

2018/2019 Annual Report

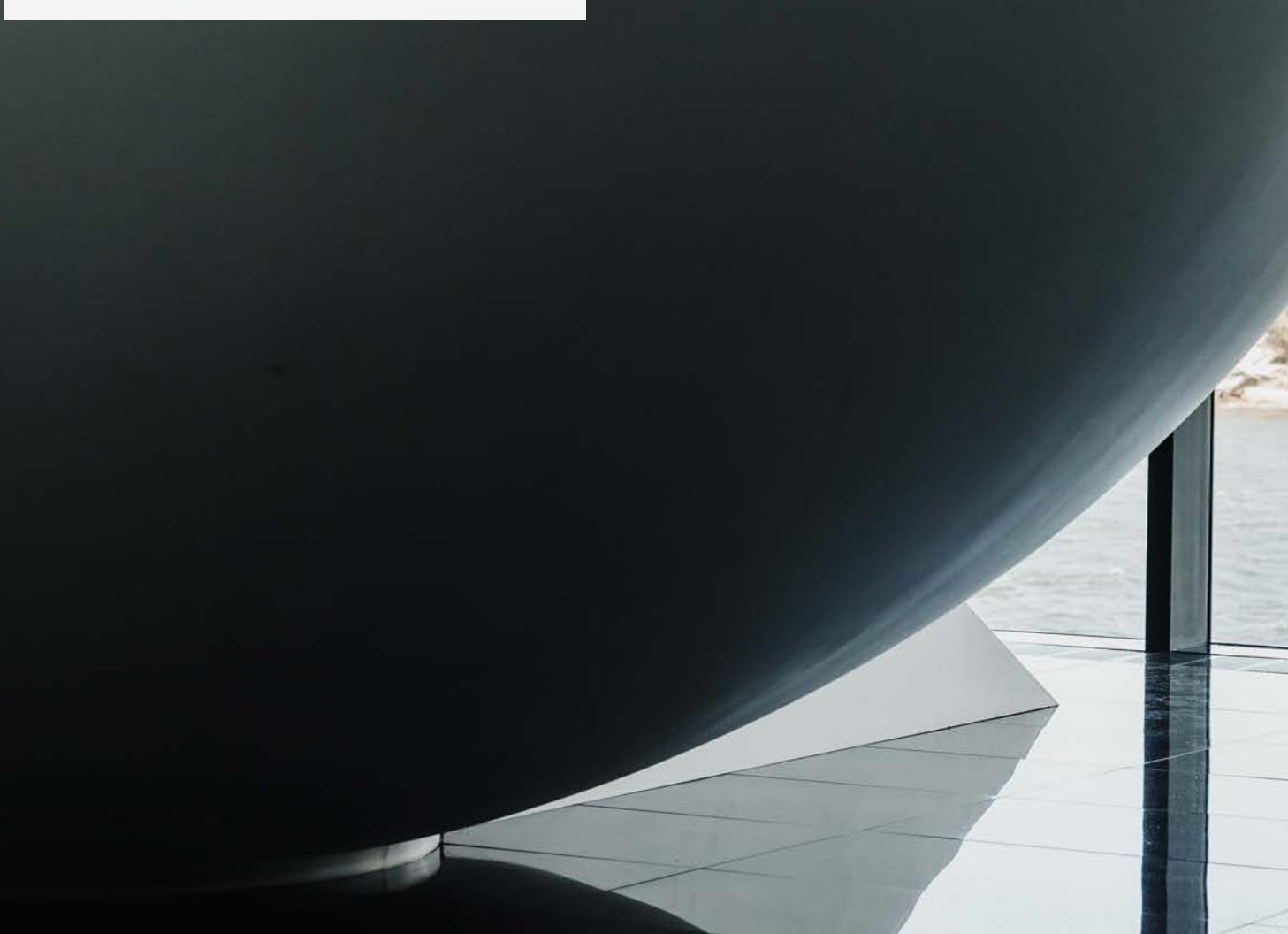
welcome

The 2018/2019 financial year saw Destination Southern Tasmania (DST) celebrate its seventh year of operation as southern Tasmania's Regional Tourism Organisation (RTO).

Our key activities to achieve this included; a strong industry membership base, digital marketing, partnerships, industry development and regional advocacy.

DST has received continued growth in membership and has achieved high levels of industry engagement evidenced by over 1600 attendees across all DST industry events throughout the year, a 5% increase from the previous year.

It is with much pleasure that DST presents its 2019 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:
Roaring 40s Kayaking
Courtesy Tourism Australia &
Graham Freeman

Tasmanian devil
(*Sarcophilus harrisii*)
Photography Rob Burnett
Port Arthur Café,
Port Arthur Historic Site
Photography Alastair Bett

► Middle row:
David and Anne Kernke,
Shene Estate & Distillery
Photography Rob Burnett

Grinners Dive Bar
Photography Osborne Images
New Years Eve Fireworks in Hobart
Photography Alastair Bett

► Bottom row:
Kunzea, Three Capes Track
Courtesy Tasmania Parks and
Wildlife Service
Huon Valley Mid-Winter Fest
Natalie Mendham Photography
Russell Falls Track
Courtesy Tourism Tasmania &
Geoffrey Lea

All images supplied courtesy
of Tourism Tasmania

◀ Faro, Mona
Photography Adam Gibson

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from the chairman



Tasmania, and particularly southern Tasmania, experienced the second worst fire season on record. Ignited by massive dry lighting storms, more than 40 fires impacted communities, travellers and industry for a prolonged period at the height of the visitor season.

With 3% of the state burnt, and with the loss of important visitor infrastructure, the impacts have been significant and ongoing. The closure of Tahune Airwalk for almost a full year is an indicator of just how significant this past fire season has been, and highlights the need for industry to better prepare and plan for emergencies and crises.

Despite the challenges, visitation to southern Tasmania remains steady, and importantly we have seen strong growth in visitor spend. The introduction of direct flights from Perth to Hobart has seen visitation from Western Australia increase by 23%. This highlights the critical role access (air and sea) plays in the Tasmanian visitor economy. The State Government has announced the replacement of the current Spirit of Tasmania ferries, which will have a significant effect on visitation when they commence service in 2021. Visitors arriving by sea tend to stay longer, venture further and spend more, supporting Tasmania's strategy to promote regional dispersal and increase yield.

Destination Southern Tasmania has been actively engaged in the T21 Governance Review and the parallel Regional Tourism Review. The review was undertaken to provide insights on how the regional tourism organisations can be enhanced and strengthened to better support the Tasmanian visitor economy. The review has identified that the regional tourism organisations play a lead role in industry engagement in the development of the new 2030 Visitor Economy Strategy (to follow on from T21). In addition, it has been agreed to develop regional Destination Management Plans to support the current Destination Action Plans.

Importantly, the State Government has reaffirmed its commitment to Destination Southern Tasmania for the next three years. This is extremely important, as it enables us to plan and develop programs, support industry, and focus on those strategies that will deliver the best outcomes. On behalf of the board, I'd like to thank the State Government for its support through the Tasmania

Parks and Wildlife Service, the Department of State Growth and Tourism Tasmania.

The development of the 2020-2030 vision for tourism has commenced. I would strongly encourage industry to be actively engaged in the process as we clearly find ourselves at a critical juncture. Finding the sweet spot is now more important than it has ever been. How do we grow the visitor market, visitor spend and those important jobs, especially in regional Tasmania? How do we protect and enhance our cultural and natural values? How do we embrace and support the emerging Tasmanian Aboriginal narrative? Be involved, present your views with passion, and play a role in shaping our tourism future.

I'd like to thank our team, Alex, Natalie, Anne and our recent addition Chelsea for their ongoing commitment and enthusiasm. Chelsea brings a wealth of marketing experience to her role and has joined a very strong and passionate team dedicated to fully supporting our members and the regional tourism network more broadly.

It's been a delight to chair the Destination Southern Tasmania board during the past year and I'd like to acknowledge and thank my Deputy Chair, Tom Wootton, who has been a terrific support and a strong advocate for the industry. Tom has loved regional tourism so much he has accepted a role as Chief Executive Officer with West by North West. We sincerely wish him all the very best in his new role. In addition, I'd like to thank both Jen Fry and Trina Mangels (who are not seeking re-election to the Board) for their insights and contributions.

Our members and our partners, particularly local Government, are foundational to our work and success. Your support and engagement in enhancing southern Tasmania as a destination for travellers, as well as being a wonderful place to live and work, is vital.

Thank you,

A handwritten signature in black ink, appearing to read "Stuart".

STUART LENNOX

Chairman

from the ceo

Now in its seventh 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 marketing, industry development and advocacy to increase regional dispersal and yield. We have worked hard to ensure the sustainability of the organisation whilst also 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 interstate, 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. Regional dispersal underpins all our marketing activities, and to that end we have continued to focus on creative digital marketing channels and strategic partnerships to leverage opportunities for industry. Marketing activations include:

Journeys

Destination Southern Tasmania is working closely with the Department of State Growth, Tourism Tasmania and the other RTOs to deliver the State Government's Journey's project. 2018-19 saw the Western Wilds journey progress from conception to implementation. Work has now also commenced on Journeys projects in southern and central Tasmania.

Visitor Map

In 2016, we launched the *Explore Tasmania's South* map. Now in its fourth year of printing, the map truly showcases the brand strengths across the southern region, highlighting just how diverse, yet accessible these experiences are. The map is hand-illustrated, providing an attractive and creative tool for visitors that will complement other information sources. The map was well received by visitors with a print run of 100,000 distributed throughout the state during 2018/2019 via our airports, 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 Marketing Program

Our digital marketing program focused heavily on digital media engagement, digital content acquisition and generation, as well as developing stronger engagement across our Hobart and Beyond social media channels. 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, of which six were convened during 2018-19.

This year we've also taken a stronger focus on partnering with winter events and festivals to support activations. Paint the Town Red (in conjunction with Dark Mofo) received over 140 registrations this year, with businesses across the whole southern region (including regional areas) lighting up red. Not only does this activation provide a warm welcome and a sense of excitement and anticipation for festival goers, but it has now become firmly embedded in the Dark Mofo program as yet another creative installation to view and enjoy.

Our visitor-facing brand, Hobart and Beyond, has become an established digital reference point for information about southern Tasmania, with the website receiving 225,931 page views from 92,281 users. The website is featuring strongly 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. Search Engine Optimisation efforts have also paid off with the highest results to date.

DST has been dedicated to content generation and leveraging social media this year, with our Instagram account topping 44,135 followers (up 25% on the previous year) and Facebook 24,652 fans (up 13% on the previous year). More importantly, community engagement with our social media is impressive,

with our Facebook page reaching more people than ever with over 1.2 million reached in 2018/19. Instagram is exceeding all expectations, generating over 5.7 million impressions during the year (up 244% from the previous year).

This year we have worked very hard to use social media and blog content to motivate followers to go beyond mere aspiration and further towards the consideration and planning stages of a holiday. This strategy has achieved excellent engagement with our Southern Exposure blog, which saw nearly 57,500 page views (16% increase on the previous year) and our articles and blogs were seen by more than one million people on Facebook. The average time spent on site reading the blogs is 3:44 minutes indicating readers value the content, but have shorter attention spans, making it increasingly important to deliver high-value relevant content to audiences at the right time, with the right content.

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 and continued promotional programs that enabled operators to participate at varying levels:

- 41 advertisers participated in the advertising program at Brooke Street Pier with brochures displayed across five advertising screens
- 140 businesses participated in Paint the Town Red, lighting up their business red to support Dark Mofo and participate in DST's social media program (up 100% from last year).
- There were over 1,000 posts to the Paint the Town Red hashtag
- The Mercury partnered with DST to host a 'People's Choice Poll' to decide the winner of the #PTTR19 photo competition.
- 6 operators participated in a three-month program of cooperative advertising across radio and television featuring Hobart and Beyond branded television commercials
- 32 participants signed up for 2018/2019 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.

Industry Development and Capacity Building

1. Membership

As an industry membership organisation, DST is focussed on developing a relevant and high-value membership proposition for industry. Membership remains steady at 205 industry operators and 11 councils. During 2018-19, we welcomed many new and developing businesses as members.

2. Communications

We continue to communicate and inform members through our Highlands to Harbours newsletter and regular email updates. In addition, a closed Facebook group provides a platform where members can share events, updates and news with their industry colleagues.

3. Education

A key objective of our industry development program is to build our industry education program. The annual tourism summit, regional workshops and roadshows, as well as our monthly networking events (which always have an educational component) continue to attract excellent attendance, which is testament to the industry's commitment to development and improvement. In 2018, the fifth annual DST Summit attracted 170 attendees to Blundstone Arena, for a day of learning and networking. The Summit received a 90% satisfaction rating (10% higher than the previous year), 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. As we did last year, we also took the Tips and Tipples concept to the regions, and ran several of these events outside of greater Hobart. Regional highlights in the Tips and Tipples calendar included a panel discussion featuring Rob Pennicott, Rodney Dunn and Jane Theissen at the Agrarian Kitchen Eatery around attracting and retaining regional staff; and an onsite case study in brand excellence from Southern Stars winner Fat Pig Farm.

We were delighted to work with the Australian Tourism Data Warehouse (ATDW) in late 2018 to deliver a workshop for ATDW distributors in Moonah in October, and also one aimed at the wider industry in Hobart. In March 2019, we joined forces with the Digital Ready Program to support the social media upskilling of operators in bushfire affected areas. Two workshops were held in the Huon Valley (one

for absolute social media beginners, and one for those a little more experienced), and another was held at Mt Field Visitor Centre.

We also worked with the Department of State Growth to deliver several rounds of workshops in storytelling to support the development of the Western Wilds Journey project.

4. Industry Excellence

We were delighted to deliver the 2019 Southern Stars of Tourism in April, once again bringing the southern Tasmanian operators together to celebrate our industry. Held at the magnificent Hobart Town Hall Ballroom, the event awarded five Southern Stars, comprising of three business and two individual awards. The Stars recognised innovation, brand excellence, new business, industry leadership and young achievement. The event will continue to be an annual celebration of the southern Tasmanian tourism industry.

5. Industry Connections

Our Tips and Tipples initiative continues to encourage members to learn from each other on topical themes. DST held seven Tips and Tipples events this year, attracting over 700 attendees. Topics included Winter Events, Winter Visitor Insights, Cultural Tourism, Building Brilliant Teams, Macquarie Point and more. These events continue to provide a space for industry colleagues to not only learn, but also to meet, connect, collaborate and cross pollinate, and are identified as one of the primary member benefits.

DST's AGM was held at the Salamanca Inn in September and attracted around 60 attendees. It was followed by a panel discussion around the possibilities for Castray Point, and a networking event.

DST also launched a new initiative in 2018-19: members are now offered the opportunity to opt into a Member Directory in the members' section of the corporate website. This enables them to connect, communicate and do business directly with each other.

6. 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.

7. 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 Planning Coordination Forum, Community Aviation Consultative Group, Derwent Valley Economic Growth Special Committee, UTAS Bruny Island Environmental Account, Taste of Tasmania Advisory Group and City of Hobart Events Coordination Committee and Events Assessment Panel, and Cruise Tasmania Network.

We also attend local tourism and business association meetings including Far South Tasmania, Bruny Island Tourism, and Port Arthur and Tasman Tourism Association (amalgamated in 2019 with the Tasman Business Association to become Tasman Business and Tourism Association), the Heritage Highway, and the Southern Trove Reference Group.

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 many funding programs and award programs.

DST has also been a voice for a number of industry issues. This year saw our organisation fully committed to the regional issues arising from the bushfire events during the summer affecting the Derwent Valley, Central Highlands and Huon Valley. DST has a strong public relations program designed to raise community awareness of existing and emerging events and attractions and comment on the value of tourism to Tasmania. Media commentary during 2018/2019 has included the following topics:

- Project X
- Cruise season
- DST Summit
- New product promotion and launch
- Augmented reality in southern Tasmania
- Destination Action Plan achievements
- Winter and summer events
- Southern Stars of Tourism
- Paint the Town Red campaign
- Castray Point
- Hobart Airport investment
- kunanyi / Mount Wellington Cable Car
- Value of the film industry to tourism

With thanks

DST is a small team and is grateful for the support it receives from its Board members. Thank you also to our corporate partners: Seven Tasmania, Hobart Airport, Hype TV and The Mercury. DST has operated with three full time equivalent staff for much of 2018/19, and has achieved a significant program of activities with limited resources, a testament to the hard work of its team Natalie Hayes, Anne Menegat and Chelsea Bell. Destination Southern Tasmania would like to acknowledge and thank our outgoing Marketing Manager Kate McCarthy for her contribution to the success of DST.

We are especially proud of our support from and continued work with the elected members and officers of the 11 southern Councils and thank Mayor Loueen Triffitt (Central Highlands Council), Mayor Doug Chipman (Clarence City Council), Mayor Ben Shaw (Derwent Valley Council), Mayor Kristie Johnston (Glenorchy City Council), Lord Mayor Anna Reynolds (City of Hobart),

Mayor Bec Enders (Huon Valley Council), Mayor Tony Foster (Brighton Council), Mayor Dean Winter (Kingborough Council), Mayor Kerry Vincent (Sorell Council), Mayor Alex Green (Southern Midlands Council) and Mayor Kelly Spaulding (Tasman Council).

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 HEROY

Chief Executive Officer



▲ Winners and runners up of the 2019 DST Southern Stars Awards (left to right):

Zara Trihey of Fat Pig Farm, Matt Wardell of Esperance Adventures, Ben Rea of Tasmanian E-Bike Adventures, Gary Ashdown of Ashdowns of Dover, Tahlia Cavarretta of Mona, Rhys Ellis of Maydena Bike Park, Andree Hurburgh of TMAG, Gareth Hind of Maylands Lodge, Sarah Thomas of RACT, Ellie Smith of Willie Smith's, and Jasmine Power of Waterfalls Cafe and Tasmania Parks and Wildlife Service

partnerships

In order to optimise DST's resources to achieve the best tourism outcomes we can, we work very closely with stakeholders across the industry. These partnerships are highly valued and are integral to driving regional dispersal and continuous improvement. Below is a snapshot of some of our key partnerships:

1. Tourism Tasmania

DST works with Tourism Tasmania to deliver quarterly product showcases to Tourism Tasmania staff to keep them abreast of new or redeveloped product in the South. We further support this initiative with monthly updates in the Tourism Tasmania internal newsletter, and we also regularly provide advice and insight to foster a mutual understanding of the nuances of regional product and activity.

We are delighted to assist in the generation of content for the Discover Tasmania social media program through the coordination of Instameets. DST also provides advice to support Tourism Tasmania's brand and campaign development; we are key partners in the development of the Journeys project; and we worked closely with them to deliver the second Cruise Exchange event in July 2018.

Our relationship with Tourism Tasmania continues to mature and is critical to our (and therefore the region's) success. We would like to specifically thank Tourism Tasmania for the significant investment and work put into the 'Love Autumn in the South' campaign which provided immediate and effective support to the regions affected by the summer bushfires.

2. Department of State Growth

Another key partnership exists between DST and the Tourism and Hospitality Supply Unit within the Department of State Growth. Significant work this year includes the Journeys project, with participation in working groups and steering committees for the Western Wilds, Southern and Central Journeys.

We also continue to work with State Growth to deliver outcomes stemming from the Destination Action Plans; we work collaboratively with Events Tasmania to leverage opportunities in the events space; and we partner with Business Tasmania and the Digital Ready program to deliver industry development opportunities for southern tourism operators.

3. Local Tourism Associations and Networks

DST continues to work with the local tourism associations (LTAs) and networks in all regions to build industry capacity and ensure tourism benefits flow on to local communities. For example, this year DST managed the Heritage Highway annual social media program, the Southern Trove marketing program and worked closely with the Far South Tasmania tourism group to submit proposals for the next iconic walk. We supported the formation of a new LTA on the Tasman Peninsula when the Port Arthur and Tasman Tourism Association merged with the Tasman Business Association to form the Tasman Business and Tourism Association (TBTA), and will continue to support their activities into the future.

The relationships between LTAs and DST are critical to ensure a strong regional voice and a united industry.

4. 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 support the annual Tasmanian Tourism Awards program via the judging process; and we promote TICT events to our members. This year saw the TICT and DST work collaboratively on the Castray Point initiative and Project X.

5. Brooke Street Pier

Working in conjunction with Brooke Street Pier, DST continued its cooperative program to display tourism brochures throughout this high traffic site. 42 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.

6. Hobart Airport

We were delighted to work closely with Hobart Airport, featuring our *Explore Tasmania's South* map at Tasmania's major gateway. Our relationship is deepening with the major gateway for visitors into southern Tasmania in 2019/ 2020, watch this space.

7. Cruise

DST partnered with TasPorts, City of Hobart and the Tasmanian Travel and Information Centre to provide promotion of member businesses to passengers arriving on 63 cruise ships into Hobart.

Poster displays were provided in the Mac O2 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.

We worked with Tourism Tasmania and the Australian Cruise Association (ACA) to hold our annual cruise briefing for tourism operators in September, and we partnered with Tourism Tasmania to deliver the second biennial Cruise Exchange. The latter is a targeted business-to-business event, providing operators with the opportunity to meet with shore excursion companies to pitch their product for sale through the cruise lines.

In addition, DST sits on Tasmanian Cruise Stakeholder Group; we were consulted on the *Blueprint for Sustainable Cruise Shipping in Tasmania* delivered by Tourism Tasmania; and we are also a member of the ACA.

8. Regional Events

DST works closely with event organisers and other industry stakeholders to disseminate information about their events and encourage collaboration with appropriate tourism partners. This year, we worked with Dark Mofo, Huon Valley Mid-Winter Festival, Tas Whisky Week and Festival of Voices to encourage operator involvement and regional dispersal. We also supported the further development of an emerging event, BeakerStreet@TMAG, in helping the organisers find connections with tourism operators to broaden the scope of this unique and successful event.

Through our marketing and social media channels, DST also strongly promotes regional dispersal for event attendees.

9. Seven Tasmania

DST maintains a corporate partnership with Southern Cross Austereo which has enabled us to facilitate seasonal cooperative television and radio campaigns for industry. This year we would like to acknowledge the special partnership formed with Triple M through the delivery of outside radio broadcasts to support the regions affected by the summer bushfires. Southern Cross Austereo also promoted the industry activation for Paint the Town Red 2019.

10. Mona and DarkLab

We are proud to continue our work with Mona to provide opportunities for industry to partner with one of Tasmania's major attractions and events. Such opportunities included the 12-month Mona Sutra, an

industry campaign offering operators the opportunity to list their business on the Mona website; and Paint the Town Red, a DST-led initiative encouraging business operators to incorporate red lighting and add vibrancy to Hobart's Dark Mofo winter event.

We also worked very closely with DarkLab to deliver Project X, part of the bushfire recovery strategy in the Huon Valley.

11. Hype TV

Our partnership with Hype TV goes from strength to strength. There has never been a time where the quality of digital content has been more important, and the team at Hype has collaborated with us to develop video content for the 2018 and 2019 Paint the Town Red campaigns, regional footage and corporate video production for the Summit and Southern Stars, amongst other projects.

12. Mercury

The Mercury is a long-time corporate partner of DST, which continues to support the Southern Stars of Tourism event as well as the annual Summit. The Mercury partnered with DST to support the Paint the Town Red campaign by hosting an online photo gallery and 'People's Choice Poll' to decide the photo competition winner. They also provided editorial to support DST advertising to communicate the program.

13. Local Government

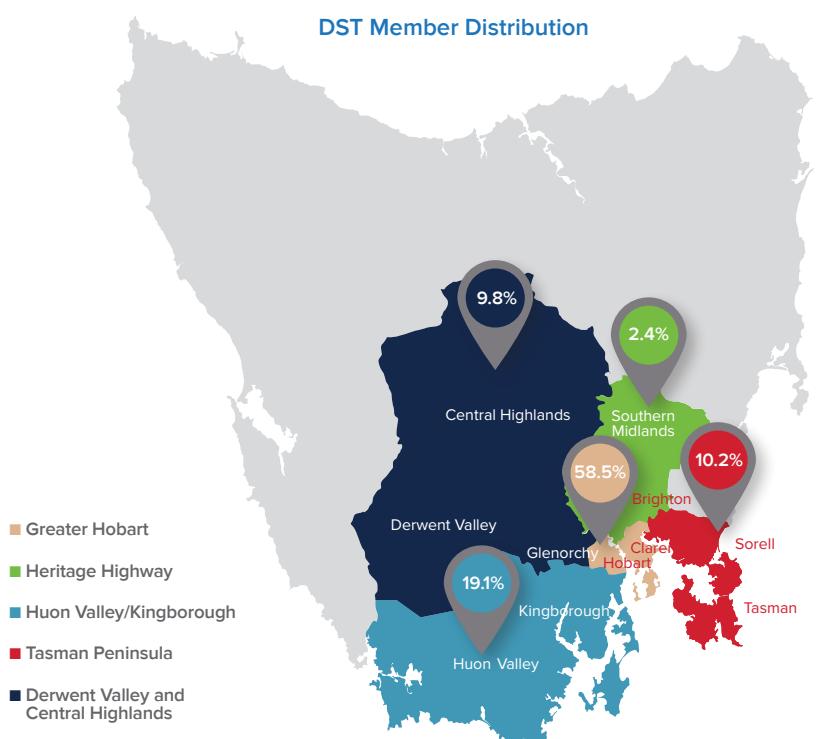
DST is proud to work in collaboration with its 11 Council partners. This year we have moved away from a simple membership model and implemented individual MOUs, enabling us to better respond to municipal area nuances. Councils are key stakeholders in the visitor economy, supporting the many businesses that are ratepayers in their regions, as well as assisting and facilitating events and businesses to grow. Whilst much of our work is focused on holistically growing the southern Tasmanian visitor economy across all municipal boundaries, we are also committed to delivering value to each council. There was strong focus this year on working with the areas affected by bushfire in the Derwent Valley, Central Highlands and Huon Valley, however all municipal areas have had strong promotion through our marketing channels and industry development opportunities.

14. TasTAFE

DST has developed a strong partnership with TasTAFE Drysdale, welcoming students to participate in DST events throughout the year. This has allowed students hands-on experience in event delivery, alongside training, networking and educational benefits.

membership

With 205 members from across southern Tasmania, DST is an industry-led organisation that continues to grow and evolve to meet industry needs.



▲ Left to right: Susie Cretan, Jake Smith and Mitchel Crettenden-White of Federal Group Tourism; and Sam Graudins of Pennicott Wilderness Journeys

members at 30 june 2019

28 Gates	Discovery Holiday Parks - Mornington	JAWS Architects	Puddleduck Vineyard	Tasmanian Museum & Art Gallery
Above and Beyond	Domaine A Stoney Vineyard	Jenatt at Salamanca Apartments	Pumphouse Point	Tasmanian Symphony Orchestra
Ageing Barrel Tours	Eaglehawk Dive Centre	Kingborough Council	Princes Wharf 1	Tasmanian Walking Company
Airlines of Tasmania	East Coast Cruises and Maria Island Shuttle	Lark Distillery	RACT Destinations	Tassie Bound Adventure Tours
Art Farm Birchs Bay	Esperance Adventures	Lenna of Hobart	Rathmore	Tassie Motor Shacks
Ashdowns of Dover Bed & Breakfast	Essentially Tasmania	Let's Show You	Ratho Farm	Tassie Tours Tasmania
Australasian Golf Museum	Eten Catering	Tasmania Tours	Richmond & Coal River Valley Promotions Group	Tassie4Kids Tasmanian Travel Site
Avis Australia	Evo Roome Escape	Love Tasmania Tours	Riverfront Motel & Villas	TasTAFE Drysdale
Bangor Vineyard Shed	Experience Tasmania Tours and Charters	MACq01 Hotel	Roaring 40s Kayaking	The Agrarian Kitchen Eatery
Barilla Bay Seafoods	Farm Gate Market	Macquarie Point Development Corporation	Rotorlift Aviation	The Falls Music & Arts Festival
Barron Associates	Fat Pig Farm	Mantra Collins Hotel	Roxburgh House Apartments	The Henry Jones Art Hotel
Battery Point Boutique Accommodation	Federal Group	Margate Marina	Royal Tasmanian Botanical Gardens	The Honey Pot
Beauty and the Bees	Federation Chocolate	Marrawah Hospitality (The Glass House / Brooke Street Larder)	Royal Yachts Club Tasmania	The Kingdom Gallery at Glen Clyde House
Bellehaven Tasmania	Franklin Cider Co	Mawson's Huts Replica Museum	SailTas	The Old Woolstore Apartment Hotel
Best Western Hobart	Free Spirit Pods	Maydena Bike Park	Salamanca Arts Centre	The Peninsula Experience
Bonorong Wildlife Sanctuary	Frenchman's River	Mayfair on Cavell	Salamanca Inn	The Possum Shed
Brighton Council	Frogmore Creek	Mayfair Plaza Motel	Salamanca Walk	The Red Decker Company
Bruny Island Cheese and Beer	Glenorchy City Council	Maylands Lodge	Salamanca Wharf Hotel	The Wooden Boat Centre
Bruny Island Coastal Retreats	Grandvewe Cheeses	McHenry Distillery	Salters Hire	Three Capes Gear and Gourmet
Bruny Island Premium Wines	Hadley's Orient Hotel	Meadowbank Wines	SeaLink Bruny Island	Tourism Brochure Exchange
Bruny Island Safaris / Bruny Island Lighthouse Tours	Harrison Group	Mona	Shene Estate & Distillery	Tours around Tasmania
Budget Rent-a-Car	Harrison Grove Guest Houses	Mona Roma (Navigators)	Shutterbug Walkabouts	Truffle Lodge
Candy Ab	Hawthorn Lodge	Motel 429	SkyBus	Two Bud Spur Vineyard
Captain Cook Holiday Park	Heimat Chalets	Mount Wellington Cableway Company	Smugglers Rest	Tynwald Restaurant & Historic Accommodation
Cascade Brewery Co	Heritage Horse Drawn Carriages	Mures Tasmania	Snug Beach Cabin & Caravan Park	Under Down Under
Central Highlands Council	Heritage Sailing	National Trust of Australia (Tasmania)	Society Salamanca	Walk on kunanyi
Channel Museum	Highland Cabins & Cottages at Bronte Park	NRMA Port Arthur Holiday Park	Somerset on the Pier	Walton House B&B
City View Motel	Highland Getaway	Old Kempton Distillery	Sorell Council	Waterfalls Cafe & Gallery
Clarence City Council	Hobart Airport	Osborne Heli Tours	Southern Lights Hotel	Whispering Spirit Holiday Cottages and Miniature Pony Stud
Coal River Farm	Hobart Central YHA	Overdrive Car Hire	Southern Midlands Council	White Beach Tourist Park
Coral Expeditions	Hobart City Council	Oyster Cove Chalet	St Ives Hotel	Willie Smith's
Cricket Tasmania	Hobart Hideaway Pods	Pagan Cider	Stuart Lennox	Women in Tourism & Hospitality Tasmania
Cruisin Motorhomes	Hobart Historic Cruises	Parks and Wildlife Service	Sullivans Cove Apartments	Wrest Point Hotel & Casino
Cumulus Studio	Hobart Historic Tours	Pennicott Wilderness Journeys	Supatram Hobart	Yukon Tours
Curringa Farm	Hobart Yachts	Peppermint Bay Cruises	Tahune Adventures	Zero Davey Boutique Apartments
Cygnets Old Bank	Home Hill Winery	Pooley Wines	Tasman Council	
Derwent Bridge Chalets & Studios	Hotel Bruny	Pooseum	Tasmania Gourmet Food Tours	
Derwent Sailing Squadron	Hotel Grand Chancellor	Port Arthur Historic Sites	Tasmania Tour Guide	
Derwent Valley Council	Huon Valley Council	Port Arthur Lavender Farm	Tasmania.com	
Discovery Holiday Parks – Hobart	Huon Valley Escapes	Port Arthur Villas	Tasmanian Boat Charters	
	Hydro Tasmania	Prospect House	Tasmanian Devil Unzoo	
	iWander	Private Hotel	Tasmanian Ebike Adventures	
	Ibis Styles Hobart		Tasmanian Jet Ski Adventures	
	Innkeepers Tasmania			
	Island Scenic Flights			
	Jackson's Emporium			

spotlight on bushfire recovery

It is firstly important for us to recognise the incredible effort put in by the many organisations responsible for protecting life and property during the summer of 2018-2019. We would like to thank the Tasmanian Fire Service, State Emergency Service and Tasmania Parks and Wildlife service as the lead agencies, and to also recognise and thank all of the support agencies and local government staff that worked tirelessly during this time.

During the summer of 2018-19 many of our regions were affected by bushfire. Starting along the Gell River in the Tasmanian Wilderness World Heritage Area, with other fires springing up in the Derwent Valley and Huon Valley regions, it was quickly apparent that the peak tourism period in and around these areas was going to be compromised.

Destination Southern Tasmania played an initial role in preparatory messaging to industry stakeholders, guiding them to clearly articulate the threat to their clients, and also directing them to the key sources of truth for information via the TasAlert system and Parks and Wildlife website.

During the critical period of firefighting, we managed specific industry enquiries regarding area and track closures, as well as some consumer messaging for the areas affected.

Our real work started as the fires slowly abated and business operators needed to resume trading. The work we did to support them through the recovery period continued well through the winter of 2019.

Initial workshops were held at Franklin and Bushy Park to hear from the tourism industry and community members about what was needed for the region and the resounding message was for marketing and promotion to drive visitors back to the affected areas.

DST worked closely with Tourism Tasmania to develop a bushfire recovery marketing campaign titled 'Love Autumn in the South.' Our thanks to John Fitzgerald and the team at Tourism Tasmania for their swift and decisive action and commitment of resources to help our industry at this time. Our relationship with Tourism Tasmania goes from strength to strength and this was a great reflection of this key partnership.

"Love Autumn in the South"

Focus

The campaign focused on the Central Highlands, Derwent Valley, Huon Valley and Far South where operators were subject to emergency alerts and where there had been road closures restricting access to tourism experiences.

Strategy

Past experience and research told us that 'open for business' or 'support us after the fire' messages are less effective in driving visitation than messages leveraging local events and core regional experiences. The campaign aimed to target southern Tasmanians and visitors already in southern Tasmania.

Key messages

The key messages of the campaign highlighted the beauty and appeal of southern Tasmania during autumn and the vast array of things to see and do. It focused on events and experiences and encouraged people to get out and embrace Tassie's autumn in a spirit of fun, adventure, curiosity and wonder.

Campaign elements

The key activities of the campaign were an A5 booklet that was inserted into Saturday's Mercury (2 March). Extra copies were printed and distributed at Hobart Airport, Tasmanian Visitor Information Network centres, hotels, cafés and key tourism sites in southern Tasmania.

This was followed by full page Mercury adverts on Saturdays and half pages on Sundays every weekend until the end of May (13 weeks) and a number of full-page ads in TasWeekend.

The campaign was supported by outdoor billboards, digital advertising, outside radio broadcasts with Dave Noonan and Al Plath (6, 13 and 20 March), a campaign landing page on the Hobart and Beyond website and more.

Radio Broadcast Networking Opportunities

Triple M 107.3 Hobart's Dave Noonan broadcasted his and Al Plath's breakfast program live from three locations around the region during March.

- Geeveston Visitor Information Centre Wednesday 6 March
- Maydena Bike Park, Derwent Valley Wednesday 13 March
- Highland Cabins & Cottages, Bronte Park Wednesday 20 March

These broadcasts served a dual purpose: to support the operators in the affected areas, as well as direct promotion to Tasmanians looking for things to do on the weekends.

This was an exciting campaign with a range of opportunities to encourage visitation throughout the season, and it was very well received by both regional travellers and tourism operators.

Project X

Project X is a DarkLab initiative established through the support of combined state and federal funding to reinvigorate visitation to the Huon Valley region.

The dry lightning strikes that started the fires in the Huon Valley also closed the Tahune Airwalk, causing significant structural and natural damage.

The Tahune Airwalk is the anchor supply side infrastructure for the region and attracts over 75,000 visitors annually. Taking this infrastructure out of the equation severely damaged the economics of the region and DST focused on how this specific issue could be addressed.



▲ Maydena Bike Park
Photography Simon McLaine

Working with the Tourism Industry Council of Tasmania (TICT), the idea of large scale public art installation as a short term fix came to the fore. The TICT and DST wrote a submission to the Federal and State Governments for \$2 million of funding and approached DarkLab as delivery partners. Project X was born.

Project X is comprised of a series of major artworks by high profile artists installed throughout the Huon Valley, designed to draw visitors through the region, connecting them to the unique natural values of the environment, whilst experiencing immersive works of art.

The marketing campaign, associated workshops and continued work with Project X filled much of our resources for an extended period this year, and will continue to do so over at least the next 12–18 months. We believe that this has been a significant and successful period of work and thank all of our partners in helping us to achieve the results we have.

At this time, we would specifically like to congratulate and thank Leigh Carmichael and the team from DarkLab, who, at a time when they were preparing to deliver Tasmania's flagship winter event (Dark Mofo), agreed to commit resources to helping the Huon Valley community. DarkLab continues to deliver on this partnership commitment with the creativity, professionalism, sensitivity and punctuality it is known for, and in doing so may well position the Huon Valley as an arts destination in the future.

looking ahead

As we look forward to 2019/2020, the DST staff and the 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 on the industry.

Marketing

Work is underway for a new marketing strategy for DST. We will continue to focus our marketing efforts on the interstate and intrastate market, as well as 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, and deliver value to our members through collaborative marketing campaigns.

Building Industry Capacity

We will work closely with the State Government and other RTOs to implement the Journeys program. This program will become a key area of focus for our regional dispersal efforts with the Western Wilds, Southern and Central Journeys being in the DST RTO area.

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 review the plans and address key priorities to improve the visitor experience.

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.

Planning and strategy

During 2019-2020, DST will deliver a new 3-year marketing strategy and plan. In the later part of 2019 and early part of 2020, DST will be working with government, the TICT and industry to develop the next iteration of the T21 state wide tourism strategy, Tourism 2030. We will also develop a Destination Management Plan for southern Tasmania to complement the current Destination Action Plans.



▲ 2018 DST Tourism Summit at Blundstone Arena

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 was previously in the role of Director Visitor Services for Parks and Wildlife Service. Stuart spent ten years working on the development of the Three Capes Track as a key regional tourism project. He has 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 a 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 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 its 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.

**Jen Fry****Elected Director**

Jen Fry is a member of the national *Tourism and Protected Areas Forum*

and the *Wellington Park Management Trust*. As such, she has a good understanding of how Federal, State and local governments must interact for tourism opportunities. She is a member of the Australian Institute of Company Directors, which ensures all members are trained in current best practice board requirements.

As Branch Manager, Visitor Strategy with Tasmania Parks and Wildlife Service (PWS) Jen is responsible for creating a yearly business plan and subsequent reports required against strategic goals and financial expenditure. Jen negotiates the legally binding business contracts for tourism operations alongside Crown Law; and manages the tourism business of the PWS, arguably the largest tourism operator in Tasmania. She has held this executive position since 2015 and has extensive experience in providing sustainable tourism experiences that contribute to regional economies and communities.

**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 served on the Board for five terms.

Vin was a Director of Cricket Tasmania for 15 years until 2016 and his Board responsibilities included membership of the Executive and the Marketing, Cricket and Game Development committees.



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.



Trina Mangels

Elected Director

Trina Mangels is tourism marketing consultant providing mentoring

and marketing services to the tourism industry. She has worked in the Tasmanian tourism industry across a number of different businesses including the Tourism Industry Council of Tasmania, Willie Smith's, Pennicott Wilderness Journeys and Tourism Tasmania. During her five years at the Tourism Industry Council of Tasmania she managed the Tasmanian Tourism Awards and Tourism Accreditation programs, working with hundreds of businesses to help them with their business systems, business and marketing plans and tourism awards submissions through mentoring. Trina has over twenty years' experience in marketing starting out her career working in brand management in the fast-moving goods sector for businesses such as Nestle Purina and Cerebos Foods. In the last 15 years she has passionately marketed Tasmanian tourism with some of the state's leading tourism businesses and brings to the DST board some valuable insights and experience. Residing in the Huon Valley on 50 acres with her family, Trina is passionate about the importance of developing partnerships and strategies to bring tourism into regional areas.



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. 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.



Rachel Power

Nominated by Southern Tasmanian Councils Authority

Rachel Power has an infectious passion and enthusiasm for her World Heritage-listed National Park home. Her business Waterfalls Café & Gallery is just one reason behind the explosive growth in visitation to Mt Field National Park and the flow-on effects creating a strong regional community.

In 2018 Rachel was elected to Council and is a Director of Destination Southern Tasmania.



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 a 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 a Director and past President of the Rotary Club of Hobart.



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.

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 2019 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 2019.

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

Stuart Lennox
Daniel Aitken
Vincent Barron
Jen Fry
Anne Hardy
Trina Mangels
Tim Parsons
Tim Short
Kenneth Stronach
Tom Wootton
Rachel Power

The profit/(loss) of the company Destination Southern Tasmania Limited for the financial year amounted to \$42813

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	2019 \$	2018 \$
Revenues from ordinary activities	2	912,602	847,067
Employee benefits expense		(334,934)	(333,694)
Depreciation and amortisation expenses		(10,865)	(5,513)
Other expenses from ordinary activities		(523,989)	(462,313)
Profit / (loss) from ordinary activities before income tax expense		42,813	45,547
Income tax expense relating to ordinary activities	1(a)	0	0
Profit/(loss) from ordinary activities after income tax expense		42,813	45,547
New increase (decrease) in reserves		0	0
Total changes in equity		42,813	45,547

Statement of financial position

	Note	2019 \$	2018 \$
Current Assets			
Cash	3	683,153	641,491
Pre Payments		0	0
Receivables	4	0	1,841
Total Current Assets		683,153	643,332
Non Current Assets			
Computer Equipment	5	2,475	2,460
Motor Vehicle	5	35,302	4,283
Office Equipment	5	350	437
Borrowing Expenses		0	0
Total Non Current Assets		38,127	7,180
TOTAL ASSETS		721,280	650,512
Current Liabilities			
Accounts payable	6	306,740	204,991
Prepaid Subscriptions/Revenue in Advance		195,021	307,102
Provision for Annual Leave		22,250	16,112
Asset Purchase		6,586	0
Total Current Liabilities		530,598	528,206
Non Current Liabilities			
Asset Purchase		25,563	0
Total Non Current Liabilities		25,563	0
TOTAL LIABILITIES		556,160	528,206
NET ASSETS		165,120	122,307
EQUITY			
Retained profits		122,307	76,760
Current Profit/(Loss)		42,813	45,547
TOTAL EQUITY		165,120	122,307

Statement of cash flows

	2019 \$	2018 \$
Cash flow from operating activities		
Receipts from customers	802,362	721,848
Payments to suppliers and employees	(751,108)	(860,803)
Net cash provided by (used in) operating activities	51,254	(138,956)
Cash flow from investing activities		
Payment for Plant & Equipment	(45,666)	(2,850)
Net cash provided by (used in) investing activities	(45,666)	(2,850)
Cash flow from financing activities		
Asset Finance	41,816	0
Repayment of borrowings	(5,742)	(6,866)
Net cash provided by (used in) financing activities	36,074	(6,866)
Net increase (decrease) in cash held	41,662	(148,672)
Cash at beginning of year	641,491	790,163
Cash at end of year	683,153	641,491

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

	2019 \$	2018 \$
Revenue		
Tasmanian Government Grant	351,504	340,200
Other Government Grants	100,046	1,025
DST Membership & Partnership Fees	186,735	186,986
Marketing	126,464	142,560
Corporate Partnerships	91,801	97,801
Business Events	35,769	33,802
Interest	11,148	11,516
Other	9,136	33,179
Total Revenue	912,602	847,067

Expenditure

Operating activities	2019 \$	2018 \$
General & Administrative Expenses	160,347	142,102
LTA Expenses	1,773	0
Marketing Expenses	249,632	275,526
Employment Expenses	334,934	333,694
Occupancy Expenses	23,056	20,198
Tourism Tasmania Content Projects	100,046	0
Prior Year Items	0	30,000
Total Expenditure	869,789	801,520

Note 3: Cash

	2019 \$	2018 \$
Cash at Bank	683,153	641,491
Total	683,153	641,491

Note 4: Receivables

Current	2019 \$	2018 \$
GST Refundable	0	0
Total	0	0

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	41,816	2,815	20,665
Accumulated Depreciation	(6,514)	(2,465)	(18,190)
Written Down Value	35,302	350	2,475

Note 6: Accounts Payable

	2019 \$	2018 \$
Accrued Expenses	122,722	145,796
Trade Creditors	151,558	1,000
GST Payable	26,938	48,825
Superannuation Payable	5,523	9,236
PAYGW Payable	0	134
Total	306,740	204,991

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 2019 the number of members was 205 (2018 – 202).

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 2019.

Directors' Responsibility for the Financial Report

The Company's management committee is responsible for the preparation and fair presentation of the financial report and information contained therein. This responsibility includes establishing and maintaining internal controls relevant to the 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 2019 and the results of its operations and its cash flows for the year then ended.

Max Peck & Associates



Rendell W. Ridge
5 September 2019

Huon Valley Mid-Winter Fest ▶
Photography Lusy Productions





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

To the Directors of Destination Southern Tasmania Limited

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 2019 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

A handwritten signature in black ink, appearing to read "Rendell W. Ridge".

Rendell W. Ridge
5 September 2019



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