

2020/2021 Annual Report

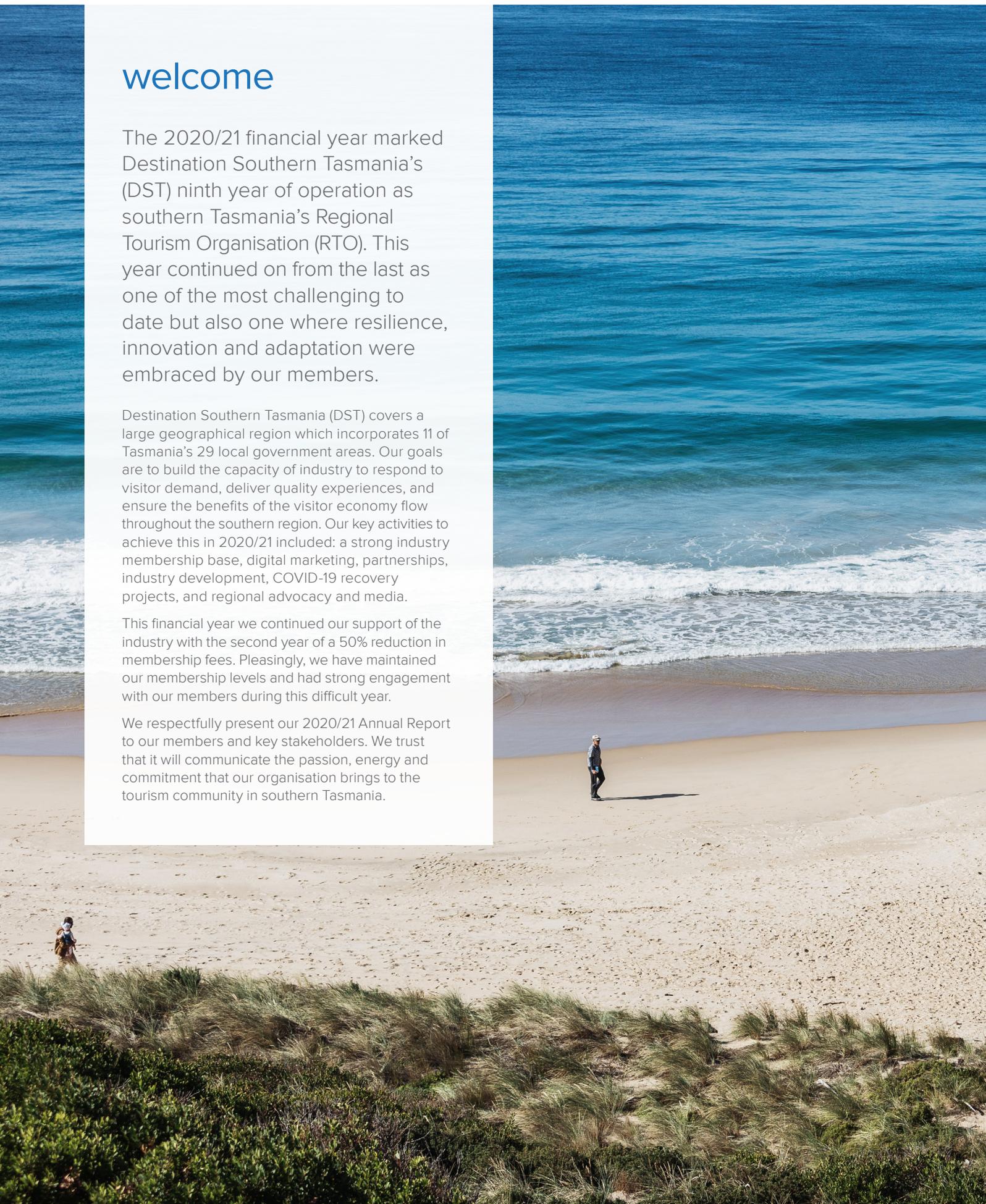
welcome

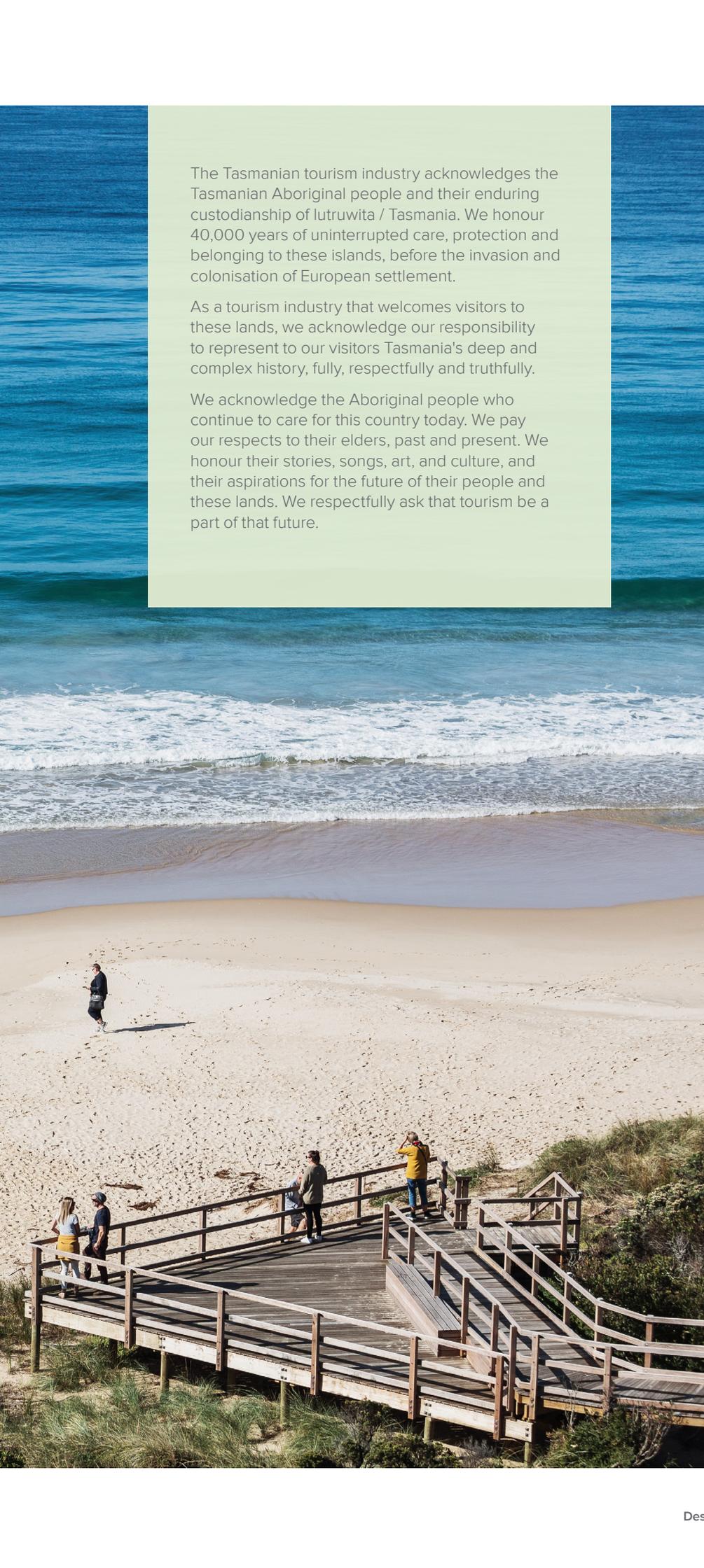
The 2020/21 financial year marked Destination Southern Tasmania's (DST) ninth year of operation as southern Tasmania's Regional Tourism Organisation (RTO). This year continued on from the last as one of the most challenging to date but also one where resilience, innovation and adaptation were embraced by our members.

Destination Southern Tasmania (DST) covers a large geographical region which incorporates 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 2020/21 included: a strong industry membership base, digital marketing, partnerships, industry development, COVID-19 recovery projects, and regional advocacy and media.

This financial year we continued our support of the industry with the second year of a 50% reduction in membership fees. Pleasingly, we have maintained our membership levels and had strong engagement with our members during this difficult year.

We respectfully present our 2020/21 Annual Report to our members and key stakeholders. We trust that it will communicate the passion, energy and commitment that our organisation brings to the tourism community in southern Tasmania.





The Tasmanian tourism industry acknowledges the Tasmanian Aboriginal people and their enduring custodianship of lutruwita / Tasmania. We honour 40,000 years of uninterrupted care, protection and belonging to these islands, before the invasion and colonisation of European settlement.

As a tourism industry that welcomes visitors to these lands, we acknowledge our responsibility to represent to our visitors Tasmania's deep and complex history, fully, respectfully and truthfully.

We acknowledge the Aboriginal people who continue to care for this country today. We pay our respects to their elders, past and present. We honour their stories, songs, art, and culture, and their aspirations for the future of their people and these lands. We respectfully ask that tourism be a part of that future.

Cover

- ▶ Top row:
 - Dark MOFO
Photography Alice Hansen
 - Fat Pig Farm
Photography Liam Neal
 - Pancho Villa Restaurant and Bar
Photography Osborne Images
- ▶ Middle row:
 - Richmond Gaol
Photography Alastair Bett
 - Charles Oates Distillery
Photography Liam Neal
 - Osborne Helitours: Port Arthur and the Tasman Peninsula
Photography Paul Hoelen
- ▶ Bottom row:
 - Mona Roma ferry MR-II, Interior
Photography Jesse Hunniford
Photo courtesy of Mona
 - Cape Bruny Lighthouse
Photography Jess Bonde
 - Dr Doolittle – a Doo Town shack
Photography Dan Fellow

All images supplied courtesy of Tourism Tasmania

◀ The Neck – Bruny Island
Photography Adam Gibson

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from the chair



The 2020/21 financial year can only be described as the most frustrating and torturous year for our industry; a veritable roller coaster of restrictions, lockdowns, borders controls and closures.

Whilst we can be positive about how lucky we are to be living and working in Tasmania, the visitor economy has borne the brunt of the impact of no access to international markets and intermittent access to domestic markets.

Despite dealing with endless uncertainty, financial hardship, cancellations, refunds and a very precarious workforce, the resilience and optimism of the industry continues to shine through, and Tasmania continues to be a beacon of hope and aspiration for many.

The T21 Visitor Economy Action Plan 2020-2022 and the regional Destination Management Plans (currently under development) are totems of our desire to make southern Tasmania and Tasmania as a whole the best place to live, work and visit.

Destination Southern Tasmania has been a strong advocate for both the T21 Visitor Economy Action Plan and the southern Destination Management Plan. We have a strong focus on setting a clear and defined pathway forward and optimising the opportunities available to Hobart and Beyond as the key gateway for Tasmania. The finalised Destination Management Plan will provide a clear line of sight for Destination Southern Tasmania, the board, our members, our partners and the community to the key areas of focus for the next few years, post-pandemic.

kunanyi/Mt Wellington has been highlighted as a key visitor destination in need of better planning, access, investment and infrastructure. For locals and visitors alike, kunanyi/Mt Wellington has struggled to deliver year-round access, safe and high-quality recreational experiences, and adequate amenities. As Tasmania's most visited destination, we believe investment in kunanyi/Mt Wellington is key to our brand and experience delivery.

Pleasingly, Hobart International Airport is now delivering on its name, with regular flights between New Zealand and Tasmania (notwithstanding interruptions to the travel bubble caused by COVID-19). We have seen great uptake of the direct domestic flights between Perth and Hobart and Adelaide and Hobart, as well as the Auckland–Hobart route, all hopefully paving the way for more direct routes to develop.

To our truly amazing Destination Southern Tasmania team, and on behalf of the Board and our members and the entire sector, I say a massive thank you. Clearly this has been the most difficult of years from an industry support and development perspective. The whole team, led admirably by Alex, has remained connected, concerned and committed to delivering support and advice.

Importantly, our work has been strongly supported by our partners the Tasmanian Government, especially the Tourism and Hospitality Supply Unit within the Department of State Growth, and the entire team at Tourism Tasmania.

Our Premier and Minister for Tourism has displayed strong leadership, honesty, sound management of the State Government's response to the pandemic, and the delivery of support programs to the industry.

Finally, I'd like to acknowledge the ongoing support and input from my fellow directors to ensure Destination Southern Tasmania can continue to lead and support our industry during what can only be described as the most wretched of times.

Thank you,



STUART LENNOX

Chair

from the ceo

Now in its ninth year, DST has affirmed 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, along with a strong focus on the 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

2020/21 was a challenging year for us all. The impact of coronavirus can't be understated for any organisation (or person) globally, let alone a dedicated small marketing team tasked with encouraging travellers to visit and see/eat/do more in southern Tasmania. And whilst the focus of our Destination Marketing Strategy may have changed a little, the overarching strategy to apply a 'consumer-first' approach has not. Staying the course, strategically-speaking, resulted in an increase in consumer audiences across all channels; and a marketing approach focussed on interstate and intrastate travellers.

Whilst continuing to maintain Tasmania's presence in the international market at an aspirational level, Tourism Tasmania has had to very significantly shift strategic focus to the interstate and intrastate markets. As a result, our own marketing activities are very much geared towards supporting those campaigns whilst also reaching out to on-ground visitors, encouraging them to move around, stay longer and spend more.

We continue to boost interest in the southern Tasmanian region and support operators to drive visitation to their own businesses in our day-to-day work. To do this, we focus on creative digital marketing channels to leverage promotional opportunities for the industry.

Notable marketing activities this year:

Intrastate Marketing Support

The Make Yourself at Home (MYAH) campaign was launched by Tourism Tasmania in partnership with the four Regional Tourism Organisations on 11 June 2020 and was designed to run until 30 June 2021. With the Australian bushfires and COVID-19 pandemic having devastating impacts on people and the economy, the MYAH campaign was created as part of the Tourism Recovery Program to support the Tasmanian tourism industry.

The campaign is the first time Tourism Tasmania has implemented a major intrastate campaign and the visitation data available showed an increase of locals travelling around Tasmania. Whilst there were broader contributing factors such as the inability to travel interstate and internationally, the campaign provided industry confidence and effectively influenced decision making on travel around Tasmania.

DST worked closely with its partners at the Mercury, 7 Tasmania and The Examiner to negotiate reduced rates for advertising to this market and assisted Local Tourism Associations to collaboratively deliver targeted adverts to encourage visitation to their regions.

The MYAH campaign was designed to run until 30 June 2021, however given its success and the continued uncertainty regarding COVID-19 and Tasmanians' propensity to travel interstate, it was extended as a seasonal iteration; MYAH - The Off Season. The Off Season was Tasmania's winter campaign and was built on tactical offers from individual businesses, designed to attract visitors directly to their businesses. We worked closely with industry operators to refine their product to fit The Off Season brand and theme with a dedicated resource in Nadine Cove.

The Return of Paint the Town Red

After Dark Mofo was cancelled in 2020, our region welcomed its return and the return of Paint the Town Red; our industry and community activation aimed at supporting local businesses to support and be part of the Dark Mofo festival. This year we saw 149 registered businesses light up red. They were featured on a digital interactive map created by us and shared via the Hobart and Beyond channels. We received 1106 entries for our photography/videography competition across Instagram and Facebook, and spectacular prizes from our sponsors were awarded to three lucky winners. This year we saw the initiative spread around the state with the main street of Swansea on the East Coast embracing it and lighting up red.

Digital Marketing Program

Our digital marketing program this year continued to focus on consumer-centric tactics; an approach aligned to our Destination Marketing Strategy. Engagement, content acquisition and content generation were 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:

- Significant increase across all key website traffic indicators:
 - New Users: +106% variation last year (VLY)
 - Pageviews: +116% VLY
 - Bounce Rate: -6.52% VLY
- 12% increase in followers on Instagram (currently 58k)
- A marked increase in reach of 4.2M individuals across social media for the year (+45% VLY)
- Average engagement rate per post on social media channels of 2.86% (+25% VLY; industry standard is 1.48%*)
- Commenced work on the development of the new and improved Hobart and Beyond website, anticipated to launch August 2021, and
- Targeted blog strategy to drive engagement and conversion around regional dispersal to member businesses. Blog pageviews increased to 257,623 pageviews; +142% VLY

*<https://www.socialinsider.io/blog/social-media-industry-benchmarks/#35>

The role of Hobart and Beyond is to provide both inspiration and a more granular source of information about the visitor experience in our region, with the goal of simplifying the planning phase of the customer journey. Customer-centricity is key here and again served us well, seeing our organic website traffic grow +106% VLY. Average time on the website has increased by 19 seconds from 1:27 to 1:46 which indicates a more engaged audience.

Social media continues to play a major role in marketing southern Tasmania and encouraging regional exploration. Our largest single demographic on our social media channels is women aged 25-34 based in Melbourne. Collectively, 52% 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, as well as the planning phase of the customer journey.

Our blogs are an important piece of the consumer journey puzzle, as they provide the relevant information for consumers to start planning their trip to our region. We capture them at the aspirational/dreaming phase of their path to purchase on social media, then traffic them to our blogs to continue their progression in the funnel to the planning phase. This strategy has achieved excellent results on our Southern Exposure blog, which saw over 257,623 page views (+142% VLY). The average time spent on site reading the blogs is 3:36 minutes, indicating readers value the content, but have relatively short attention spans, making it increasingly important to deliver high-value relevant content to audiences at the right time, with the right information.

Unsurprisingly, the majority of views on our site are via mobile (64%) and this continues to grow rapidly (+121% VLY) which indicates the urgency for a mobile-first user experience. This is a priority for our new and improved Hobart and Beyond website.

Industry development and capacity building

Membership

As an industry membership organisation, DST is focused on developing a relevant and high-value membership proposition for the industry. We reduced our membership fees by 50% for the second year running, to support COVID-19 recovery. We are thrilled that we are continuing to see strong investment in financial membership, despite the financial challenges the pandemic continues to bring. A financial membership model holds us accountable to deliver the right support and services to meet the needs of the southern Tasmanian tourism industry, and maintaining membership numbers in the current climate is a positive indication that our services are valued by members. Diversity in the membership is also stronger than ever, with a number of less traditional tourism operations seeking to connect with the industry.

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 to 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.

Education

A key objective of our industry development program is to build our education program. DST's Annual Tourism Summit fell victim to COVID-19 in 2020, due to a high risk of cancellation and also in acknowledgment of the financial uncertainty and hardship many of our operators were experiencing at the time.

Past feedback surveys have indicated that the most valued aspect of our annual Summit - even more so than the content itself - has been the opportunities brought about by physically getting together: meeting industry peers, comparing notes, hearing stories, sharing learnings, collaborating and networking. In response to this, we developed the Know Your Neighbour Program: a familiar program designed to deliver those same high-value opportunities for tourism operators, with the added bonus of first-hand experience of each other's products.

Over six intense one-day famils, DST meaningfully connected over 80 businesses on a face-to-face basis, across the entire southern region. Originally driven by an intention to foster regional referrals and deepen product knowledge amongst operators in the absence of regional Visitor Information Centres, the feedback from participants in Know Your Neighbour has shown that the outcomes have extended well beyond that. They heard each other's stories, tasted each other's goodies, shared ideas, benchmarked against their own businesses, and made many new friends. We look forward to delivering Know Your Neighbour again in 2021.

Another new initiative for this year was an eCommerce Clinic. In response to the surge in online purchasing brought about by COVID-19, we recruited the expertise of eCommerce specialist Liz Fitzgibbon to deliver an eCommerce "triage" for interested members. Liz assessed each client's eCommerce functionality, hosted a one-hour one-on-one mentor session to identify opportunities for improvement, and then followed up with a written report. The program required a \$50 (25%) buy-in from DST members, with the other 75% subsidised by DST. 40 of our members went through this program.

Industry Connections

Our member networking and development program, Tips and Tipples, runs from February to November. This year, we hosted five Tips and Tipples in Hobart, two regionally (Brighton and Far South) and two virtually. In addition, we also ran six local tourism association events, four new product launches, a variety of workshops and online forums, a Christmas Drinks event and our AGM at the Theatre Royal. In total, DST hosted almost 2000 guests across 35 events.

Our networking program continues to encourage members to learn from each other on topical themes. Topics covered across our events this year included the T21 Visitor Economy Action Plan, Agritourism, Photography, Business Events, grants and funding opportunities, COVID-19 updates, and industry briefings for the 2021 Winter Festivals, the Transformer project and Mona Foma 2021.

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.

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.

Representation

Participation on industry and stakeholder committees and working groups is another way DST contributes to industry development. This year our main focus was on direct representation of our members' issues to the Government and Minister for Tourism to guide discussions around support and grant programs. Other groups included the Hobart Airport Planning Coordination Forum, Community Aviation Consultative Group, Glenorchy City Council Corridor of Modern Art (COMA) assessment panel, City of Hobart Grants Assessment Panel and Cruise Research Panel.

Local Tourism Associations

We attend local tourism and business association meetings across seven sub-regions: Far South Tasmania, Bruny Island Tourism, Tasman Business and Tourism Association, the Heritage Highway, Coal River Valley Tasmania Tourism Association, Derwent Valley Tasmania and the Huon Valley Tourism Network.

This year, we supported the development of two new local tourism associations in the Huon Valley Tourism Network and Coal River Valley Tasmania Tourism Association. Now both fully incorporated, these two associations are gathering momentum and are delivering regular local networking opportunities, collaborative marketing campaigns and industry communications. They have also both leveraged off the Regional Tourism Projects Program to fund the development of regional wayfinding maps.

Mentorship

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.

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 human resources and industrial relations support, and 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 last financial year as COVID-19 wreaked havoc with our industry. During this time, DST provided letters of support and assisted with submissions for many grant applications and funding programs.

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 2020/21 has incorporated the following topics amongst others:

- Project X/*Transformer*
- Cruise ships
- COVID-19 recovery, including COVID-safe events
- New product promotions and launches
- World Rum Day
- Virtual events
- Winter and summer events promotion
- Border closures
- Innovative business models

With thanks

We would like to firstly thank our members for their continued support. We are proud to represent our membership base, especially during the next 12 months when recovery, adaptation and growth will be utmost in our focus.

DST is a small team and is grateful for the support it receives from its Board members: Stuart Lennox (Chair), Daniel Aitken (Deputy Chair), Damian Mather, Mayor Bec Enders, Jennifer Bett, Dr Anne Hardy, Andrew Hennessy, Rachael Trueman, Tim Parsons, Tim Short and Ken Stronach. We would also like to thank our industry representatives on our Marketing, Risk and Governance and Membership and Industry Development Committees: Dan Aitken, Maree Davies, Tory Ross, Sally Hayne, Andrew Hennessey, Stuart Lennox, Jennifer Bett, Tim Short, Tim Parsons and Dr Anne Hardy.

Thank you also to our corporate partners: Hobart Airport, Hype TV, M&M Communications and The Mercury.

DST has operated with four full time equivalent staff for 2020/21. It has achieved a significant program of activities with limited resources, a testament to the hard work of its team: Natalie Hayes, Susie Hunt and Liz Fitzgibbon. Destination Southern Tasmania would also like to acknowledge and thank our Digital Content Officer, Olivia Sattler. Special thanks at this time to Anne Menegat and Chelsea Bell who were dedicated team members during this period and have moved on to fresh challenges.

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 and Mayor Bec Thomas (Glenorchy City Council), Lord Mayor Anna Reynolds (City of Hobart), Mayor Bec Enders (Huon Valley Council), Mayor Dean Winter and Mayor Paula Wriedt (Kingborough Council), Mayor Kerry Vincent (Sorell Council), Mayor Alex Green (Southern Midlands Council), Mayor Tony Foster and Mayor Barbara Curran (Brighton Council) and Mayor Kelly Spaulding (Tasman Council).

DST has 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, increased yield 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 provide insight to support Tourism Tasmania's content and campaign work and are key partners on the development of the Self-Drive Touring program, the *Make Yourself At Home* intrastate campaign, and The Off Season winter campaign. Through the industry recovery period our liaison role with Tourism Tasmania became more important than ever to inform content of these initiatives, and also for our members to leverage the many opportunities to promote themselves through the campaigns, whether they be intrastate or interstate.

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). This year, significant collaborative work was focused on advocacy to the government for industry issues related to the changing industry landscape caused by COVID-19. The second core focus of our partnership has been in the development and delivery of the many grant programs and activations, such as the Travel Voucher Scheme, that have supported the sector to recover and reinvent themselves. Our relationship with DSG has been especially important during the 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. 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. This year DST managed the Heritage Highway annual social media program as well as the final year of the Southern Trove marketing program. We worked closely with the following LTAs: Far South Tasmania, Derwent Valley Tasmania, Bruny Island Tourism, and the Tasman Business and Tourism Association (TBTA).

We have facilitated the establishment and incorporation of two new LTAs, the Huon Valley Tourism Network and the Coal River Valley Tasmania Tourism Association, and will continue to support these organisations 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.

4. 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 T21 Visitor Economy Recovery Action Plan.

5. Hobart Airport

We were delighted to work closely with Hobart Airport throughout 2020/21. 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 they implement their master plan and redesign the gateway entry experience. Hobart Airport have a mature Corporate Social Responsibility (CSR) program. In 2021 we are working collaboratively with the staff to build our own CSR framework.

6. Cruise

During the 2020/21 financial year the cruise ship industry came to a complete standstill. Whilst devastating for those businesses which rely heavily on this market, it also offered an opportunity for us to better understand the impact and value proposition of each cruise shipping segment (mega ships, large ships, luxury boutique ships and expedition ships) to Tasmania, by adopting a triple bottom line approach – economic, environmental and social impacts and benefits. DST sat on the reference group for this work which has now been completed and sits with the Government for review. DST remains committed to leveraging the benefits of this sector for southern Tasmania and its members.

7. Regional Events and Festivals

DST works closely with event organisers and other industry stakeholders to ensure our members understand the value of regional events in driving visitation. We encourage collaboration between industry stakeholders to leverage off these events to promote regional dispersal and longer stays for event attendees. For example, we worked with Tasmanian Whisky Week, Mona Foma, Festival of Voices, Beaker Street, Dover Seafest, ECHO festival and Dark Mofo to encourage operator involvement and regional dispersal.

We have also assisted Events Tasmania with various grant schemes for COVID-19 related support, and for new or existing events to take advantage of federally funded innovation grants.

8. 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. We worked with Mona Foma and Dark Mofo in 2020/21 to leverage industry activation programs such as Paint the Town Red, and to help businesses access the visitor markets these festivals bring.

We also continued our strong support for Project X, now renamed *Transformer*, at the Ida Bay site. *Transformer* is an exciting new visitor attraction that will increase regional dispersal for the Huon Valley.

9. 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 discounted advertising rates. These have been received and utilised well by our members. Damon Wise and the Mercury have sponsored many of our events and this partnership is crucial to our success.

10. Hype TV

Hype TV has assisted our organisation and members to access high quality video and AV services during this recovery period. Hype TV has always gone above and beyond to accommodate our needs and the quality of the final product is superb. This year our partnership saw multiple pieces of content delivered for Paint the Town Red and AV assistance for many of our events.

11. M&M Communications

DST has worked with M&M Communications and its principal Mark Thomas for many years now. During this last year, the need for media support and advocacy advice has never been more keenly felt. Mark has helped our members raise the profile of new products and events to the Tasmanian market. He has continued to advise the organisation as we navigate a new normal with his usual professionalism and expertise.

12. 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 southern Tasmanian tourism industry as a whole, we are also committed to delivering value to each council. This year, our main focus has been on working with the rate payer businesses affected by COVID-19 in all areas of southern Tasmania to survive and recover. Other local government projects we supported include the New Product Fund (delivered through the Austrade COVID Relief funding), as well as numerous assessment panels and advisory groups.

13. TasTAFE and Visitor Experience Training (VXT)

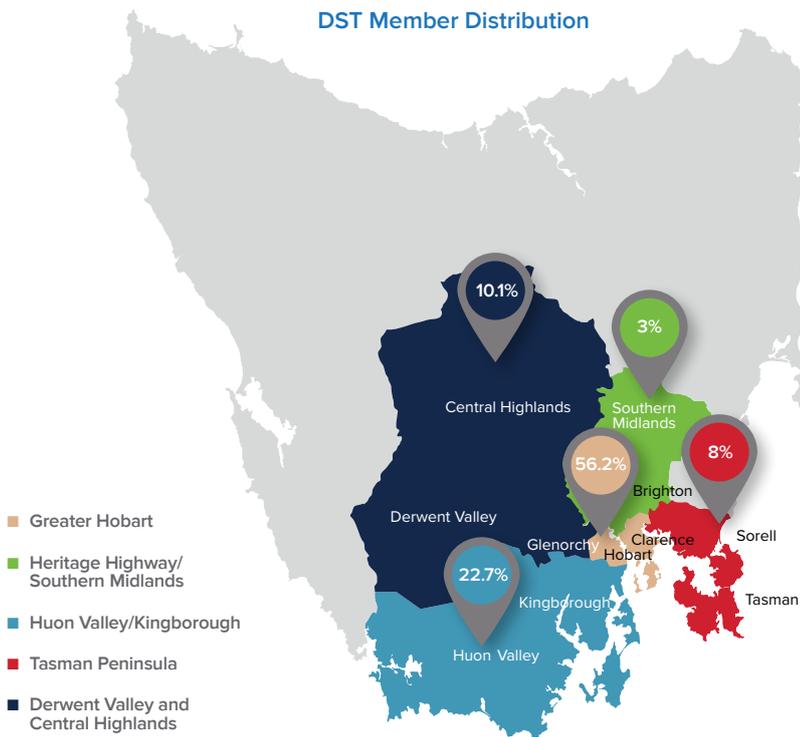
DST is committed to supporting the emerging workforce for our industry. DST has developed a strong partnership with TasTAFE Drysdale, welcoming students to participate in DST events throughout the year. This has allowed students hands-on experience in event hosting alongside training, networking and educational benefits. This year we have also assisted the new training organisation VXT to raise its profile within our region.

14. Tasmanian Chamber of Commerce and Industry (TCCI)

Our most recent partnership has been borne out of an identified 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 have access to the benefits associated with a basic membership with the TCCI. We are in the second year of this partnership, and look forward to growing the relationship.

membership

With 201 members from across southern Tasmania, DST is an industry led organisation that continues to grow and evolve to meet industry needs.



members at 30 june 2021

- » 28 Gates
- » Above and Beyond
- » Adventure Trails Tasmania
- » Ageing Barrel Tours
- » Airlines of Tasmania
- » Ashdowns of Dover Bed and Breakfast
- » At Eleven
- » AURA Hobart
- » Bangor Vineyard Shed
- » Barilla Bay Seafoods
- » Bellehaven Tasmania
- » Barron Associates
- » Best Western Hobart
- » Bonorong Wildlife Sanctuary
- » Brighton Council
- » Bronwyn Clarke Ceramics
- » Bruny Island Coastal Retreats
- » Bruny Island Premium Wines
- » Bruny Island Safaris/Bruny Island Lighthouse Tours
- » Business Events Tasmania
- » Captain Cook Holiday Park
- » Central Highlands Council
- » Charbella's on Norma
- » Chill Tasmania
- » City View Motel
- » Coal River Farm
- » Coral Expeditions
- » Crowne Plaza
- » Cumulus Studio
- » Curringa Farm
- » Cygnet Old Bank B&B
- » Clarence City Council
- » Daytripperz
- » Derwent Sailing Squadron
- » Derwent Valley Council
- » Discovery Holiday Parks
- » Drive Car Hire
- » Dunalley Bay Distillery
- » Eaglehawk Dive Centre
- » East Coast Cruises and Maria Island Shuttle
- » Esperance Adventures
- » Essentially Tas
- » Eudaimonia Tasmanian Cycling Tours
- » Evolo Room Escape
- » Experience Tasmania Tours and Charters
- » Explorers Lodge
- » Fat Pig Farm
- » Find Your Feet
- » Federal Group
- » Franklin Accommodation
- » Franklin Cider Co
- » Free Spirit Pods
- » Frogmore Creek
- » Fusilier Cottage
- » Giant Tree Expeditions
- » Giant's Table and Cottages
- » Glen Derwent
- » Glenorchy City Council
- » Grandveve Cheeses
- » Great Lake Hotel
- » Harrison Group
- » Harvest and Light
- » Heart of Tasmania Tours
- » Heritage Horse Drawn Carriages
- » Highland Cabins and Cottages at Bronte Park
- » Highland Getaway
- » Hobart Airport
- » Hobart Central YHA
- » Hobart City Council
- » Hobart Cityscape
- » Hobart Historic Tours
- » Hobart Yachts
- » Home Hill Winery
- » Hotel Bruny
- » Hotel Grand Chancellor
- » Hundred Acre Hideaway
- » Huon Valley Council
- » Huon Valley Escapes
- » Hydro Tasmania
- » Hyperdrive Kart Racing
- » Ibis Styles Hobart
- » Impression Bay Distillery
- » Inala Tours
- » JAWS Architects
- » Kate Hill Wines
- » Kermadie Hotel
- » Kingborough Council
- » Killara Distillery
- » Lenna of Hobart
- » Love Tasmania Tours (Coal River Coaches)
- » MACq01 Hotel
- » Macquarie Point Development Corporation
- » Mantra Collins Hotel
- » Margate Marina
- » Mawson's Huts Replica Museum
- » Maydena Bike Park
- » McHenry Distillery
- » Mona
- » Motel 429
- » Mount Wellington Cableway Company
- » Movenpick Hobart Hotel
- » Mures
- » National Trust of Australia (Tasmania)
- » New Norfolk Distillery
- » Nocton Vineyard
- » No Visible Means
- » NRMA Port Arthur Holiday Park
- » Oceana B&B
- » Old Bishop's Quarters
- » Old Kempton Distillery
- » Oyster Cove Chalet
- » Pagan Cider
- » Farm Gate Market (Peattie Events)
- » Pennicott Wilderness Journeys
- » Personalised Tasmanian Tours
- » Pooley Wines
- » Pooseum
- » Port Arthur Historic Sites Management Authority
- » Port Arthur Lavender Farm
- » Premier Travel Tasmania
- » Princes Wharf 1
- » Prospect House Private Hotel
- » Puddleduck Vineyard
- » Pumphouse Point
- » RACT Destinations
- » RACV Hobart Hotel
- » Railtrack Riders
- » Rathmore
- » Ratho Farm
- » Riverfront Motel and Villas
- » Roaring 40s Kayaking
- » Rotorlift Aviation
- » Roxburgh House Apartments
- » Royal Yacht Club of Tasmania
- » Sabre Catering
- » Salamanca Arts Centre
- » Salamanca Inn
- » Salamanca Wharf Hotel
- » Sanctum Boutique Apartments
- » SeaLink Bruny Island
- » Shene Distillery
- » shop@franklin
- » SkyBus
- » Snug Beach Cabin and Caravan Park
- » Sorell Council
- » Sophie Murfitt Design
- » Southern Cross Austereo
- » Southern Forest Accommodation
- » Southern Midlands Council
- » Southern Sea Ventures
- » St Ives Apartments
- » StelaVino Guided Wine Tours
- » Storm Bay B&B
- » Stuart Lennox
- » Sullivans Cove Apartments
- » Sunshine Holidays
- » SV Rhona
- » Tahune Adventures
- » Tasman Council
- » TasVacations
- » Tas Walking Company
- » Tasmanian Gourmet Food Tours
- » Tasmania Tour Guide
- » Tasmania Parks and Wildlife Service
- » Tasmanian Air Tours
- » Tasmanian Boat Charters
- » Tasmanian eBike Adventures
- » Tasmanian Museum and Art Gallery
- » Tasmanian Symphony Orchestra
- » Tassie Bound Adventure Tours
- » Tassie Tours Tasmania
- » TasTAFE - Drysdale
- » The Agrarian Kitchen Eatery
- » The Bolthole at Pirates Bay
- » The Henry Jones Art Hotel
- » The Honey Pot
- » The Junction Motel
- » The Mercury
- » The Old Woolstore Apartment Hotel
- » The Peninsula Experience
- » The Possum Shed
- » The Red Decker Company
- » The Tasman, a Luxury Collection Hotel
- » The Wooden Boat Centre
- » Theatre Royal
- » Tinderbox Retreat
- » Tourism Brochure Exchange
- » Tourism Tasmania
- » Tours around Tasmania
- » Trail Ventures
- » Under Down Under
- » Vandemonian Touring
- » Vin Barron and Associates
- » Walk on kunanyi
- » Waterfalls Cafe and Gallery
- » Waterview Gardens
- » White Beach Tourist Park
- » Willie Smith's Apple Shed
- » Women in Tourism and Hospitality Tasmania
- » Wrest Point Hotel and Casino
- » Zero Davey Boutique Apartments

spotlight on recovery

This time last year I opened the CEO spotlight report with the following paragraph:

'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'

Sadly, this still rings true. As I write this, most of the country is in some sort of lockdown and Tasmania has recorded its first positive case in over a year. This is our new normal. However, when I reflect on the past twelve months there is another strong theme that runs through this period, and it is one that has made me prouder than I could imagine.

RESILIENCE is a word that is probably overused, but when we look at the Oxford Dictionary definition of the word, resilience is "the capacity to recover quickly from difficulties; toughness", there really is no better word to describe many of our members over the last 12 months and more.

As we moved from a phase of crisis management in June/July last year to a strategic planning phase for recovery and adjusting to the new normal, so many of our member businesses were and still are implementing ways to diversify their offering and adjust to new markets to keep their teams employed and the wheels of the economy turning. It takes strength and character to deal with this enormous change, and to take decisive action quickly.

The first and most important switch, after workforce restructure, was to refocus on the Tasmanian market, the only market that we had access to at the time, and if we are honest, a market that many had not had to focus on previously or that they overlooked in preference to visitors from outside of the state. It became increasingly clear that this local market had a desire to support our business sector, was a knowledgeable and discerning customer, and could, in some cases, wholly replace the traditional visitor market. It is also important to note that at this time, businesses that were leveraged against international tourism and/or quantity visitation through cruise ships were, and in some cases still are, struggling to adapt.

We worked hand in glove with Tourism Tasmania to deliver a strong intrastate marketing campaign as well as activating our own channels to help Tasmanians research and convert business. We also supported the Government in the delivery of the Travel Voucher system that again assisted businesses to operate and employ. Our members adapted and innovated their offerings to attract this market. Those that already had a strong connection with their community saw the benefits immediately. It would be safe to say that our local market will not be considered lightly ever again. I would like to thank each and every Tasmanian that supported our industry during this time, and for the resilience of our members in adapting to this market.

INNOVATION is another overused buzz-word. Again, the dictionary describes this as "the introduction of new things, ideas or ways of doing something". This again rings so true of many of our members during the past year. Examples include Pennicott Wilderness Journeys' introduction of vouchers and customer driven cruise itineraries; Bill McHenry's plunge into Dark Sky experiences at his distillery; Rathmore adapting their offering to attract small private events; or Tassie Tours changing business models entirely to transport mine crews and student tours. The speed at which businesses recognised the long-term impact of COVID-19, and their reaction to refocus their product offering in a new market has been inspiring. This work has continued with the introduction of the Off Season campaign. DST again worked with Tourism Tasmania and our industry operators to implement this campaign, which helped our members adapt their offerings and seize the opportunity to leverage off the winter holiday market. The southern region is very well represented through this campaign and a special thank you goes to Nadine Cove who assisted us and our operators throughout the build up to the campaign.

RECOVERY is the last point I will touch on for this report, as it has been the primary focus for the last financial year and will remain so for this coming year. Once again, the dictionary definition states, “a return to a normal state of health, mind, or strength”. This is the only definition that does not ring quite so true in the context of the current state of the industry. The reality of the situation we are in is that we will never return to what we have previously considered a “normal” state. That ship has sailed and will never return. When we look at success in terms of resilience and innovation, these are all focused on adapting to a new normal, not holding out for a previous normal.

This is where our strength in recovery will lie: in adapting and identifying the opportunities that set us up for success in the current state and into the future, not looking back at the past.

DST has been working with the Federal Government and Tourism Tasmania to deliver the \$13.5m COVID-19 Recovery Fund that will assist us to create demand for interstate and intrastate travel, as well as creating and retaining jobs in the tourism sector. We will continue to work hard for all of our members and to help them continue to build resilience, to innovate and to adapt to new markets, rather than recover to a previous one.



▲ Dog line, Eaglehawk Neck Historic Site. Photography Luke Tscharke

looking ahead

As we look forward to 2021/22, the DST team and Board of Directors are fervently committed to ensuring that our members receive the support they need to adapt and rebuild their businesses and workforces.

As we ride the roller coaster of border restrictions and vaccination programs we will continue to focus on our drivers of regional dispersal: industry development, capacity building and regional advocacy, whilst maintaining the financial sustainability of DST. It is worth noting here that the last 12 months has highlighted the need to commit to a stronger focus on Hobart as our capital city. The fragility of quantity visitation has identified the vulnerability of our capital city, and promoting Hobart's unique and compelling assets will be a stronger future focus for DST. With limited financial and human resources at our disposal, 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.

Industry Support

We are committed to working with our partners to implement the actions in the T21 Visitor Economy Action Plan and the Austrade \$13.5m recovery funding. We are also currently in the second year of reduced membership fees, and we will continue to ensure that we keep supporting our operators, as well as identifying programs and opportunities that deliver the best outcome for our members.

Marketing

We will continue to take a consumer-first approach to interstate and intrastate marketing activities, as well as on-ground visitors. 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.

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. We will deliver the rebuilt website, hobartandbeyond.com.au with a new focus on conversion to member businesses. We will continue to leverage the strong strategic partnership we hold with Tourism Tasmania for the benefit of our operators and region.

Building Industry Capacity

We will work closely with the State Government and other RTOs to implement supply side initiatives in the events space, as well as with product and infrastructure development. With the support of the Department of State Growth, DST will deliver a co-designed Destination Management Plan in 2021 for adoption by our regional partners and operators. We will work with local government and industry to identify key regional priorities, strengths and opportunities to improve the visitor experience.

We will continue to 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 at 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 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.



Daniel Aitken
Elected Director
– Deputy Chair

Daniel Aitken is the Senior Marketing Manager for the Museum of Old and New Art. As a Tasmanian-born marketer, with over a decade of industry experience, Daniel is passionate about the continued growth and management of tourism in Tasmania. Through his time with Mona, dating back to before its opening, he has seen the shape of the tourism industry change dramatically from within one of the state's largest attractions and is passionate about helping build the industry by working closely with other tourism industry and business operators.

Since 2010, Daniel's role at Mona has grown to focus on the development and management of the overall marketing and strategic planning for Mona's tourism and cultural activities. Daniel's passions centre on arts and events tourism, brand development and research/data-driven marketing.



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 Bett
Elected Director

Jennifer Bett 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 broad 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 began his career 23 years ago, and has enjoyed a number of roles in the tourism and hospitality industries in Hobart and overseas. He is currently the Business Development Manager for Frogmore Creek winery.

After refining his skills at Drysdale TAFE and the University of Tasmania, Damian embarked on a working holiday in the UK, staying for six years and further honing his skills with Firmdale Hotels and at various restaurants across London.

Returning to Hobart in 2011, Damian commenced employment at Mona, working across several areas of the business before focusing on the coordination of food and beverage for Mona festivals and events; namely Mona Foma and Dark Mofo. This experience, along with other recent roles, exposed him to contacts from various levels of government and other industry stakeholders, and has driven him to further his career in events.

Damian has a passion for building partnerships across his networks to collaborate and enhance the varied tourism products that Tasmania offers. He has developed a keen interest in business events and recognises the huge potential of Tasmania in this sector, particularly in the lucrative corporate incentive market.

Damian is the current president of the Coal River Valley Tasmania Tourism Association and is committed to working with businesses and the community to encourage visitation further into the region.



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.

Tim, his wife Jane and family offer hosted accommodation and farm tours and have lead the way in Agri-Tourism for Tasmania. Tim is passionate about tourism and his 25 years of experience in the industry enables him to contribute to issues at state and regional levels to provide outcomes for local communities.



Rachael Trueman
Elected Director

With over 15 years' experience in the industry, Rachael is a passionate advocate for tourism in Tasmania's South. She is owner/manager of Driftwood Cottages and founder of Essentially Tas, a short stay management organisation focusing on the provision of self-contained tourist accommodation throughout the Huon Valley and Far South. As a small business operator Rachael's skill set includes accountancy, marketing and administration.

She is a regional industry leader, with strong involvement and commitment to both Huon Valley local tourism associations: Far South Tasmania and the Huon Valley Tourism Network. She has been a member of the Huon Valley and Kingborough Steering Committee and the Southern Trove Reference Group, and most recently, the Southern Journey Working Group. She is also a founding member and inaugural president of Far South Future, a community advocacy group with a focus on sustainable development.

As DST's newest Board member, Rachael will continue to strive for a collaborative approach to tourism in southern Tasmania.



Tim Short
Nominated by Southern Tasmanian Councils Authority

Tim is the Director of Community Life at the City of Hobart. He has been with the City of Hobart for 20 years, building up a unique understanding of how the city operates. In this role, Tim is responsible for the units of Community and Culture, Economic Development Engagement and Strategy, Activation Programs and Tourism, and the Doone Kennedy Hobart Aquatic Centre. Included in his portfolio of units he oversees are the Tasmanian Travel and Information Centre, Salamanca Market and until recently the Taste of Tasmania.

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 the City of Hobart, 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 developed, owned, operated and managed a huge variety of hotels both in Tasmania and mainland Australia. Ken maintains private interests in hotels around Tasmania and 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 2021 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 2021.

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

Stuart Lennox
Daniel Aitken
Rachael Trueman
Bec Enders
Jennifer Bett
Anne Hardy
Andrew Hennessy
Damian Mather
Tim Parsons
Tim Short
Kenneth Stronach

The surplus/(loss) of the company Destination Southern Tasmania Limited for the financial year amounted to \$74,008 (2020 \$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	2021 \$	2020 \$
Revenues from ordinary activities	2	712,166	823,335
Employee benefits expense		(367,803)	(397,341)
Depreciation and amortisation expenses		(15,275)	(13,734)
Other expenses from ordinary activities		(255,080)	(378,323)
Surplus/(loss) from ordinary activities before income tax expense		74,008	33,936
Income tax expense relating to ordinary activities	1(a)	0	0
New increase (decrease) in reserves			
Total changes in equity		74,008	33,936

Statement of cash flows

	2021 \$	2020 \$
Cash flow from operating activities		
Receipts from customers	771,752	769,912
Payments to suppliers and employees	(804,964)	(902,434)
Net cash provided by (used in) operating activities	(33,212)	(132,523)
Cash flow from investing activities		
Payment for Plant & Equipment	(23,308)	(13,930)
Net cash provided by (used in) investing activities	(23,308)	(13,930)
Cash flow from financing activities		
Asset Finance		
Repayment of borrowings	522	422
Net cash provided by (used in) financing activities	522	422
Net increase (decrease) in cash held	(55,998)	(146,030)
Cash at beginning of year	537,124	683,153
Cash at end of year	481,127	537,124

Statement of financial position

	Note	2021 \$	2020 \$
Current Assets			
Cash	3	481,127	537,124
Pre Payments		5,186	4,970
Receivables	4	4,087	79,207
Right of use asset—premises		14,262	27,588
Accumulated Amortisation—ROU Asset		0	(13,794)
Sundry Debtors		1,746	
Total Current Assets		506,409	635,095
Non Current Assets			
Computer Equipment	5	0	0
Motor Vehicle	5	12,958	24,130
Office Equipment	5	312	398
Borrowing Expenses		0	0
Total Non Current Assets		13,270	24,529
TOTAL ASSETS		519,678	659,623
Current Liabilities			
Accounts payable	6	45,792.69	109,387.92
Prepaid Subscriptions/ Revenue in Advance		32,807	171,007
Provision for Annual Leave		23,887	29,149
Asset Purchase		7,530	7,008
Lease liability—premises		14,262	14,149
Total Current Liabilities		124,279	330,702
Non Current Liabilities			
Asset Purchase		10,919	18,450
Historical Adjustment			
Total Non Current Liabilities		10,919	18,450
TOTAL LIABILITIES		135,199	349,151
NET ASSETS		384,480	310,472
EQUITY	7		
Retained Surplus		310,472	200,729
Historical Balancing		0	75,807
Current Surplus/(Loss)		74,008	33,936
TOTAL EQUITY		384,480	310,472

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 surplus 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 Surplus

	2021 \$	2020 \$
Revenue		
Tasmanian Government Grant	358,152	350,914
Other Government Grants	13,273	115,646
DST Membership & Partnership Fees	137,383	172,045
Marketing	27,345	55,317
Corporate Partnerships	17,500	69,945
Business Events	64	21,140
Interest	3,557	6,491
Other	154,891	31,835
Total Revenue	712,166	823,335
Expenditure		
Operating activities		
General & Administrative Expenses	151,353	153,589
LTA Expenses		
Marketing Expenses	113,830	157,090
Employment Expenses	367,803	397,341
Occupancy Expenses	5,172	5,351
Tourism Tasmania Content Projects		76,027
Prior Year Items		
Other		
Total Expenditure	638,158	789,399

Note 3: Cash

	2021 \$	2020 \$
Cash at Bank	481,127	537,124
Total	481,127	537,124

Note 4: Receivables

Current	2021 \$	2020 \$
GST Refundable	0	0
Trade Debtors	4,087	79,207
Total	4,087	79,207

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	6,967	20,665
Accumulated Depreciation	(28,858)	(6,655)	(20,665)
Written Down Value	12,958	312	0

Note 6: Accounts Payable

	2021 \$	2020 \$
Accrued Expenses	52,965	67,717
Accrued Payroll	2,154	1,170
Trade Creditors	0	0
ATO Integrated Client Account	(14,585)	
GST Payable	(3,092)	18,273
Superannuation Payable	2,567	4,074
PAYGW Payable	5,784	16,968
Wages Payable	0	1,186
Total	45,793	109,388

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 2021 the number of members was 201.

auditor's report

Independent auditor's report to members of Destination Southern Tasmania Limited

I have audited the financial report comprising the Surplus & Loss 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 2021.

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 2021 and the results of its operations and its cash flows for the year then ended.

Directors' Responsibility for the Financial Report

The Company's management committee is responsible for preparation and fair presentation of the financial report and information contained therein. This responsibility includes establishing and maintaining internal controls relevant to preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

Auditor's Responsibility

My responsibility is to express an opinion on the financial report based on my audit. I have conducted my audit in accordance with Australian Auditing Standards to provide reasonable assurance as to whether the accounts are free of material misstatement. My procedures included examination, on a test basis, of evidence supporting amounts and other disclosures in the accounts, and the evaluation

of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion as to whether, in all material respects, the financial statements are presented fairly in accordance with Australian Accounting Concepts and Standards and other mandatory professional reporting requirements (Urgent Issues Group Consensus Views) (where applicable), and statutory requirements so as to present a view which is consistent with my understanding of the Company's financial position and the results of its operations and cash flows.

The audit opinion in this report has been formed on the above basis.

Independence

To the best of my knowledge and belief, there has been no contravention of auditor independence and any applicable code of professional conduct in relation to the audit.

IFRS Compliance

I declare that the company has met IFRS compliance requirements.

Max Peck & Associates

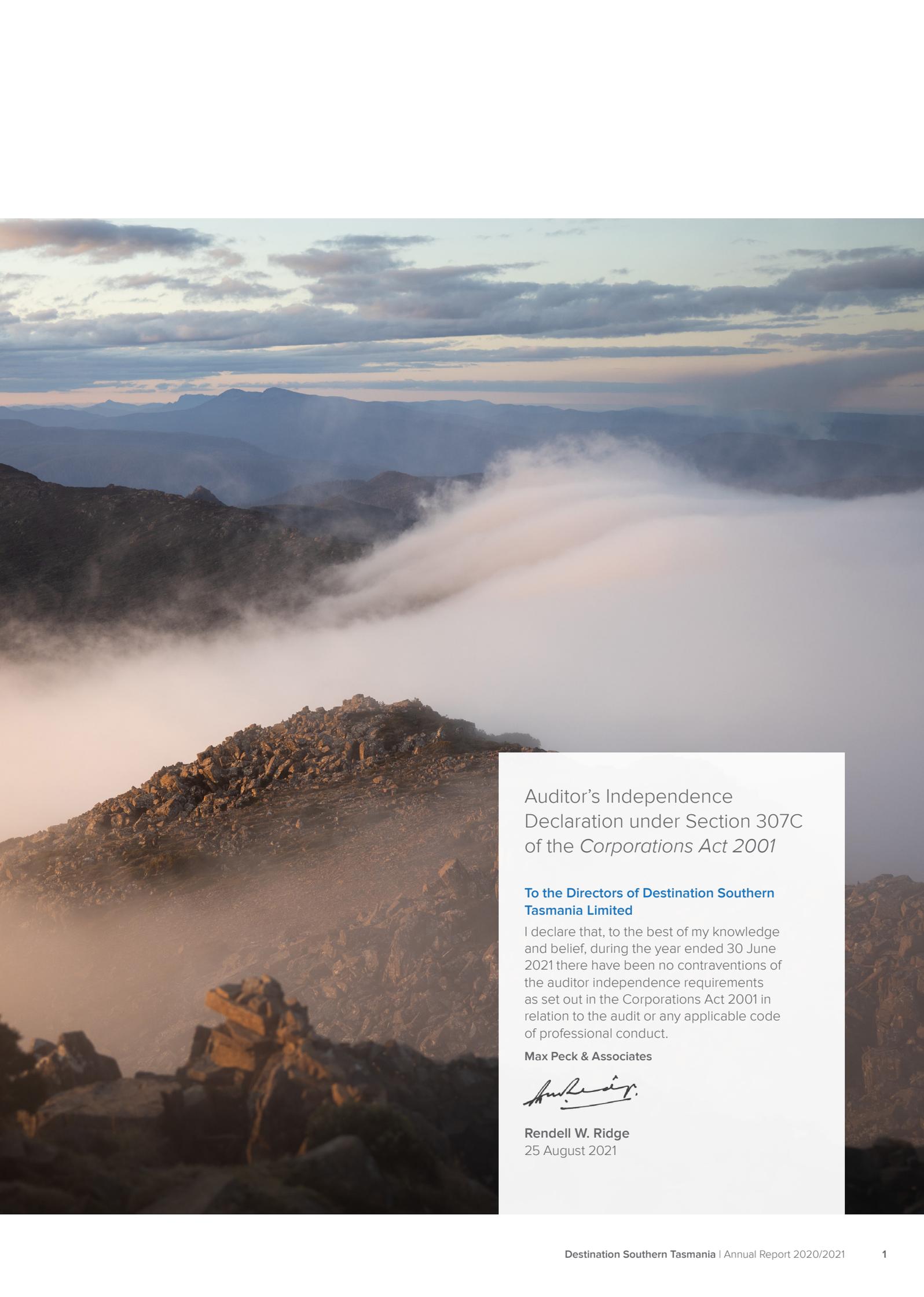


Rendell W. Ridge

25 August 2021

Hartz Mountains National Park ►
Photography Jess Bonde





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 2021 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 2021



Level 2, 13-17 Castray Esplanade
Hobart Tasmania 7000
PO Box 184, Battery Point 7004
Phone (03) 6223 5650
dstadmin@southerntasmania.com.au

www.southerntasmania.com.au