



# welcome

The 2016/2017 financial year saw Destination Southern Tasmania (DST) celebrate its fifth year of operation as southern Tasmania's Regional Tourism Organisation (RTO).

Covering a large region, incorporating 11 of Tasmania's 29 local government areas, DST has worked hard to facilitate industry development activities in the southern region. Establishing key linkages and bringing industry together to build capacity has informed sustainable outcomes, enhancing the state's visitor economy.

This year we have seen record visitation to southern Tasmania, with over one million interstate and overseas visitors. DST has received continued growth in membership and has achieved high levels of industry engagement evidenced by over 850 attendees at DST industry events throughout the year.

It is with much pleasure that DST presents its 2017 Annual Report. We trust that it will communicate the passion and energy that our organisation brings to the tourism community in Southern Tasmania.





#### Cover

- ▶ Top left
  - Cascade Brewery
  - Photography Flow Mountain Bike
- Woobly Boot Vineyard
- Photography Samuel Shelley
- Huon Valley Mid-Winter Fest
- Photography Natalie Mendham
- Photography
- ▶ Middle left
  - Dark Mofo: Dark Park
  - Photography Adam Gibson
- Sailing on the River Derwent
- Photography Samuel Shelley
- Australian Wooden Boat Festival
- Photography Samuel Shelley
- ▶ Bottom left
  - MACq01
  - Photography Adam Gibson
- Shene Estate & Distillery
- Photography Rob Burnett
- Mountain biking, Mt Wellington /  
kunanyi summit
- Photography Flow Mountain Bike

All images supplied courtesy  
of Tourism Tasmania

## contents

2	from the chairman
4	from the ceo
7	key outcomes
9	looking ahead
10	spotlight on destination action plans
12	the board
14	financial snapshots
16	notes to and forming part of the financial statements
18	auditor's report
20	members

## from the chairman

Tasmania has enjoyed unprecedented growth in visitor numbers and economic contribution this year, particularly southern Tasmania. Major events during the winter period have attracted more visitors and assisted the financial sustainability of businesses across the region during that period.



Across other seasons, significant increases in visitor numbers is shifting the debate to how we continue this growth while managing perceived overcrowding in certain locations and maintaining the quality of the Tasmanian experience. As a destination, I believe Tasmania is able to support many more visitors, to grow its visitor economy, while still retaining the quality of its experience.

It is the quality of the debate that is going to be important; the considerations we make and the infrastructure improvements we implement that will determine our success in achieving this goal.

DST with support from the Department of State Growth (DSG) is coordinating the implementation of Destination Action Plans (DAPs) for each identified district in the region to help disperse visitors. These plans are being developed by each community and aim to make a difference to the visitor experience in that area and create benefits for the community.

I acknowledge the financial support and partnerships we have with Tourism Tasmania in marketing activities, our councils across a range of activities and DSG in visitor engagement and the supply side of the industry.

The DST Board has attracted a good mix of skills and a diverse representation of industry and local government and I thank all directors for their valued contributions of time and expertise.

Director Will Barbour is not seeking re-election and I wish to record our sincere thanks to him for contributing his contemporary tourism and marketing skills to our board deliberations.

I would like to acknowledge and thank our Chief Executive, Melinda Anderson for her continued enthusiasm and skills in positioning DST favourably with all levels of government and with our industry partners. Melinda brings considerable regional tourism and organisation management experience and this comes to the fore in the presentation of the DST Annual Summit. You can be peddling away and achieving out in individual localities, but to bring industry together in an educational and social environment builds an amazing enthusiasm, and I

congratulate her and the team on The Summit.

I also thank members of the DST team for their contribution to the increased presence and assistance to industry that DST now provides.

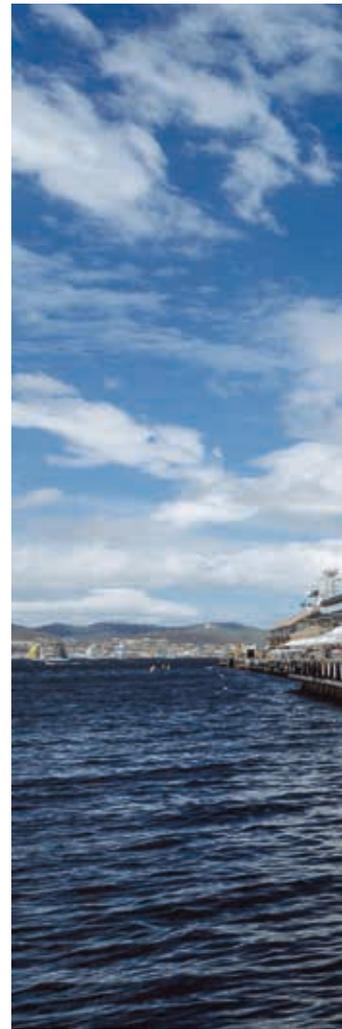
As an industry we are well coordinated under the Tourism Industry Council of Tasmania which gives all sectors of the visitor industry an opportunity to debate key aspects, to decide a position on various policy issues and present a united front to governments.

I would like to thank the State Government for its support of the industry, especially having the Premier as Minister for Tourism, and for its support of the regional tourism structure through Tourism Tasmania and DSG.

The challenges facing DST in serving our industry are changing but with the support of our members and the team now assembled at DST, the organisation is well placed to accept those challenges.

A handwritten signature in black ink that reads "Vincent Barron".

**VINCENT BARRON**  
Chairman





▲ The Taste of Tasmania  
Photography Mitch Osborne  
◀ Whisky tasting  
Photography Samuel Shelley

## from the ceo

Now in its fifth year, DST has cemented its position as an important stakeholder in Tasmania's tourism industry. Our small team of industry professionals has worked hard to progress our three organisational pillars of Regional Dispersal, Industry Development and Advocacy. We have worked within our resource limitations to ensure the sustainability of the organisation whilst maximising output.



### Regional Dispersal

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

#### Visitor Map

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

#### Digital

Our marketing program focussed heavily on digital media engagement, digital content acquisition and generation, as well as social media channel development through our Hobart and Beyond channels. We continue to develop unique stories to boost search engine optimisation across our website and generate social media traffic. We also work to encourage ambassadors for our region through third party content via the coordination of Instameets. An Instameet brings together people with an Instagram profile and followers to enjoy and photograph experiences and attractions. Content is uploaded, generally via a hashtag unique to the event, helping to expand the online profile the online profile of that experience.

#### Partnerships

DST works hard to develop partnerships that provide cost effective marketing opportunities to industry that may otherwise be inaccessible.

Partnerships include:

#### 1. Tourism Tasmania

We work closely with Tourism Tasmania to support its consumer and trade promotional activities. This year, this included coordinating a \$10,000 prize for the national Dymocks promotion of the movie *Lion*; facilitating prizes for the Travel Industry Road Show to Melbourne, Sydney and Brisbane, as well as supporting familiarisations for the Tassie Specialist program. We also continued our regular industry presentations to Tourism Tasmania staff from DST members to keep our State Tourism Organisation informed of developments within our region. We are delighted to assist in the generation of content for their social media program through the coordination of several Instameets during the year. We also provide advice to support Tourism Tasmania's campaign development.

#### 2. Brooke Street Pier

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

#### 3. Hobart Airport

We were delighted to work closely with Hobart Airport, featuring our Hobart and Beyond Map at Tasmania's major airline gateway. We continue to explore opportunities to encourage regional dispersal of travellers.

#### 4. Cruise

DST partnered with Tasports, City of Hobart and the Tasmanian Travel and Information Centre to provide promotion of member businesses and industry to passengers arriving on 48 cruise ships into Hobart. Poster displays were provided in the Mac 02 terminal and tour operators were able to purchase parking permits outside Mac 02 from

which they could sell tours and experiences directly to cruise passengers. We worked with Tourism Tasmania and the Australian Cruise Association to support the first Tassie Cruise Exchange this year which connected operators with key cruise trade.

### **5. Regional Events**

DST works closely with Events Tasmania and other industry stakeholders to provide information about southern Tasmania to encourage event attendees to explore the region. For example, we worked with Brighton Council to distribute collateral at the Pontville RV Rally and provided material to promote attendance at the event.

### **6. Southern Cross**

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

### **7. Mona**

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

### **8. AFL Football**

DST worked in partnership with North Melbourne Football Club to explore opportunities to maximise AFL tourism benefits in Hobart. This included communications to North Melbourne Football Club's 40,000 members, where DST members showcased value-add offerings to encourage regional dispersal around games.

### **9. Local Tourism Associations and Networks**

DST continued to work with the local tourism associations (LTA) and networks to build industry capacity and ensure tourism benefits flowed on to local communities. For example, this year DST managed the Heritage Highway annual social media program.

### **10. Local Government**

DST is proud to work in collaboration with its 11 Council partners, providing marketing advice

and assistance where appropriate. This year, we project managed marketing activities for Huon Valley Council and Kingborough Council under the cooperative Southern Trove program.

### **11. 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.

## **Industry Development and Capacity Building**

Recognising the increasing role that RTOs have in building industry capacity and the growing number of industry education and development programs that DST coordinates, we created a specific industry development coordination role in July, ably filled by Natalie Hayes. Industry Development and Capacity Building activations included;

### **1. Membership**

As an industry membership organisation, DST is focussed on developing a relevant and high value membership proposition for industry. Membership continues to grow and currently sits at its highest level. During 2016-17, we welcomed many new and developing businesses to the membership.

### **2. Connections**

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

### **3. Education**

We provided opportunities to gain contemporary industry intelligence with the second DST Tourism Summit on 9 August, 2016. The program for this full day industry event was designed to provide practical and relevant information that our members and industry could apply directly to their businesses.

The summit is complemented by the Tips and Tipples member networking and development program which runs in Hobart from March to November. Tips and Tipples is a series of free events that brings industry together each month

to network, whilst also featuring presenters on topical themes relevant to members. This year, we also took the Tips and Tipples concept to the regions, and ran a number of these events outside of greater Hobart.

In addition, DST partnered with the Digital Ready Program (Department of State Growth) to deliver a series of five digital workshops throughout southern Tasmania.

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

#### 4. Industry Excellence

We were delighted to deliver the Southern Stars of Tourism again this year to bring the southern Tasmanian tourism stakeholders together to celebrate our industry. Held at the Tasmanian Museum and Art Gallery in April 2017, the event awarded five Southern stars, comprising of three business and two individual awards. The Stars recognised innovation, brand excellence, new business, community contribution and young achievement. The event will continue to be an annual celebration of the southern Tasmanian tourism industry.

#### 5. Research

DST worked with the three other RTOs and the Department of State Growth to project manage research to inform the development of the Tasmanian Visitor Engagement Strategy, released this year. The Strategy is designed to enhance the on-ground visitor experience within Tasmania.

DST has also provided financial support alongside other RTOs to the Tourism Tracer project managed by University of Tasmania. This project is important in providing an understanding of travel patterns of the touring market to Tasmania.

#### 6. Destination Action Plans

With the support of the Department of State Growth, DST has coordinated Destination Action Plans for Greater Hobart, Bruny Island, Tasman, Coal River Valley, Derwent Valley, Central Highlands, and in conjunction with Tourism Northern Tasmania, the Heritage Highway. Work has also commenced on Destination Action Plans for the Far South and Huon Valley, both due to be completed in September, 2017. These Plans provide the opportunity for local visitor economy priorities to be identified and worked towards. We actively work on the leadership groups for each plan with local government and visitor economy stakeholders.

#### 7. Representation

Participation on industry and stakeholder committees and working groups is another way DST contributes to industry development. This year, groups included the Hobart Airport Community Stakeholder Forum, Derwent Valley Economic Growth Special Committee, Taste of Tasmania Advisory Group, City of Glenorchy Council Wilkinsons Point Working Group, City of Hobart Events Assessment Panels, Regional Jobs and Investment Fund Local Planning Group and Tasmanian Royal Botanical Gardens Bicentennial Group.

#### Regional Advocacy

Our commitment to industry advocacy is ongoing. The Destination Action Plans have assisted in identifying local issues and during the past financial year DST provided letters of support for grant applications and assisted with submissions for funding programs including Tourism Demand Driver Infrastructure, Regional Innovation and Investment Fund and Events Tasmania funding.

DST has also been a voice for a number of industry issues, including infrastructure priorities throughout the southern region.

DST has operated with four full time equivalent staff for most of 2016/2017. It has achieved a significant program of activities with limited resources, testament to the hard work of its team Natalie Hayes, Anne Menegat and Kate McCarthy, ably supported by its Board, led by Chairman Vin Barron.

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



**MELINDA ANDERSON**  
Chief Executive Officer

# key outcomes

Southern Tasmania received over one million interstate and international visitors year ending March 2016/2017 (up 5% compared with 15/16), with strong growth from domestic holiday visitors and traditional international markets including UK and USA and emerging Asian markets.

Nearly 80% of all visitors to Tasmania visit southern Tasmania. The southern region also received 2.5 million intrastate overnight and daytrip visitors year ending March 2016/2017. Our goals are to build capacity of industry to respond to visitor demand, deliver quality experiences and to ensure the benefits of the visitor economy flow throughout the region. Our key activities to achieve this included: a strong industry membership base, digital marketing, partnerships, industry education and regional advocacy.

### Membership

DST is truly an industry led organisation, with 211 members from across southern Tasmania (up 9% from 2015/2016). We were delighted to welcome 47 new members this year as we continue to grow and evolve to meet industry needs.

### Digital Marketing

Our public facing brand, Hobart and Beyond, has become an established digital reference point for information about southern Tasmania, with the website receiving over 290,000 page views (up 45%) from over 101,000 users (up 38%) in 2016/2017 compared to the previous year. The website is also featuring highly in key search terms on Google.

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

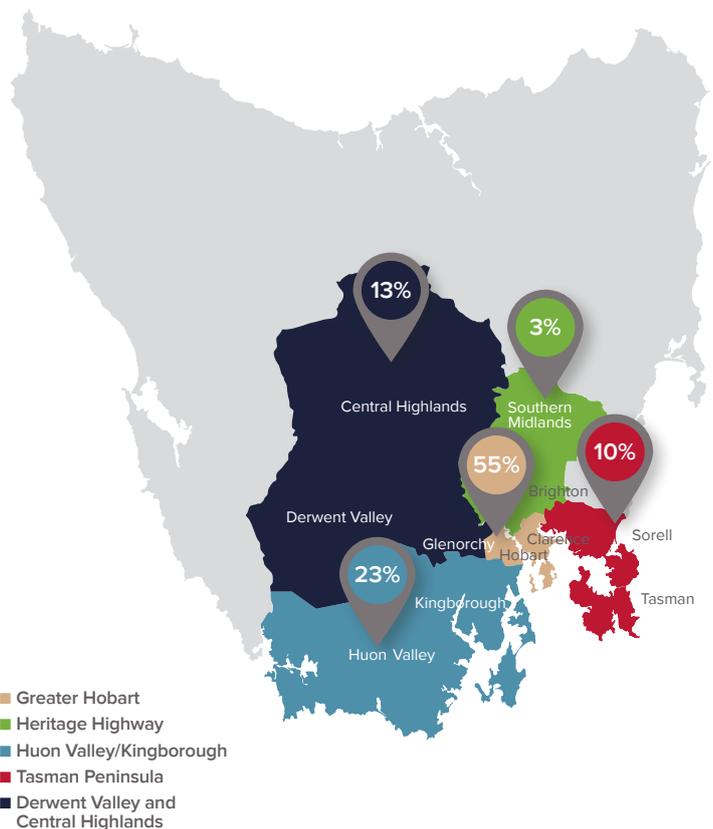
DST has been dedicated to content generation and leveraging social media this year, with our Instagram account topping 25,154 Instagram followers (up 53% on 2016) and Facebook 17,904 Facebook fans (up 47% since June 2016). More importantly, community engagement with our social media is impressive, with our Facebook page generally reaching more than 210,000 people each month. Instagram is performing well, generating over 160,000 impressions each month as well.

In terms of content generation by DST, we had excellent interaction with our Southern Exposure

blog, which saw over 47,000 page views and our articles and blogs were seen by in excess of one million people on Facebook.

Four Instameets were held during the year to enhance third party content generation to our social media channels. These included a Tassie Style (in line with Tourism Tasmania's marketing campaign) meet in the Southern Trove and Heritage Highway regions and a meet at Dark Mofo. Each were held in partnership with Tourism Tasmania and the respective local tourism organisations, industry networks and local government authorities. We also worked with Cricket Tasmania to coordinate an Instameet for 100 Days to the Test at Blundstone Arena.

### DST Member Distribution



### Partnerships

Partnerships are key to leveraging DST's and the industry's limited resources. This year we developed promotional programs that enabled operators to participate at varying levels:

- 71 advertisers participated in the advertising program at Brooke Street Pier with brochures displayed across five advertising screens
- 90 businesses participated in Paint the Town Red, lighting up their business red to support Dark Mofo and participate in DST's social media program
- 12 operators participated in a three-month program of cooperative advertising across radio and television featuring Hobart and Beyond branded television commercials
- 43 participants signed up for 2016/2017 Mona industry campaign, up 22% from previous year
- 10 operators signed up for the independent tour operator cruise program operating from Hunter Street, outside the cruise terminal. Another 11 operators took up poster display advertising in the terminal, facilitated by DST.

### Visitor Map

The inaugural edition of our "Explore Tasmania's South" map was well received by visitors with a print run of 150,000 distributed throughout the State during 2016/2017 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 Mac02 Cruise Terminal. The map design received two Diemen awards in 2016.

### Industry Education

A key achievement this year was to build our industry education program, with strong attendances at our industry events testament to our success. We coordinated the second Destination Southern Tasmania Tourism Summit in August 2016 at Blundstone Arena, attracting over 170 industry participants (up 15% from previous year). Over 94% of attendees said they were very satisfied or satisfied with the Summit and 91% intended to attend future summits.

We also supported Tourism Tasmania and the Australian Cruise Association Tassie Cruise Exchange event, with 16 southern Tasmanian tourism operators participating in business-to-business appointments with cruise industry trade. DST coordinated its annual operator forum on the cruise sector in conjunction with the Tasmanian Travel and Information Centre. There were over 75 attendees at the event.

We were delighted to work with the Department of State Growth to host five regional workshops

as part of the Digital Ready program. These were conducted in Derwent Valley, Tasman, Channel, Huon Valley and Hobart with 125 attendees across the workshops.

### Industry Excellence and Networking

The second Southern Stars of Tourism attracted over 170 people to celebrate the southern Tasmanian tourism industry and recognise outstanding achievements. Fifty nominations were received across the five categories.

Our Tips and Tipples initiative, a regular series of free member networking events, continued to encourage members to learn from each other on topical themes. DST held eight events this year, attracting nearly 500 attendees. Topics included Hobart development, Uber, Tassie Style, operator visits to China, China research, Southern Stars, Tourism Tasmania Winter Campaign, Winter Events, Tasmanian Whisky Week.

DST's AGM in September attracted 90 attendees and included a networking event with a presentation on the Three Capes Track development.

### Advocacy

Advocacy for regional issues is an ongoing, long-term strategy.

DST has a strong public relations program designed to raise community awareness of DST's activities of the value of tourism to Tasmania. Media commentary during 2016/2017 has incorporated the following topics:

- Cruise season
- DST Summit
- Industry leadership
- Visitation statistics
- Destination Action Plans
- Hobart and Beyond Map
- Tourism investment
- Experience development
- Visitor Engagement Strategy
- Luna New Year
- Southern Stars of Tourism
- Paint the Town Red campaign

# looking ahead

As we look forward to 2017/2018 the DST team of staff and Board of Directors are committed to our drivers of regional dispersal, industry development and regional advocacy whilst maintaining the sustainability of DST.

We do have limited financial and human resources and must work strategically to be able to maximise our impact for industry.

## Marketing

We will continue to focus our marketing efforts on the intrastate market and on-ground visitors. Whilst much of our attention will centre on creative digital marketing channels, we will concentrate on ensuring maximum dispersal of the "Explore Tasmania's South" map to support awareness of our regional experiences and brand strengths. Business and leisure events are also identified in our marketing plan as opportunities to maximise regional dispersal.

## Building Industry Capacity

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

A common thread through DAPs across the state is the facilitation of industry leadership.

We will look at opportunities to leverage existing leadership programs and research the development of a tailored program through DST.

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

We are also excited to deliver the fourth annual DST Tourism Summit and third Southern Stars of Tourism as these become signature industry events for southern Tasmania.

## Membership and Partnerships

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

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

## With thanks

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

We would also like to thank our industry representatives on our Marketing and Membership and Industry Development Committees: Kylie Scolyier, Tory Ross, Jen Fry, Tony Quarmby, Maree Davis, Bill Avery and Myf Kernke.

Thank you also to our corporate partners: Qantas, Southern Cross Austereo and The Mercury.

## spotlight on destination action plans

As part of the implementation of the Tasmanian Visitor Economy Strategy 2015-2020 and with the support of the Department of State Growth, DST has developed seven Destination Action Plans (DAPs) throughout southern Tasmania, with two more plans due to be completed later in 2017.

The purpose of the DAPs is to identify priority actions that can make a difference and achieve the aspirations of key visitor destinations.

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

In 2016-17, DST facilitated the development of DAPs in the following regions:

- Derwent Valley
- Central Highlands
- Coal River Valley
- Heritage Highway (in conjunction with Tourism Northern Tasmania)

DAPs for Greater Hobart, Bruny Island and Tasman had been completed the previous financial year; and plans for the Far South and Huon Valley have commenced and are due for completion in September 2017.

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

### DAP projects snapshot

#### **Bruny Island Infrastructure**

A key priority for the Bruny Island DAP was improved visitor infrastructure to enhance the visitor experience. A \$150,000 infrastructure fund has been established with support from Pennicott Wilderness Journeys, Kingborough Council and State Government for projects that are important to the visitor experience but not currently funded. Two projects underway include track maintenance to Grass Point on the Fluted Cape Walking Track; and interpretation signage on the Dennes Point Heritage Trail.

#### **Beacon Technology/Augmented Reality Pilot**

The DAP process has seen a number of regions identify the need and opportunity to use contemporary interpretation tools to bring to life the rich stories of the region. This has resulted in a collaboration between Clarence, Brighton, Southern Midlands and Derwent Valley Councils on an interpretation project which uses beacon technology and augmented reality to tell the stories of the region and engage visitors through their digital devices. This project will see this cutting edge technology utilised in a new context, and if successful, could be applied across Tasmania.

#### **Derwent Valley Tasmania Social Media Program**

The Derwent Valley DAP identified the need to develop a strong central voice to facilitate the messages of the destination. Derwent Valley industry stakeholders established a social media cooperative, called Derwent Valley Tasmania. Predominantly industry-funded with support from Derwent Valley Council, this group has developed a coordinated digital media strategy which has seen the development of a new website and a professionally curated social media strategy to promote the region and the experiences it offers.

- ▶ Jackson's Emporium  
Photography Nick Osborne
- The Agrarian Kitchen  
Cooking School &  
Farm - Rodney Dunn  
Photography  
Rob Burnett
- ▼ Russell Falls  
Photography  
Tourism Tasmania



# the board

## **Vincent Barron** **Chairman**

Vin Barron was Chief Executive of the Tasmanian Convention Bureau from 1993 until 2008. He was previously Executive Director of the Hobart Chamber of Commerce and State Director of the Tasmanian Chamber of Commerce for eight years.

In May 2011, he became the convenor/chairman of various industry groups working towards the establishment of a new regional tourism organisation for Southern Tasmania.

He was a founding Director of the Tourism Industry Council of Tasmania and currently represents DST on the TICT Board. Vin was a Director of Cricket Tasmania with committee responsibilities which include marketing, promoting major events, Blundstone Arena venue operations and the Tasmanian Cricket Museum. He was recently inducted into the Association of Australian convention Bureau (AACB) Hall of Fame, recognising his 15 years on the AACB Board, including three years as National President.

## **Stuart Lennox** **Deputy Chairman**

Stuart is an experiential educator who has spent years encouraging the old and young alike to enjoy Tasmania's outdoors. He loved working as a teacher, then with Sport and Recreation Tasmania before spending many exciting years as a nature-based tourism consultant and marketing manager with Tourism Tasmania. He recently resigned from the Parks and Wildlife Service as Director Visitor Services. Stuart spent ten years working on the development of the Three Capes Track as a key regional tourism project. He has previously been actively involved with the Cradle Coast Tourism Executive and as a board member of Ecotourism Australia. He convened Australia's first wildlife tourism conference. When he is very lucky he gets to ride his long board 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.

## **Will Barbour** **Elected Director**

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

Holding a double degree in Marketing and International Business and Geography and Environmental Studies (Hons), Will is passionate about Tasmania's tourism industry and excited to contribute to the growth of Destination Southern Tasmania.

## **Daniel Aitken** **Elected Director**

Daniel Aitken is the Marketing Manager for the Museum of Old and New Art.

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

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

## **Martyn Evans** **Nominee of Southern Tasmanian Councils**

Martyn Evans will attain a personal milestone in 2017 – a decade of service to the Derwent Valley as Mayor.

As Mayor of Derwent Valley, Martyn has been instrumental in seeking new ways to promote the region, particularly in the valuable Tourism marketplace. This includes the upcoming Beacon/Augmented Reality Project, which will bring elements of augmented reality to towns across four Council areas to bring to life stories from the region.

Lobbying for greater support for the parks and wilderness areas which abound in the municipality, Martyn has also advocated for a well-supported cultural life for the Valley. This was brought to reality with the staging of the Dark MOFO event at Willow Court in 2016.

In recent times, Martyn has presided over the development of the Maydena Bike Park, which is expected to be launched in 2018.

Recently hosting an overseas delegation visiting group from China, Mayor Evans hopes to end his tenure as Mayor in 2018 by continuing the path towards a formal Friendship City relationship with Guan'An Province. The potential for future links with China provides an opportunity for a new imagining for the Derwent Valley.

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

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

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

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

**Toni Kibbey**  
**Elected Director**

Toni is a marketing professional with 20 years' experience in Australia and overseas. The last eight years have been in the tourism industry with Tourism Tasmania, Hobart Airport and now as Head of Marketing with Lark Distillery. She has a strong background in the development and delivery of new brands and is highly skilled in developing communication and marketing strategies.

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

**Tim Parsons**  
**Board Appointed Director**

Tim Parsons is a sixth generation Tasmanian farmer and owner of Curringa Farm – a beautiful 750 acre sheep and cropping farm at Hamilton in Tasmania's Derwent Valley.

In recent years Tim and his wife Jane have become significant players in the Tasmanian tourism industry, offering hosted accommodation and farm tours which are extremely popular with visitors from South East Asia, partly as a result of Tim's extensive travels to Asia over the past eight years. In 2016, Curringa has added five new luxury cottages and 2017 a new visitors reception centre was completed to cope with the growing demand.

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

**Tim Short**  
**Nominee of Southern Tasmanian Councils**

Tim is the Group Manager Executive and Economic Development with the City of Hobart. He has been with the City of Hobart for 16 years, building up a unique understanding of how the City operates. He has responsibility for the areas of Economic Development, City Strategy and Performance, International Relations and the Office of the Lord Mayor. Tim started his professional career as lawyer in Hobart before moving to the West Coast of Tasmania to work for a community organisation focussed on small business start-up and economic development. It was here that Tim first developed an understanding of Tourism and its importance to communities and the State as a whole. During his time at Council, Tim oversaw the transition of the Tasmanian Travel and Information Centre into Council's operation and continues to have an active role in the City's Tourism strategies.

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

**Ken Stronach**  
**Board Appointed Director**

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

**Tom Wootton**  
**Elected Director**

Tom is a Tasmanian-born marketing professional, having worked across various facets of Tasmania's tourism industry. He is qualified lawyer, but opted for a 'less boring' career in marketing and has since worked in London and Melbourne with some of the biggest brands in the world. Tom returned to his home state in 2014, intent on marketing a product he feels most passionately about: Tasmania. He has worked with a range of tourism businesses including Pumphouse Point, Tourism Industry Council Tasmania and RACT Destinations, but is now the Sales and Marketing Manager for Federal Group's tourism portfolio.

# 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 2017 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.



**VINCENT BARRON**  
Chairman

## Directors' report

The directors present their report on the company for the financial year ended 30 June 2017.

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

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

The profit/(loss) of the company Destination Southern Tasmania Limited for the financial year amounted to \$14,862.

The company's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a State or Territory.

The company is a non-profit organisation and since the end of the previous financial year, no Directors of the company have received or become entitled to receive a dividend.

Insurance premiums have been paid, during or since the end of the financial year, for professional and management liability for who is, or has been, an officer and manager of the company.

No indemnities have been given or insurance premiums paid, during or since the end of the financial year, for any person who is, or has been, an auditor of the company.

Signed in accordance with a resolution of the Board of Directors,



**VINCENT BARRON**  
Chairman

### Statement of financial performance

Classification of expenses by nature	Note	2017 \$	2016 \$
Revenues from ordinary activities	2	910,160	651,652
Employee benefits expense		-372,165	-296,748
Depreciation and amortisation expenses		-7,137	-8,050
Other expenses from ordinary activities		-515,996	-337,146
Profit / (loss) from ordinary activities before income tax expense		14,862	9,708
Income tax expense relating to ordinary activities	1(a)	0	0
<b>Profit/(loss) from ordinary activities after income tax expense</b>		<b>14,862</b>	<b>9,708</b>
New increase (decrease) in reserves		0	0
<b>Total changes in equity</b>		<b>14,862</b>	<b>9,708</b>

### Statement of cash flows

	2017 \$	2016 \$
<b>Cash flow from operating activities</b>		
Receipts from customers	1,239,422	875,483
Payments to suppliers and employees	-735,191	-685,643
<b>Net cash provided by (used in) operating activities</b>	<b>504,231</b>	<b>189,840</b>
<b>Cash flow from investing activities</b>		
Payment for Plant & Equipment	-3,875	-7,706
<b>Net cash provided by (used in) investing activities</b>	<b>-3,875</b>	<b>-7,706</b>
<b>Cash flow from financing activities</b>		
Repayment of borrowings	-6,960	-6,338
<b>Net cash provided by (used in) financing activities</b>	<b>-6,960</b>	<b>-6,338</b>
Net increase (decrease) in cash held	493,396	175,796
Cash at beginning of year	296,767	120,971
<b>Cash at end of year</b>	<b>790,163</b>	<b>296,767</b>

### Statement of financial position

	Note	2017 \$	2016 \$
<b>Current Assets</b>			
Cash	3	790,163	296,767
Pre Payments		0	3,768
Receivables	4	963	0
<b>Total Current Assets</b>		<b>791,125</b>	<b>300,535</b>
<b>Non Current Assets</b>			
Computer Equipment	5	3,588	2,688
Motor Vehicle	5	5,710	9,735
Office Equipment	5	545	682
Borrowing Expenses		127	280
<b>Total Non Current Assets</b>		<b>9,971</b>	<b>13,385</b>
<b>TOTAL ASSETS</b>		<b>801,096</b>	<b>313,921</b>
<b>Current Liabilities</b>			
Accounts payable	6	266,847	114,305
Prepaid Subscriptions/ Revenue in Advance		431,444	114,165
Provision for Annual Leave	1(c)	19,834	11,167
Asset Purchase		6,212	6,808
<b>Total Current Liabilities</b>		<b>724,336</b>	<b>246,445</b>
<b>Non Current Liabilities</b>			
Asset Purchase		0	5,578
<b>Total Non Current Liabilities</b>		<b>0</b>	<b>5,578</b>
<b>TOTAL LIABILITIES</b>		<b>724,336</b>	<b>252,023</b>
<b>NET ASSETS</b>		<b>76,760</b>	<b>61,898</b>
<b>EQUITY</b>			
Issued Capital	7	0	0
Retained profits		61,898	52,190
Current Profit/(Loss)		14,862	9,708
<b>TOTAL EQUITY</b>		<b>76,760</b>	<b>61,898</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

	2017 \$	2016 \$
<b>Revenue</b>		
Tasmanian Government Grant	335,000	335,000
Other Government Grants	30,000	38,400
DST Membership & Partnership Fees	158,704	135,871
Marketing	248,463	109,400
Corporate Partnerships	96,862	5,250
Business Events	33,837	23,467
Interest	6,409	4,264
Other	886	
<b>Total Revenue</b>	<b>910,160</b>	<b>651,652</b>
<b>Expenditure</b>		
<b>Operating activities</b>		
General & Administrative Expenses	171,660	157,158
LTA Expenses	2,873	6,236
Marketing Expenses	334,268	164,285
Employment Expenses	372,165	296,748
Occupancy Expenses	16,437	17,517
Prior Year Items	-2,105	-
<b>Total Expenditure</b>	<b>895,298</b>	<b>641,944</b>

## Note 3: Cash

	2017 \$	2016 \$
Cash at Bank	790,163	296,767
<b>Total</b>	<b>790,163</b>	<b>296,767</b>

## Note 4: Receivables

Current	2017 \$	2016 \$
GST Refundable	0	0
<b>Total</b>	<b>0</b>	<b>0</b>

## Note 5: Non Current Assets

The following is a summary of the cost of the owned assets and accumulated depreciation calculated on a basis of Diminishing Value annually for Motor Vehicles, Office & Computer Equipment respectively:

	Motor Vehicles	Office Equipment	Computer Equipment
Cost Price	29,200	2,815	13,965
Accumulated Depreciation	-23,490	-2,270	-10,377
<b>Written Down Value</b>	<b>5,710</b>	<b>545</b>	<b>3,588</b>

## Note 6: Accounts Payable

	2017 \$	2016 \$
Accrued Expenses	173,377	91,416
Trade Creditors	5,990	5,497
GST Payable	74,091	5,144
Superannuation Payable	10,378	1,332
PAYGW Payable	3,010	10,916
<b>Total</b>	<b>266,847</b>	<b>114,305</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 2017 the number of members was 200 (2016 – 184).

# 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 2017.

### 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 and 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.

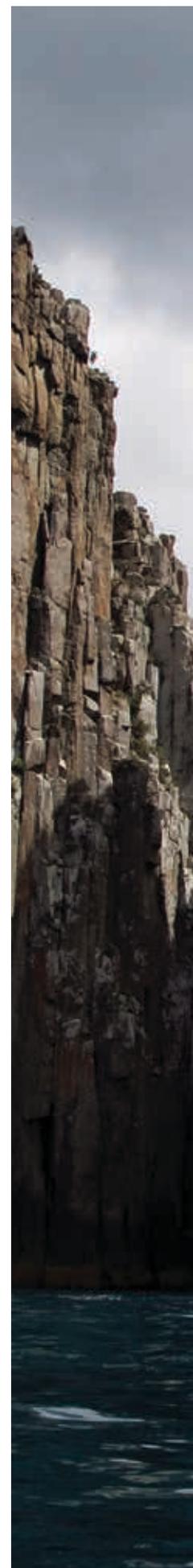
### Audit Opinion

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 2017 and the results of its operations and its cash flows for the year then ended.

### Max Peck & Associates



**Rendell W. Ridge**  
14 September 2017





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 2017 there has been:

- i) No contravention of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- ii) No contravention of any applicable code of professional conduct in relation to the audit.

**Max Peck & Associates**

**Rendell W. Ridge**  
14 September 2017

## members at 30 june 2017

28 Gates	Cricket Tasmania	Hawthorn Lodge	Love Tasmania Tours
Ageing Barrel Tours	Cruisin Motorhomes	Heimat Chalets	Lucky Ducks Cafe/Restaurant
Par Avion Wilderness Tours	Curringa Farm	Heritage Horse Drawn Carriages	Lufra Hotel
Amaze Richmond	Customs House Hotel	Heritage Sailing Tasmania	MACq01 Hotel
Ambience on Huon Bed & Breakfast	Cygnets Holiday Park	Highland Cabins & Cottages at Bronte Park	Mantra Collins Hotel
At Eleven, la petite maison	Derwent Bridge Chalets & Studios	Hobart Central YHA	Marrawah Hospitality (The Glass House / Brooke Street Larder)
Australasian Golf Museum	Derwent Bridge Wilderness Hotel	Hobart Chamber of Commerce	Mawson's Huts Replica Museum
Avis Australia	Derwent Sailing Squadron	Hobart Historic Cruises	Maydena Bike Park
Baillie's at North Hobart	Discovery Holiday Parks	Hobart Historic Tours	Mayfair on Cavell
Bangor Wine & Oyster Shed	Domaine A Stoney Vineyard	Hobart International Airport	Mayfair Plaza Motel
Barilla Bay Seafoods	Driftwood Cottages	Hobart Yachts	McHenry Distillery
Barron Associates	Eaglehawk Dive Centre	Home Hill Winery	Meadowbank Wines
Best Western Hobart	Evolo Room Escape	Hotel Bruny	Mona
Blue Hills Motel	Experience Tasmania Tours and Charters	Hotel Grand Chancellor	Montacute Boutique Bunkhouse
Bonorong Wildlife Sanctuary	Farm Gate Market	Huon River Jet Boats	Motel 429
Boutique Wine Tours Tasmania	Fat Pig Farm	Huon Valley Escapes	Mount Wellington Cableway Company
Bruny Island Cheese Co.	Federal Group	Hydro Tasmania	Mt. Field National Park (Parks and Wildlife Service)
Bruny Island Coastal Retreats	Federation Chocolate	Ibis Styles Hobart	Mures Tasmania
Bruny Island House of Whisky	Fountainside Hotel	Ida Bay Railway	National Trust of Australia (Tasmania)
Bruny Island Premium Wines	Fox and Hounds	Industrylink	Nature. Be in it
Day Tours Tasmania (Bruny Island Safaris / Bruny Island Lighthouse Tours)	Frank's Cider Bar & Café	Innkeepers Tasmania	Navigators (Mona Roma)
Budget Rent-a-Car	Frenchman's River	Institut Polaire (Sud Polaire and Domaine Simha)	Ondine Boat Hire
Business Events Tasmania	Frogmore Creek	Inverawe Native Gardens	Osborne Heli Tours
Callington Mill (Southern Midlands Council)	Geeveston Visitor Centre	Island Scenic Flights	Overdrive Car Hire
Candy Ab	Glen Derwent	Islington Hotel	Oyster Cove Chalet
Captain Cook Holiday Park	Gourmania Food Tours Tasmania	Jackson's Emporium	Pagan Cider
Cascade Brewery Co	Grandveve Cheeses	Kermantie Hotel & Marina	Pedder Wilderness Lodge
Channel Museum	Hadley's Orient Hotel	Lark Distillery	Pennicott Wilderness Journeys
City View Motel	Hamilton Inn	Lenna of Hobart	Peppermint Bay Cruises
Coal River Farm	Hartzview Vineyard	Let's Show you Tasmania Tours	Pooley Wines
Coral Expeditions	Hastings Caves & Thermal Springs (Parks and Wildlife Service)	Library House	
		Long Beach House	



▲ Brooke Street Pier  
Photography Dale Baldwin

- |   |                                 |  |   |
|---|---------------------------------|--|---|
| Port Arthur Historic Sites                    | Salamanca Wharf Hotel           | The Agrarian Kitchen Eatery & Store              | Under Down Under                        |
| Port Arthur Holiday Park                      | Shene Estate & Distillery       | The Corinda Collection                           | Villa Howden                            |
| Port Arthur Lavender Farm                     | Shutterbug Walkabouts           | The Falls Music & Arts Festival                  | Villa Rochford                          |
| Port Arthur Villas                            | Smugglers Rest                  | The Henry Jones Art Hotel                        | Walton House B&B                        |
| Puddleduck Vineyard Tasmania                  | Snug Beach Cabin & Caravan Park | The Kingdom Gallery and Café at Glen Clyde House | Waterfalls Cafe & Gallery               |
| Pumphouse Point                               | Somerset on the Pier            | The Mercury                                      | Waterside Accommodation                 |
| Qantas Airways                                | Southern Cross Austereo         | The Old Woolstore Apartment Hotel                | Waterview Gardens B&B                   |
| RACT  | Southern Lights Hotel           | The Possum Shed                                  | Wild Pedder                             |
| Raptor and Wildlife Refuge of Tasmania        | St Ives Hotel                   | The Red Decker Company                           | Willie Smith's Apple Shed               |
| Ratho Farm                                    | Stewarts Bay Lodge              | The Sensory Tasmania                             | Wobbly Boot Vineyard                    |
| Redlands Distillery                           | Stuart Lennox                   | The Wooden Boat Centre                           | Women in Tourism & Hospitality Tasmania |
| Richmond & Coal River Valley Promotions Group | Sullivans Cove Apartments       | Thousand Lakes Lodge                             | Woodbridge Hill Hideaway                |
| Riverfront Motel & Villas                     | Tahune Airwalk Adventures       | Three Capes Gear and Gourmet                     | Woodbridge on the Derwent               |
| Riversdale Estate                             | Tasmania Tour Guide             | Three Capes Track (Parks and Wildlife Service)   | Woodbridge Smokehouse                   |
| Roaring 40s Kayaking                          | Tasmanian Boat Charters         | Tourism Brochure Exchange                        | Wrest Point Hotel & Casino              |
| Rotorlift Aviation                            | Tasmanian Devil Unzoo           | Tours around Tasmania                            | Yukon Tours                             |
| Roxburgh House Apartments                     | Tasmanian Ebike Adventures      | Two Bud Spur Vineyard                            | Zero Davey Boutique Apartments          |
| Royal Tasmanian Botanical Gardens             | Tasmanian Museum & Art Gallery  | Tynwald Restaurant & Historic Accommodation      |   |
| Salamanca Arts Centre                         | Tasmanian Symphony Orchestra    |  |   |
| Salamanca Inn                                 | Tassie Motor Shacks             |  |   |
|   | TasTafe-Drysdale                |  |   |



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

[www.southerntasmania.com.au](http://www.southerntasmania.com.au)