

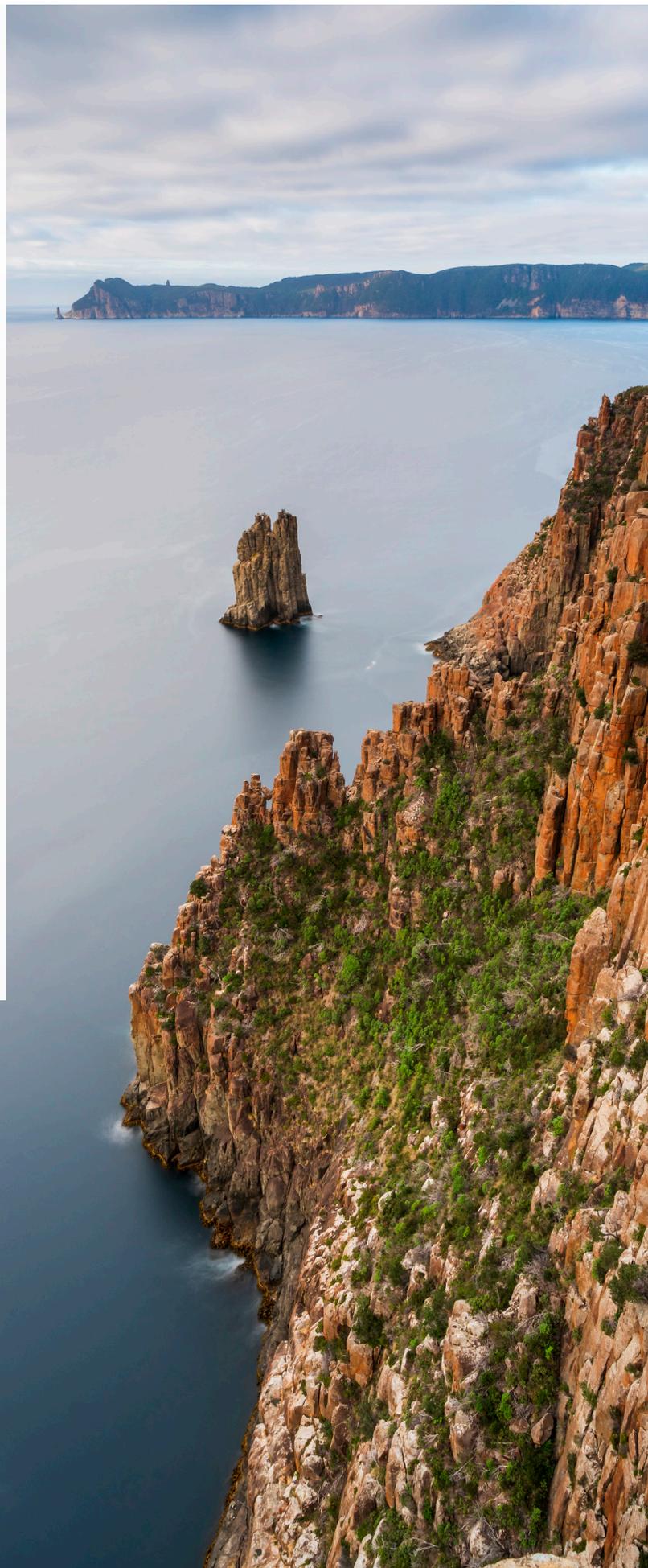
# welcome

The 2019/2020 financial year saw Destination Southern Tasmania's (DST) eighth year of operation as southern Tasmania's Regional Tourism Organisation (RTO) and arguably, its most challenging to date for our members.

Covering a large geographical region, and 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 ensure the benefits of the visitor economy flow throughout the southern region. Our key activities to achieve this in 2019/2020 included: a strong industry membership base, digital marketing, partnerships, industry development, and regional advocacy and media.

DST has received continued growth in membership and has achieved higher levels of industry engagement than ever before, evidenced by around 2000 attendees across all DST industry events throughout the year, a 21 per cent increase from the previous year.

We respectfully present our 2019/2020 Annual Report to our members. We trust that it will communicate the passion, energy and commitment that our organisation brings to the tourism community in southern Tasmania.





Cover

- ▶ Top row:  
 Sydney to Hobart Yacht Race  
 Photography Alastair Bett  
 Sweet Sassafra  
 Photography Osborne Images  
 The Agrarian Kitchen Eatery & Store  
 Photography Stu Gibson
- ▶ Middle row:  
 Cockle Creek  
 Photography Jess Bonde  
 The Royal Tasmanian Botanical  
 Gardens  
 Photography Chelsea Bell  
 The Proud and The Punished —  
 Cascades Female Factory Historic  
 Site  
 Photography Alastair Bett
- ▶ Bottom row:  
 Russell Falls  
 Photography Jason Charles Hill  
 Woodturning in Geeveston  
 Photography Chelsea Bell  
 Australian Wooden Boat Festival  
 Photography Samuel Shelley

All images supplied courtesy  
 of Tourism Tasmania

- ◀ Cape Hauy  
 Photography Luke Tscharke

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## from the chair



Tasmanians are strong and resilient people, with our deep history and our remote and beautiful island located at the bottom of the world. We feel lucky to breathe the cleanest air in the world and we strive to make our welcome one that is genuine and friendly. It is important to remember and recognise that the last two quarters of 2019 and the first quarter of 2020 were strong, industry was abuzz and we welcomed many happy visitors.

I attended DST's largest ever Tips and Tipples event at the Old Woolstore in late February and the vibe was intoxicating. It was a magic evening and all those attending were energised and positive. Just the day prior, I represented Destination Southern Tasmania at a Tourism Industry Council Tasmania function at the old woodchip mill site at Triabunna. The guest speaker was the CEO of Tourism Australia, who spoke about the impact of the devastating fire season in Australia on overseas and domestic markets. Despite the development of the pandemic at that time, no one could foresee the Coronavirus bomb that was about to be dropped on our shores.

I commend the Australian and Tasmanian governments, through the national cabinet, for their speedy decision-making to contain the spread of the virus and to provide support to the community and industry during the early phases of the pandemic. These support programs have essentially provided some breathing space for industry to survive and for operators to adjust their business and operational models in the short term. The team at Destination Southern Tasmania has played a key role in keeping the lines of communication with travellers, industry, a wide range of Tasmanian Government agencies and our corporate partners open.

The ongoing border issues have been and continue to be problematic for both government and industry. Encouraging Tasmanians to holiday at home has been positive, however it will not replace the value of the domestic and international markets that have been so vital in the resurgence of the Tasmanian economy. Through it all, our industry continues to be positive and proactive. The recent release of the T21 Visitor Economy Action Plan is testament to our ability to collaborate with the government and to put our shoulder to the wheel. I expect to see continued focus and growth of the intrastate market, and I've been humbled by the support shown by Tasmanians towards the industry. Those in the sector that have been able to reopen and those that have redefined and reshaped their products and experiences have been well supported.

I look forward to the day we can safely reopen our borders to the domestic market, or to various states and territories deemed safe and with low or no community transmission. At this time and with the ever increasing spread of the virus overseas, it's hard to imagine our international borders opening anytime soon. Clearly when they do, it's going to be to a small number of destinations and visitor flows will be low and slow.

I would like to thank all of the Directors of the Board of DST who have been actively engaged in managing the broad range of risks and strategic issues faced during the year. Each of them give of their time, expertise and intelligence to support the organisation, for the benefit of our members. The staff at DST have been amazing during this difficult, complex and ever changing landscape. They have stayed strong and focussed and are totally committed to servicing the needs of the sector.

Our events throughout the pandemic continued to be both high quality and very well supported. I'd like to recognise the commitment and dedication of our CEO, Alex Heroys, who has stayed positive and shown great leadership during the past year and especially during the early pandemic shutdown.

Our state government partners, Department of State Growth and Tourism Tasmania, have been pillars during the year and have pivoted quickly to ensure our sector receives the support it needs. Our local government partners have also played a key role in keeping our communities safe and informed. Moving forward, the role and leadership of both state and local government is going to be critical to ensure our cities, towns, visitors attractions and public spaces are safe and welcoming.

The future is unknown and uncertain. We have to, as Tasmanians, draw on our strategic and tactical strengths, our resilience, and our ability to innovate in order to put our best foot forward, one step at a time. The journey ahead will be challenging, beyond anything any of us have ever experienced. If we stay connected, stay strong, stay committed and continue to support each other, we will eventually find the way forward to prosper and grow.

Thank you,

A handwritten signature in black ink, appearing to read 'Stuart Lennox'. The signature is fluid and cursive, with a long horizontal stroke at the end.

**STUART LENNOX**  
Chair

## from the ceo

Now in its eighth year, DST has maintained 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, coupled with a strong focus on the crisis management and recovery work as a result of COVID-19. 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

In 2019/2020, Destination Southern Tasmania developed and implemented a Destination Marketing Strategy. This strategy was timely as 2019 and 2020 have presented many challenges for marketing, in one of the most tumultuous landscapes in many years: Tasmanian bushfire recovery efforts (Autumn - Winter 2019), followed by the Australian Bushfires (December 2019 - February 2020) and then Coronavirus. When the global pandemic hit Australia's shores and the Tasmanian Government took the difficult decision to effectively close the borders towards the end of March 2020 to protect the health and wellbeing of Tasmanians, tourism came to a grinding halt overnight. This was reflected heavily throughout the final four months of the financial year with consumer engagement and sentiment significantly impacting digital marketing effectiveness.

Our marketing efforts are focussed on the interstate, intrastate and on-ground visitors, whilst supporting Tourism Tasmania's intrastate, interstate and international activities through the provision of regional content.

Our job has been 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:

#### Journeys

Destination Southern Tasmania is supporting the Government's Journeys initiative through the implementation stage of the Western, Southern and Central Journeys. This important initiative has continued to grow through 2020, and as self-drive touring develops as a key strategy for Tourism Tasmania and Tourism Australia, we expect this to be a growth area in a post-COVID-19 environment.

### Visitor Map

In 2016, we launched the Explore Southern Tasmania Map. This year, we have made the decision not to reprint the map, but to maximise its distribution until the end of the 2020 calendar year. 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 this financial year, with a print run of 100,000 distributed throughout the state 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 Marketing Program

Our digital marketing program this year focused heavily on consumer centric tactics, with engagement, content acquisition and content generation at the core focus for our social media channels and website. We continue to develop unique stories to boost search engine optimisation across our website and generate social media traffic.

Highlights include:

- A 12 per cent increase in followers on Instagram
- Maintained a reach of 3 000 000 individuals across social media for the year
- Average engagement rate per post on social media channels of 2.28 per cent (industry standard is 1.22 per cent)
- DST worked with Tourism Tasmania to feature the Spectra live stream and Whisky Waffle with Bill Lark in the Live from Aus online event run by Tourism Australia. The weekend-long event had 34 million online video views from over 40 countries.
- Targeted blog strategy to drive engagement and conversion to member businesses.

There are currently gaps in the consumer journey, mainly around consumer-centric planning tools and granular detail for planning. As such, our marketing strategy has taken a consumer-centric approach, answering questions and taking the headache out of planning a holiday for visitors. This strategy has served us well with organic website traffic to the site increasing by 27 per cent, while social referral from our digital channels has increased by 18 per cent.

Our overall traffic to the Hobart and Beyond website for the year, despite the impacts of bushfires, COVID-19, and global events, was up 17.88 per cent and average time on the website has increased by 27 seconds from 1:25 to 1:52.

Social media continues to play an important role in marketing our regions and facilitating dispersal. Our largest single demographic on our social media channels is women based in Hobart, however collectively, 55 per cent of our audience is from mainland Australia. As such, these platforms continue to be a source of timely information and content for our followers, playing in the aspiration and dreaming phases of the customer journey.

This year we have worked very hard to evolve our broader digital focus, moving from aspiration and dreaming, and inspiring followers to dig deeper through our channels. This has been done by integrating blog content through our social media channels, search engine optimisation and consumer first enquiry approach. This strategy has achieved excellent results on our Southern Exposure blog, which saw over 106,000 page views (82 per cent increase on the previous year). The average time spent on site reading the blogs is 3:09 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 information.

## 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 the industry. Membership increased during the COVID-19 lockdown to 266 industry operators and 11 councils. During this period, we welcomed many operators to the membership, including new and developing businesses, further cementing our role of providing advocacy and support to the southern Tasmanian tourism industry.

### 2. Communications

We continue to communicate and inform members through our Highlands to Harbours newsletter and regular email updates. In addition, our closed Facebook group provides a platform for operators where members can share events, updates and news with their industry colleagues. In recent months, it has also become a forum for operators to engage with each other about the challenges they face as a result of COVID-19, to seek advice, and to generate collaborative opportunities. Engagement with the closed Facebook page has increased exponentially during this period, fostering cohesion and solidarity.

### 3. Education

A key objective of our industry development program is to build our education program. The annual tourism Summit, regional workshops and roadshows, as well as our monthly networking events (which always have an educational component) continued to attract excellent attendance until the pandemic, which is testament to the industry's commitment to development and improvement. In 2019, the fifth annual DST Summit attracted 170 attendees to Blundstone Arena, for a day of learning and networking. The Summit received a satisfaction rating of 89 per cent with 94 per cent intending to attend future summits. Disappointingly, the 2020 DST Tourism Summit was cancelled due to COVID-19.

The annual Summit is complemented by the Tips and Tipples member networking and development program which runs from February to November. This financial year we enjoyed four physical Tips and Tipples events pre-COVID-19, with highlights including a visit from Juanita Terry-Bloomfield, Sustainability Director at Tourism Noosa, and the launch of The Old Woolstore Apartment Hotel's new mountain bike tourism initiative which attracted a record attendance of 110.

Once the pandemic took hold, DST shifted Tips and Tipples to an online forum, holding an event every two to three weeks for the four-month lockdown period. The focus of these events was to provide operators with the opportunity to seek information and ask questions about COVID-19, including everything from business advice and government support to COVID-19 Safety Plans. Engagement was very strong for these events, with attendance over 100 at several.

Our training program included three very engaging and informative workshops with Juanita Terry-Bloomfield on sustainability (one with local government, one with the Tourism Network and one with industry).

We were delighted to work with the Australian Tourism Data Warehouse (ATDW) in late 2019 and again in early 2020 to deliver workshops for operators and councils to optimise this tool. We also worked with Tourism Tasmania and the Department of State Growth to deliver industry consultation on two major projects: the Journeys Project and the T21 Visitor Economy Strategy.

DST also hosted an online WorkSafe Tasmania workshop which assisted over 200 business operators to develop their COVID-19 Safe Plans.

#### 4. Industry Connections

Our networking program continues to encourage members to learn from each other on topical themes. DST held 11 Tips and Tipples events this year (four physical and seven online), attracting almost 1000 attendees. Topics included the rise of fermentation in Tasmanian (pun intended), sustainable tourism, Tourism Tasmania's Unordinary Adventures Program, the future of Drysdale and of course, everything COVID-19 related. These events continue to provide a space for industry colleagues to not only learn, but also to meet, debrief, connect, collaborate and cross pollinate, and are identified as one of the primary member benefits.

In addition to the Tips and Tipples program, we also held a number of other events which represented opportunities to connect and network:

- DST's AGM was held at Altar (the fantastic live music venue in the Hanging Garden precinct) in September and attracted around 75 attendees.
- The 2019 Cruise Industry Briefing held at the Royal Yacht Club of Tasmania in September attracted almost 100 attendees.
- Regional networking events and workshops were held in Oatlands, Richmond, Bothwell, Dunalley, Franklin, Cygnet, New Norfolk and Cambridge.
- A Southern Trove/DST combined Christmas gathering was held at the Port Cygnet Cannery with over 100 attendees.
- We hosted several event information sessions to help tourism operators leverage off events such as BeakerStreet@TMAG, Tasmanian Whisky Week and the Huon Valley Mid-Winter Festival.
- We also attended the Australian Regional Tourism Conference in Devonport in October, and the Australian Cruise Association Conference in Geelong in September to help grow our own network.

#### 5. Destination Action Plans

DST has continued to facilitate a Destination Action Plan (DAP) implementation group for Bruny Island, which, with the support of Kingborough Council and the Department of State Growth, has completed a number of projects for the improvement of public facilities such as walking tracks, recreational areas and parking. The Coal River Valley, Derwent Valley, Far South and Huon Valley DAPs are also providing direction and focus for local tourism and business associations in those areas. These Plans provide the opportunity for local visitor economy priorities to be identified and worked towards.

#### 6. 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, Glenorchy City Council EPIC group, 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, Tasman Business and Tourism Association, the Heritage Highway, and the Southern Trove Reference Group. More recently, we have also been working towards establishing local tourism associations in the Huon and Coal River Valleys.

#### 7. Mentorship

This has become a much more utilised and valued service for DST members, and not just since the pandemic struck. We have been seeing more and more operators take us up on the opportunity to have one-on-one time with our team to unpack challenges and give shape to plans and ideas that are specific to that business. We have also provided event management support and local media services to members for product launches, new initiatives and celebrations.

#### 8. Tasmanian Chamber of Commerce and Industry (TCCI)

In June 2020, DST and the TCCI negotiated a valuable partnership which offers DST members a basic TCCI membership (normally valued at \$399), free of charge. This gives DST members access to a range of services not otherwise included in our own suite of offerings, such as Workplace Relations support, Workplace Health and Safety specialist services, and TCCI events and training at member prices.

## Advocacy, media and public relations

Advocacy for regional issues is an ongoing, long-term strategy of DST. Never has this been brought into sharper focus than over the latter half of the financial year as COVID-19 wreaked havoc with our industry. Prior to the pandemic, DST provided letters of support and assisted with submissions for many grant applications, funding programs and award submissions. As COVID-19 struck, our full focus turned to raising members' needs, concerns and issues at the highest levels of government, as well as supporting our members to navigate and apply for the various grants and support programs available.

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 2019/2020 has incorporated the following topics, amongst others:

- Project X
- Cruise ships
- New product promotion and launch
- Virtual events
- Winter and summer events promotion
- Castray Point
- Border closures
- Innovative business models

## With thanks

DST is a small team and is grateful for the support it receives from its Board members: Stuart Lennox (Chair), Daniel Aitken (Deputy Chair), Vin Barron, Mayor Bec Enders, Jennifer Fitzpatrick, Dr Anne Hardy, Andrew Hennessy, Damian Mather, Tim Parsons, Lisa Punshon, Tim Short and Ken Stronach. We would also like to thank our Marketing, Risk and Governance Committee and our Membership and Industry Development Committee: Dan Aitken, Maree Davies, Tory Ross, Andrew Ross, Sally Hayne, Vin Barron, Stuart Lennox, Tim Short, Mayor Bec Enders, Dr Anne Hardy and Tim Parsons. Thank you also to our corporate partners: Southern Cross Austereo, Hobart Airport, Hype TV and The Mercury. Special thanks to Damon Wise for his assistance with Audio Visual support. DST has operated with four full time equivalent staff for 2019/2020. We have achieved a significant program of activities with limited resources, a testament to the hard work of the team: Natalie Hayes, Anne Menegat and Chelsea Bell. Destination Southern Tasmania would also like to acknowledge and thank our Digital Content Officers, Isabel Galloway and Olivia Sattler.

We are especially proud of our support from and continued work with the elected members and officers of the 11 southern Councils. We recognise the significant investment and commitment from Local Government to support the visitor economy 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 Dean Winter (Kingborough Council), Mayor Kerry Vincent (Sorell Council), Mayor Alex Green (Southern Midlands Council), Mayor Tony Foster (Brighton Council) and Mayor Kelly Spaulding (Tasman Council).

Perhaps most importantly, we thank our members for their continued support. We are proud to represent our membership base, especially during the next 12 months when recovery and survival will be our primary focus. We have a clear direction, ensuring we deliver on our goals to support the industry to survive, rebuild, drive regional dispersal and build industry capacity to maximise tourism benefits to local communities, whilst increasing visitor yield.



**ALEX HEROYS**

Chief Executive Officer

# partnerships

Partnerships are key to leveraging DST'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 key partnerships:

## 1. Tourism Tasmania

We continued our regular presentations to Tourism Tasmania staff of new or reinvented products, as well as our strong relationship with the staff who regularly engage with DST to understand the nuances of regional products. We are delighted to assist in the generation of content for the Journeys Project and the social media program through the coordination of Instameets and photo shoots. We also provide insight to support Tourism Tasmania's campaign development and are key partners on the development of the Journeys Program. As COVID-19 struck, our work focused on supporting the tourism operators through an intrastate marketing campaign, *Make Yourself at Home*. We also continue to attend the Cruise Tasmania network stakeholder meetings. Our relationship with Tourism Tasmania continues to mature and is critical to our and the region's success.

## 2. Department of State Growth

DST holds a valuable relationship with the Tourism and Hospitality Supply Unit (THSU) within the Department of State Growth (DSG). Significant work this year includes the Journeys Project with working groups and steering committees for the Western Wilds, Southern Edge and Heartlands drive journeys. We have also been working with DSG to identify and support supply side projects via the Regional Tourism Projects Program. Our relationship with DSG has been especially important during the current crisis of COVID-19 and partnerships with Business Tasmania, Events Tasmania and the THSU have been and will continue to be critical to the success of any recovery work.

## 3. Hype TV

Hype TV are an integral partner for Destination Southern Tasmania and the broader industry. Dave Flower and the team at Hype have continued their support of our major events during 2019/2020, the Summit, Southern Stars of Tourism and Tips and Tipples. We would also acknowledge the assistance of Damon Wise for AV work at these events. Our partnership continued with the 2019 Paint The Town Red campaign. A special acknowledgment has to go to Hype for their production of an industry video during the peak of the COVID-19 crisis. This was a labour of love and continues to boost the morale of our industry operators.

## 4. Local Tourism Associations and Networks

DST continues to work with Local Tourism Associations (LTA) and business networks in all sub-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, worked closely with the Far South Tourism group, Derwent Valley Tasmania, Bruny Island Tourism, and the newly formed Tasman Business and Tourism Association (TBTA). We have facilitated the establishment of two new LTAs in the Huon Valley and Coal River Valley and will continue this support into the future. The LTA network holds a critical relationship that delivers content for digital channels, marketing outcomes as well as ensuring a strong regional voice and a united industry.

## 5. Tourism Industry Council of Tasmania (TICT)

The DST Chair holds a position on the TICT board, and DST works closely with the TICT to identify and raise regional advocacy issues. This year has seen strong collaboration to support the TICT recovery initiatives and the writing of the T21 Visitor Economy Action Plan through industry consultation.

## 6. Brooke Street Pier

Working in conjunction with Brooke Street Pier, DST continued its cooperative brochure display program at this high traffic site. 45 operators participated for the first half of the financial year. The onset of COVID-19 saw the program put on hold until visitors are welcomed again. We thank Red Decker for its support in partnering with DST to ensure the brochure racks remain well stocked during peak periods and at weekends.

## 7. Hobart Airport

We were delighted to work closely with Hobart Airport throughout 2019/2020. DST sits on the Hobart Airport Planning Forum and the Community Aviation Consultative Group Meetings. As Tasmania's major airline gateway, we are thrilled to have a billboard-sized image of our Explore Southern Tasmania Map featured in the arrivals area. We look forward to supporting Hobart Airport into the future as flights are restored and visitors return.

## 8. 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 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 (of which DST is a member) to hold our annual cruise briefing in September. Cruise ship focus has paused until the Federal Government clarifies border restrictions placed on cruise ships entering Australia.

## 9. 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 leverage off these events to promote regional dispersal for attendees. For example, we worked with Tasmanian Whisky Week, Festival of Voices, BeakerStreet@TMAG and the Taste of Tasmania to encourage operator involvement and regional dispersal. COVID-19 has forced most large scale winter and some summer events to either cancel or postpone. We will now refocus to assist event organisers, in partnership with Events Tasmania, to find ways to operate in a COVID-19 safe environment.

## 10. Southern Cross Austereo

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 assistance and negotiated packages offered by Southern Cross Austereo to promote regional products during the COVID-19 crisis to the intrastate market.

## 11. Mona and DarkLab

We are proud to continue our work with DarkLab and Mona to provide opportunities for industry to partner with one of Tasmania's major attractions and events. This included the Mona Industry Campaign, prior to COVID-19. We also worked with DarkLab on Project X, an exciting new visitor attraction to be developed on the Ida Bay Railway site.

## 12. The Mercury

The Mercury is a long-term corporate partner of DST. This year, to assist and support the tourism industry during the COVID-19 crisis, DST negotiated enormously discounted advertising rates. These have been received and utilised well by our members.

## 13. Local Government

DST is proud to work in collaboration with its 11 Council partners. Local Government is a key stakeholder in the visitor economy, supporting the many businesses that pay rates in their respective regions, as well as assisting and facilitating events and businesses to grow. Whilst much of our work is focused on growing the visitor economy in southern Tasmania as a whole, we are also committed to delivering value to each council. This current year, our focus has been on working with the rate paying businesses affected by COVID-19 in all areas of southern Tasmania.

## 14. TasTAFE

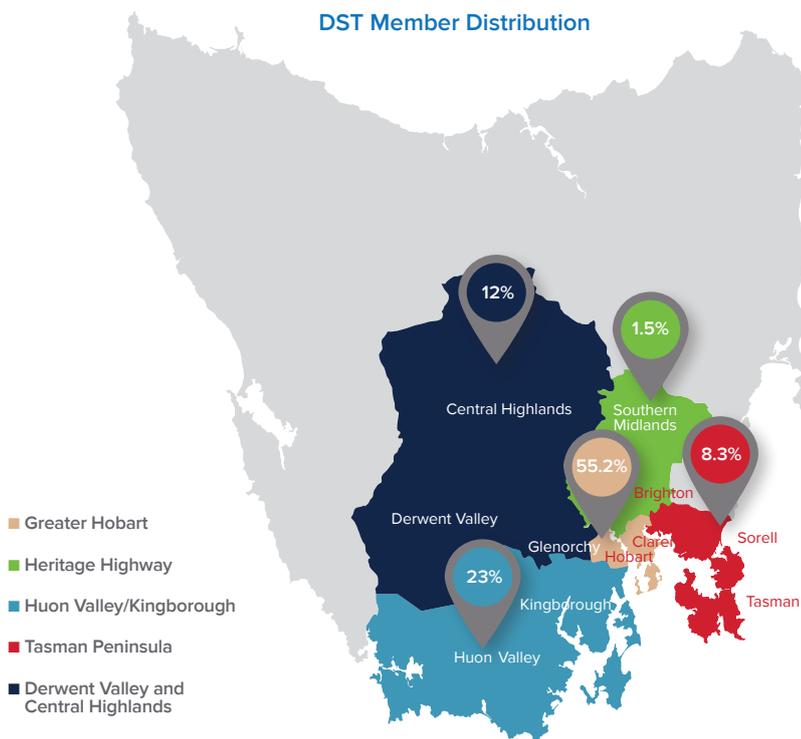
DST has developed a strong partnership with TasTAFE Drysdale, welcoming students to participate in DST events throughout the year. This has allowed students hands-on experience in event hosting alongside training, networking and educational benefits.

## 15. Tasmanian Chamber of Commerce and Industry (TCCI)

Our most recent partnership has been borne out of an identified need and gap within our current member offering. During COVID-19, as our members were struggling with the realities of standing down staff and reorganising business models, we identified a need for support around human resources, industrial relations and business assistance. DST members now hold a basic membership level with the TCCI. We very much look forward to growing this relationship into the future.

# membership

With 277 members from across southern Tasmania, DST is an industry led organisation that continues to grow and evolve to meet industry needs.



▲ Iron Pot Lighthouse. Photography Chelsea Bell

## members at 30 june 2020

- » 28 Gates
- » Above and Beyond
- » Adventure Trails Tasmania
- » Ageing Barrel Tours
- » Airlines of Tasmania
- » Alabama Hotel Hobart
- » Apple Isle Wine Tours
- » Ashdowns of Dover Bed & Breakfast
- » At Eleven, la petite maison
- » Australasian Golf Museum
- » Avis Australia
- » Baker & Co
- » Bangor Vineyard Shed
- » Barilla Bay Seafoods
- » Barron Associates
- » Battery Point Boutique Accommodation
- » Beaker Street
- » Beaupre Farm and Cottage
- » Beauty and the Bees
- » Bellehaven Tasmania
- » Best Western Hobart
- » Blue Lake Lodge
- » Bonorong Wildlife Sanctuary
- » Brighton Council
- » Bronwyn Clarke Ceramics
- » Bruny Island Coastal Retreats
- » Bruny Island Safaris / Bruny Island Lighthouse Tours
- » Business Events Tasmania
- » Campo de Flori
- » Candy Ab
- » Cascade Brewery Co
- » Central Highlands Council
- » Charbella's on Norma
- » Chill Tasmania
- » City View Motel
- » Claremont Golf Club
- » Clarence City Council
- » Coal River Farm
- » Colour & Cork
- » Coral Expeditions
- » Cricket Tasmania
- » Cruise Ship Excursions Tours
- » Cruisin Motorhomes
- » Cumulus Studio
- » Curringa Farm
- » Cygnet Old Bank Cafe & B&B
- » Darlington Beach House and Wildwood Luxury Retreat
- » Daytripperz
- » Derwent Bridge Chalets & Studios
- » Derwent Sailing Squadron
- » Derwent Valley Council
- » Discovery Holiday Parks—Mornington
- » Discovery Holiday Parks—Hobart
- » Domaine A Stoney Vineyard
- » Eaglehawk Dive Centre
- » East Coast Cruises and Maria Island Shuttle
- » Eden Farmstay
- » Esperance Adventures
- » Essentially Tas
- » Eudaimonia Tasmanian Cycling Tours
- » Evolo Room Escape
- » Experience Tasmania Tours and Charters
- » Farm Gate Market
- » Fat Pig Farm
- » Federal Group
- » Federation Artisan Chocolate
- » Franklin Accommodation
- » Franklin Cider Co
- » Frenchman's River
- » Frogmore Creek
- » Giant Tree Expeditions
- » Giant's Table and Cottages
- » Glen Derwent
- » Glenorchy City Council
- » Great Lake Hotel
- » GuideGuys
- » Hadley's Orient Hotel
- » Harpers on the Beach
- » Harrison Group
- » Harrison Grove Guest Houses
- » Harvest and Light
- » Hawthorn Lodge
- » Heimat Chalets
- » Hellfire Bluff Distillery
- » Heritage Horse Drawn Carriages
- » Highland Cabins & Cottages at Bronte Park
- » Highland Getaway
- » Hobart Airport
- » Hobart Central YHA
- » Hobart City Council
- » Hobart Cityscape
- » Hobart Free Walking Tours
- » Hobart Hideaway Pods
- » Hobart Historic Cruises
- » Hobart Historic Tours
- » Hobart Mountain Bike Tours
- » Hobart SnapShot Tours
- » Hobart Twilight Market
- » Hobart Yachts
- » Home Hill Winery
- » Hotel Grand Chancellor
- » Huon Valley Council
- » Huon Valley Escapes
- » Hydro Electric Corporation (Hydro Tasmania)
- » Hyperdrive Kart Racing
- » Ibis Styles Hobart
- » Impression Bay Distillery
- » Innkeepers Tasmania
- » Institut Polaire
- » Inverawe Native Gardens
- » iWander Tasmania
- » Jackson's Emporium
- » JAWS Architects
- » Jenatt at Salamanca Apartments
- » Kate Hill Wines
- » Kermadec Hotel
- » Kingborough Council
- » Kymmik Cottage
- » Lady Jo Tasmania
- » Lark Distillery
- » Lawrenny Estate Distillery
- » Leap and Wander
- » Lenna of Hobart
- » Leverett Photography
- » Life's An Adventure
- » Love Tasmania Tours
- » MACq01 Hotel
- » Macquarie Point Development Corporation
- » Mantra Collins Hotel
- » Margate Marina
- » Marawah Hospitality (The Glass House / Brooke Street Larder)
- » Mawson's Huts Replica Museum
- » Max Employment
- » Maydena Bike Park
- » Mayfair on Cavell
- » Mayfair Plaza Motel
- » Maylands Lodge
- » McHenry Distillery
- » Meadowbank Wines
- » Merre Be's
- » Mona
- » Mona Roma (Navigators)
- » Motel 429
- » Mount Wellington Cableway Company
- » Mures Tasmania
- » National Trust of Australia (Tasmania)
- » No Visible Means
- » Nonesuch Distillery
- » NRMA Port Arthur Holiday Park
- » Old Kempton Distillery
- » Osborne Heli Tours
- » Overdrive Car Hire
- » Pagan Cider
- » Tasmania Parks and Wildlife Service
- » Pennicott Wilderness Journeys
- » Peppermint Bay Cruises
- » Personalised Tasmanian Tours
- » Platypus Playground Riverside Cottage
- » Pooley Wines
- » Pooseum
- » Port Arthur Historic Sites Management Authority
- » Port Arthur Lavender Farm
- » Port Arthur Villas
- » Princes Wharf 1
- » Prospect House Private Hotel
- » Puddleduck Vineyard Tasmania
- » Pumphouse Point
- » RACT Destinations
- » Railtrack Riders
- » Rathmore
- » Ratho Farm
- » Riverfront Motel & Villas
- » Roaring 40s Kayaking
- » Rotorlift Aviation
- » Roxburgh House Apartments
- » Royal Tasmanian Botanical Gardens
- » Royal Yacht Club of Tasmania
- » Sabre Catering
- » Salamanca Arts Centre
- » Salamanca Inn
- » Salamanca Walk
- » Salamanca Wharf Hotel
- » Salters Hire
- » Saltwater River Convict Beach House
- » Sanctum Boutique Apartments
- » SeaLink Bruny Island Park
- » Shene Estate & Distillery
- » shop@franklin
- » Shutterbug Walkabouts
- » SkyBus
- » Smugglers Rest
- » Snug Beach Cabin & Caravan Park
- » Society Salamanca
- » Somerset on the Pier
- » Sorell Council
- » Southern Cross Austereo
- » Southern Forest Accommodation
- » Southern Lights Hotel
- » Southern Midlands Council
- » St Ives Apartments
- » Stanley's Fine Art & Craft
- » StelaVino Guided Wine Tours
- » Storm Bay Bed and Breakfast
- » Stuart Lennox
- » Sullivans Cove Apartments
- » Supatram Hobart
- » Tahune Adventures
- » Tasman Council
- » Tasmania Golf Club
- » Tasmania Gourmet Food Tours
- » Tasmania Tour Guide
- » Tasmania.com
- » Tasmanian Air Tours
- » Tasmanian Boat Charters
- » Tasmanian Devil Unzoo
- » Tasmanian eBike Adventures
- » Tasmanian Jet Ski Adventures
- » Tasmanian Museum & Art Gallery
- » Tasmanian Symphony Orchestra
- » Tasmanian Walking Company
- » Tasmanian Wild Seafood Adventures
- » Tassie Bound Adventure Tours
- » Tassie Tours Tasmania
- » Tassie4Kids Tasmanian Travel Site
- » TasTAFE—Drysdale
- » The Agrarian Kitchen Eatery
- » The Beach Apartment
- » The Brewery Hop
- » The Derwent Experience
- » The Falls Music & Arts Festival
- » The Henry Jones Art Hotel
- » The Honey Pot
- » The Jetty House
- » The Junction Motel
- » The Kentish Tasmania
- » The Kingdom Gallery at Glen Clyde House
- » The Lodge on Elizabeth
- » The Mercury
- » The Old Woolstore Apartment Hotel
- » The Peninsula Experience
- » The Possum Shed
- » The Red Decker Company
- » The Rivulet
- » The Roundhouses
- » The Shot Tower
- » The Tasman, a Luxury Collection Hotel
- » The Windward Bound Trust
- » The Wooden Boat Centre
- » Theatre Royal
- » Three Beaches Tasmania
- » Three Capes Gear and Gourmet
- » Tinderbox Retreat
- » Tiny Tours
- » Tourism Brochure Exchange
- » Tours around Tasmania
- » Trail Ventures
- » Tranquil Point
- » Travel For All
- » Truffle Lodge
- » Two Bud Spur Vineyard
- » Tynwald Restaurant & Historic Accommodation
- » Under Down Under
- » Van Diemens Land Creamery
- » Villa Howden
- » Villa Talia
- » Wakky Taz Creations
- » Walk on kunanyi
- » Walton House B&B
- » Waterfalls Cafe & Gallery
- » Whispering Spirit Holiday Cottages and Miniature Pony Stud
- » White Beach Tourist Park
- » Wildways Tours
- » Willie Smith's
- » Women in Tourism & Hospitality Tasmania
- » Wrest Point Hotel & Casino
- » Yukon Tours
- » Zero Davey Boutique Apartments

## spotlight on covid-19

I genuinely and vehemently hate the word Covid. I hate everything to do with it: the devastation caused to our tourism operators; the dismantling of the hard work and success that has built a visitor economy which was (and arguably is) the envy of Australia and the world; the gutting of workplace culture as teams have been stood down; and of course the financial hardship and closures of businesses.

Tragic loss of life, prolonged separation from loved ones, endless uncertainty and extreme changes to the way we live and do business have intruded on the lives of every single one of us, as we all grapple with the trauma of this pandemic. Our thoughts are first with those directly affected, and our gratitude to the first responders that have worked hard to keep us safe from this disease.

COVID-19 crashed into our world in March and the first indication of what was to come was the shutting down of the inbound Asian market followed by cruise ship cancellations. Following this was the need to relocate all interstate and international visitors out of Tasmania prior to border closures. During this time DST's focus shifted completely to crisis management and communication. I am strangely proud of our work at this time and would like to recognise the significant effort put in by our team to contact almost all of our members to check in, offer support, answer questions, provide updates and to communicate with our local government partners as we assisted visitors to exit the state.

Swiftly, the key tourism stakeholders including the Department of State Growth, Department of Premier and Cabinet, Tourism Tasmania, the Tourism Industry Council of Tasmania, our RTO partners (East Coast Tourism, West by North West and Visit Northern Tasmania), the Tasmanian Hospitality Association and others came together on a daily basis to work on issues, seek clarification on the application of new rules and restrictions, and focus our immediate assistance where it was needed most. This communication network established a mechanism to relay on-ground issues effectively and efficiently to the decision-makers, enabling informed and rapid responses from the Tasmanian Government. This network continues now, though meetings are needed less frequently, but the focus and purpose remain: to give our industry operators a voice.

It is worth noting here that one of the key strengths of DST is its connection and integration with the highest levels of government, which meant that we could advocate strongly and clearly to those making decisions about what was happening on the ground and in the business community.

At this time, many of the questions from our members related to human resources, workplace health and safety and industrial relations issues. As this was not an area of expertise for DST, we partnered with the Tasmanian Chamber of Commerce and Industry (TCCI) to offer a basic TCCI membership to all DST members.

March was also the traditional time to renew our industry membership, but as lockdown rolled out, we made the decision not to issue membership renewals, essentially freezing fees until we understood more about what was coming our way. We used this time to broaden our membership reach, encouraging all southern Tasmanian tourism businesses to take full advantage of DST member services to support them through this crisis.

It was increasingly clear at this time that our successful physical events, like our Tips and Tipples program, were unlikely to be possible for the foreseeable future. DST invested in "Zoom", with a desire to continue our strong connection with our members at a time when information was most needed. We launched Virtual Tips and Tipples on the 25 March to 96 attendees. It was an experiment, but worked very well and soon virtual tourism networking events and workshops were being successfully rolled out across the state. We increased the frequency of the virtual catch ups to once every two or three weeks and focused the sessions on topics relevant at the time. Keeping our members connected and creating a sense of community, solidarity, support and mutual understanding was important and valued by our members during this difficult time.

One of the successes of these sessions was the ability to reach and communicate with regional operators that would not normally attend a physical event in Hobart, so we will continue these virtual catch ups into the future.

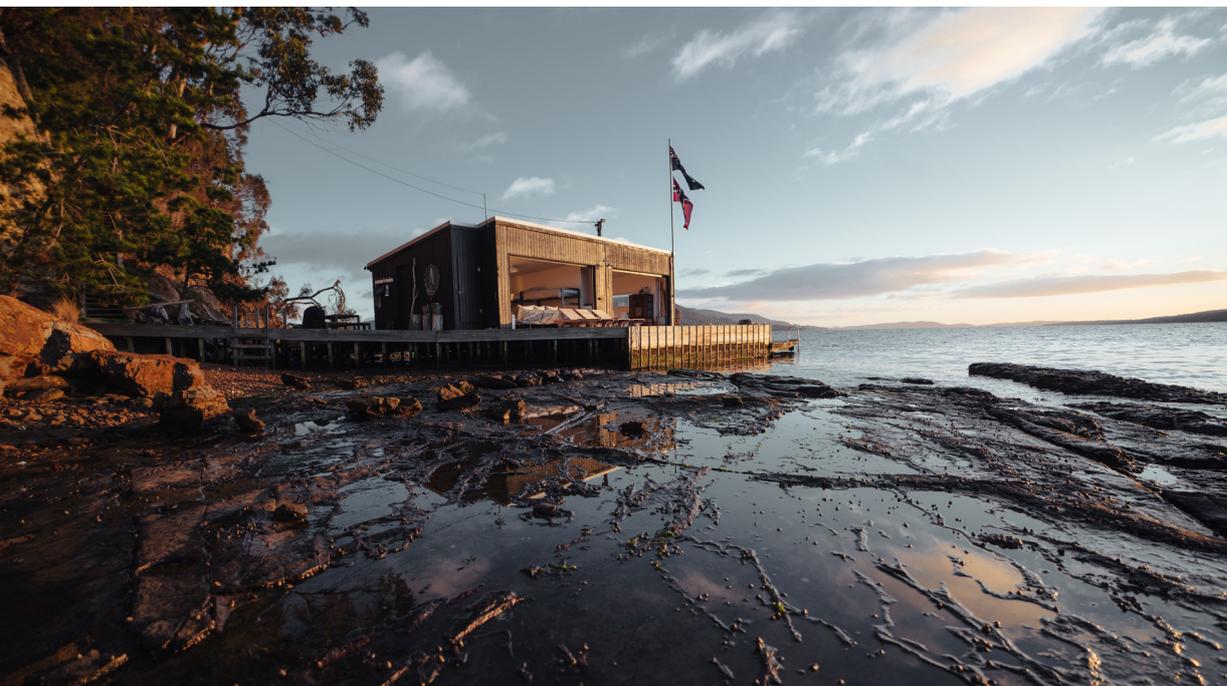
We have at all times strongly supported the Premier's strategy and public health focus to keep Tasmanians safe, and as the crisis unfolded it became evident that we were protected well, as cases dropped to almost zero. As programs like JobKeeper and State Government support packages were rolled out and the initial crisis stage stabilised, it became clear that the road we were travelling down together was going to be a lot longer than we initially thought. During this time, our focus, along with Tourism Tasmania's, turned to recovery, and as restrictions eased, to researching and activating the travelling Tasmanian market.

Our marketing focus during this time is covered in other areas of this report but they have been reactive and responsive to consumer needs. There was also a strong desire for our members to market their products to Tasmanians and our partnerships with the Mercury, Southern Cross Austereo and the Examiner have delivered accessible opportunities to our members for this marketing push.

Work continues now on the Make Yourself at Home intrastate campaign with Tourism Tasmania, and all of this has combined to boost industry confidence as well as deliver results with increased enquiries and bookings.

We have worked with the government and the TICT to collaborate in the T21 Visitor Economy Action Plan and are committed to supporting these initiatives and actions to help our state and operators recover and rebuild.

As I report on the financial year 2019/2020, we are nowhere near the end of this crisis and I still hate the word Covid with every fibre of my being, however I do know that we will continue to throw every support possible at this to ensure that we emerge with as strong an industry as we can. Our members are tough, and when borders do reopen and the visitors return, we will be well placed to capitalise and welcome the interstate market back to our world class destination.



▲ Satellite Island. Photography Jason Charles Hill

## looking ahead

As we look forward to 2020/2021 the DST team and Board of Directors are firstly committed to ensuring that our members receive the support they need to survive and rebuild their businesses and workforces.

As border restrictions are eased and our interstate market starts to travel again we will recommit to our drivers of regional dispersal, industry development, capacity building and regional advocacy whilst maintaining the sustainability of DST. We have limited financial and human resources and we must work strategically with our key partners in state and local government, as well as our corporate and association partners, to be able to maximise our impact for the industry.

### Recovery

We are committed to working with our partners to implement the actions in the T21 Visitor Economy Action Plan and its additional six month recovery action plan. We have committed to reducing the member renewal cost for the 2020/2021 membership year by half. We will continue to ensure that we keep supporting our members, as well as identifying programs and opportunities that deliver the best outcome for our members.

### Marketing

We will continue to focus our marketing efforts on the interstate and intrastate market as well as on-ground visitors when these markets are activated during the recovery phase. Whilst much of our attention will centre on our own creative digital marketing channels, we will also look to maximise dispersal of the Explore Southern Tasmania Map to support awareness of our regional experiences and brand strengths. This year will see an increased desire for our members to engage with traditional media streams and we will ensure that our members see the greatest benefit in our negotiated partner advertising rates. We will continue to implement best practice destination marketing strategy embedded in our current marketing plan, to target consumers, answer their needs and drive them to explore southern Tasmania.

### 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 of our regional dispersal efforts with the Western Wilds, Southern Edge and Heartlands launching this year and all within DST's geographical area.

With the support of the Department of State Growth, DST will be developing a Destination Management Plan. We will work with local government and industry to identify key regional priorities, strengths and opportunities to improve the visitor experience.

We will review our two key industry events, the DST Summit and the Southern Stars of Tourism, and implement a comprehensive Tips and Tipples program, coupled with a regional focus on connection and support through the Know Your Neighbour program.

### 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. It is vitally important that DST continues to be representative of our industry and responsive to its needs. This drives our advocacy agenda.

# the board



**Stuart Lennox**  
Elected Director  
– Chair

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 Tasmania 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 was a board member of Ecotourism Australia. He also 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.



**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 the Mona Foma and Dark Mofa 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 each other's experience and skills.



**Vincent Barron**  
Elected Director

Vincent Barron was Chief Executive of the Tasmanian Convention Bureau, (now Business Events

Tasmania) 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 2011, he initiated and convened a number of industry working groups which had as their objective the creation of a new regional tourism organisation for southern Tasmania. This was achieved in 2012 with the establishment of Destination Southern Tasmania (DST). Vin was elected Chair of the Board, a position he held until standing down in 2017. 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.



**Bec Enders**  
Nominated by  
Southern Tasmanian  
Councils Authority

Bec Enders has been the Mayor of the Huon Valley

Council since November 2018. A love for this stunning state and its friendly inhabitants were the driving force for Bec and her husband John to relocate from South Australia to Franklin, Tasmania. A prolific promoter of all things Tasmanian, Bec believes that Tasmania is the land of opportunity for those with passion and an exciting idea or two. At present, Bec holds the position of Chair of the Southern Tasmanian Council Authority and the Regional Climate Change Initiative program. She has held management roles in local government and the not-for-profit sector. She has managed teams through organisational restructure and change management in the health and local government sectors and understands the importance of stability and constructive cultures. Bec believes that Tasmania is the land of plenty and meeting the needs of our people, our economy and the environment is vital to the overall health of the Island for future generations.



**Jennifer Fitzpatrick**  
Appointed Director  
(June 2020)

Jennifer Fitzpatrick is a passionate member and advocate for the tourism

industry in Tasmania. Having first arrived as an international student over 20 years ago, she has had a wide range of experience of Tasmania's tourism industry from hospitality to adventure tours, interpretive guiding, wildlife park operations, sales and marketing, experience development and special events.

In her nine years with Tourism Tasmania, Jennifer worked directly with trade and media partners to raise awareness of Tasmania; providing strategic marketing advice to the international consortiums, state-wide organisations and government partners. She re-joined Port Arthur Historic Site Management Authority in 2016 as the Marketing and Communications Manager for Port Arthur, Cascades Female Factory and Coal Mines World Heritage Sites. Jennifer is active on a number of industry committees including the Tasman Business and Tourism Association, Skål International Hobart and she is the Vice Chair of the ATEC Tasmania Branch.



**Dr 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.



**Andrew Hennessy**  
**Elected Director**

Andrew is a passionate Tasmanian who has been involved in southern Tasmania's tourism

industry for 14 years. As General Manager for Pennicott Wilderness Journeys, he is involved in the overall strategic management of the company's award-winning products which operate from Bruny Island, the Tasman Peninsula and Hobart. During his time in the industry, he has developed strong connections with tourism operators, industry partners, government and stakeholders. He also previously operated a web design consultancy working with a variety of tourism clients across southern Tasmania.

Andrew believes it's important that we work collaboratively to create a strong, sustainable tourism industry and welcomes the opportunity to contribute with his experience and skills in tourism operations, marketing, distribution and stakeholder management as part of the Destination Southern Tasmania Board.



**Damian Mather**  
**Elected Director**

Damian is passionate about building partnerships to strengthen and enhance the unique

visitor experiences Tasmania has to offer. He entered the industry 21 years ago, refining his skills with studies at Drysdale TAFE and the University of Tasmania. In 2005, he embarked on a working holiday to the UK; staying six years and working at 5-star Firmdale Hotels and managing various restaurants across London.

In 2011, he commenced employment at Mona; working in The Source Restaurant and progressing to Food & Beverage Coordinator for Mona Festivals and Events. After Mona, he worked at RACV RACT Hobart Apartment Hotel, during which he was approached for a Business Development Manager (BDM) role with The Glass House and Brooke St Larder. Damian soon developed a keen interest in Business Events and began to realise the huge potential of Tasmania in this lucrative segment.

A chance meeting in 2017 saw Damian gain employment with Frogmore Creek and move into his current BDM role. Damian is excited about the future of tourism in Tasmania and the new opportunities continued growth will offer all Tasmanians.



**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 ten 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.



**Lisa Punshon**  
**Appointed Director**  
**(October '19 to April '20)**

Having held a number of government and private industry roles in

and around the tourism, hospitality and events sector over her career, Lisa had a key role in establishing the work of Tourism and Hospitality Supply Unit within the Department of State Growth. This unit works closely with industry peaks and the Regional Tourism Organisations to facilitate the establishment of priorities for future industry development including through the Tasmanian Journeys project, the Tasmanian Visitor Engagement Strategy and a strategic review of workforce development for the industry. Pursuing this project led Lisa to take up an interim role at Drysdale, appointed as General Manager Drysdale in mid-2019, before taking a new role as Manager Projects and Policy, Cultural & Tourism Development for the Department of State Growth.

Lisa is passionate about working with tourism and hospitality businesses and with government to help all Tasmanians aspiring to be a part of our world class industry, to develop the talent and skills we need for growth.



**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. He has a strong history in hotel management having developed, owned, operated and managed a huge variety of hotels both in Tasmania and mainland Australia. He continues to maintain 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 2020 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**  
Chair

## Directors' report

Your directors present their report on the company for the financial year ended 30 June 2020.

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

**Stuart Lennox**  
**Daniel Aitken**  
**Vincent Barron**  
**Bec Enders**  
**Jennifer Fitzpatrick**  
**Anne Hardy**  
**Andrew Hennessy**  
**Damian Mather**  
**Tim Parsons**  
**Tim Short**  
**Kenneth Stronach**

The profit/loss of the company Destination Southern Tasmania Limited for the financial year amounted to \$33,936.

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**  
Chair

### Statement of financial performance

Classification of expenses by nature	Note	2020 \$	2019 \$
Revenues from ordinary activities	2	823,335	912,602
Employee benefits expense		(397,341)	(334,934)
Depreciation and amortisation expenses		(13,734)	(10,865)
Other expenses from ordinary activities		(378,323)	(523,989)
<b>Profit / (loss) from ordinary activities before income tax expense</b>		<b>33,936</b>	<b>42,813</b>
Income tax expense relating to ordinary activities	1(a)	0	0
Profit/(loss) from ordinary activities after income tax expense		33,936	42,813
New increase (decrease) in reserves		0	0
<b>Total changes in equity</b>		<b>33,936</b>	<b>42,813</b>

### Statement of cash flows

	2020 \$	2019 \$
<b>Cash flow from operating activities</b>		
Receipts from customers	769,912	802,362
Payments to suppliers and employees	(902,434)	(751,108)
<b>Net cash provided by (used in) operating activities</b>	<b>(132,523)</b>	<b>51,254</b>
<b>Cash flow from investing activities</b>		
Payment for Plant & Equipment	(13,930)	(45,666)
<b>Net cash provided by (used in) investing activities</b>	<b>(13,930)</b>	<b>(45,666)</b>
<b>Cash flow from financing activities</b>		
Asset Finance		41,816
Repayment of borrowings	422	(5,742)
<b>Net cash provided by (used in) financing activities</b>	<b>422</b>	<b>36,074</b>
Net increase (decrease) in cash held	(146,030)	41,662
Cash at beginning of year	683,153	641,491
<b>Cash at end of year</b>	<b>537,124</b>	<b>683,153</b>

### Statement of financial position

	Note	2020 \$	2019 \$
<b>Current Assets</b>			
Cash	3	537,124	683,153
Pre Payments		4,970	0
Receivables	4	79,207	0
Right of use asset—premises		27,588	
Accumulated Amortisation—ROU Asset		(13,794)	
<b>Total Current Assets</b>		<b>635,095</b>	<b>683,153</b>
<b>Non Current Assets</b>			
Computer Equipment	5	0	2,475
Motor Vehicle	5	24,130	35,302
Office Equipment	5	398	350
Borrowing Expenses		0	0
<b>Total Non Current Assets</b>		<b>24,529</b>	<b>38,127</b>
<b>TOTAL ASSETS</b>		<b>659,623</b>	<b>721,280</b>
<b>Current Liabilities</b>			
Accounts payable	6	109,387.92	306,740
Prepaid Subscriptions/ Revenue in Advance		171,007	195,021
Provision for Annual Leave		29,149	22,250
Asset Purchase		7,008	6,586
Lease liability—premises		14,149	
<b>Total Current Liabilities</b>		<b>330,702</b>	<b>530,598</b>
<b>Non Current Liabilities</b>			
Asset Purchase		18,450	25,563
Historical Adjustment			(35,609)
Total Non Current Liabilities		18,450	(10,046)
<b>TOTAL LIABILITIES</b>		<b>349,151</b>	<b>520,551</b>
<b>NET ASSETS</b>		<b>310,472</b>	<b>200,729</b>
<b>EQUITY</b>	7		
Retained Profits		200,729	122,307
Historical Balancing		75,807	35,609
Current Profit/(Loss)		33,936	42,813
<b>TOTAL EQUITY</b>		<b>310,472</b>	<b>200,729</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

	2020 \$	2019 \$
<b>Revenue</b>		
Tasmanian Government Grant	350,914	351,504
Other Government Grants	76,027	100,046
DST Membership & Partnership Fees	172,045	186,735
Marketing	83,311	126,464
Corporate Partnerships	80,847	91,801
Business Events	21,140	35,769
Interest	6,492	11,148
Other	2,559	9,136
Jobkeeper	30,000	
<b>Total Revenue</b>	<b>823,335</b>	<b>912,602</b>
<b>Expenditure</b>		
<b>Operating activities</b>		
General & Administrative Expenses	153,589	160,347
LTA Expenses		1,773
Marketing Expenses	157,091	249,632
Employment Expenses	397,341	334,934
Occupancy Expenses	5,351	23,056
Tourism Tasmania Content Projects	76,027	100,046
Prior Year Items	0	0
<b>Total Expenditure</b>	<b>789,399</b>	<b>869,789</b>

### Note 3: Cash

	2020 \$	2019 \$
Cash at Bank	537,124	683,153
<b>Total</b>	<b>537,124</b>	<b>683,153</b>

### Note 4: Receivables

Current	2020 \$	2019 \$
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	41,816	2,950	20,665
Accumulated Depreciation	-17,686	2,552	-20,665
<b>Written Down Value</b>	<b>24,130</b>	<b>398</b>	<b>0</b>

### Note 6: Accounts Payable

	2020 \$	2019 \$
Accrued Expenses	68,887	122,722
Trade Creditors	0	151,558
GST Payable	18,273	26,938
Superannuation Payable	4,074	5,523
PAYGW Payable	18,154	0
<b>Total</b>	<b>109,388</b>	<b>306,740</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 2020 the number of members was 277 (2019–205).

# 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 2020.

### 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 2020 and the results of its operations and its cash flows for the year then ended.

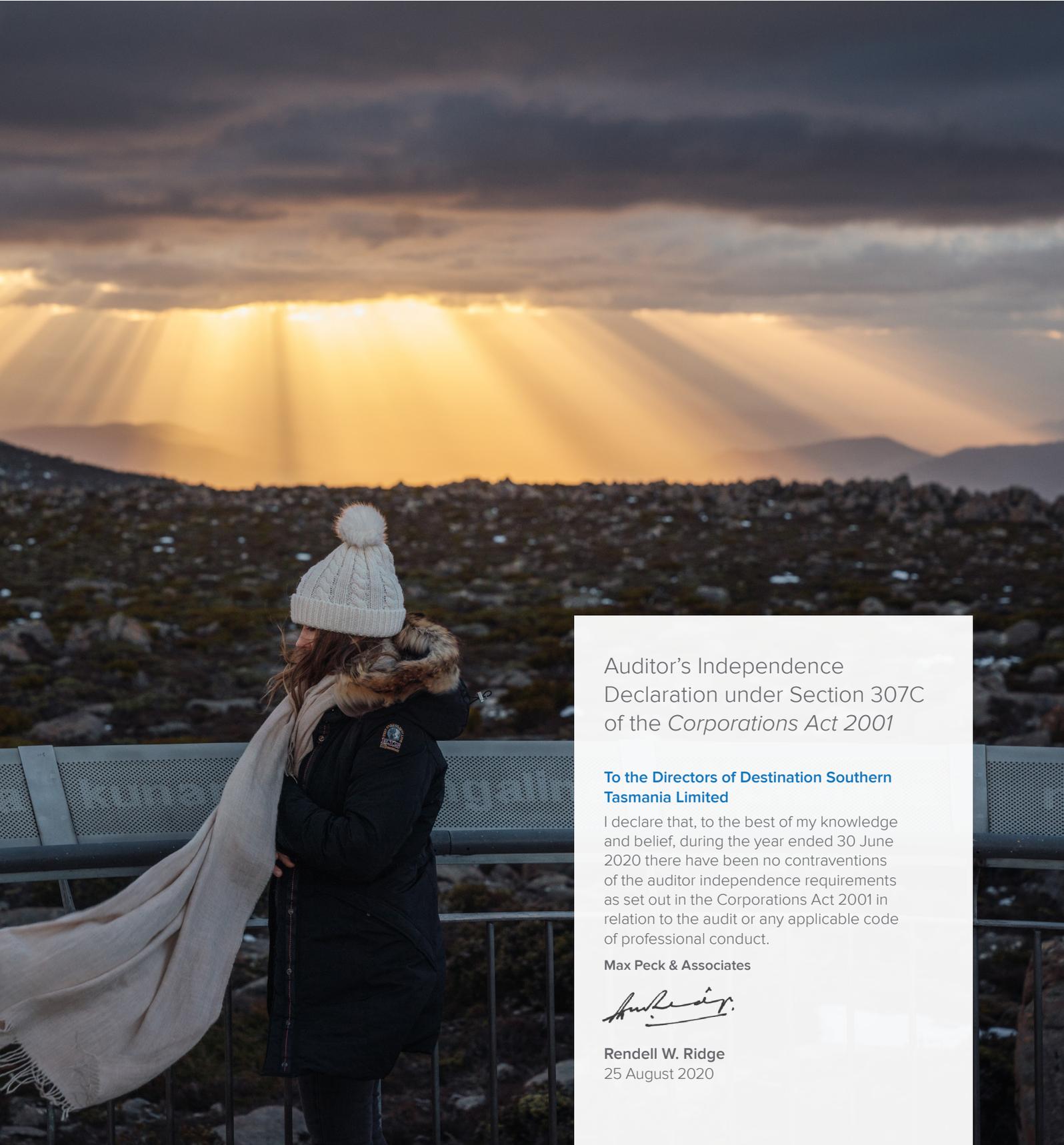
Max Peck & Associates



Rendell W. Ridge  
25 August 2020

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Photography Jason Charles Hill





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 2020 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**  
25 August 2020



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