

## welcome

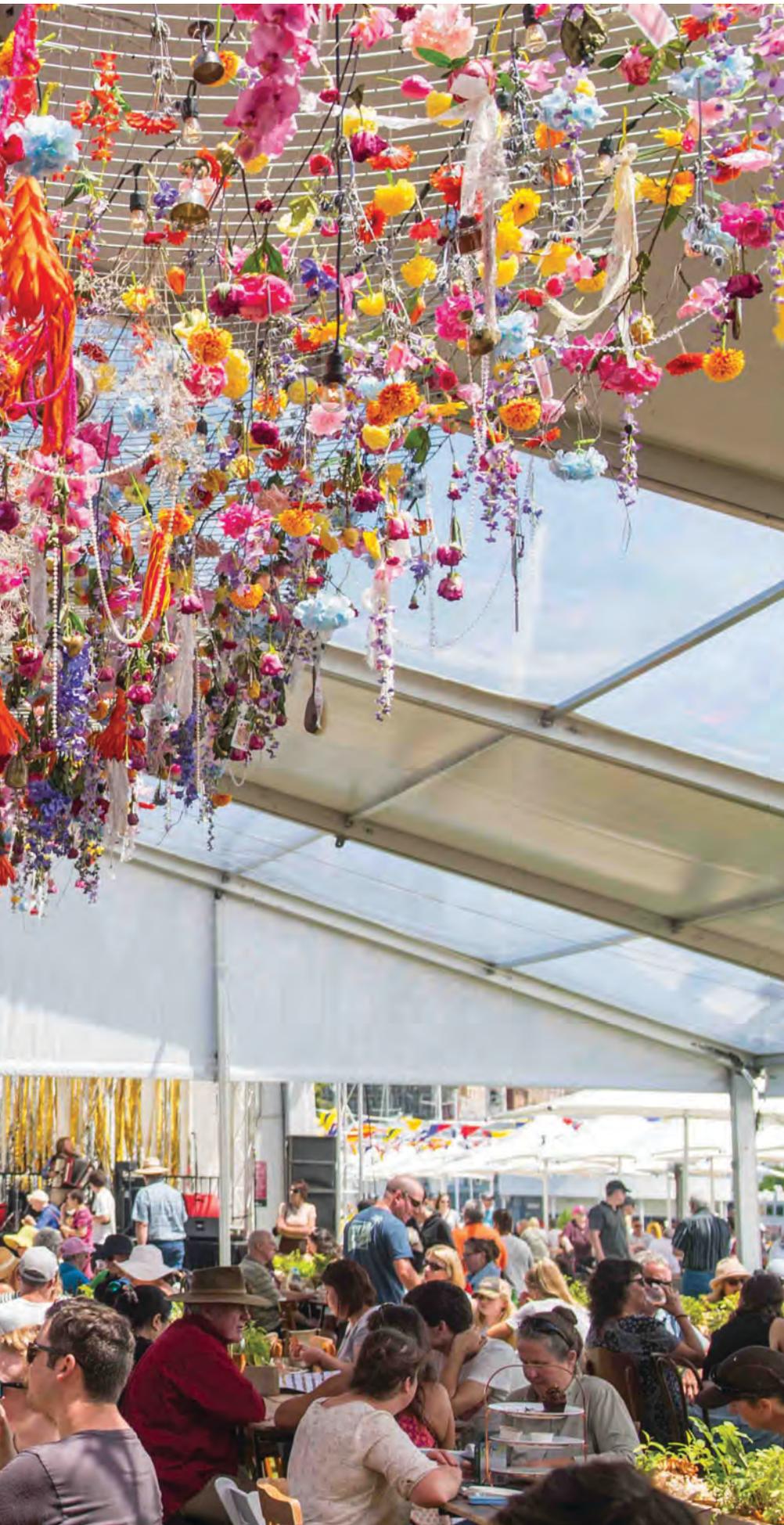
The 2017/2018 financial year saw Destination Southern Tasmania (DST) celebrate its sixth year of operation as southern Tasmania's Regional Tourism Organisation (RTO).

Covering a large region, incorporating 11 of Tasmania's 29 local government areas. Our goals are to build the capacity of industry to respond to visitor demand, deliver quality experiences and to ensure the benefits of the visitor economy flow throughout the region. Key to achieving this is: the development of a strong membership base; a digital marketing marketing program; partnerships; industry education; and regional advocacy.

DST has received continued growth in membership and has enjoyed high levels of industry engagement, evidenced by over 1555 attendees across all DST industry events throughout the year – over 80% more than the previous year.

It is with much pleasure that DST presents its 2018 Annual Report. We trust that it will communicate the passion and energy that our organisation brings to the tourism community in southern Tasmania.





Cover

- ▶ Top row  
Port Arthur Lavender  
Supplied Courtesy of Port Arthur Lavender  
  
Willie Smiths Organic Apple Cider  
Photography Nick Osborne  
MACq01  
Photography Adam Gibson
- ▶ Middle row  
Dark Mofo  
Photography Lusy Productions  
  
Petty Sessions Cafe and Gallery  
Photography Rob Burnett  
  
Curringa Farm  
Photography Wai Nang Poon
- ▶ Bottom row  
Salamanca Market  
Photography Alastair Bett  
(courtesy City of Hobart)  
  
Bruny Island Cruises  
– Breathing Rock  
Photography Glen Gibson  
  
Dark Mofo: Dark Park  
Photography Adam Gibson

All images supplied courtesy of Tourism Tasmania

- ◀ Taste of Tasmania 2017-18  
Photography Alastair Bett  
(courtesy City of Hobart)

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## from the chairman



Yesterday I enjoyed a spontaneous interaction with several groups of travellers visiting our beautiful state. One group was from Sydney and the other outback Queensland and they were all on their first visit to Tasmania.

They each spoke of how wonderful their time here had been and how impressed they were with our beautiful scenery, the visitor experiences on offer and just how friendly the people were. Whilst this is typical, it does remind us all of those attributes that are the foundations of a great holiday to Tasmania.

Equally, it highlights the critical discussion that has been played out over the past year about our need to manage visitor growth in a sustainable way. Whilst much of the media hype has been around a booming visitor economy, the reality is that over the past 10 years holiday visitation has grown in the southern region at about 5% per annum. This year we have seen record visitation to southern Tasmania, with over 1.04 million interstate and overseas visitors, an increase of 2% from the previous year. Strong growth came from domestic holiday visitors and traditional international markets including UK and USA and emerging Asian markets. Just over 80% of all visitors to Tasmania visit southern Tasmania. The southern region also received 2.6 million intrastate overnight and day trip visitors year ending March 2017/2018. We are committed to keeping this debate in perspective through consultation and engagement with our industry.

Much of this growth has been off the back of significant investments by both industry and government (at all levels) in the visitor economy. Importantly this investment has been in products and experiences that are on brand. Investment in revitalising existing products and services, and the development of new visitor experiences is critical to managing the growth of the visitor economy in a sustainable manner.

DST is strongly placed to continue playing a key role in shaping the future. I would like to thank our inaugural Chairman, Vin Barron, for his commitment to the industry and the leadership role he has played over many years in building DST into a strong and vibrant regional tourism organisation. Vin's continued support and guidance on the board is valued. Toni Kibbey and Dave Gunton have been valued directors of the board, however they are not seeking re-election and I would like to thank them for their contribution.

I would also like to acknowledge and thank Melinda Anderson for the excellent job she did in her role as CEO. Melinda is a brilliant networker and her facilitation and linking role throughout the region and across the sector is now a core strength of DST. Alex has transitioned into the role quickly and brings a great range of qualities and insights. His appointment has been roundly supported by our membership and throughout the industry. My thanks also go to the DST team of Kate, Anne and Natalie for their continued hard work.

Finally I would like to thank our members and our partners for their commitment and support to DST. All of our industry based functions are well attended and the atmosphere is collegial and positive. The ongoing support of the State Government and its ongoing commitment to regional tourism is vital.

Through our active and engaged membership, the board and our team all have a key role to ensure we build and create a strong and vibrant visitor destination, that continues to welcome travellers to our shores.

I would like to thank the State Government for its support, and for its support of the regional tourism structure through Tourism Tasmania and the Department of State Growth.

A handwritten signature in black ink, appearing to read 'Stuart Lennox', written over a light grey background.

**STUART LENNOX**

Chairman



▲ Picnic in the Huon Valley  
Photography Samuel Shelley  
◀ Willie Smiths Organic Apple Cider  
William Smiths & Sons, Ali Nasserli

## from the ceo

Now in its sixth year, DST has continued its position as an important stakeholder in Tasmania's tourism industry. Our small team of industry professionals has worked hard to progress our three organisational pillars of regional dispersal including marketing, industry development and advocacy. We have worked within our resource limitations to ensure the sustainability of the organisation whilst maximising output. It is with great pleasure that I can present a snapshot of our achievements this year.



### Marketing and regional dispersal

Our marketing efforts are focussed on the intrastate and on-ground visitors, whilst supporting Tourism Tasmania's interstate and international activities through the provision of regional content. Our job is to facilitate interest in the southern Tasmanian region and support operators to drive visitation to their own businesses. To do this, we have continued to focus on creative digital marketing channels and facilitation of partnerships to leverage opportunities for industry. Regional dispersal is integral to all of our pillars, marketing activations include:

#### Visitor Map

In 2016, we launched the *Explore Tasmania's South* map. Now in its third printing, it is designed to showcase the brand strengths of the region and highlight how accessible our diverse experiences are. The map is hand illustrated to provide an interesting and attractive tool for visitors that will complement other information sources.

The map was well received by visitors with a print run of 150,000 distributed throughout the state during 2017/2018 via major gateways, Spirit of Tasmania, Visitor Information Centres and industry operators. Larger billboard versions of the map featured at the Hobart Airport, Tasmanian Travel and Information Centre and Mac2 Cruise Terminal.

#### Digital

Our marketing program focussed heavily on digital media engagement, digital content acquisition and generation, as well as social media channel development through our Hobart and Beyond platforms. We continue to develop unique stories to boost search engine optimisation across our website and generate social media traffic. We also work to encourage ambassadors for our region through third party content via coordination of Instameets.

Our public facing brand, Hobart and Beyond, has become an established digital reference point for information about southern Tasmania, with the website receiving 253,833 page views from 89,373 users. The website is also featuring highly in key search terms on Google.

Significant work has been undertaken to streamline the Hobart and Beyond website bringing in membership data from the Australian Tourism Data Warehouse and optimising speed and usability of the site.

DST has been dedicated to content generation and leveraging social media this year, with our Instagram account topping 35,135 Instagram followers (up 40% on previous year) and Facebook 21,758 Facebook fans (up 21% on previous year). More importantly, community engagement with our social media is impressive, with our Facebook page generally reaching more than 210,000 people each month. Instagram is performing well, generating over 160,000 impressions each month as well.

In terms of content generation by DST, we had excellent interaction with our Southern Exposure blog, which saw over 49,388 page views (4% increase on previous year) and our articles and blogs were seen by in excess of one million people on Facebook. The average time spent on site enjoying the blogs is 4:15 minutes indicating readers value the content.

We partnered with Tourism Tasmania and Dark Mofo to host an Instameet at the opening of Dark Park in June 2018. Participants were provided with exclusive access to the premium laser exhibition *Leviathan*, and there was a prize offering to incentivise content delivery via Instagram. This had the mutual benefit of rewarding our Instagram ambassador community as well as providing additional content and front loading the new #PTTR2018 hashtag.

## Industry development and capacity building

### Membership

As an industry membership organisation, DST is focussed on developing a relevant and high value membership proposition for industry. Membership continues to grow and currently sits at 202. During 2017-18, we welcomed many new and developing businesses as members.

### Connections

We continue to communicate and inform members through our Highlands to Harbours newsletter and regular email updates. We continue engagement in a closed Facebook page for operators where members can share events, updates and news with their industry colleagues.

### Education

A key achievement this year was to build our industry education program, with strong attendances at our industry events testament to our success. We coordinated the third Destination Southern Tasmania Tourism Summit in August 2017 at Blundstone Arena, attracting 190 industry participants (up more than 10% from previous year). The Summit received an 80% satisfaction rating, with 92% intending to attend future summits.

The summit is complemented by the Tips and Tipples member networking and development program which runs in Hobart from February to November. This year, we also took the Tips and Tipples concept to the regions, and ran a number of these events outside of greater Hobart.

We were delighted to work with Consumer Insights expert Katy Cooper to host five regional workshops, helping operators to more efficiently gather and utilise customer data. These were conducted in the Derwent Valley/Central Highlands, Tasman, Bruny Island, Huon Valley and Hobart with 74 attendees across the workshops.

We worked with Tourism Tasmania to deliver their industry roadshow in April with an attendance of 139.

This year we further expanded our industry information toolkit for members, provided via [www.southerntasmania.com.au](http://www.southerntasmania.com.au). This provides an A - Z of useful information to support those working in the tourism industry.

### Industry Excellence

We were delighted to deliver the Southern Stars of Tourism that brings the southern Tasmanian operators together to celebrate our industry. This year's event was held at the Hobart Town Hall in May 2018, the event awarded five Southern stars, comprising of three business and two individual awards. The Stars recognises innovation, brand excellence, new business, community contribution and young achievement. The event will continue to be an annual celebration of the southern Tasmanian tourism industry.

### Industry Connections

Our Tips and Tipples initiative, a regular series of free member networking events, continued to encourage members to learn from each other on topical themes. DST held seven Tips and Tipples events this year, attracting over 650 attendees. Topics included Reaching the Media, Taste of Tasmania, New Developments (including Maydena Bike Park, Frogmore Creek City and the Cape Raoul Track), Meet Hobart Airport CEO Sarah Renner, Mona update, Meet Parks and Wildlife Service General Manager Jason Jacobi, and winter research findings from Tourism Tasmania.

DST's AGM in September attracted 100 attendees and included a networking event which showcased the food and beverages of DST producer members.

### Destination Action Plans

DST has continued to facilitate Destination Action Plan implementation groups for Bruny Island, Tasman Peninsula, Coal River Valley, Derwent Valley, Central Highlands, Far South, Huon Valley and in conjunction with Tourism Northern Tasmania, the Heritage Highway. These plans provide the opportunity for local visitor economy priorities to be identified and worked towards.

### Representation

Participation on industry and stakeholder committees and working groups is another way DST contributes to industry development. This year, groups included the Hobart Airport Community Stakeholder Forum, Derwent Valley Economic Growth Special Committee, UTAS risk management interview, Taste of Tasmania Advisory Group and City of Hobart Events Assessment Panels.

## Regional advocacy

Advocacy for regional issues is an ongoing, long-term strategy. The Destination Action Plans have assisted in identifying local issues and during the past financial year DST provided letters of support for grant applications and assisted with submissions for funding programs.

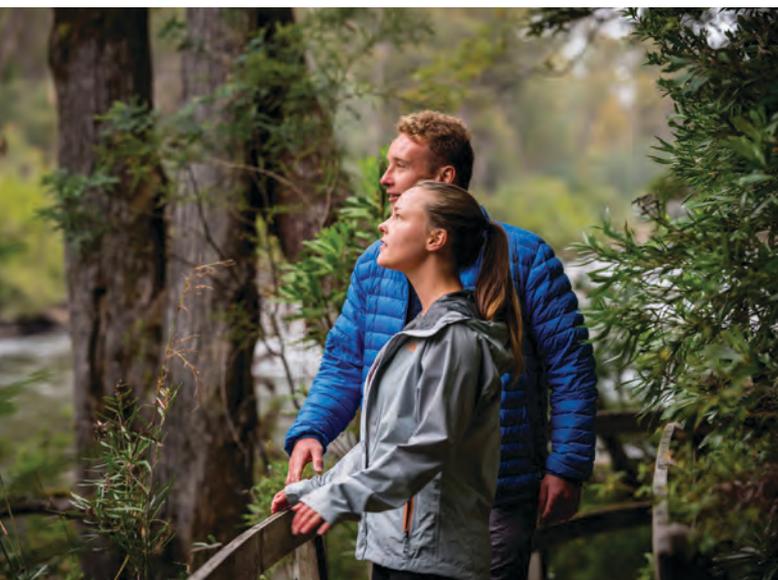
DST has also been a voice for a number of industry issues, including infrastructure priorities throughout the southern region, for example supporting the Far South local tourism industry with their objection to the Southwood Fibre woodchip proposal.

DST has a strong public relations program designed to raise community awareness of DST's activities of the value of tourism to Tasmania. Media commentary during 2017/2018 has incorporated the following topics:

- Cruise season
- DST Summit
- Industry leadership
- Visitation statistics
- Destination Action Plans
- Tourism investment
- Experience development
- Visitor Engagement Strategy
- Winter festivals
- Southern Stars of Tourism
- Paint the Town Red campaign
- Castray Point
- Tasmanian Whisky Week
- Hobart airport investment
- Coal River Valley brand launch

▶ Tasmanian Seafood  
Seduction – Pennicott  
Wilderness Journeys  
Photography Poon Wai Nang

▼ Huon Pine Walk  
– Tahune Adventures  
Courtesy Tahune  
Adventures Tasmania



## With thanks

DST is a small team and is grateful for the support it receives from its Board members: Stuart Lennox (Chair), Tom Wootton (Deputy Chair), Vin Barron, Anne Hardy, Toni Kibbey, David Gunton, Tim Parsons, Tim Short, Cr. Martyn Evans, Ken Stronach and Dan Aitken.

We would also like to thank our industry representatives on our Marketing and Membership and Industry Development Committees: Kylie Scolyer, Maree Davies, Tory Ross, Jen Fry, Tim Hodgkinson. Thank you also to our corporate partners: Qantas, Southern Cross Austereo, Hobart Airport and The Mercury.

DST has operated with four full time equivalent staff for most of 2017/2018. It has achieved a significant program of activities with limited resources, which is testament to the hard work of its team Natalie Hayes, Anne Menegat and Kate McCarthy.

Destination Southern Tasmania would like to acknowledge and thank the outgoing CEO Melinda Anderson for her contribution to the success of DST since her appointment in August 2014.

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

**ALEX HEROYS**

Chief Executive Officer



# partnerships

Partnerships are key to maximising DST's and the industry's resources, as well as being critical for us to achieve our goals of regional dispersal and industry development. Below is a snapshot of some of our partnerships:

## Tourism Tasmania

We continued our regular industry presentations to Tourism Tasmania staff from DST members to keep our State Tourism Organisation informed of developments within our region. We are delighted to assist in the generation of content for their social media program through the coordination of Instameets. We also provide advice to support Tourism Tasmania's campaign development and are key partners on the development of the Western Wilds Journey program, as well as contributing to the Tasmanian cruise stakeholder group.

## Department of State Growth

DST works closely with the Tourism and Hospitality Supply Side Unit within the Department of State Growth (DSG), as well as with Events Tasmania. DSG is a key partner in the delivery of the DAPs, journeys and in leveraging partnerships for regional events.

## Local Tourism Associations and Networks

DST continued to work with the local tourism associations (LTA) and networks to build industry capacity and ensure tourism benefits flowed on to local communities. For example, this year DST managed the Heritage Highway annual social media program, the Port Arthur and Tasman Tourism Association (PATTA) gala dinner ticketing and networking events in all LTA regions.

## Tourism Industry Council of Tasmania

DST works closely with the TICT to identify and raise regional advocacy issues. The DST Chair holds a position on the TICT board. We also support the annual tourism award judging program, communicate TICT events to our members, and support these events through attendance.

## Brooke Street Pier

Working in conjunction with Brooke Street Pier, DST continued its cooperative program to feature member brochures by displaying them throughout this high traffic site. 45 operators are participating this year. We thank Red Decker for its support in partnering with DST to ensure the brochure racks remain well stocked during high peak periods and at weekends.

## Hobart Airport

We were delighted to work closely with Hobart Airport, featuring our *Explore Tasmania's South* map at Tasmania's major airline gateway.

## Cruise

DST partnered with TasPorts, City of Hobart and Tasmanian Travel and Information Centre to provide promotion of member businesses and industry to passengers arriving on 59 cruise ships into Hobart. Poster displays were provided in the Mac 02 terminal and tour operators were able to purchase parking permits on Hunter Street, from which they could sell tours and experiences directly to cruise passengers.

## Regional Events

DST works closely with event organisers and other industry stakeholders to disperse information about their events and encourage collaboration with appropriate tourism partners. We promote regional dispersal for attendees. For example, we worked with Dark Mofo, Huon Valley Mid-Winter Festival and Festival of Voices to encourage operator involvement and regional dispersal.

## Southern Cross

DST maintains a corporate partnership with Southern Cross Austereo which has enabled us to facilitate seasonal cooperative television and radio campaigns for industry.

## Mona / Dark Mofo

We are proud to continue our work with Mona to provide opportunities for industry to partner with one of Tasmania's major attractions. This included the 12 month Mona Industry Campaign, providing operators the opportunity to list their business on the Mona website, and *Paint the Town Red*, a DST-led initiative encouraging industry to incorporate red lighting and add vibrancy to Hobart's Dark Mofo winter event.

## Mercury

The Mercury is a corporate partner of DST and supported the Southern Stars of Tourism event as well as the annual Summit. The Mercury partnered with DST to host a 'People's Poll' to allow the community to decide the winner of the #PTTR18 photo competition. They also provided editorial and several advertisements to communicate the hashtag.

### Local Government

DST is proud to work in collaboration with its 11 Council partners, providing marketing advice and assistance where appropriate. This year, we project managed marketing activities for Huon Valley Council and Kingborough Council under the cooperative Southern Trove program. We assisted development of an augmented reality project involving Clarence, Brighton, Derwent Valley and Southern Midlands Council and attended many working groups across all 11 councils.

### TasTAFE

DST has developed a strong partnership with TasTAFE Drysdale, welcoming students to participate in DST events throughout the year. This has provided students with invaluable practical experience in event hosting alongside training, networking and educational benefits.

We have also welcomed Certificate IV students to complete work experience in our office.

### Collaborative marketing

DST works hard to develop partnerships that provide cost effective marketing opportunities to industry that may otherwise be inaccessible. This year we developed promotional programs that enabled operators to participate at varying levels:

- 71 advertisers participated in the advertising program at Brooke Street Pier with brochures displayed across five advertising screens.
- 90 businesses participated in Paint the Town Red, lighting up their business red to support Dark Mofo and participate in DST's social media program.
- The Mercury supported DST's Paint the Town Red campaign through editorial, advertising and the "People's Poll".
- There were an unprecedented 942 posts to the Paint the Town Red hashtag compared to 339 during the previous year.
- 12 operators participated in a three-month program of cooperative advertising across radio and television featuring Hobart and Beyond branded television commercials.
- 43 participants signed up for 2017/2018 Mona industry campaign.
- 7 operators signed up for the independent tour operator cruise program operating from Hunter Street, outside the cruise terminal. Another 11 operators took up poster display advertising in the terminal, facilitated by DST.

▼ Willie Smith's Apple Shed  
Photography Samuel Shelley



▼ Huon Valley Mid-Winter Fest  
Photography Kate Berry



# membership

DST is truly an industry led organisation, with 202 members from across southern Tasmania. We were delighted to welcome new members this year as we continue to grow and evolve to meet industry needs.

## 2018 DST Member Survey

144 responses representing more than 109 member businesses (over 50%) participated in our 2018 Membership Survey in January, giving us a clear snapshot of how we are tracking in terms of responding to industry needs.

The survey results revealed an overall satisfaction rating of 4.01 out of 5 and a 90% likelihood of membership renewal in 2018.

The survey also revealed that the main reasons for joining DST were as follows:

- being part of the peak regional tourism body (85%),
- to support the tourism industry (79%), and
- business networking came in next at 67.5%.

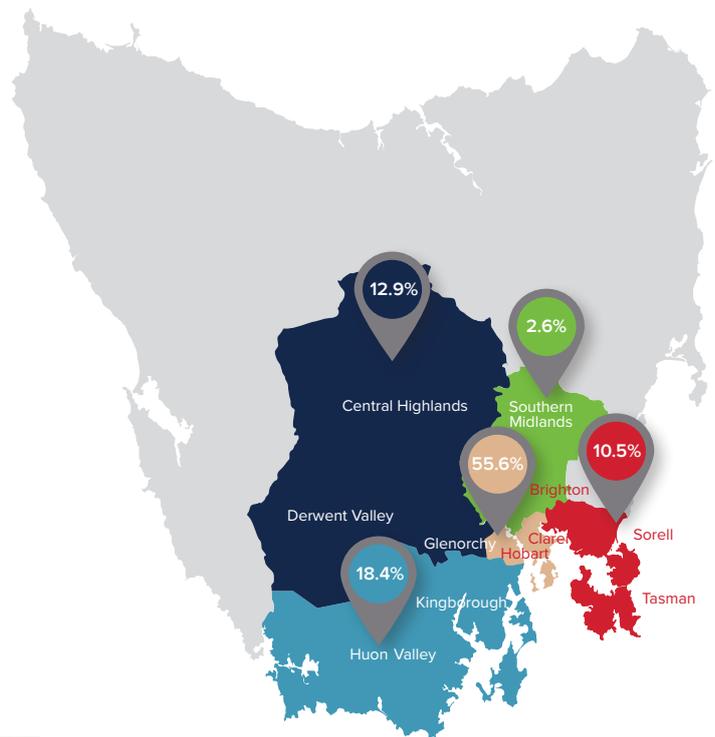
Furthermore, the most valuable membership benefits were shown to be:

- access to key industry stakeholders (81%),
- networking opportunities (80%),
- DST facilitated workshops (80%).

▼ Wooden Boat Centre Tasmania  
Photography Nick Osborne



## DST Member Distribution



- Greater Hobart
- Heritage Highway
- Huon Valley/Kingborough
- Tasman Peninsula
- Derwent Valley and Central Highlands

## members at 30 june 2018

|  |  |   |   |  |
|--|--|---|---|--|
| 28 Gates   | Derwent Valley Council   | Ida Bay Railway   | Pennicott Wilderness Journeys                 | Tasmanian Jet Ski Adventures                     |
| Ageing Barrel Tours                                  | Discovery Holiday Parks  | Industrylink  | Peppermint Bay Cruises                        | Tasmanian Museum & Art Gallery                   |
| Ambience on Huon Bed & Breakfast                     | Domaine A Stoney Vineyard                                      | Innkeepers Tasmania   | Pooley Wines                                  | Tasmanian Symphony Orchestra                     |
| Art Farm Birchs Bay                                  | Driftwood Cottages   | Inverawe Native Gardens                                     | Port Arthur Historic Sites                    | Tasmanian Walking Company                        |
| Ashdowns of Dover Bed & Breakfast                    | Eaglehawk Dive Centre  | Island Scenic Flights                                       | Port Arthur Holiday Park                      | Tassie Bound Adventure Tours                     |
| At Eleven, la petite maison                          | Evolvo Room Escape   | Islington Hotel   | Port Arthur Lavender Farm                     | Tassie Motor Shacks                              |
| Australasian Golf Museum                             | Experience Tasmania Tours and Charters                         | Jackson's Emporium  | Port Arthur Villas                            | TasTafe-Drysdale                                 |
| Avis Australia                                       | Farm Gate Market   | Jenatt at Salamanca Apartments                              | Puddleduck Vineyard Tasmania                  | The Agrarian Kitchen Eatery                      |
| Bangor Vineyard Shed                                 | Fat Pig Farm   | Kermandie Hotel & Marina                                    | Pumphouse Point                               | The Corinda Collection                           |
| Barilla Bay Seafoods                                 | Federal Group  | Kingborough Council   | Qantas Airways (QantasLink)                   | The Falls Music & Arts Festival                  |
| Barron Associates                                    | Federation Chocolate   | Lark Distillery   | RACT  | The Henry Jones Art Hotel                        |
| Bellehaven Tasmania                                  | Fountainside Hotel   | Lenna of Hobart   | Rathmore                                      | The Kingdom Gallery at Glen Clyde House          |
| Best Western Hobart                                  | Fox and Hounds   | Let's Show you Tasmania Tours                               | Ratho Farm                                    | The Mercury                                      |
| Blue Hills Motel                                     | Frogmore Creek   | Library House   | Richmond & Coal River Valley Promotions Group | The Old Woolstore Apartment Hotel                |
| Bonorong Wildlife Sanctuary                          | Geeveston Visitor Centre                                       | Love Tasmania Tours   | Riverfront Motel & Villas                     | The Possum Shed                                  |
| Brighton Council                                     | Glenorchy City Council   | Lufra Hotel   | Roaring 40s Kayaking                          | The Red Decker Company                           |
| Bruny Island Cheese Co.                              | Gourmania Food Tours Tasmania                                  | MACq01 Hotel  | Rotorlift Aviation                            | The Wooden Boat Centre                           |
| Bruny Island Coastal Retreats                        | Grandveve Cheeses  | Macquarie Point Development Corporation                     | Roxburgh House Apartments                     | Three Capes Gear and Gourmet                     |
| Bruny Island Honey Company                           | Hadley's Orient Hotel  | Mantra Collins Hotel  | Royal Tasmanian Botanical Gardens             | Tourism Brochure Exchange                        |
| Bruny Island Premium Wines                           | Hamilton Inn   | Margate Marina  | Sailtas                                       | Tours around Tasmania                            |
| Bruny Island Safaris / Bruny Island Lighthouse Tours | Harrison Group (Wherewot Division and Waterside Accommodation) | Marawah Hospitality (The GlassHouse / Brooke Street Larder) | Salamanca Arts Centre                         | Truffle Lodge                                    |
| Budget Rent-a-Car                                    | Harrison Grove Guest Houses                                    | Mawson's Huts Replica Museum                                | Salamanca Inn                                 | Two Bud Spur Vineyard                            |
| Business Events Tasmania                             | Hawthorn Lodge   | Maydena Bike Park   | Salamanca Wharf Hotel                         | Tynwald Restaurant & Historic Accommodation      |
| Candy Ab   | Heimat Chalets   | Mayfair on Cavell   | Salalters Hire                                | Under Down Under                                 |
| Captain Cook Holiday Park                            | Heritage Horse Drawn Carriages                                 | Mayfair Plaza Motel   | Shene Estate & Distillery                     | Walk on Wellington                               |
| Cascade Brewery Co                                   | Heritage Sailing Tasmania                                      | McHenry Distillery  | Shutterbug Walkabouts                         | Walton House B&B                                 |
| Central Highlands Council                            | Highland Cabins & Cottages at Bronte Park                      | Meadowbank Wines  | Smugglers Rest                                | Waterfalls Cafe & Gallery                        |
| Channel Museum                                       | Hobart Central YHA   | Mona  | Snug Beach Cabin & Caravan Park               | Whispering Spirit Holiday Cottages and Miniature |
| City View Motel                                      | Hobart Chamber of Commerce                                     | Mona Roma (Navigators) Motel 429                            | Somerset on the Pier                          | Pony Stud  |
| Clarence City Council                                | Hobart City Council  | Mount Wellington Cableway Company                           | Sorell Council                                | Wild Pedder                                      |
| Coal River Farm                                      | Hobart Historic Cruises  | Mures Tasmania  | Southern Cross Austereo                       | Willie Smith's                                   |
| Coral Expeditions                                    | Hobart Historic Tours  | National Trust of Australia (Tasmania)                      | Southern Lights Hotel                         | Women in Tourism & Hospitality Tasmania          |
| Crickit Tasmania                                     | Hobart International Airport                                   | Old Kempton Distillery                                      | Southern Midlands Council                     | Woodbridge Smokehouse                            |
| Cruisin Motorhomes                                   | Hobart Yachts  | Ondine Boat Hire  | St Ives Hotel                                 | Wrest Point Hotel & Casino                       |
| Curringa Farm  | Home Hill Winery   | Osborne Heli Tours  | Stewarts Bay Lodge                            | Yukon Tours                                      |
| Derwent Bridge Chalets & Studios                     | Hotel Bruny  | Overdrive Car Hire  | Stuart Lennox                                 | Zero Davey Boutique Apartments                   |
| Derwent Bridge Wilderness Hotel                      | Hotel Grand Chancellor   | Oyster Cove Chalet  | Sullivans Cove Apartments                     |  |
| Derwent Sailing Squadron                             | Huon River Jet Boats   | Pagan Cider   | Tahune Adventures                             |  |
|  | Huon Valley Council  | Par Avion Wilderness Tours                                  | Tasman Council                                |  |
|  | Huon Valley Escapes  | Parks and Wildlife Service                                  | Tasmania Tour Guide                           |  |
|  | Hydro Tasmania   | Pedder Wilderness Lodge                                     | Tasmanian Boat Charters                       |  |
|  | Ibis Styles Hobart   |   | Tasmanian Devil Unzoo                         |  |
|  |  |   | Tasmanian Ebike Adventures                    |  |

## spotlight on destination action plans

As part of the implementation of the Tasmanian Visitor Economy Strategy 2015–2020 and with the support of the Department of State Growth, DST has developed nine Destination Action Plans (DAPs) throughout southern Tasmania. The purpose of the DAPs is to identify priority actions that can make a difference and achieve the aspirations of key visitor destinations.

DAPs are community and industry driven plans that identify achievable priorities and actions. The Plans are based on the principles that visitors are attracted to destinations and experiences rather than regions, that the visitor experience of the destination is a critical success factor and local communities know their destination best. The Plans seek to identify the challenges and opportunities facing the region and to establish achievable affordable priorities that if delivered, would increase the destination's competitiveness.

In 2017-18, DST facilitated the development of DAPs in Tasmania's Far South, and also in the Huon Valley. DAPs for Greater Hobart, Bruny Island, Tasman, Derwent Valley, Central Highlands, Coal River Valley and Heritage Highway (in conjunction with Tourism Northern Tasmania) had been completed prior to this financial year, so ongoing facilitation of the implementation of those seven Plans has also taken place throughout 2017-18.

Each DAP outlines priorities and actions as a guide for stakeholders to collaboratively and cooperatively implement the Plan. Once the DAP has been completed for a region, an Implementation Leadership Group (ILG) is established to facilitate action. A key consideration for the group is the availability and securing of resources to progress the implementation of the Plan in a timely manner. DST has undertaken to support each ILG for a minimum of 12 months after completion of the DAP, to facilitate regular meetings and reporting.

### DAP projects snapshot:

#### Derwent Valley Tasmania

The Derwent Valley DAP process in 2016-17 identified the need to develop a strong central voice to facilitate the messages of the destination. Derwent Valley industry stakeholders established a social media cooperative, called Derwent Valley Tasmania which has developed a new regional website and an ongoing professionally curated social media campaign to promote the region and the experiences it offers. The group continues to grow and thrive, showing itself to be a great example of industry-led collaborative marketing activity.



▲ The Agrarian Kitchen  
Photography Peter Whyte

### Bruny Island Infrastructure

A key priority for the Bruny Island DAP was improved visitor infrastructure to enhance the visitor experience. A \$150,000 infrastructure fund has been established with support from Pennicott Wilderness Journeys, Kingborough Council and State Government for projects that are important to the visitor experience but not currently funded.

During 2017-18, the following projects were completed and funded by this infrastructure fund:

- Grass Point and Fluted Cape walking track: track upgrade and maintenance,
- Denness Point Heritage Trail: construction, compilation and installation of interpretation panels,
- Hanssons Beach and Two Tree Beach car parks: upgraded and resurfaced, and
- Barnes Bay: installation of picnic furniture and an historic interpretation sign.

### Beacon Technology/Augmented Reality Pilot

The DAP process has seen a number of regions identify the need and opportunity to use contemporary interpretation tools to bring to life the rich stories of the region.

This has resulted in a collaboration between Clarence, Brighton, Southern Midlands and Derwent Valley Councils on an interpretation project which uses beacon technology and augmented reality to tell the stories of the region and engage visitors through their digital devices. This project will see this cutting edge technology utilised in a new context, that if successful, could be applied across Tasmania. During 2017-18, much work has been done around developing content and refining the technology, and the first of these augmented reality experiences are expected to be launched in Spring 2018 in New Norfolk, Brighton, Richmond and Oatlands.

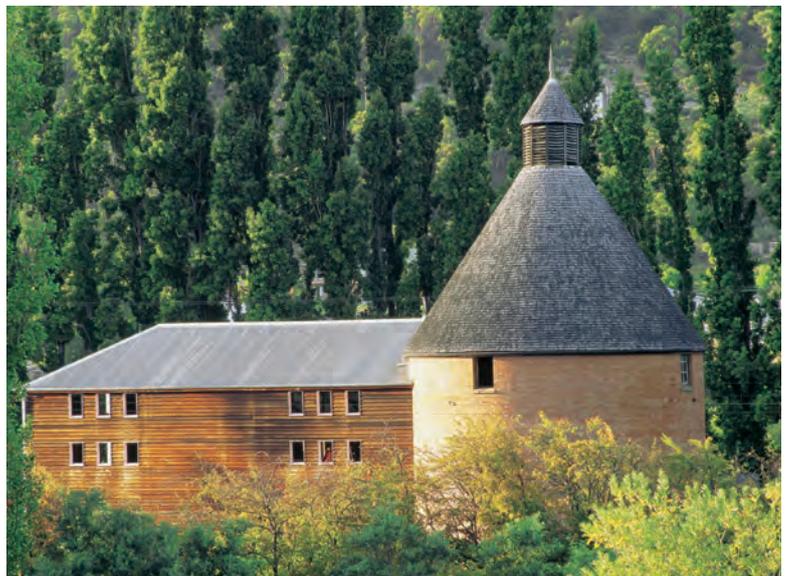
### Coal River Valley

The Coal River Valley DAP identified the opportunity to become one of Australia's premier wine regions. To that end, the group has focussed on developing a more coordinated approach to its marketing, messaging and storytelling. In 2017-18, the following projects have been undertaken:

- The Wine Wall has been launched (this is a public interpretive installation which was developed independently of the DAP, but support with the execution of its launch, as well as industry and public engagement was facilitated by the DAP ILG).
- Clarence City Council has elected to participate in the above-mentioned Augmented Reality Project alongside Brighton, Derwent Valley and Southern Midlands Councils.
- A new brand has been developed for the Coal River Valley, giving the region a more contemporary and inclusive identity.

### Heritage Highway

Storytelling was one of the strongest objectives for the Heritage Highway DAP. To that end, the group is also coordinating an augmented reality project in Ross that will sit alongside and run off the same application as the others being implemented around southern Tasmania.



▲ Oast House  
Photography Geoff Murray

## looking ahead

As we look forward to 2018/2019 the DST team of staff and Board of Directors are committed to our drivers of regional dispersal, industry development, capacity building and regional advocacy whilst maintaining the sustainability of DST. This year will see an increased focus from the state government on regional dispersal and increasing yield. We do have limited financial and human resources and must work strategically, and with partnerships, to be able to maximise our impact for industry.

### Marketing

We will continue to focus our marketing efforts on the intrastate market and on-ground visitors. Whilst much of our attention will centre on creative digital marketing channels, we will concentrate on ensuring maximum dispersal of the *Explore Tasmania's South* map to support awareness of our regional experiences and brand strengths.

### Building Industry Capacity

With the support of Department of State Growth, Destination Action Plans (DAPs) will continue to be a key priority for DST as we work with local communities to implement the plans and address key priorities to improve the visitor experience.

A common thread through DAPs across the state is the facilitation of industry leadership. We will look at opportunities to leverage existing leadership programs and research development of a tailored program through DST.

We will work closely with State Government and other RTOs to implement the Tasmanian Visitor Engagement Strategy to assist in providing a seamless and coordinated visitor experience throughout the state. Key priorities include identification and development of Tasmanian journeys, enhanced wayfinding and signage, including use of digital technology.

The Western Wilds journey, and others that touch into southern Tasmania, will be a strong focus for 2018/2019.

We are also excited to deliver the annual DST Tourism Summit, Southern Stars of Tourism event and the comprehensive Tips and Tipples program, as these become signature industry events for the southern Tasmanian tourism industry.

### Membership and Partnerships

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

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



▲ Willie Smith's Apple Shed  
Photography Samuel Shelley

## the board



**Stuart Lennox**  
**Elected Director**  
**– Chairman**

Stuart is an experiential educator who has spent years encouraging the old and young alike to enjoy Tasmania's outdoors. He loved working as a teacher, then in Sport and Recreation Tasmania before spending many exciting years as a nature-based tourism consultant and marketing manager with Tourism Tasmania.

He recently resigned from the Parks and Wildlife Service as Director Visitor Services. Stuart spent ten years working on the development of the Three Capes Track as a key regional tourism project. He has previously been actively involved with the Cradle Coast Tourism Executive and as a board member of Ecotourism Australia. He convened Australia's first wildlife tourism conference. When he is very lucky he gets to ride his longboard at his home break, Mays Point. When the seas are quiet he rides, walks, dives and climbs anywhere the mood takes him. Stuart is a passionate and proud Tasmanian.



**Tom Wootton**  
**Elected Director**  
**– Deputy Chair**

Tom is a Tasmanian-born marketing professional, having worked across various facets of Tasmania's Tourism Industry. He is qualified lawyer, but opted for a 'less boring' career in marketing and has since worked in London and Melbourne with some of the biggest brands in the world.

Tom returned to his home state in 2014, intent on marketing a product he feels most passionately about: Tasmania. He has worked with a range of tourism businesses including Pumphouse Point, Tourism Industry Council Tasmania and RACT Destinations, but is now the Sales and Marketing Manager for Federal Group's tourism portfolio.



**Daniel Aitken**  
**Elected Director**  
Daniel Aitken is the Marketing Manager for the Museum of Old and

New Art. Daniel's role across the Mona organisation extends from the Museum to Moorilla Winery, and across Mona Foma and Dark Mofo festivals. His experience and skills centre around strategic planning, creative business solutions, brand development and research/data-driven marketing.

As a Tasmanian-born marketer, Daniel is passionate about the Tasmanian tourism industry and bringing more people to experience what our state offers. Through his time with Mona, dating back to before it's opening, he has seen the shape of the Tourism industry change dramatically from within Tasmania's largest draw card and is passionate about helping to build the industry by working together with other tourism and business operators and leveraging from each other's experience and skills.



**Vincent Barron**  
**Elected Director**  
Vin Barron was Chief Executive of the Tasmanian

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

In May 2011, he became the convenor/ chairman of various industry working groups having as their objective the establishment of a new regional tourism organisation for Southern Tasmania. He was a founding Director of the Tourism Industry Council of Tasmania and currently represents DST on the TICT Board.

Vin is a Director of Cricket Tasmania with committee responsibilities which include marketing, promoting major events, Blundstone Arena venue operations and the Tasmanian Cricket Museum.



**Martyn Evans**  
**Nominated by Southern Tasmanian Councils Authority**

Martyn Evans will attain a milestone in 2017 – a decade of service to the Derwent Valley as Mayor. During his tenure in the role, Mayor Evans' passion for supporting young people, education and introduction of new technologies into schools, has included the establishment of the Derwent Valley Scholarship Fund, which has supported interstate travel for young creative artists and sport players.

A life-long northern suburbs dweller, Mayor Evans is strongly connected him to his community with a deep understanding of the social issues facing the region. Recently hosting an overseas delegation visiting group from China, Mayor Evans hopes to end his tenure in 2018 by continuing the path towards a formal Friendship City relationship with Guan'An Province.



**David Gunton**  
**Elected Director**

Dave has always had hospitality in his blood, carrying his first restaurant

plate at 14 years old Quigley's in Launceston. In 1993, he worked for the Sheraton Corporation after leaving school but it was not long before he owned his own business. He ran his first hotel as licensee at the age of 20 and purchased his first hotel in 1999.

Dave's passion for the tourism sector saw him move to Bruny Island in 2005 where he developed the award-winning Explorers Cottages. He purchased Hotel Bruny in 2011, with the restaurant expanding to a thriving hub for visitors and local community members.

Dave has most recently developed Bruny Island Cider, the first and only commercial cider to showcase Bruny Island apples. His Bruny Island Café opened in late July and he soon to launch Bruny Island Lodge.



**Anne Hardy**

**Appointed Director**

Dr. Anne Hardy is a Senior Lecturer at the University of Tasmania and the

Director of the Tourism Research and Education Network (TREnd). She is a specialist in tribal marketing, the drive tourism and recreational vehicle market and issues related to sustainability.

Her research has been conducted both in Australia and overseas, including in Canada, the United Kingdom and New Zealand. Anne is particularly interested in collaborative research that forms two-way linkages between the university and the broader tourism industry.



**Toni Kibbey**

**Elected Director**

Toni is a marketing professional with 20 years' experience in

Australia and overseas. The last eight years have been in the tourism industry with Tourism Tasmania, Hobart Airport and now as Head of Marketing with Lark Distillery.

She has a strong background in the development and delivery of new brands and is highly skilled in developing communication and marketing strategies.

Toni is passionate about Tasmania and the growth of tourism and development and hopes to contribute to that growth by helping drive Destination Southern Tasmania.



**Tim Parsons**

**Appointed Director**

Tim Parsons is a sixth-generation Tasmanian farmer and owner of

Curringa Farm – a beautiful 750 acre sheep and cropping farm at Hamilton in Tasmania's Derwent Valley.

In recent years Tim and his wife Jane have become significant players in the Tasmanian tourism industry, offering hosted accommodation and farm tours which are extremely popular with visitors from South East Asia, partly as a result of Tim's extensive travels to Asia over the past eight years. In 2016, Curringa has added five new luxury cottages and a new visitors reception centre is underway to cope with the growing demand.

Tim is passionate about tourism in Tasmania and his 20 years of experience in the industry enables him to contribute to issues at state and regional levels to provide outcomes for local communities.



**Ken Stronach**

**Appointed Director**

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 owner of Tahune Adventures.



**Tim Short**

**Nominated by Southern Tasmanian Councils Authority**

Tim is the Group Manager Executive and Economic Development with the City of Hobart. He has been with the City of Hobart for 16 years, building up a unique understanding of how the City operates. He has responsibility for the areas of Economic Development, City Strategy and Performance, International Relations and the Office of the Lord Mayor.

Tim started his professional career as lawyer in Hobart before moving to the West Coast of Tasmania to work for a community organisation focussed on small business start-up and economic development. It was here that Tim first developed an understanding of Tourism and its importance to communities and the State as a whole.

During his time at Council, Tim oversaw the transition of the Tasmanian Travel and Information Centre into Council's operation and continues to have an active role in the City's Tourism strategies.

Tim is a former director of the Australian Cruise Association, as well as Director and past President of the Rotary Club of Hobart.

# 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 financial statements and notes, as set out in this report:

- (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 2018 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.

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.



**STUART LENNOX**

Chairman

## Directors' report

Your directors present their report on the company for the financial year ended 30 June 2018.

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

**Stuart Lennox**  
**Vincent Barron**  
**Kenneth Stronach**  
**Daniel Aitken**  
**Martyn Evans**  
**David Gunton**  
**Toni Kibbey**  
**Tim Parsons**  
**Tim Short**  
**Tom Wootton**  
**Anne Hardy**

The profit/(loss) of the company Destination Southern Tasmania Limited for the financial year amounted to \$45547.

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,



**STUART LENNOX**

Chairman

### Statement of financial performance

| Classification of expenses by nature                                      | Note | 2018<br>\$    | 2017<br>\$    |
|---|------|---------------|---------------|
| Revenues from ordinary activities   | 2    | 847,067       | 910,160       |
| Employee benefits expense   |      | (333,694)     | (372,165)     |
| Depreciation and amortisation expenses                                    |      | (5,513)       | (7,137)       |
| Other expenses from ordinary activities                                   |      | (462,313)     | (515,996)     |
| <b>Profit / (loss) from ordinary activities before income tax expense</b> |      | <b>45,547</b> | <b>14,862</b> |
| Income tax expense relating to ordinary activities                        | 1(a) | 0             | 0             |
| Profit/(loss) from ordinary activities after income tax expense           |      | 45,547        | 14,862        |
| New increase (decrease) in reserves                                       |      |               |               |
| <b>Total changes in equity</b>  |      | <b>45,547</b> | <b>14,862</b> |

### Statement of cash flows

|  | 2018<br>\$       | 2017<br>\$     |
|--|------------------|----------------|
| <b>Cash flow from operating activities</b>                 |                  |                |
| Receipts from customers                                    | 721,848          | 1,239,422      |
| Payments to suppliers and employees                        | (860,803)        | (735,191)      |
| <b>Net cash provided by (used in) operating activities</b> | <b>(138,956)</b> | <b>504,231</b> |
| <b>Cash flow from investing activities</b>                 |                  |                |
| Payment for Plant & Equipment                              | (2,850)          | (3,875)        |
| <b>Net cash provided by (used in) investing activities</b> | <b>(2,850)</b>   | <b>(3,875)</b> |
| <b>Cash flow from financing activities</b>                 |                  |                |
| Repayment of borrowings                                    | (6,866)          | (6,960)        |
| <b>Net cash provided by (used in) financing activities</b> | <b>(6,866)</b>   | <b>(6,960)</b> |
| Net increase (decrease) in cash held                       | (148,672)        | 493,396        |
| Cash at beginning of year                                  | 790,163          | 296,767        |
| <b>Cash at end of year</b>                                 | <b>641,491</b>   | <b>790,163</b> |

### Statement of financial position

|   | Note | 2018<br>\$     | 2017<br>\$     |
|---|------|----------------|----------------|
| <b>Current Assets</b>                     |      |                |                |
| Cash                                      | 3    | 641,491        | 790,163        |
| Pre Payments                              |      | 0              | 0              |
| Receivables                               | 4    | 1,841          | 963            |
| <b>Total Current Assets</b>               |      | <b>643,332</b> | <b>791,125</b> |
| <b>Non Current Assets</b>                 |      |                |                |
| Computer Equipment                        | 5    | 2,460          | 3,588          |
| Motor Vehicle                             | 5    | 4,283          | 5,710          |
| Office Equipment                          | 5    | 437            | 545            |
| Borrowing Expenses                        |      | 0              | 127            |
| <b>Total Non Current Assets</b>           |      | <b>7,180</b>   | <b>9,971</b>   |
| <b>TOTAL ASSETS</b>                       |      | <b>650,512</b> | <b>801,096</b> |
| <b>Current Liabilities</b>                |      |                |                |
| Accounts payable                          | 6    | 204,991        | 266,847        |
| Prepaid Subscriptions/ Revenue in Advance |      | 307,102        | 431,444        |
| Provision for Annual Leave                |      | 16,112         | 19,834         |
| Asset Purchase                            |      | 0              | 6,212          |
| <b>Total Current Liabilities</b>          |      | <b>528,206</b> | <b>724,336</b> |
| <b>Non Current Liabilities</b>            |      |                |                |
| Asset Purchase                            |      | 0              | 0              |
| Total Non Current Liabilities             |      | 0              | 0              |
| <b>TOTAL LIABILITIES</b>                  |      | <b>528,206</b> | <b>724,336</b> |
| <b>NET ASSETS</b>                         |      | <b>122,307</b> | <b>76,760</b>  |
| <b>EQUITY</b>                             |      |                |                |
| Issued Capital                            | 7    | 0              | 0              |
| Retained profits                          |      | 76,760         | 61,898         |
| Current Profit/(Loss)                     |      | 45,547         | 14,862         |
| <b>TOTAL EQUITY</b>                       |      | <b>122,307</b> | <b>76,760</b>  |

# 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.

## **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.

## **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.

### Note 2: Operating Profit

|                                   | 2018<br>\$     | 2017<br>\$     |
|-----------------------------------|----------------|----------------|
| <b>Revenue</b>                    |                |                |
| Tasmanian Government Grant        | 340,200        | 335,000        |
| Other Government Grants           | 1,025          | 30,000         |
| DST Membership & Partnership Fees | 186,986        | 158,704        |
| Marketing                         | 142,560        | 248,463        |
| Corporate Partnerships            | 97,801         | 96,862         |
| Business Events                   | 33,802         | 33,837         |
| Interest                          | 11,516         | 6,409          |
| Other                             | 33,179         | 886            |
| <b>Total Revenue</b>              | <b>847,067</b> | <b>910,160</b> |
| <b>Expenditure</b>                |                |                |
| <b>Operating activities</b>       |                |                |
| General & Administrative Expenses | 142,102        | 171,660        |
| LTA Expenses                      | 0              | 2,873          |
| Marketing Expenses                | 275,526        | 334,268        |
| Employment Expenses               | 333,694        | 372,165        |
| Occupancy Expenses                | 20,198         | 16,437         |
| Prior Year Items                  | 30,000         | (2,105)        |
| <b>Total Expenditure</b>          | <b>801,520</b> | <b>895,298</b> |

### Note 3: Cash

|              | 2018<br>\$       | 2017<br>\$     |
|--------------|------------------|----------------|
| Cash at Bank | \$641,491        | 790,163        |
| <b>Total</b> | <b>\$641,491</b> | <b>790,163</b> |

### Note 4: Receivables

| Current        | 2018<br>\$ | 2017<br>\$ |
|----------------|------------|------------|
| GST Refundable | 0          | 0          |
| <b>Total</b>   | <b>0</b>   | <b>0</b>   |

### 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                | 29,200         | 2,815            | 16,815             |
| Accumulated Depreciation  | (24,917)       | (2,378)          | (14,355)           |
| <b>Written Down Value</b> | <b>4,283</b>   | <b>437</b>       | <b>2,460</b>       |

### Note 6: Accounts Payable

|                        | 2018<br>\$     | 2017<br>\$     |
|------------------------|----------------|----------------|
| Accrued Expenses       | 145,796        | 173,377        |
| Trade Creditors        | 1,000          | 5,990          |
| GST Payable            | 48,825         | 74,091         |
| Superannuation Payable | 9,236          | 10,378         |
| PAYGW Payable          | 134            | 3,010          |
| <b>Total</b>           | <b>204,991</b> | <b>266,847</b> |

### 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 2018 the number of members was 203 (2017 – 200).

# 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 2018.

### 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

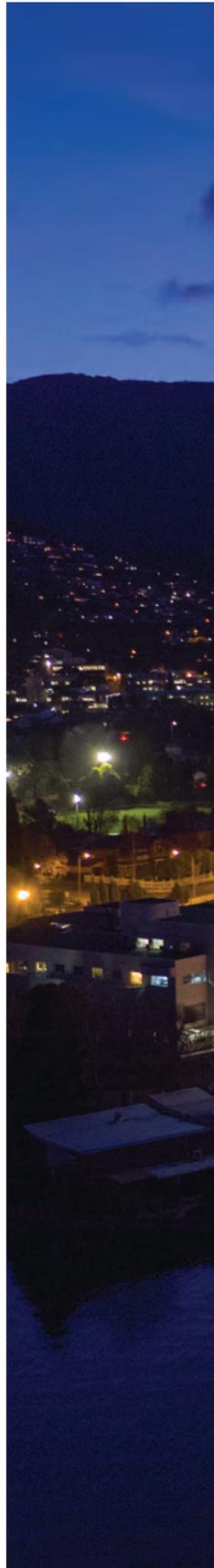
In my opinion, the financial report of Destination Southern Tasmania Limited presents fairly in accordance with applicable Accounting Standards and other mandatory professional reporting requirements in Australia the financial position of the Company as at 30 June 2018 and the results of its operations and its cash flows for the year then ended.

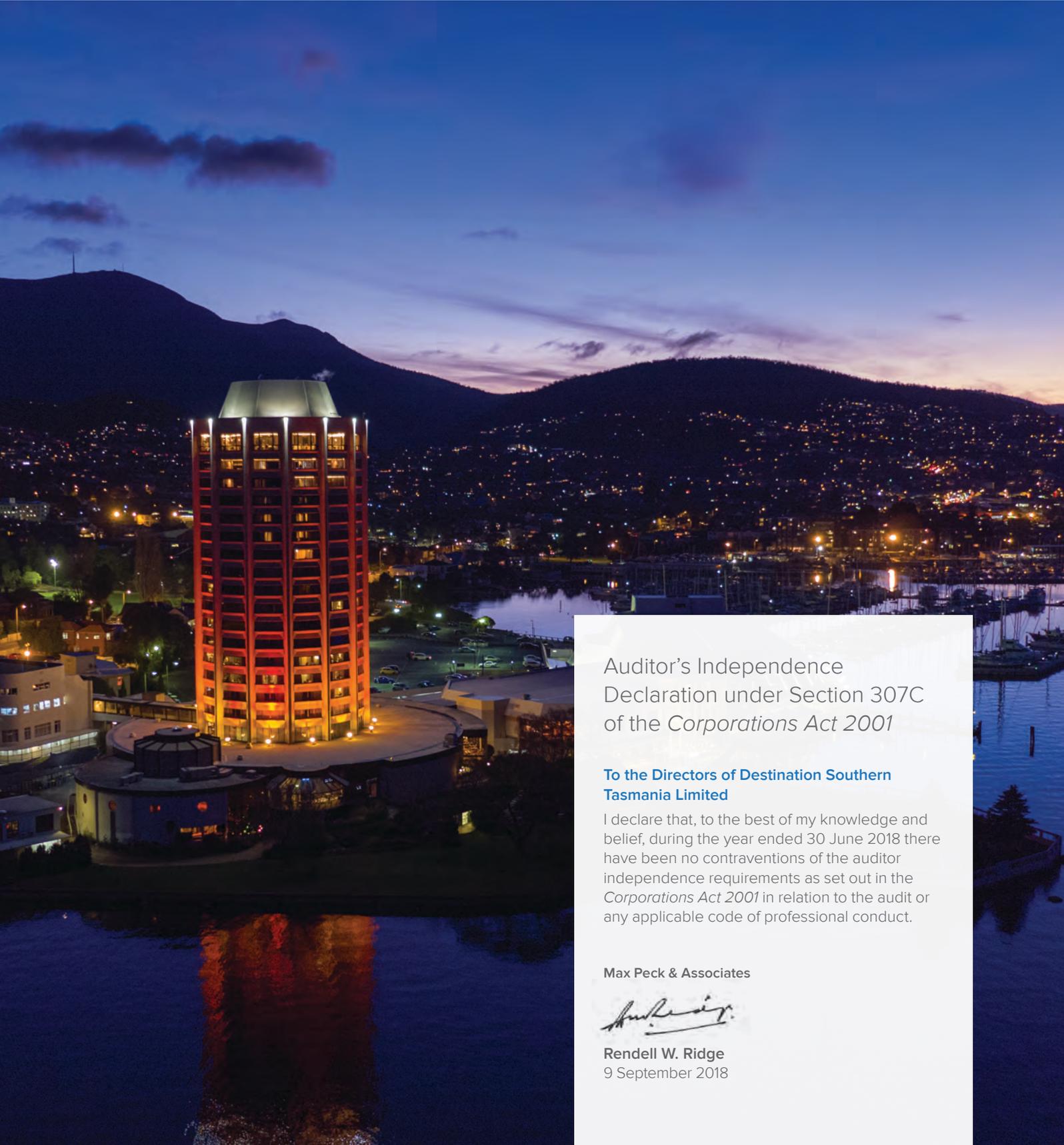
Max Peck & Associates



Rendell W. Ridge  
9 September 2018

► Wrest Point Casino,  
Paint the Town Red  
Photography Hype TV





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

**To the Directors of Destination Southern  
Tasmania Limited**

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2018 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 applicable code of professional conduct.

Max Peck & Associates

Rendell W. Ridge  
9 September 2018



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