



2021/2022 Annual Report

welcome

The 2021/2022 financial year marked Destination Southern Tasmania's (DST) tenth year of operation as southern Tasmania's Regional Tourism Organisation (RTO).

The past year brought with it new challenges for our industry, but saw our members continue to adapt, innovate, and embrace resilience. The most heartening aspect of the year was the emergence of recovery; as our industry shifted to a more confident period of living with Covid-19.

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, encourage sustainable development and ensure the benefits of the visitor economy flow throughout the southern region. Our key activities to achieve this in 2021/22 included: a strong industry membership base, digital marketing, partnerships, industry and product development, Covid-19 recovery projects, and regional advocacy and media.

This financial year we continued our support of the industry with the third year of reduced membership fees. Pleasingly, we have maintained our membership levels and had strong engagement with our members during this year.

We respectfully present our 2021/2022 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.

Destination Southern Tasmania's vision

To have an engaged, connected and sustainable visitor economy which offers a truly compelling visitor experience.

Cover

► Top row:

Roaring 40s Kayaking.

Photo: Tourism Australia and Graham Freeman

Puddleduck Vineyard

Photo: Tourism Australia

Maydena Bike Park

Photo: Revolution MTB

► Middle row:

Streetscape, Oatlands

Photo: Alastair Bett

Aerial view of Hobart (Sandy Bay)

Photo: Events Tasmania and Alastair Bett

Glen Huon Dairy Co.

Photo: Tourism Australia

► Bottom row:

Aurora Australis, Cape Bruny Lighthouse

Photo: Luke Tscharke

Three Capes Track - View of Cape Pillar

Photo: Jesse Desjardins

Royal Tasmanian Botanical Gardens

Photo: Tourism Australia

All images supplied courtesy of Tourism Tasmania

◀ Puddleduck Vineyard

Photo: Tourism Australia

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from the chair



Throughout this year Tasmanians have shown great enthusiasm for the 'Make Yourself At Home' (MYAH) campaign developed by Tourism Tasmania. Seeing so many locals out enjoying the many outstanding visitor experiences on offer in our island home was one of the few welcome upsides of the ongoing Covid-19 pandemic. Equally as important, was the critical cashflow received, assisting many operators to hang on during what has been the most difficult and challenging of times.

The leadership and support shown by the State Government for the industry has been equally as critical in helping us emerge from the 'living with Covid-19' storm into a strong position. I personally wish to thank the recently retired Peter Gutwein for his unwavering leadership during his tenure as Premier.

The much anticipated opening of interstate borders in mid December pleased us all, however impacted us in ways we couldn't have fully anticipated. Fortunately our borders have remained open, despite calls at various times to close them again.

Tasmania and our southern region is highly leveraged and increasingly attractive to the domestic market. A strong rebound was experienced in the first half of 2022, with both visitor spend up by 169% on the year ending March 2021 and total nights up 133% from 2021*. The opening of international borders, the Hobart to Auckland route return and the reintroduction of cruise ships to our shores will further support returning business.

Destination Southern Tasmania (DST) has been front and centre at every turn, providing critical support to industry and information to assist both government and businesses in their decision making. The DST team has been completely dedicated to the task of keeping communication channels open, and considered a shoulder to lean on whenever needed.

We have been busy finalising the Southern Tasmania Destination Management Plan 2022-2025 (DMP). The DMP document articulates a clear regional tourism strategy to our partners, stakeholders and members. One of its key priorities is strengthening the role of Hobart International Airport as the premier gateway to Tasmania.

Now in government, the Australian Labour Party has provided a commitment of \$60 million as part of its broader tourism policy. This investment is critical to achieving the long held ambition of direct flights from Asia.

One of the emerging DMP pillars (A Mountain City on the Water) outlines DST's role in supporting the process of delivering truly outstanding visitor experiences on kunanyi/ Mt Wellington. This will be an important and challenging discussion, one that certainly needs addressing.

Our wonderful Natalie Hayes, a long term staff member departed in June to take on an exciting new role with Pigeon Whole Bakers. Much loved for her grounded advice, strong strategic outlook and warmth, Nat was a key part of the DST DNA for six years.

I would also like to thank the entire DST team, led so admirably by Alex. It has been a privilege to chair the Board of Directors made up of industry leaders, each deeply respected for their knowledge and networks. I wish to thank them all for their commitment to regional tourism and the communities they serve.

Thank you to our retiring directors Rachael Trueman, Dr Sam Fox, Damian Mather and Tim Parsons.

Thank you to all our members and a special shout out to our Ultimate partners: Federal Group, MONA, Hadley's Orient Hotel, The Old Woolstore Apartment Hotel, Port Arthur Historic Site Management Authority and the new Telegraph Hotel (Aus Venue Co.)

Thank you,



STUART LENNOX

Chair

*Tasmanian Tourism Snapshot year ending March 2022

from the ceo

Now in its tenth year, DST retains 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 / product 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 present a snapshot of our achievements this year.



Marketing and regional dispersal

We all commenced 2021/22 optimistic that we'd put the worst of the pandemic impacts behind us. Challenges continued to present themselves from a visitor perspective, and certainly guided us in our efforts to speak to the most relevant audiences in all marketing initiatives. Whilst intrastate visitation was recovering, it was important to take the continued approach to target both interstate and intrastate audiences. Our underlying strategy of applying a 'consumer-first' approach allowed us to stay the course in sharing the best of where to eat, stay and play in southern Tasmania. We achieved an increase in consumer audiences across all channels again this year.

Throughout the year, and particularly in the first half, Tourism Tasmania maintained a strong strategic focus to the interstate and intrastate markets. DST's marketing activities supported those campaigns, whilst also connecting with our direct audiences and visitors on-ground, encouraging them to visit the regions, stay longer and spend more.

We continue to boost interest in the southern Tasmanian region and support operators to drive visitation to their 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:

Not one, but two new Websites

Hobart and Beyond is our key consumer-centric communication platform. Its role 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 traveller's customer journey.

With this in mind, we embarked on a complete overhaul of the website. Central to the new design was to create a website that:

- Informed visitors about our region clearly, outlining that there's more to the South than Hobart, and all regions have a special something about them worth visiting (driving regional dispersal)
- A tool that would enable visitors to find what they're looking for, quickly and easily, and plan their trip (better search, SEO and trip planning tools)
- Empower all tourism industry businesses in our region to present their business in the exact way they wish to market themselves (Australian Tourism Data Warehouse [ATDW] feed)

Since the launch of the new site, we've seen an increase in year over year traffic, as well as overall sessions (indicating repeat site visitors).

In addition to launching the new Hobart and Beyond website, we relaunched our Corporate website southerntasmania.com.au. It is now a fully fledged e-commerce site, where businesses can sign-up to become DST members. Through the new site capabilities, we have empowered our members to manage their membership online and created new useful tools and resources that are available to our members via their membership portal. This new site has also created major efficiencies within our business, allowing us to better serve our members.

Digital Marketing Program – Social Media

Social media continues to play a major role in marketing southern Tasmania and encouraging regional exploration. Our digital marketing program continued to focus on consumer-centric tactics; an approach aligned to our Destination Marketing Strategy. Content acquisition and audience engagement were the core focus for our social media channels. We drive our social media audiences to the Hobart and Beyond website, where consumers can gain a deeper understanding of everything our region has to offer.

Highlights include:

- +9% increase in followers on Instagram (currently 63k)
- A +42% increase in reach on Instagram versus last year
- Combined Social Media channel reach of 1.94M
- Website page views totalling more than 500K
- Increased website referral traffic from Facebook (+74% VLY) and Instagram (+93% VLY)

Our largest single demographic on our social media channels is women aged 25-34 based in Melbourne. Collectively, over 70% 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.

Interstate and intrastate marketing partnership and support

DST's most important strategic partner in marketing is Tourism Tasmania and we continued our work together as well as focusing on our own digital channels to support the state's campaigns. The 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 to raise the profile of regional product and place as part of the Tourism Recovery Program to support the Tasmanian tourism industry.

In light of the campaign's success, the continued uncertainty regarding Covid-19 and Tasmanians' propensity to travel interstate, the MYAH campaign was extended in 2021 and 2022 as a seasonal iteration; MYAH - The Off Season. The Off Season was Tasmania's winter campaign and built on tactical offers from individual businesses, designed to attract visitors directly to their businesses.

Following 2021's The Off Season, Tourism Tasmania worked with the RTOs to evolve MYAH marketing to be more regional-specific, highlighting some key products across the respective regions in the form of Digital Guides. The Off Season was again launched in 2022 to support businesses through the winter period.

The National Experience Content Initiative (NECI)

NECI was designed to provide a suite of new imagery and footage for up to 1,500 tourism experiences from around 57 regions across Australia, to ensure that operator's marketing materials and online product listings stand out in search results and are booked more often by domestic and international travellers.

Through a grant delivered by Tourism Tasmania, we resourced a contractor to assist in the determination of selection criteria, marketing to potential businesses and securing 44 shoots from the Tasmania-wide allocation for our region. The program is still underway, with a portion of shoots to be concluded over the coming months, and content to be provided to businesses to use, as well as bolster the content available for Tourism Australia's international marketing of our region.

Paint the Town Red

Paint the Town Red made its 9th iteration to coincide with the 9th Dark Mofo Festival in 2022. It is our biggest campaign of the year, an activation aimed at supporting industry and local businesses to be part of the Dark Mofo Festival. This year we saw 152 registered businesses light up red. They were featured on a digital interactive map created by DST and shared via the Hobart and Beyond channels. We received over 1000 entries in our photography/ videography competition across Instagram and Facebook, and spectacular prizes from our sponsors were awarded to three lucky winners. Once again the initiative spread and was embraced around the state, including Swansea on the East Coast lighting up red. A special shout out to our sponsors: Par Avion, Callington Mill Distillery, McHenry Distillery, The Old Woolstore, Hadley's Orient Hotel Hobart, Frogmore Creek Winery Cellar Door and Restaurant, and our media partners Hype TV.

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 for the third year, to support Covid-19 recovery. We are thrilled to see continued strong investment in financial membership, despite the financial challenges within our industry. A financial membership model holds us accountable to deliver the right support and services to meet the needs of the southern Tasmanian tourism industry. Maintaining strong 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. This channel has grown significantly during the last two years and has become a forum for operators to engage with each other about the challenges they face, to seek advice and to generate collaborative opportunities and foster 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 2021, 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 famil 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.

Our program delivered eight intense one-day familis, with two in this reporting period. DST meaningfully connected over 51 businesses on a face-to-face basis, across the entire southern region during this financial year. 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.

Regional Recovery Fund

The Australian Federal Government provided a \$13.5M grant fund as part of the Federal Government's \$50 million Recovery for Regional Tourism Fund to Tourism Tasmania to support tourism recovery post-Covid-19. Tourism Tasmania collaborated with the four RTOs and other visitor economy agencies to deliver a range of projects through this funding.

Four projects are included in the Regional Recovery Fund work that DST are involved with: Accelerating Agritourism project; Event Innovation and Support; the New Product initiative and the Business Events & Leisure familiarisation program.

DST engaged Tash Newman, through a grant from Tourism Tasmania and Austrade to coordinate these projects. Delivering the desired outcomes required coordinating the southern regional projects, stakeholder comms and management, and regional and industry outreach. In addition, regular meetings with the Department of State Growth, Events Tasmania and Tourism Tasmania ensured that the projects and events were supported and accurately represented the south.

Accelerating Agritourism project, Opening the Gate (OTG) delivered by Regionality

Regionality's Agritourism Programs have been helping farmers and agritourism businesses innovate, diversify and value add beyond the farmgate since 2006.

The Agritourism Business Development Program (ABDP) is for farmers new (or relatively new) to agritourism looking for the right idea to compliment or innovate their core farming or fishing business and to lead the applicants through the development process with the ultimate goal of increasing the quantity of high quality visitor experiences. These will complement the existing Agritourism sector.

Two ABDP groups were created: South (Huon) and South (Richmond) with 20 participants (9-Huon and 11-Richmond).

The type of developments that are currently being worked on fall into these categories;

Farm based learning hub / Farm shop with children's attractions / farm to plate café attached to a food garden / Orchard picnics and events / Agricultural Training and Interpretation Centre/ Healing Hub and Regenerative agriculture / Walnut Farm tours and events / Cultural exhibitions and events / PYO social enterprise with café, farm shop and children's activities / High tech augmented reality experience / cellar door experiences x 2 / luxury on farm accommodation.

The second aspect of this project "The Agritourism Masterclass" is for existing agritourism businesses, cellar doors, distillers or brewers seeking to enhance or innovate their offering. There are currently 8 participants within our region.

Opening the Gate is due to wrap up in November 2022 with a state-wide showcase featuring ALL ABDP participants.

Event Innovation and Support

The Event Innovation Support Fund was delivered to 5 southern recipients (Beaker Street – Science and Art Festival, Terror Australis Readers and Writers Festival, kunanyi Mountain Run, Southern Open Vineyard Weekend and the Inala Bird Festival.

New Product Innovation

Riding The Mountain – City of Hobart

The new trails are part of the City of Hobart's Riding the Mountain blueprint for improved mountain bike riding in the mountain's foothills. Two new trails, (Upper Luge and Crosscut) are complete and ready to ride. Two more under construction (Rocky Wheel and Free Wheelin) will be completed later this year (2022).

Together the new trails have been funded by a partnership between all three levels of government – including a new \$238,000 Australian Government grant through national Covid-19 stimulus funding aimed at supporting tourism recovery (the Regional Recovery Tourism Program).

The design of each track underwent comprehensive on-ground environmental, heritage and Aboriginal value assessments to ensure minimum impacts.

Business Events & Leisure familiarisation program

Business Events remain a key driver of visitation and economic benefit and hosting famil programs are a proven way to deliver a return on investment. When decision makers experience Tasmania, results flow with confirmed bookings. Business Events Tasmania managed their own Event and Leisure Familiarisation program with minimal assistance from DST, however we proudly continue our partnership with BET to benefit the region.

Industry Connections

Our member networking and development program, Tips and Tipples, runs from February to November each year. This year, we hosted eight Tips and Tipples in Hobart, two regionally (Huon and Coal River Valley) and two virtually. In addition, we also ran six local tourism association events in the Derwent, Huon and Coal River Valley's, nine product launches, online forums, a Christmas Drinks event and our AGM at the Vibe Hotel. In total, DST hosted almost 1500 guests across 36 events.

Our networking program continues to encourage members to learn from each other on topical themes. Topics covered across our events this year included inclusive tourism, great customer experience, electric vehicles, events support, Covid-19 Q&A, grants and funding opportunities, hotel tours, plastic usage, consumer behaviour, cruise ship season and industry briefings for 2022 Winter Festivals, the *Transformer* project and Mona Foma.

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.

Representation

Participation on industry and stakeholder committees and working groups is another way DST contributes to industry development. This year and continuing from last year, we focused 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, City of Hobart Events panel, Local Skills and Workforce Taskforce, Cruise Research Panel, Southern Midlands Accommodation Assessment panel, Committee for Greater Hobart, City of Hobart Sponsorship Panel, T20 World Cup Cricket working group, IRONMAN 70.3 operational panel, Bruny Island Destination Action Plan group, Bruny Island Visitor Engagement Project group, Clarence City Council Network Operations Plan and the City Gateway project group.

Local Tourism Associations

Local tourism associations are our eyes and ears on the ground in southern Tasmania and are vital to creating a cohesive and collaborative industry sector. We are proud to support these organisations, with our local government partners 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 the Huon Valley Tourism Network and Coal River Valley Tasmania Tourism Association, both newly incorporated last year, delivered regular local networking opportunities, collaborative marketing campaigns and industry communications with financial support from DST. They, as well as Derwent Valley Tourism, have also leveraged off the Regional Tourism Projects Program to fund the development of regional wayfinding maps.

Mentorship

We continue to focus on mentorship and regularly see 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. This is a vital area of focus and resourcing and a key member benefit.

Tasmanian Chamber of Commerce and Industry (TCCI)

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

Advocacy, media and public relations

Advocacy for regional issues is an ongoing, long-term strategy of DST. Never has this been brought into sharper focus than over the last two financial years 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. Our regular catch ups with the Mercury highlight southern Tasmania products.

Media commentary during 2021/2022 has incorporated the following topics amongst others:

- Project X/*Transformer*
- Cruise ships
- Covid-19 recovery
- New product promotions and launches
- Winter and summer events promotion
- Border closures
- Castray Point

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, workforce issues, 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), Dean Griggs, Damian Mather, Jennifer Bett, Dr Anne Hardy, Andrew Hennessy, Rachael Trueman, Dr Sam Fox, Tim Parsons and Mayor Kelly Spaulding. Thank you also to our corporate and Ultimate partners: Hobart Airport, Hype TV, The Mercury, MONA, Port Arthur Historic Site Management Authority, Federal Group, Hadley's Orient Hotel, Hadley's Art Prize, The Old Woolstore Hotel and Australian Venue Co. Special thanks go to Mark Thomas from M&M Communications, Dave Flower and Damon Wise for AV and technical support and Kelly Eijdenberg of Poco People.

DST has operated with 4.5 full time equivalent staff for 2021/22. It has achieved a significant program of activities with limited resources, a testament to the hard work of its team: Natalie Hayes, Susie Hunt, Tash Newman and Liz Fitzgibbon. Destination Southern Tasmania would also like to acknowledge and thank our Digital Content Officer, Lisa Fernandez. Special thanks at this time to Natalie Hayes who was a truly dedicated team member during this difficult period and has moved on to fresh opportunities.

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 and Mayor Michelle Dracoulis (Derwent Valley Council), Mayor Bec Thomas (Glenorchy City Council), Lord Mayor Anna Reynolds (City of Hobart), Mayor Bec Enders and Acting Mayor Sally Doyle (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 Leigh Gray (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 and product development. Below is a snapshot of some of our key partnerships:

1. Tourism Tasmania

Tourism Tasmania remains one of our most important strategic partners. 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. Our partnership extends with Tourism Tasmania through projects delivered with the support of the \$50 million Recovery for Regional Tourism Fund. These projects include Agritourism, New Product Fund, Events Support, Australian Tourism Data Warehouse and Interstate/Intrastate Voucher Schemes. As cruise shipping restarts in Tasmania our partnership is focused on increasing yield and dispersal as well as managing the on ground visitor experience and welcome.

2. Department of State Growth

DST holds a second key partnership 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 Innovation Grant Scheme amongst others, that have supported the sector to recover and reinvent themselves. Partnerships with Business Tasmania, Events Tasmania and the THSU have been and will continue to be critical to the success of recovery work.

3. Local Tourism Associations and Networks

DST continues to work with Local Tourism Associations (LTAs) 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. We worked closely with the following LTAs: Far South Tasmania, Derwent Valley Tasmania, Bruny Island Tourism, the Coal River Valley Tasmania Tourism Association, Huon Valley Tourism Network and the Tasman Business and Tourism Association.

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 focused on leveraging opportunity through collaboration and knowledge sharing.

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 as well as promotion of the events and opportunities delivered by the TICT to the industry.

5. Hobart Airport

We were delighted to work closely with Hobart Airport throughout 2021/22. DST sits on the Hobart Airport Planning Forum and the Community Aviation Consultative Group. 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. DST successfully supported the Hobart Airports bid for Federal funding for the strengthening of the runway to accept international and freight flights. Hobart Airport has a mature Corporate Social Responsibility (CSR) program. This year we have worked collaboratively with the staff to build our own CSR framework.

6. Cruise

During the 2020-22 financial years 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. DST remains committed to leveraging the benefits of this sector for southern Tasmania and its members and at the later end of the reporting period cruise shipping was announced to return in the 2022/23 financial year. DST will work to ensure the visitor experience and welcome is of a high quality and yield and dispersal opportunities are captured.

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.

DST works with over 38 different events ranging from small regional events to large scale demand driving events and sporting events. Events in southern Tasmania are a stronger focus for our organisation than ever before as the benefits can be seen across multiple businesses and sectors. Of note this year was the significant work involved in helping the kunanyi Mountain Run launch its first event and we believe this to be a marquee event for the future.

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 2021/22 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 *Transformer*, in the Far South region. *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. Our monthly meetings with the Mercury ensure that positive coverage of new products flows through the narrative. 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. 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. Mark has continued to advise the organisation 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.

DST regularly engages with its Council partners and acts as a conduit for intelligence and strategy to Councils. DST holds MOU agreements with each of its 11 southern Council partners. Local government projects we supported include the New Product Fund (delivered through the \$50 million Recovery for Regional Tourism fund), 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)

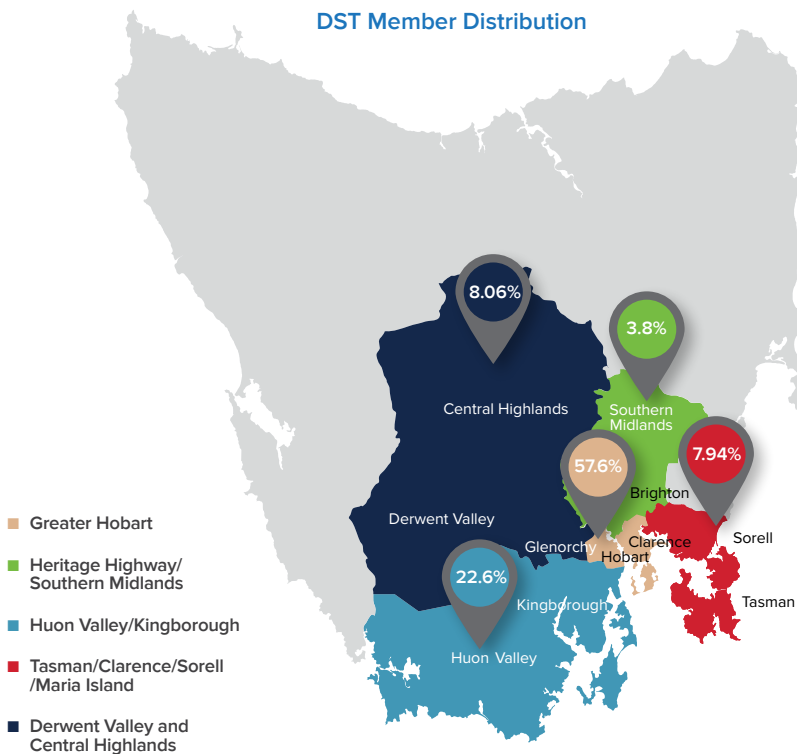
Our partnership with the TCCI has been borne out of an identified gap within our current member offering. During Covid-19, as our members were struggling with the realities of standing down staff and reorganising business models, we identified a need for support around human resources, industrial relations and business assistance. DST members now have access to the benefits associated with a basic membership with the TCCI. We are in the third year of this partnership, and look forward to growing the relationship.



▲ Top	Middle	Above
Callington Mill	Red Decker Company	Tahune Adventures –
Photo: Alastair Bett	Photo: Tourism Australia	Tahune Airwalk

membership

With 198* members from across southern Tasmania, DST is an industry led organisation that continues to grow and evolve to meet industry needs.



* as of end of June 2022



members at 30 June 2022

- » 28 Gates
- » Above and Beyond
- » Adventure Trails Tasmania
- » Ageing Barrel Tours
- » Amaze Richmond
- » Apple Isle Wine Tours/
Tasmanian Produce
Market/Hobart Twilight
Market
- » ArmEnd (Mary Ann's
Island PL)
- » Ashdowns of Dover Bed
and Breakfast
- » At Eleven
- » AURA Hobart
- » Bakehouse Distillery
- » Bangor Vineyard Shed
- » Barilla Bay Seafoods
- » Bellehaven Tasmania
- » Best Western Hobart
- » Bonorong Wildlife
Sanctuary
- » Bridgcroft
Accommodation
- » Brighton Council
- » Bronwyn Clarke Ceramics
- » Bruny Island Premium
Wines
- » Bruny Island Safaris /
Bruny Island Lighthouse
Tours (Day Tours
Tasmania)
- » Business Events Tasmania
- » Callington Mill
- » Central Highlands Council
- » Charbellas on Norma
- » Chill Tasmania
- » City View Motel
- » Coal River Farm
- » Coaldale Walnuts
- » Coral Expeditions
- » Country Essentials Cygnet
- » Crowne Plaza Hotel
- » Curringa Farm
- » Clarence City Council
- » Daytripperz
- » Derwent Bridge Chalets
& Studios
- » Derwent Sailing Squadron
- » Derwent Valley Council
- » Driftwood Cottages
- » Drive Car Hire
- » Eaglehawk Dive Centre
- » Episteme Consulting
- » Esperance Adventures
- » Essentially Tas
- » Eudaimonia Tasmanian
Cycling Tours
- » Evolo Room Escape
- » Explorers Lodge
- » Fat Pig Farm
- » Federation Chocolate
- » Frogmore Creek
- » Fusilier Cottage
- » Glenorchy City Council
- » Grandvewe Cheese/
Ewenique Enterprises
- » Great Lake Hotel (Johns
Group)
- » Hadley's Orient Hotel /
Hadley's Art Prize
- » Harvest and Light
- » Hastings Caves -
Tasmania Parks and
Wildlife Service
- » Heritage Horse Drawn
Carriages
- » Hobart Central YHA
- » Hobart City Council
- » Hobart Cityscape
- » Hobart Historic Tours
- » Home Hill Winery
- » Hotel Bruny
- » Hotel Grand Chancellor
- » Hundred Acre Hideaway
- » Huon Jet
- » Huon River Cruises
- » Huon Valley Council
- » Hydro Electric
Corporation (Hydro
Tasmania)
- » Hyperdrive Kart Racing
- » Ibis Styles Hobart
- » iWander Tasmania
- » Kate Hill Wines
- » Kermandie Hotel
- » Killara Distillery
- » Kingborough Council
- » Lap of Tasmania
- » Lenna of Hobart
- » Life's an Adventure
- » Lost Freight
- » Love Tasmania Tours
(Coal River Coaches)
- » Macquarie Point
Development
Corporation
- » Mantra Collins Hotel
- » Margate Marina
- » Mawson's Huts Replica
Museum
- » Mayfair on Cavell
- » McHenry Distillery
- » Mewstone Wines
- » MONA (Moorilla Pty Ltd)
- » Motel 429
- » Mount Field National
Park - Tasmania Parks and
Wildlife Service
- » Mount Wellington
Cableway Company
- » Movenpick Hobart Hotel
- » Mures Tasmania
- » National Trust of Australia
(Tasmania)
- » Oceana B&B
- » Old Bishop's Quarters
- » Old Kempton Distillery
- » Oyster Cove Chalet
- » Pagan Cider
- » Par Avion/Airlines of
Tasmania
- » Peattie Events
- » Pennicott Wilderness
Journeys
- » Plenty Cider
- » Pooley Wine
- » Port Arthur Historic Sites
Management Authority
- » Port Arthur Lavender Farm
- » Port Arthur Motor Inn
- » Premier Travel Tasmania
- » Puddleduck Vineyard
- » Pumphouse Point
- » Rathmore
- » Ratho Farm
- » Red Decker Company
- » Riverfront Motel and Villas
- » Roslyn 1823
- » Rotorlift Aviation
- » Roxburgh House
Apartments/The Rox
- » Royal Tasmanian
Botanical Gardens
- » Sail Kerrawyn
- » Sail Tas
- » Salamanca Arts Centre
- » Salamanca Inn
- » Salamanca Wharf Hotel
- » Sanctum Boutique
Apartments
- » SeaLink Bruny Island
- » Shayne Skrbinsek
- » SkyBus
- » Snug Beach Cabin and
Caravan Park
- » Somerset on the Pier
- » Sorell Council
- » Southern Cross Austereo
- » Southern Forest
Accommodation
- » Southern Midlands
Council
- » Southern Sea Ventures
- » Southlander Group
- » Spring Bay Mill
- » St Ives Apartments
- » StelaVino Guided Wine
Tours
- » Stuart Lennox Tourism
- » Sullivans Cove
Apartments
- » S.V. Rhona H
- » Tahune Adventures
- » Tasman Council
- » Tasmania Golf Club
- » Tasmania Gourmet Food
Tours
- » Tasmania Tour Guide
- » Tasmanian Air Tours
- » Tasmanian Devil Unzoo
- » Tasmanian E Bike
Adventures
- » Tasmanian Expedition
Cruises (On Board)
- » Tasmanian Museum
and Art Gallery
- » Tasmanian Walking
Company
- » Tasmanian Wild Seafood
Adventures
- » TasPorts
- » Tassie Tours Tasmania
- » TasTAFE Drysdale
- » Taste of Summer
(Pinpoint Group)
- » TasVacations
- » The Agrarian Kitchen
Eatery
- » The Bolthole at Pirates
Bay
- » The Derwent Experience
- » The Honey Pot
- » The Junction Motel
- » The Kentish
- » The Little Seed
Accommodation
- » The Mercury
- » The Old Woolstore
Apartment Hotel
- » The Peninsula Experience
- » The Rivulet
- » The Shot Tower
- » The Tasman, a Luxury
Collection Hotel, Hobart
- » The Wooden Boat Centre
- » Theatre Royal
- » Three Capes Walk -
Tasmania Parks and
Wildlife Service
- » Tourism Brochure
Exchange
- » Tourism Tasmania
- » Tours around Tasmania
Pty Ltd
- » Trail Ventures
- » Two Fifteen - The
Roundhouses
- » Vandemonian Touring
- » Vibe Hotel
- » Villa Talia Wattle Grove &
Villa Talia Franklin
- » Vin Barron and Associates
- » Walk on kunanyi
- » Waterfalls Cafe and
Gallery
- » Waterside
Accommodation
- » Waterview Gardens
- » Wattlebanks Catering
- » White Beach Tourist Park
- » Wild Bush Luxury
- » Wilderness Saunas
- » Willie Smith's Apple Shed
- » Women in Tourism and
Hospitality
- » Woodbridge Hill
Handweaving Studio
- » Yacht Services Tas
- » ZooDoo

looking ahead

As we look forward to the 2022/23 financial year, the DST team and Board of Directors are firstly committed to ensuring that our members receive the support they need to adapt, innovate and rebuild their businesses and workforces.

However a stronger focus on product development will play out to increase the quantity and quality of new tourism projects through the Innovation Fund and our DMP. We will continue to focus on our drivers of regional dispersal, industry and product development, capacity building and regional advocacy, whilst maintaining the financial sustainability of 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, as well as our own DMP. Separate projects from the \$50 million Recovery for Regional Tourism Fund remains a key focus in Agritourism and Events. We are currently in the third year of reduced membership fees, but 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. Support for our members is core business and our mentorship and triage services are well utilised by our members.

This year will see the resumption of cruise shipping in Tasmania and our southern Tasmania members will be presented with economic opportunity via the programs we deliver, as well as partnerships with Tasports, Port Arthur Historic Site Management Authority and the City of Hobart.

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.

Our newly rebuilt website, hobartandbeyond.com.au offers us opportunities for a stronger 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. Additionally, working with Tourism Tasmania to support the digital transformation project by increasing the quantity and quality of Australian Tourism Data Warehouse (ATDW) listings and reviewing our own approach to digital marketing.

Building Industry Capacity

We will work closely with the State Government and other RTOs to implement supply side initiatives in product and infrastructure development. With the support of the Department of State Growth and other key strategic partners, DST will deliver the implementation actions from its DMP. Where there are current state wide initiatives in play we will work collaboratively with these to ensure we do not double up effort. We will work with local government and industry to identify key regional priorities, strengths and opportunities to improve the visitor experience.

We will continue our regular program of Tips and Tipples to educate, connect and promote collaboration as well as deliver a Summit Series focusing on key topics of state wide interest, climate change, inclusive tourism and positive impact tourism.

the board



Stuart Lennox (Chair) **Elected Director**

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 **(Deputy Chair)** **Elected Director**

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.



Kelly Spaulding **Nominated by Southern** **Tasmanian Councils** **Authority**

Kelly Spaulding has spent ten years in local government, a reflection of his passion for regional communities. Attendance at the Young Farmers Forum and 2002 Young Rural Leaders Program, along with active involvement in Rotary and other community organisations have honed Kelly's leadership skills. Kelly's diverse range of career experiences include forestry plantation management, live seafood export, flower farming and floristry. A focus on tourism and hospitality as a small business owner has led to a deeper understanding of what it takes for small business to thrive in regions. Drawing on a multitude of life experiences, Kelly knows that regional tourism can lead the State.



Dean Griggs **Nominated by Southern** **Tasmanian Councils** **Authority**

Dean Griggs is the General Manager of Derwent Valley Council, a role he commenced in May 2020. Dean moved to Tasmania following 20 years in local government where he held roles at two local government authorities in Victoria. From 2001-2010, Dean worked at the City of Darebin in Melbourne's north, managing community services and programs at the executive level. Dean then spent nine years at City of Melbourne managing social investment through to economic development and tourism.



Dr Samantha Fox **Nominated by Southern** **Tasmanian Councils** **Authority**

Dr Samantha Fox is the Director Strategy and Development at Glenorchy City Council. She leads the development of council strategies and plans, and facilitates a \$1.9 billion development pipeline. She also oversees the implementation of Glenorchy's Economic Development Strategy and Economic Recovery Program. Samantha is passionate about leading communities to help them achieve environmental, economic and socio-cultural aspirations. For two decades, she has worked in State, Commonwealth and local governments. Samantha has qualifications in science, psychology, governance and business.



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

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



Damian Mather
Elected Director

Damian is passionate about building partnerships to strengthen

and enhance the unique visitor experiences Tasmania has to offer. He entered the industry 21 years ago, refining his skills with studies at Drysdale TAFE and the University of Tasmania. In 2005, he embarked on a working holiday to the UK; staying 6 years and working at 5-star Firmdale Hotels and managing various restaurants across London.

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

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



Tim Parsons
Appointed Director

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

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

Tim, his wife Jane and family offer hosted accommodation and farm tours and have led the way in Agritourism 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.

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 2022 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 2022.

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

Stuart Lennox
Daniel Aitken
Rachael Trueman
Dr Sam Fox
Kelly Spaulding
Dean Griggs
Jennifer Bett
Dr Anne Hardy
Andrew Hennessy
Damian Mather
Tim Parsons

The profit/(loss) of the company Destination Southern Tasmania Limited for the financial year amounted to $-\$35,637$ (2021 $\$74,008$).

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	2022 \$	2021 \$
Revenues from ordinary activities	2	662,786	712,166
Employee benefits expense		(367,177)	(367,803)
Depreciation and amortisation expenses		(11,425)	(15,275)
Other expenses from ordinary activities		(319,821)	(255,080)
Profit / (loss) from ordinary activities before income tax expense		(35,637)	74,008
Income tax expense relating to ordinary activities	1(a)	0	0
New increase (decrease) in reserves			
Total changes in equity		(35,637)	74,008

Statement of cash flows

	2022 \$	2021 \$
Cash flow from operating activities		
Receipts from customers	682,851	771,752
Payments to suppliers and employees	(720,407)	(804,964)
Net cash provided by (used in) operating activities	(37,557)	(33,212)
Cash flow from investing activities		
Payment for Plant and Equipment	12,666	(23,308)
Net cash provided by (used in) investing activities	12,666	(23,308)
Cash flow from financing activities		
Asset Finance	561	522
Other cash items from financing activities	28,394	
Net cash provided by (used in) financing activities	28,954	522
Net increase (decrease) in cash held	3,864	(55,998)
Cash at beginning of year	481,127	537,124
Cash at end of year	484,991	481,127

Statement of financial position

	Note	2022 \$	2021 \$
Current Assets			
Cash	3	484,991	481,127
Pre Payments		6,799	5,186
Receivables	4	11,212	4,087
Right of use asset—premises		15,289	14,262
Members' Loan – 2021		0	3,451
Sundry Debtors		0	1,746
Total Current Assets		518,291	506,409
Non Current Assets			
Motor Vehicle	5	1,786	12,958
Office Equipment	5	1,574	312
Total Non Current Assets		3,360	13,270
TOTAL ASSETS		521,651	519,678
Current Liabilities			
Accounts payable	6	49,381	45,793
Prepaid Subscriptions/ Revenue in Advance		81,984	32,807
Provision for Annual Leave		17,663	23,887
Asset Purchase		8,091	7,530
Lease liability—premises		15,289	14,262
Total Current Liabilities		172,409	124,279
Non Current Liabilities			
Asset Purchase		2,829	10,919
Historical Adjustment			
Total Non Current Liabilities		2,829	10,919
TOTAL LIABILITIES		175,237	135,199
NET ASSETS		346,414	384,480
EQUITY	7		
Retained profits		384,480	310,472
Historical Balancing		(2,429)	0
Current Profit/(Loss)		(35,637)	74,008
TOTAL EQUITY		346,414	384,480

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.

Tahune Adventures – Swinging Bridges Walk ▼



Note 2: Operating Surplus

	2022 \$	2021 \$
Revenue		
Tasmanian Government Grant	379,258	358,152
Regional Recovery Project Funding	91,552	0
Other Government Grants	20,869	13,273
DST Membership and Partnership Fees	132,084	137,383
Marketing	30,914	27,345
Corporate Partnerships	0	17,500
Business Events	0	64
Developments	922	0
Interest	2,220	3,557
Other	4,968	154,891
Total Revenue	662,786	712,166
Expenditure		
Operating activities		
General and Administrative Expenses	143,544	151,353
LTA Expenses	11,126	0
Marketing Expenses	95,725	113,830
Employment Expenses	371,468	367,803
Occupancy Expenses	5,569	5,172
Regional Recovery Project Funding	70,992	0
Total Expenditure	698,423	638,158

Note 3: Cash

	2022 \$	2021 \$
Cash at Bank	484,991	481,127
Total	484,991	481,127

Note 4: Receivables

Current	2022 \$	2021 \$
Trade Debtors	11,212	636
Total	11,212	636

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 and Computer Equipment respectively:

	Motor Vehicles	Office Equipment	Computer Equipment
Cost Price	41,816	8,482	20,665
Accumulated Depreciation	(40,030)	(6,908)	(20,665)
Written Down Value	1,786	1,574	0

Note 6: Accounts Payable

	2022 \$	2021 \$
Accrued Expenses	46,460	52,965
Accrued Payroll	1,047	2,154
ATO Integrated Client Account	(14,585)	(14,585)
GST Payable	5,564	(3,092)
Superannuation Payable	114	2,567
PAYGW Payable	10,782	5,784
Total	49,381	45,793

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. On 30 June 2022 the number of financial members was 198 (201 in 2021).

auditor's report

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

I have audited the financial report comprising the Profit and 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 2022.

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 2022 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.

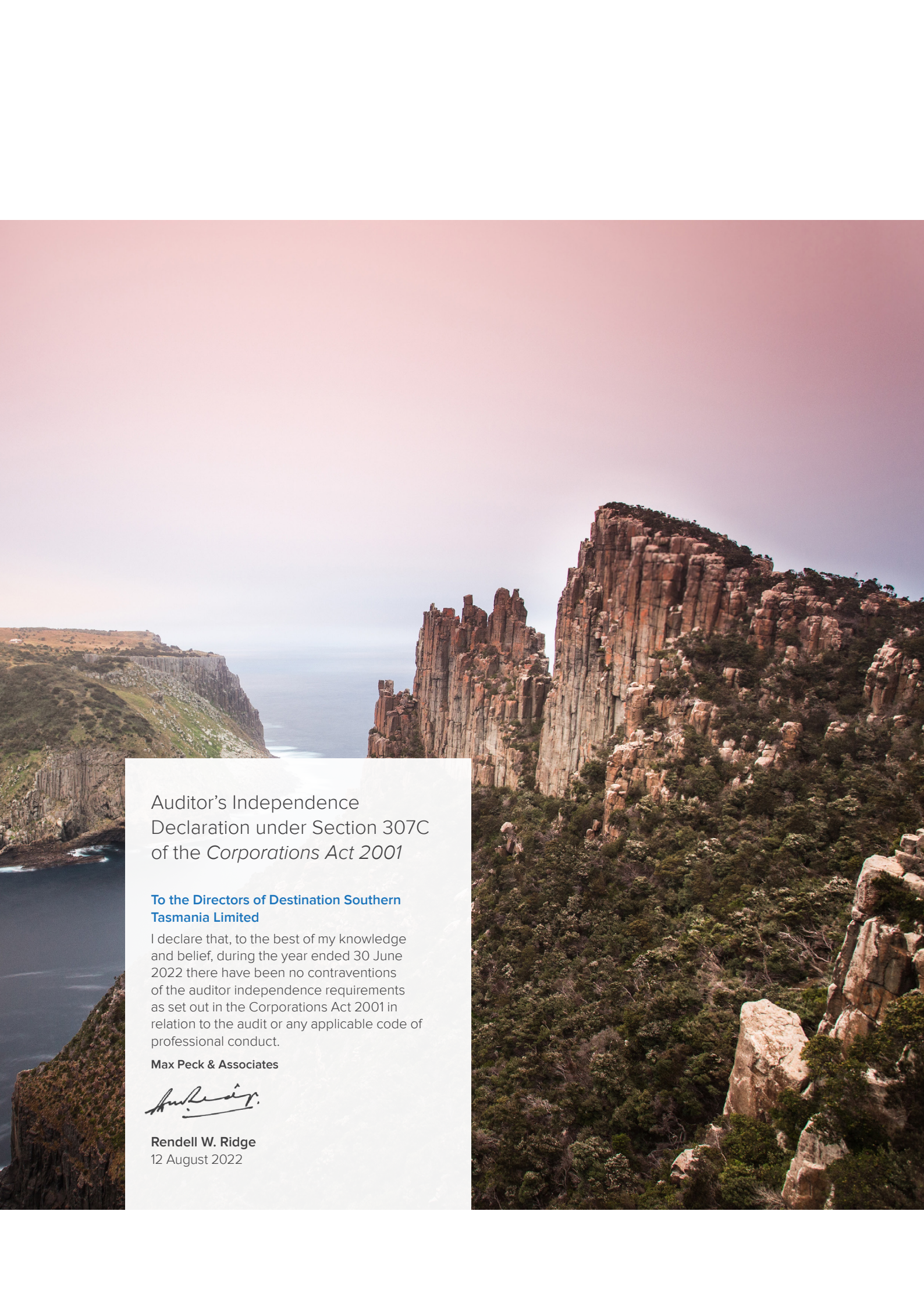
Max Peck & Associates



Rendell W. Ridge

12 August 2022

Three Capes Track – Tasman Island ►
Photo: Tasmania Parks and Wildlife Service

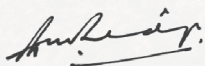


Auditor's Independence
Declaration under Section 307C
of the *Corporations Act 2001*

**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 2022 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
12 August 2022



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