a major stimulator of regional dispersal. This year we developed promotional programs for the Cricket World Cup 2015 and North Melbourne Football Club, working with industry and state and local government stakeholders with 72 local operator listings.

We coordinated the Huon Valley Kingborough Tourism Association autumn marketing program with the support of Huon Trail. This included working with Southern Cross Television to generate maximum exposure from advertising spend, including negotiating airtime during the high rating Sunday news.

DST Member Distribution





We worked with local tourism associations and operators to develop a four month digital advertising program with Jetstar to support Tourism Tasmania's activity which saw Click Through Rates (CTRs) that performed up to 670% better than the standard Jetstar CTR.

We are proud to continue to work with Mona to project manage its cooperative industry campaign prospectus, with 34 participants signing up in March for the 2015/2016 campaign period.

Industry Education

A key achievement this year was to build our industry education program. Our Online Reputation Management Masterclass with international guru Jim Brody attracted 90 attendees in November.

Our Tips and Tipples initiative, a regular series of free networking events, encourages members to learn from each other on topical themes. Starting in March, DST has held four events attracting over 200 attendees.

DST conducted a Cruise Tourism Forum in conjunction with the Tasmanian Travel and

Information Centre and Tasports to prepare operators for the 2014/2015 cruise season. It attracted 50 participants. DST, through Karen Fraser, was also commissioned by Tourism Tasmania to produce two key documents, "How to Work in the Cruise Industry" and "A Guide for Cruise and Expedition Ships in Tasmania." The first was targeted to operators working in, or looking to work in the cruise sector and the second was designed to provide information for cruise line companies to assist itinerary planning for Tasmania.

Advocacy

Advocacy for regional issues is an ongoing, long term strategy but we were delighted that over \$360,000 of funding was achieved through the Tourism Demand Driver Infrastructure funding program for projects in southern Tasmania that support priorities in the southern Tasmania Destination Management Plan.

▲ Fagus Instameet at Mt Field
Photography
Jared Mendham



- ▲ Pumphouse Point
Photography
Adam Gibson
- ▶ Frogmore Creek
Wines
Photography
courtesy of
Frogmore Creek
Glow-worms,
Mystery Creek Cave
Photography
Pierre Destribats





looking ahead

DST is very excited about 2015/2016. The DST team of staff and Board of Directors has been refining its business plan to develop a practical approach to implementing key priorities in the Destination Management Plan.

Our drivers are regional dispersal, industry development and capacity building and regional advocacy whilst maintaining the sustainability of DST and working within our resource limitations.

Marketing

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. We will continue to focus our efforts on creative digital marketing channels. We will seek to leverage off both business and leisure events to stimulate regional dispersal as a feature of our marketing plan.

Building Industry Capacity

We have received some additional funding from State Government to support our industry development role. We look forward to working closely with the Department of State Growth as a key stakeholder in supply side tourism activities and working to develop a coordinated statewide approach with other regional tourism organisations to supply side priorities.

As part of our role in industry capacity building, we will continue to build on our industry education program including the introduction of an annual southern Tasmanian tourism industry summit and a peer driven awards program.

Membership and Partnerships

We are focused on enhancing and strengthening our relationship with our 11 local government partners and our local tourism associations as key stakeholders in the southern Tasmanian tourism industry. 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.

In 2015/2016 we will focus on refining our membership systems and structure to provide efficiencies internally and externally. Our annual membership survey is an important tool to gather feedback to ensure our membership program is relevant and provides a strong value proposition.

word from our local tourism associations

Huon Valley Kingborough Tourism Association Inc (HVKTA)

John Allport, President

The 2014/2015 year has seen continued hard work by the Association's Committee, with efforts being channeled into marketing activities and also lobbying for a review of the Huon Valley Kingborough Tourism Steering Committee / Huon Trail structure.

Elections at our last Annual General Meeting failed to fill all committee positions, however, additional members have been appointed through the year and Erica Britcliffe has kindly acted as Minute Secretary.

Membership for the year stood at 52 business memberships, not varying greatly from the previous year.

The Association's accounting system has been upgraded with the introduction of the MYOB accounting program and while creating additional work for Treasurer Sandy Garland in setting up the system, it will be time saving and provide more accurate record keeping in the future.

Industry representatives, through the HVKTA have served on the Huon Valley Kingborough Tourism Steering Committee throughout the year.

This year a sum of \$20,000.00 from the Huon Trail Marketing Budget was allocated to the HVKTA to spend in conjunction with DST on marketing

activities, the most successful of these being a joint radio/television campaign featuring media personalities "Dave and Kylie". This campaign also attracted industry funding and due to its popularity was extended beyond the originally intended screening time.

The three minute promotional video featuring a My Kitchen Rules personality was completed early in the year and has been well received, being played on Tourism Brochure Exchange screens onboard the Spirits of Tasmania, in Airport Terminals and some major accredited Visitor Information Centres.

Association members have assisted in manning the Huon Trail marquee at the Australian Wooden Boat Festival, Taste of the Huon and Agfest events, creating and increasing the awareness of the tourism product on offer in the region.

Destination Southern Tasmania CEO Melinda Anderson has provided valuable support and assistance to the Association throughout the year, and for this we as an industry are extremely grateful.

With steadily increasing visitation to Hobart, the Association's aim for the coming year is to increase the flow of visitors coming south from Hobart.

▼ Mirambeena (Bruny Island Ferry)
Photography
Andrew Wilson



Port Arthur and Tasman Tourist Association (PATTA)

Roger Self, President

The last year has once again seen a continued consolidation of PATTA as the local tourism association working closely with Destination Southern Tasmania (DST) on various marketing and membership initiatives. DST, with the assistance of PATTA, also delivered a successful winter promotional campaign through Jetstar's online advertising program.

New tourism products in the Tasman Region, such as Bangor Wine and Oyster Shed and the Port Arthur Lavender Farm have now firmly established themselves as significant tourism drawcards to the region and popularity of the McHenry Distillery and the Tasmanian Whisky Trail continues to grow. Similarly, while the completion of the \$7 million restoration project to the Penitentiary at the Port Arthur historic Site received national acclaim, the awarding of Australian Tourism Awards to the Port Arthur Historical Site and Pennicott Wilderness Journeys obtained significant coverage and has consolidated the region as a "must see and stay" experience.

The Three Capes Track, a world-class, multi-day walking track will open in November 2015 with online bookings available from September. The well-graded, artfully constructed 46 km track will showcase Cape Pillar and Cape Hauy, as well as the stunning natural features and scenery of the region, including Australia's highest sea cliffs and spectacular ocean views and provide increased opportunity for tourism activities to build upon.

Locally run regular events such as the Eaglehawk Annual Fair, Australian Bluefin Championships, Heritage weekend, Tasman Regatta and Taste, Garlic Festival, Bream Creek Show and monthly Bream Creek Market, as well as the Nubeena and Eaglehawk markets are all great reasons to engage our visitors in truly local event experiences. Further world class fishing and surfing at Ship Stern's Bluff and unforgettable coastal vistas continue to gain prominence through social media.

PATTA has also been working closely with Lend Lease which has chosen the region to conduct a three year employee development program focussing on community and business development projects. Tourism is one major project which aims to increase visitation and overnight

stays in the region. Key outcomes include the establishment of a Convict Trail application for mobile phones and the development of a new "activity driven" Tasman Region web site, both of which are scheduled for completion prior to the commencement of the tourist season.

PATTA looks forward to our continuing mission of establishing the area as the 'Essence of Tasmania' in the minds of travel advocates, 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.

▼ Port Arthur Lavender
Photography
courtesy of Port
Arthur Lavender



Derwent Valley Tourism Association (DVTA)

Tim Last, President

Over the past year, the DVTA (formerly the Rivers Run Tourism Association) has continued to work toward consolidating and building its membership. Our membership remains small but stable and monthly meetings continue to occur to discuss the issues that are of importance to our membership.

At the association's AGM last year, the name of the association was changed, along with rule changes that allow the association to focus more strongly on the Derwent Valley region.

Derwent Valley Council continues to support the association with both its Councillor and officer representatives playing an active role in the organisation. The Council has also made some funding available for specific projects during the coming year. Projects under consideration include an upgraded website and an updated map, which members find very useful for their visitors.

The DVTA has two representatives on the Derwent Valley Council Economic and Growth Special Committee. This Committee will be working to start the implementation of the STEPS Plan for the Derwent Valley. This plan was developed after wide consultation with community stakeholders and lists a number of tourism and other related actions that will help to see improved tourism outcomes for the area.

Several members from the DVTA Committee organised a Stall at the Derwent Valley Autumn Festival this year. Although small, the stall was very successful and helped to promote our area.

The Tasmanian Visitor Survey shows a marked increase in people visiting the Derwent Valley in the last 12 months. Although many operators report having one of their best year's on record, the issue of regional distribution of visitors remains a

vexed issue. Many operators in the Derwent Valley continue to feel that the promotion of regional visitation and touring should have a stronger focus, to help move visitors through from Hobart to more outlying areas. The Derwent Valley and surrounding areas are an ideal place to explore Tasmania's South West Wilderness from, yet that message does not seem to be cutting through at this point. With Mt Field National Park experiencing some of its highest visitor numbers on record, and the current focus on wilderness experiences, now would be an ideal time to ensure that areas such as the Derwent Valley are well promoted and can reach their full potential. This requires a cooperative approach between organisations and individual businesses in the area to capitalise on current visitor numbers.

The DVTA Committee has again faced the perennial issue of a lack of human and financial resources to achieve its aims. In order for the Association to remain viable, those with 'skin in the game' need to participate and have their voices heard. As in previous years, there is a small and dedicated group of members who continue to fly the flag for the Derwent Valley. This group will eventually run out of steam, so I would urge members who have not become involved to come along to one of our meetings, or to contact me and put their ideas forward.

Although now on a stable footing, the DVTA has some way to go before it can say that it truly represents the interests of tourism operators in the Derwent Valley, this can only be achieved when operators engage with the organisation and we can work together for the future of tourism in the area.

▼ Fly Fishing
Photography
Warren Steptoe





Heritage Highway Tourism Region Association (HHTRA)

Alex Green, Chairman

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The HHTRA, founded in 1998, is the peak tourism body for the midlands of Tasmania from Pontville to Perth. 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.

The period 2014/2015 has again been a busy one for the Heritage Highway, with a number of current and new activities being delivered.

Several new members joined the Board in 2014/2015, bringing with them new energy and vigour.

Throughout 2014/2015 the Association

continued to market the Heritage Highway region and its products across a number of media channels. A Visit with Conviction campaign has been developed and launched, including advertising facilitated by DST (Red Decker Bus) as well as print, digital and radio elements.

Significant resources have been applied to supporting Heritage Highway web and app products. A renewal of town tear-off maps and a new regional map are in development.

The Association is presently negotiating a partnership with DST whereby social media activities will be developed and delivered on behalf of the Association by the regional organisation.

▲ Shene Tasmania
Photography
Graham Freeman





► Willie Smiths
Organic Apple Cider
Photography
Jonathan Wherrett

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.

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 Chair of Business Events Tasmania and Co-chair of the National Parks Advisory Committee.

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 Tasmanian Tourism at the 2003 Tourism Awards.

Councillor Frank Pearce **Nominee of Local Tourism Associations**

Frank Pearce recently completed a tenure 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.

Frank has extensive local government experience in addition to his role at Glenorchy, with seven years at senior management level 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 serves on the Committee of the Derwent Valley Tourism Association and is an active member of the Glenorchy Rotary Club.

the board

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 with PAHSMA in May 2013.

In her previous role with the Tasmanian Travel Centre, Hobart, Anne has formed strong state-wide industry relationships 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.

Anne is passionate about quality assurance and has attained ISO accreditation for organisational development, environment and safety management.

Brenton West

Nominated by Southern Tasmania Councils Association

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 a Graduate of the Australian Institute of Company Directors Course (GAICD). He is currently studying a Master of Business Administration (MBA) and also serves on the Board of the disability service provider Veranto.

Will Barbour

Elected Director

Will Barbour is the Marketing Manager for Webpire Marketing and Business Development Manager at RACT Destinations. Will's previous roles include working in tourism marketing for a Destination Marketing Organisation in the British Columbian Rockies as well as marketing with Tasmanian Air Adventures. Will's experience includes involvement in promotions, event management, media relations and industry advocacy, digital marketing and sales.

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.

Rita Warrener

Ex Officio

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.

Rose Flynn

Elected Director

Rose Flynn started Montacute Boutique Bunkhouse with her partner Antony Langdon in early 2014, and in less than a year led it to becoming Australia's #1 rated hostel on global travel websites Booking.com and Hostelworld.com. Their dedication to customer service has also resulted in Montacute receiving a Certificate of Excellence from TripAdvisor, and a silver medal in the New Tourism Development category at the 2014 Tasmanian Tourism Awards.

Rose has 10 years of marketing experience. At Mars Inc in London she led global projects on the world's largest chocolate brand, M&Ms, and at Kraft Foods in Melbourne she managed the Cadbury chocolate bars range. Returning home to Hobart, her clients included local favourites National Pies and Juicy Isle.

Rose is a current board member of the Derwent Sailing Squadron, and sits on the committee of the Battery Point & Sullivans Cove Community Association. Rose is very passionate about the advancement of tourism in Tasmania, and is a proud advocate of tourism operators across the state.

Councillor Alex Green

Board Appointed Director

Alex Green has served the Southern Midlands community as a Councillor since 2005. In 2015, Alex was elected as Deputy Mayor. Alex has extensive experience working in the finance and banking sector. He also has worked in the tourism and hospitality industries. In his spare time today he works a family sheep and cropping property at Campania. He currently chairs the following local government entities: Southern Waste Management Authority, Heritage Highway Tourism Region Association, Chauncy Vale Wildlife Sanctuary Management Committee, Centre for Heritage at Oatlands Steering Committee.

Since 2005, Alex has represented local government and the Southern Midlands Council on sub-regional planning projects, regional tourism steering groups and economic development strategies.

Alex also volunteers for a number of non-profit organisations.

Ken Stronach

Nominee of Local Tourism Associations

Ken brings a wealth of experience to the DST board, having been in the tourism industry for more than 35 years. Ken has a strong history in hotel management having owned, developed operated and managed a huge variety of hotels both in Tasmania and mainland Australia. Ken maintains private interests in hotels around Tasmania. Ken is currently the manager of the Forestry Tasmania enterprise Tahune Forest Airwalk.

Ald. Kristie Johnston

Nominated by Southern Tasmania Councils Association

Mayor Johnston was first elected to Council in 2011, and was elected Mayor in 2014

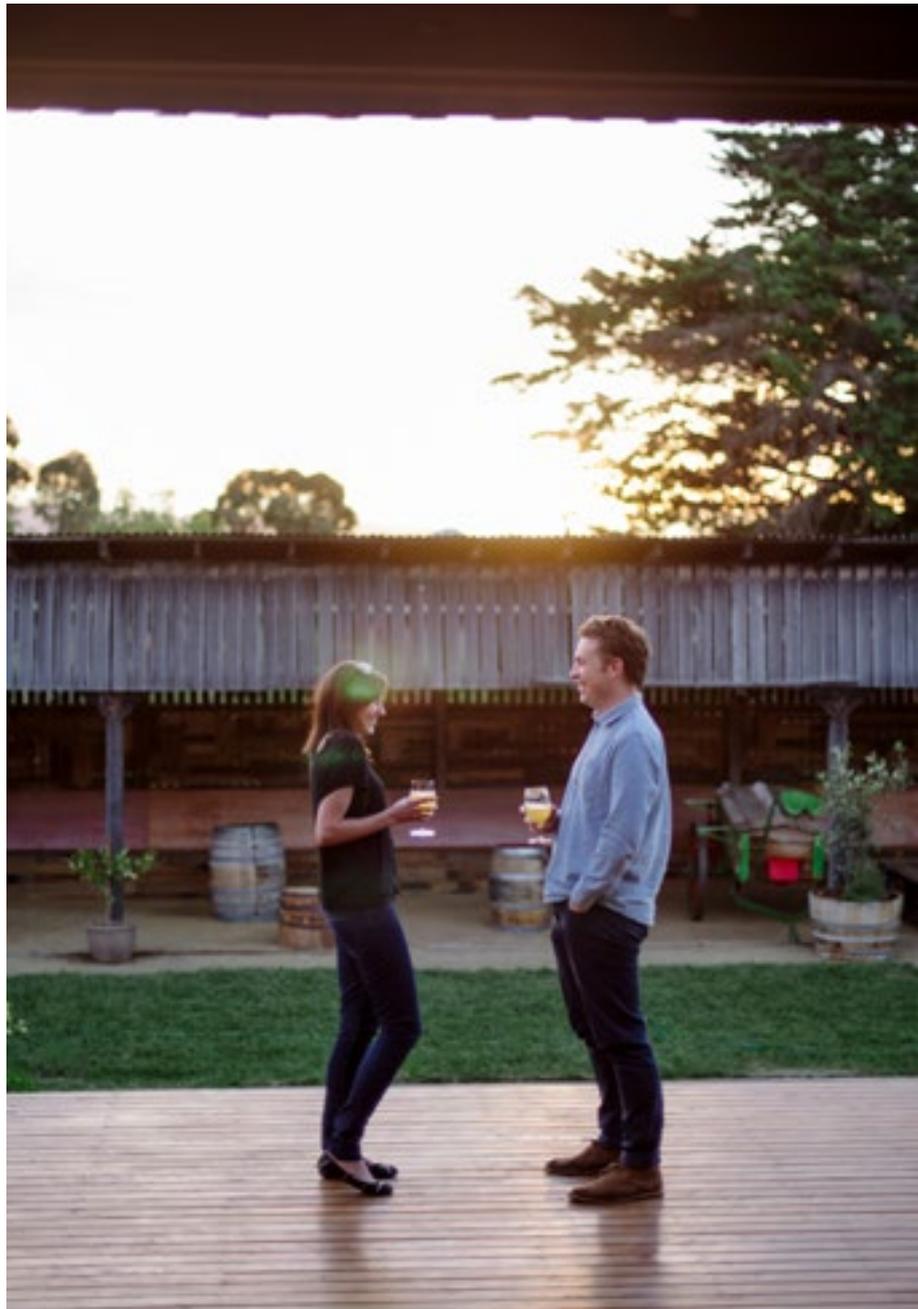
She lives in Montrose with her husband Ben and two young children. Mayor Johnston is a qualified criminologist and lawyer and was admitted to the bar in 2004.

She has an Arts/Law degree with a major in Public Policy, and a Post-Graduate Master Degree in Criminology and Corrections.

Mayor Johnston's current volunteer work includes the being the founder and

coordinator of the Clean Up Glenorchy Taskforce and various committee and volunteer positions on community groups such as the Windermere Primary School Association, Moonah and Glenorchy Business Association, Tasmanian Transport Museum, Glenorchy Community Bank Steering Committee, Glenorchy Community Fund, Chigwell Child and Family Centre, City of Glenorchy Excellence Awards and all community precincts.

She is particularly interested in the Hobart Northern Suburbs Rail Project.



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 2015 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 2015.

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
Ms Rosemary L Flynn.
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 \$4,290.

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	2015 \$	2014 \$
Revenues from ordinary activities	2	620,401	754,152
Employee benefits expense		(254,857)	(232,946)
Depreciation and amortisation expenses		(5,173)	(7,936)
Other expenses from ordinary activities		(356,081)	(509,695)
Profit / (loss) from ordinary activities before income tax expense		4,290	3,575
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		4,290	3,575

Statement of cash flows

Cash flow from operating activities	2015 \$	2014 \$
Receipts from customers	675,252	848,921
Payments to suppliers and employees	(737,552)	(736,913)
Net cash provided by (used in) operating activities	(62,300)	112,008
Cash flow from investing activities		
Payment for Plant and Equipment	0	0
Net cash provided by (used in) investing activities	0	0
Cash flow from financing activities		
Repayment of borrowings	(7,718)	(7,718)
Net cash provided by (used in) financing activities	(7,718)	(7,718)
Net increase (decrease) in cash held	(70,018)	104,290
Cash at beginning of year	190,989	86,699
Cash at end of year	\$120,971	\$190,989

Statement of financial position

	Note	2015 \$	2014 \$
Current assets			
Cash	3	120,971	190,989
Pre Payments		4,860	3,445
Receivables	4	7,200	5,210
Total Current Assets		133,031	199,644
Non Current Assets			
Computer Equipment	5	317	950
Motor Vehicle	5	12,980	17,307
Office Equipment	5	853	1,066
Borrowing Expenses		31	402
Total Non Current Assets		14,181	19,725
Total assets		147,212	219,369
Current Liabilities			
Accounts payable	6	69,701	144,048
Provision for Annual Leave	1(c)	8,306	4,747
Asset Purchase		17,015	5,659
Total Current Liabilities		95,022	154,454
Non Current Liabilities			
Asset Purchase		0	17,015
Total Non Current Liabilities			17,015
Total liabilities		95,022	171,469
Net assets		\$52,190	\$47,900
Equity			
Equity	7		
Issued Capital		0	0
Retained profits		47,900	44,229
Adjustment 2013		0	96
Current Profit/(Loss)		4,210	3,575
Total equity		\$52,190	\$47,900

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

	2015 \$	2014 \$
Revenue		
Operating activities		
Tourism Tasmania Grant	260,000	296,100
Other Government Grants	23,449	88,872
DST Membership and Partnership Fees	140,038	142,536
Marketing	185,160	217,509
Corporate Partnerships	136	2,146
Business Events	7,223	2,077
Totally South Funds	0	995
Interest	4,395	3,917
Total Revenue	620,401	754,152
Expenditure		
Operating activities		
General and Administrative Expenses	107,864	151,789
LTA Expenses	8,527	7,682
Marketing Expenses	218,443	332,364
Employment Expenses	254,857	232,946
Occupancy Expenses	26,419	25,796
Total Expenditure	616,111	750,557
Net profit/(loss)	4,290	3,575

Note 3: Cash

	2015 \$	2014 \$
Cash at Bank	120,971	190,989
	120,971	190,989

Note 4: Receivables

Current	2015 \$	2014 \$
GST Refundable	7,200	5,210
	7,200	5,210

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 and Computer Equipment respectively:

	Motor Vehicles	Office Equipment	Computer Equipment
Cost Price	28,625	1,500	4,975
Accumulated Depreciation	(15,645)	(647)	(4,658)
Written Down Value	12,980	853	317

Note 6: Accounts payable

Current	2015 \$	2015 \$
Accrued Expenses	25,174	32,133
Trade Creditors	35,609	109,550
Superannuation Payable	469	468
PAYGW Payable	8,449	1,897
	69,701	144,048

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 2015 the number of members was 179.

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 2015.

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.

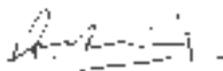
IFRS Compliance

I declare that the company has met IFRS compliance requirements.

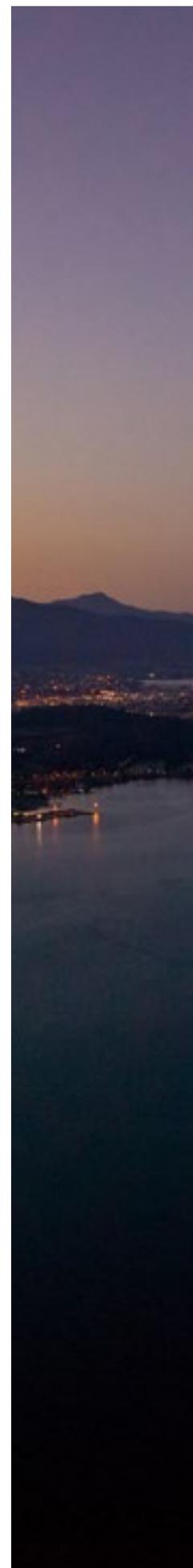
Audit Opinion

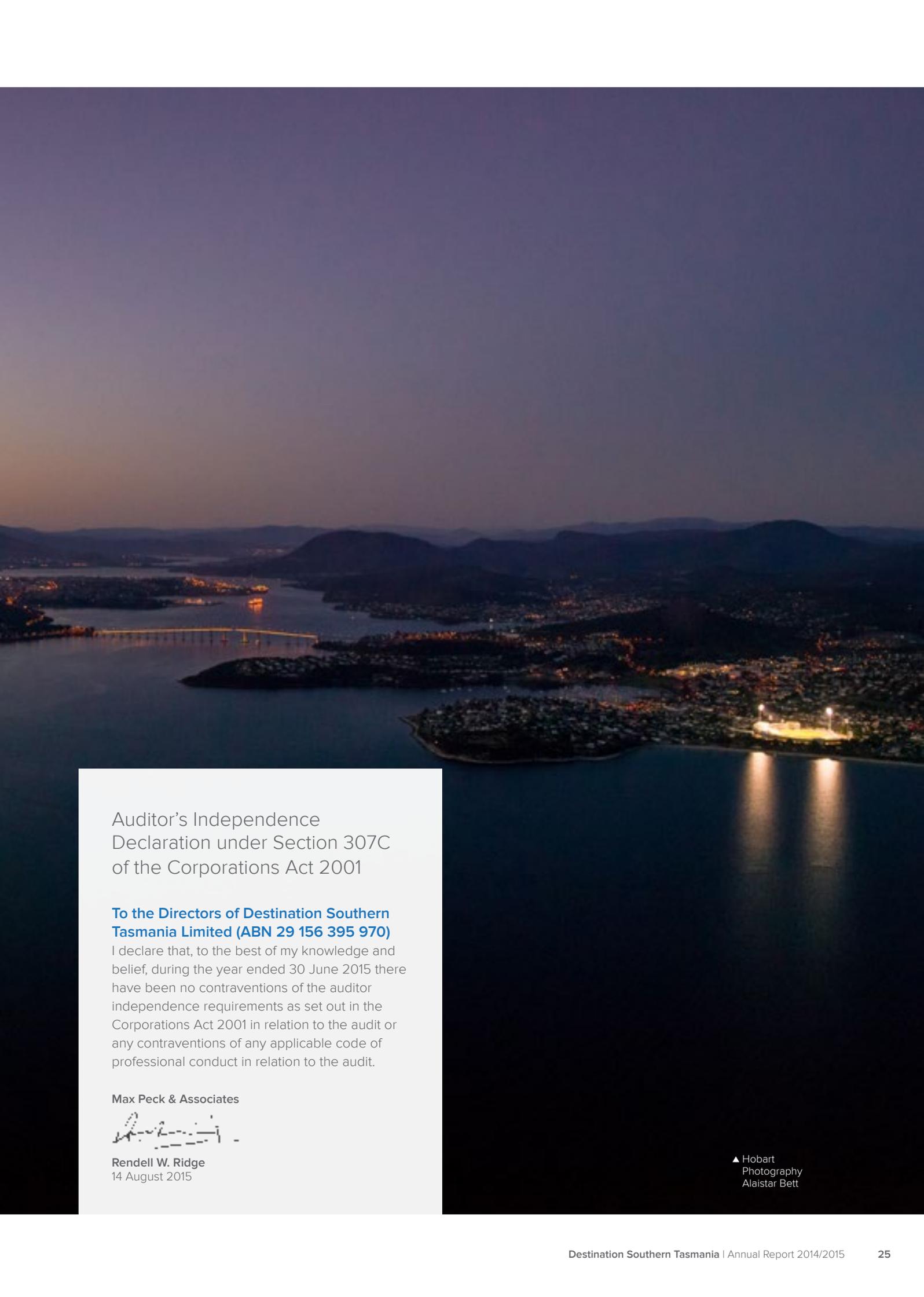
In my opinion, the financial report of Destination Southern Tasmania Limited presents fairly in accordance with applicable Accounting Standards and other mandatory professional reporting requirements in Australia the financial position of the Company as at 30 June 2015 and the results of its operations and its cash flows for the year then ended.

Max Peck & Associates



Rendell W. Ridge
14 August 2015



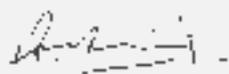


Auditor's Independence
Declaration under Section 307C
of the Corporations Act 2001

**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 2015 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
14 August 2015

▲ Hobart
Photography
Alaistar Bett

members at 30 june 2015

28 Gates	Curringa Farm	Gourmania Food Tours Tasmania	Lucky Ducks Cafe/Restaurant
43 Degrees Bruny Island	Customs House Hotel	Hadleys Pty. Ltd. (Grand Mercure Hobart Central Apartments)	Lufra Hotel (Lufra Investments Pty. Ltd.)
55 Davey	Cygnets Holiday Park (R.L. and R Gudden)	Hastings Caves and Thermal Springs	Makers on Church Street
7HOFM (Tasmanian Broadcasters)	Derwent Bridge Chalets and Studios (Bridge of Orchy Pty. Ltd.)	Head Waves	Manfield
Airlines of Tasmania P/L (Par Avion Wilderness Tours)	Derwent Bridge Wilderness Hotel (Derwent Bridge Wilderness Resort)	Heimat Chalets (F.C. Pearce and L.E. Pearce)	Mawson's Huts Replica Museum
Alabama Hotel Hobart	Derwent Cruises (Navigators)	Heritage Horse Drawn Carriages Pty. Ltd.	Maydena Country Cabins and Alpacas
At Eleven, la petite maison	Discovery Holiday Parks	Highland Cabins and Cottages at Bronte Park	Mayfair Plaza Motel
Avis Australia	Doctor Syntax	Hobart International Airport P/L	Membership Name
Bangor Wine and Oyster Shed Pty. Ltd.	Domaine A Stoney Vineyard	Hobart Yachts (Tasmanian Yachting Adventures)	Mermaid Cafe (Aquarius Seafarms)
Bargain Car Rentals	DPIPWE Mt. Field National Park (Dept of Primary Industries, Parks, Water and Environment)	Home Hill Winery	Mona (Moorilla Estate Pty. Ltd.)
Barilla Bay Seafoods (P and V Forrest Investments)	Driftwood Cottages	Hotel Collins	Montacute Boutique Bunkhouse
Barron Associates	Dunalley Waterfront Cafe	Hotel Grand Chancellor	Motel 429 (SBMI P/L)
Beachview Bellerive (Coastal Designer Developments)	Eaglehawk Dive Centre (Diversified Diving Services)	Huon River Jet Boats	Motel Mayfair on Cavell
Bespoke Tasmania	Edge Insights (Everything Market Research)	Huon Valley Escapes	Mures Tasmania (Mures Fish Centre)
Best Western Hobart	Entourage Sailing (Plus 42 South)	Impressive Tasmania (Impressive Tasmania Experience the Best of Tasmania)	Nant Distilling Company
Blue Hills Motel	Experience Tasmania Tours and Charters P/L (Experience Tas)	Industrylink (Industrylink Training P/L)	National Trust of Australia (Tasmania)
Bonorong Wildlife Sanctuary	Far South Tasmania Inc	Innkeepers Tasmania (Innkeepers Marketing Pty. Ltd.)	Patchwork Cafe
Boutique Wine Tours Tasmania	Farm Gate Market	Island Scenic Flights	Pennicott Wilderness Journeys
Bruny Island House of Whisky	Federal Group (Mulawa Holdings Pty. Ltd.)	Islington Hotel (Van Diemen Hotel Group)	Peppermint Bay Cruises (Peppermint Bay Pty. Ltd.)
Bruny Island Safaris	Federation Chocolate (Fudgey)	Jun Lin Massage	Port Arthur Historic Sites (Port Arthur Historic Site Management Authority)
Bruny Vista Cabin	Flinderskeep (Freycinet Haven)	Kermantie Hotel and Marina	Port Arthur Holiday Park
Budget Rent-a-Car (John Nettlefold Nominees Pty. Ltd.)	Forestvale Design Centre	Lark Distillery (Lark Distillery Pty. Ltd.)	Port Arthur Lavender Farm
Callington Mill (Southern Midlands Council)	Fountainside Hotel	Lenna of Hobart	Pumphouse Point
Cambridge House Bed and Breakfast	Four Seasons Holiday Cottages	Let's Show you Tasmania Tours	Quality Hobart Midcity Hotel
Captain Cook Caravan Park	Fox and Hounds Inn	Library House	Quest Trinity House
Casaveen Knitwear (A and C McShane Pty. Ltd.)	Frogmore Creek (Meadowbank Wines)	Love Tasmania Tours	RACT (Club Tasmania Holdings Pty. Ltd.)
Cascade Brewery Co	Giants' Table and Cottages		Ratho Farm
City View Motel			Redbanks Fish and Field
Colonial Accommodation @ Undine			Richmond and Coal River Valley Promotions Group
Cricket Tasmania			
Cruisin Motorhomes (Cruisin Motorhomes Pty. Ltd.)			



► Clifton Beach
Photography
Clarence City Council

Richmond Maze and
Tea Rooms

Richmond Park Boat House
(3JAAR Pty. Ltd.)

Roaring 40s Ocean Kayaking

Rosefield Bed and Breakfast

Rotorlift Aviation

Salamanca Arts Centre

Salamanca Inn (Salamanca Inn
Holdings Pty. Ltd)

Salamanca Wharf Cafe

Salamanca Wharf Hotel
(Salamanca Wharf Hotel
Pty. Ltd.)

Segway Tasmania

Shene Tasmania (Heritage
Tourism Tasmania P/L)

Shutterbug Walkabouts

Smugglers Rest

Somerset on the Pier

Sorell Fruit Farm

Southern Cross Austereo

Southern Isle Charters

Southern Lights Hotel (Dondee
Investments P/L)

St. Ives Hotel

Stewarts Bay Lodge

Sullivans Cove Apartments
(Vibe Tasmania Pty. Ltd.)

Tahune Airwalk/Eagles Eyrie
(Forestry Tasmania)

Tanglefoot Tours

Tasmania Golf Club

Tasmania Tour Guide

Tasmanian Devil
Conservation Park

Tasmanian Museum and Art
Gallery

Tasmanian Whisky
Distillery Tours

Tasmanian Wilderness
Experience

Tassie Motor Shacks

Tasvacations (Tasvacations
Pty. Ltd.)

The Bruny Island Long
Weekend

The Falls Music and Arts
Festival

The Henry Jones Art Hotel

The Junction Motel (Timothy
Last Catering Pty. Ltd.)

The Lady Nelson (The
Tasmanian Sail Training
Association Limited)

The Old Woolstore
Apartment Hotel (Super
Woolstore Pty. Ltd.)

The Possum Shed
(M R Decelis and S J White)

The Red Decker Company

The Red Velvet Lounge

The Wall in the Wilderness

Tourism Brochure Exchange
(Kingford Promotions Pty. Ltd.)

Travelodge Hobart (Medina
Property Services Pty. Ltd.)

Travelodge Hobart Airport

Tynwald Restaurant and
Historic Accommodation

Under Down Under
(UDU Pty. Ltd.)

Villa Howden

Waterfalls Cafe and Gallery

Waterside Accommodation

White Beach Tourist Park

William Smith and Sons

Wrest Point Hotel and Casino
(Federal Hotels Pty. Ltd.)

Yukon Tours

Zero Davey Boutique
Apartments (Escapes Resorts
and Apartments)

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



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