



ANNUAL REPORT
2019-2020



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Partners

Acknowledgement of Country

We acknowledge Geelong and The Bellarine is Wadawurrung country.

We welcome visitors to our region, a place we acknowledge has been cared for by the Wadawurrung people of the Kulin Nation for thousands of years.

The environment is a key reason visitors choose this destination. Traditional Owners sharing the beauty and joy of these lands and waterways is a privilege, one we repay with respect for their country, Elders and people.

A NOTE FROM THE CHAIR

At about this time every year we pause to reflect on the achievements of our industry and our organisation. Usually we have positive growth to report on, great stories to tell and meaningful insights to share.

This has been a year like no other we've tackled. From the giddy highs of record numbers, new developments and trophies, we've also experienced absolute lows with huge swathes of the industry closed while others survived by reinventing themselves on the ever-shifting sands of public health restrictions.

As an organisation, like all our members and partners, we've been adapting to new scenarios. Our plans have been adjusted, rewritten and, on occasion, thrown out and begun again.

As Chairperson I wish to thank the TGGB Board Members for their ongoing leadership and support through what has been TGGB's greatest challenge to date. Our Board consists of members who, like all of our Partners and members, are addressing the challenges brought about by COVID-19 related issues within their own businesses or the Councils they represent. The Board has continued to provide the effective governance that has been a hallmark of the TGGB Board. Having such first-hand experience within the Board has been invaluable in helping TGGB to plot an alternate course.

I also wish to thank the TGGB staff's ongoing professionalism and their willingness to take on the challenges we have faced to date, and continue to deliver positive outcomes. This effort has been extremely well led by our Executive Director, Brett Ince and, more latterly, our Acting Executive Director, Tracy Carter.

We always work to support the visitor economy, but the tourism businesses we represent have been at the heart of every single decision we've made since March. With the welfare of tourism businesses and the people who run them in mind, our Board moved quickly to waive membership fees for the remaining 9 months of 2020.

Of course, our bottom line has been impacted but adjusting our plans for that outcome was a better option than to expect payment from businesses truly hurting from the COVID related downturn.

Our communications team has spent time after every government announcement poring through information to find the most relevant and useful resources, sharing them with regular email updates and through a dedicated COVID resource centre. We've helped share the 'support local' message so businesses with adjusted trading models might benefit from custom from near (rather than far) when travel restrictions have been in place.

The complete up-ending of the year forced the adjustment of priorities – the 'COVID pivot'. While working to support the industry in the immediate term, we also revisited our own strategies and structures and have made some significant changes to our organisation that will deliver benefits in the long run for our membership structure, our marketing messages and our development programs.

On the very last day of the 2019/20 financial year, we received positive news that the City of Greater Geelong COVID Community and Economic Support Package included \$633,000 for initiatives our team will deliver in marketing, business event procurement and international student support.

We approach 2020/21 buoyed by the support of our municipal partners the City of Greater Geelong, Borough of Queenscliffe and Golden Plains Shire. We're optimistic about the future of our region and industry because the businesses we represent are stoic, resilient, spirited and driven to recover and rebuild the visitor economy in Geelong and The Bellarine, together.

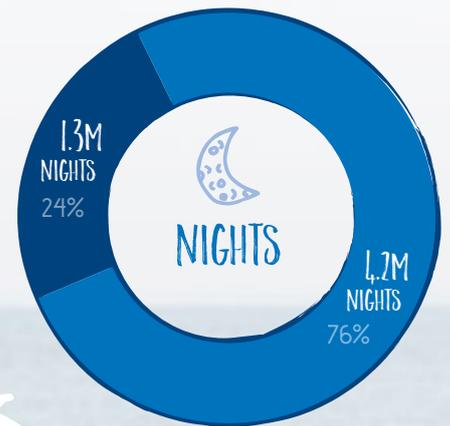
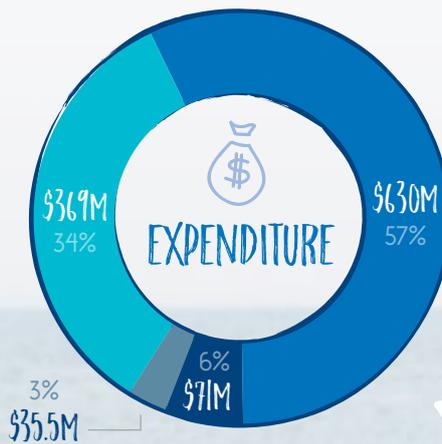
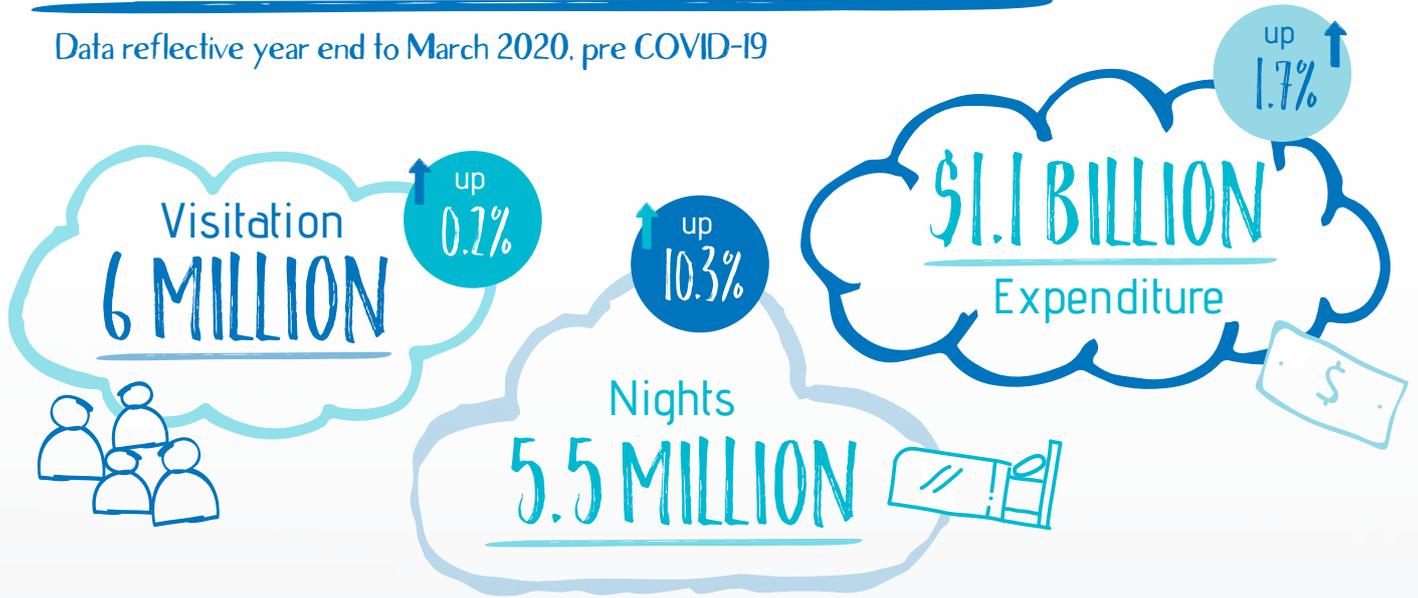


A stylized, handwritten signature in white ink, which appears to read 'John Stevens'.

John Stevens
Chairperson

VISITOR ECONOMY SNAPSHOT

Data reflective year end to March 2020, pre COVID-19



■ Domestic Day Visitors ■ Domestic Overnight Visitors
■ International Overnight Visitors ■ International Day visitors

INTERNATIONAL VISITATION is a small segment of the visitor profile but is high yielding and saw solid growth during this period.

57K overnight visitors, spending **\$71 MILLION**



INTERNATIONAL MARKET SHIFTS

↑ 33%	New Zealand	15.9%
↑ 2%	USA	8.7%
↑ 24%	Singapore	7.6%
↑ 68%	India	6.6%

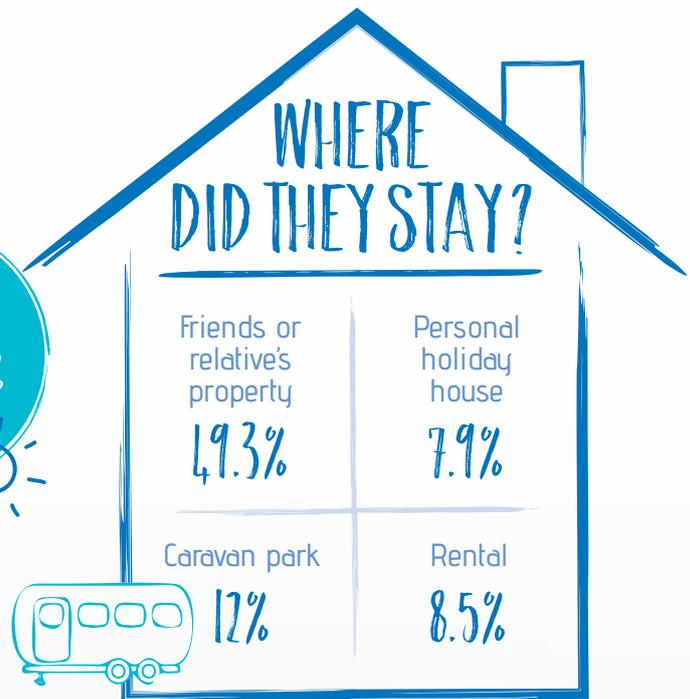


MARKET SHARE

Share of visitation and nights in regional Victoria



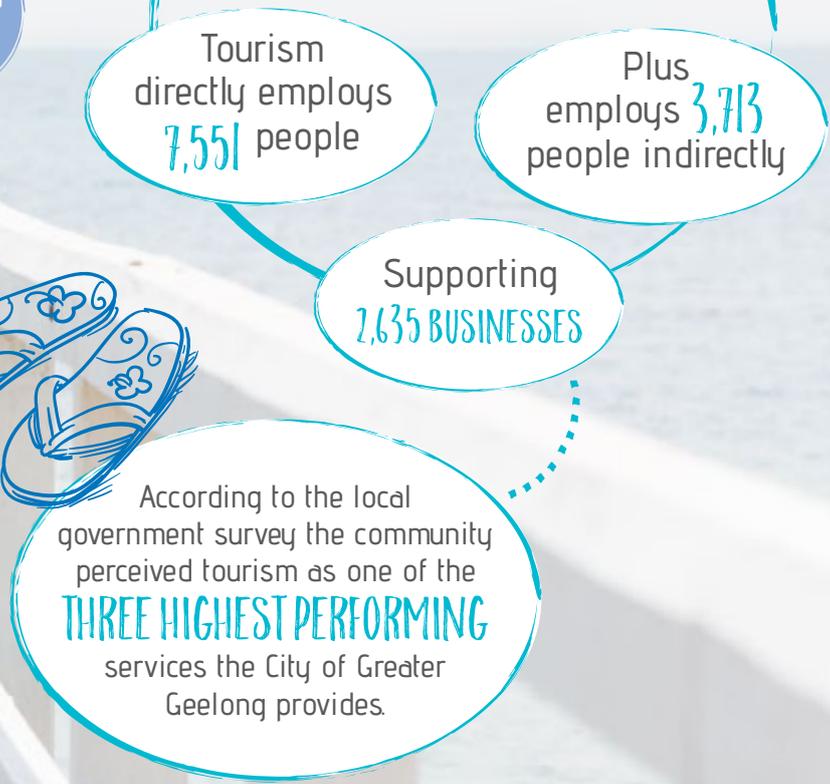
WHERE DID THEY STAY?



WHAT DID THEY DO?



COMMUNITY VALUE



Source: National Visitor Survey and International Visitor Survey, YE Mar 20, Tourism Research Australia (TRA)

TIMELINE - YEAR OF 2019/2020



July 2019

- > Geelong hosts the Victoria Tourism Industry Council conference



August 2019

- > The Bollards come to life through augmented reality



September 2019

- > Geelong hosts the annual Australian Cruise Association conference



October 2019

- > The Dunes, Ocean Grove hosts TGGB's Annual General Meeting
- > VietJets Citilink announces new international route into Avalon Airport



November 2019

- > Caledonian Sky cruise ship arrives into Geelong
- > 2 x Gold for TGGB & 3 x Gold for Team Tourism Operators at the RACV Victorian Tourism Awards



December 2019

- > Port Phillip Ferries maiden voyage between Geelong and Docklands
- > A record 6.4 million visitors recorded for 2019
- > Team Tourism celebrates the year with industry party at Rocklea Farm



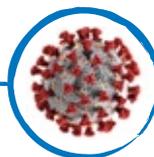
January 2020

- > Bushfires devastate the East Coast of Australia, severely impacting tourism for much of Victoria



March 2020

- > TGGB creates digital COVID-19 Resource Centre
- > Government declares COVID-19 pandemic:
 - Nationwide restrictions immediately impact tourism industry
 - Work from home orders in place
- > City of Greater Geelong & The Borough of Queenscliffe announce the first round of Business Support Packages
 - 500 businesses participate



April 2020

- > TGGB announces financial relief measures for members
 - > Spirit of Tasmania announces it will be coming to Geelong in 2022
 - > TGGB workshops and training opportunities transition to 100% online delivery

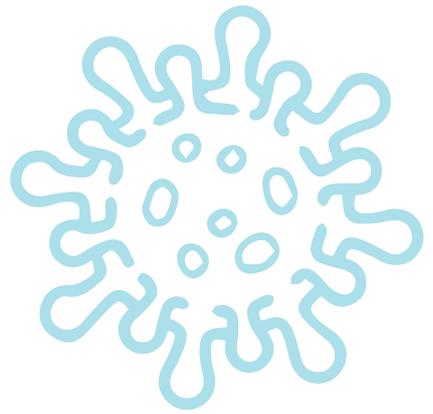


June 2020

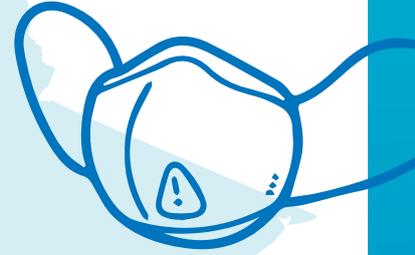
- > TGGB secures \$50k from State Government via Visit Victoria to support marketing activity
- > TGGB secures \$633k from City of Greater Geelong for marketing, business events procurement and international student support



HOW COVID-19 AFFECTED THE VISITOR ECONOMY



In **VICTORIA** in 2019, tourism was worth **\$32.5 BILLION**. Economic modelling from Visit Victoria based on the industry impact of Coronavirus projects a **72%** fall to **\$9.2 BILLION**.



IN GEELONG AND THE BELLARINE



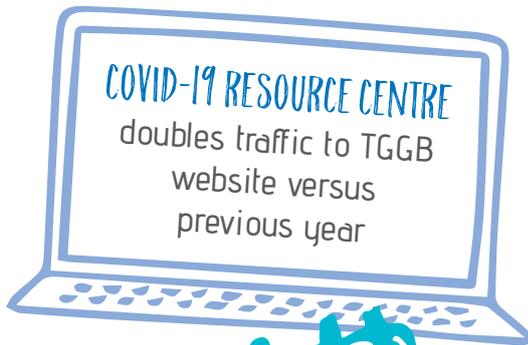
ACCOMMODATION and **FOOD SERVICES** suffered a combined loss of **\$127 MILLION** for the June quarter alone



RETAIL and **THE ARTS**, recording losses of **\$87 MILLION** and **\$67 MILLION** respectively for the same quarter.

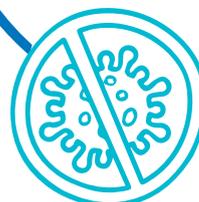


COVID-19 RESOURCE CENTRE doubles traffic to TGGB website versus previous year



COVID SUPPORT

The City of Greater Geelong, Borough of Queenscliffe and Golden Plains Shire combined to provide **\$11.1 MILLION** in support to businesses and the community.



7 EVENTS moved online, with over **254** registrations



MEET OUR TEAM

The Board



John Stevens
Dench McClean Carlson
Chairperson



Helen Butteriss
Bellarine Business Advisors
Skills Based Finance



Karen Jackson
Novotel Geelong
Skills Based Business Events



Mel Stewart
Hyper Social
Skills Based Marketing



Terry Jongebloed
Clyde Park Vineyard & Bistro
Geelong



Nadine Kuc
Baie Wines
Bellarine



Christine Smith
Great Ocean Stays
Bellarine



Jon Helmer
Geelong Cellar Door
Geelong



Cr Ross Ebbels
Borough of Queenscliffe



Cr Owen Sharkey
Golden Plains Shire



Cr Trent Sullivan
City of Greater Geelong



MEET OUR TEAM

Team Tourism



EXECUTIVE TEAM



Brett Ince
Executive Director



Tracy Carter
Deputy Executive Director, Marketing & Communications Manager

STRATEGY & DEVELOPMENT



Brendan Sanders
Business Manager



Carla Garner
Tourism Project Officer



Elise Getson
Industry Development Officer



Felicity McKenzie
Senior Administration Officer



Simone Budd
Student Engagement & Project Officer

STUDY GEELONG

MARKETING & PR



Narelle Needham
Marketing & Communications Officer



Will Barber
Digital Marketing Officer



Di Nelson
Business Development Manager



Abbey Jones
Membership Engagement Officer



Fiona Tuddenham
Membership Engagement Officer

MEMBERSHIP

VISITOR INFORMATION CENTRES



Joshua Harris
Visitor Services Coordinator



Isla Foy
Visitor Services Officer



Mark Day
Business Events & International Manager



Brooke Jaworski
Business Events Marketing & Communications Officer



Bonnie Van Dorp
Business Events Marketing & Communications Officer

BUSINESS EVENTS GEELONG





PROMOTION

Build the brand of Geelong and The Bellarine as a visitor destination to increase awareness, foster positive sentiment and grow demand.

PROMOTION

Content and Digital Marketing

Objective

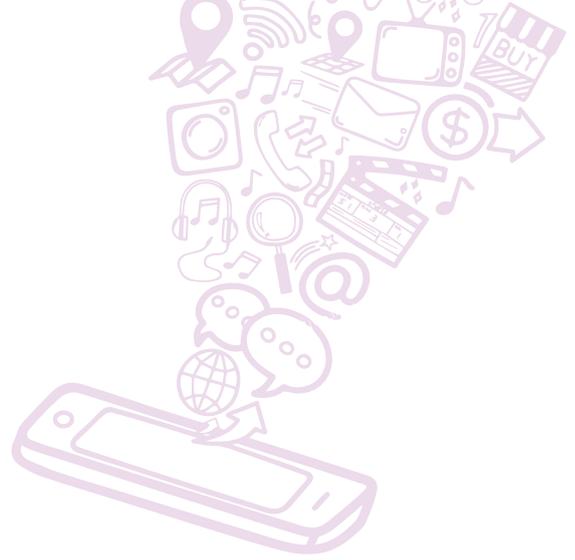
Implement an active schedule of content marketing that leads with the experiences that drive visitation.

Highlights

1. The #SummerUnleashed User Generated Content campaign celebrated creativity around the region and engaged the Visiting Friends and Relatives market.
2. Launched first stage of our revamped cycling campaign page, featuring a range of popular routes transferred from print to interactive Google Maps.
3. Coordinated a series of photo shoots to build our visual asset catalogue to include more diverse ages, abilities and cultures.

Results





Public Relations and Media

Objective

Implement a proactive public relations strategy to build the brand of Geelong and The Bellarine with strategic focus on competitive advantages, signature experiences and destination brands.

COVID-19 brought a change in strategy to focus on the region, how it was adapting and the businesses who had successfully changed their operating model to suit the dramatically altered environment. To that end, considerable positive media stories were generated.

Highlights

1. Achieved an estimated \$800K in media exposure through PR program.
2. Whilst COVID forced a change in message, strong media relationships were leveraged to achieve outstanding publicity during a very challenging year.
3. Highlighted the extraordinary efforts that industry went to during COVID-19 lockdowns to achieve media attention to Geelong and The Bellarine through national entertainment shows, state-wide news services, high rating breakfast radio shows and the Victorian newspaper with largest distribution.

Results



Targeted media campaign resulting in coverage that extended nationwide, in publication such as:



Through the promotion of business' milestones and achievements during COVID-19, TGGB secured multiple mentions on the highest rating radio program in the state, a nightly news feature on mainstream television, mentions on **Have You Been Paying Attention**, feature article in the **Herald Sun** to name a few. Delivering considerable attention to the region, with zero marketing costs to Tourism Greater Geelong and The Bellarine.

PROMOTION CONT.



Marketing Programs

Objective

Provide inspiration and information to connect visitors with experiences they desire including Visiting Friends and Relatives program, niche marketing activity, Taste Trails and Cruise Ship activity.

Highlights

1. Hosted the 23rd annual Australian Cruise Association Conference in Geelong, showcasing our region to over 130 delegates and key stakeholders within the Australian and global cruise industry.
2. Coordinated dedicated training and familiarisation programs for premier onshore tour agents including Abercrombie and Kent, to evolve the product and experience offering to cruise passengers.
3. Delivered the 'Geemanji' Visiting Friends and Relatives campaign, gamifying the region for residents to encourage greater exploration and engagement with local businesses.

Results



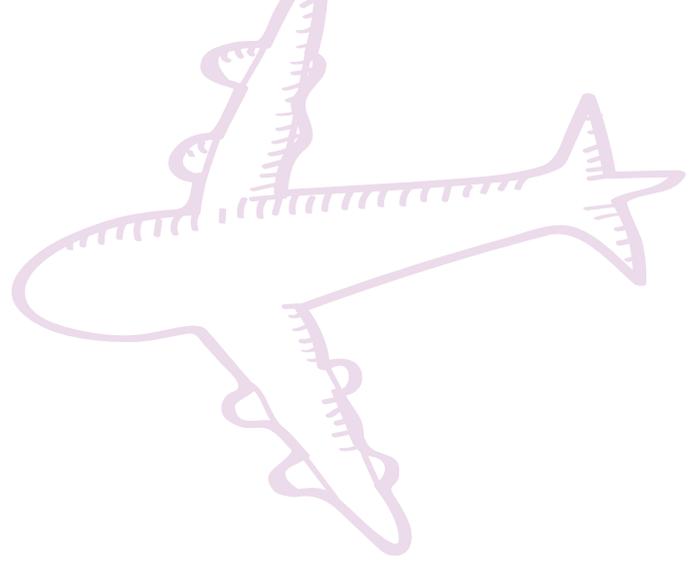
Geemanji had **1,277** groups totalling **3,575** players. **87%** said they discovered new places in the region they hadn't been to before.

Official Visitor Guides and Maps **190,000** - items printed. The impact of COVID-19 means this stock of printed material will be distributed until Easter 2021.

BELLARINE TASTE TRAIL

- review undertaken with implementation to drive direction in 2021.





Marketing Partnerships

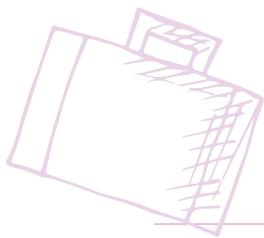
Objective

Work cooperatively with state, national and industry marketing bodies to leverage broader opportunities.

Highlights

1. Developed a five-year International Tourism Strategy that provides a roadmap to deliver our vision of Geelong and The Bellarine being a globally recognised destination that delivers world standard visitor experiences.
2. Partnered with Air Asia and Avalon Airport on cooperative and collaborative activity to continue to strengthen the regions exposure to the South East Asia markets.
3. Partnered with Tourism Australia and Visit Victoria to deliver familiarisation experiences with leading agents and international market managers from key international markets including New Zealand, India and Malaysia.

Results



26 businesses represented through TGGB international marketing programs which included **3** new participating businesses

Members were represented at **7 TRADE SHOWS** across **12 COUNTRIES** to **1,200** travel trade reps

47 Premier Aussie Specialist agents from Singapore, Malaysia, Indonesia, India and New Zealand experienced the region firsthand





PROMOTION CONT.



Business Events

Objective

Promote the region as a Business Events destination including developing marketing initiatives to highlight the product offering.

Highlights

1. Launched the 2020-21 biennial MEET Geelong Planners Guide, showcasing the region's leading venues, accommodation, experiences and support services.
2. Hosted thirteen top-level incentive planners from Southeast Asia on an exclusive four-day experience in partnership with Melbourne Convention Bureau, Mornington Peninsula Tourism and AirAsia.
3. Delivered a series of buyer-seller activations including domestic and international trade shows, media and corporate familiarisations and standalone events.

Results

237 increase in WeChat followers resulting in 7,878 article views



48%

lead conversion rate

\$5.1 MILLION

in estimated economic benefit delivered through Business Events Geelong sourced business opportunities

21 lead referrals delivered to business event properties in Geelong & The Bellarine



1.37 MIN

average time spent on China hosted website

PROMOTION CONT.



Visitor Services

Objective

Provide informative, inspirational and influential advice when and where the visitor wants it. Delivering an exceptional experience for the visitor and great return on investment for the region.

Highlights

1. Awarded gold for Visitor Services at the RACV Victorian Tourism Awards and Finalist at the Australian Tourism Awards.
2. Maintained a strong visitor information service throughout 19/20, swiftly switching between full service, remote service and temporary service as required.
3. Balanced visitor demand with safety of volunteers and staff. Despite challenges we serviced major events including Deakin Open Day, Festival of Sport, Seniors Week Shuttle, MS Caledonian Sky, Presidents Cup Golf, Great Southern Rail, Seven Seas Navigator and the AFL Country Round.

Results



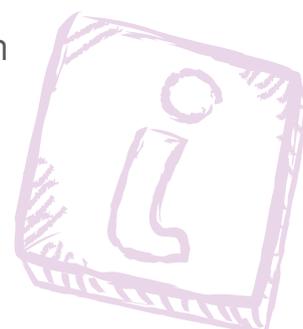
Growth of **2%** in visitor numbers assisted through the service - Visitor stats were down approximately **35%** with slow visitation from March 2020.

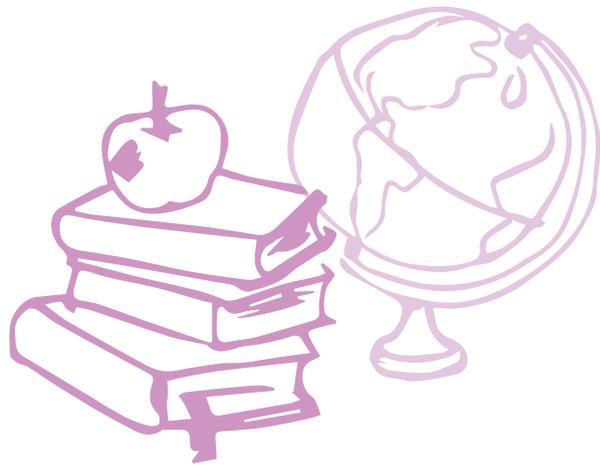
Postal survey respondents average **4.96** a star rating for the service.



86% of respondents said we influenced their plans and **49%** spent more money in the region as a result of their visit to the information centre.

Redirected resources from the G&GOR VIC in January to focus on delivering actions outlined in new strategic plan.





Study Geelong

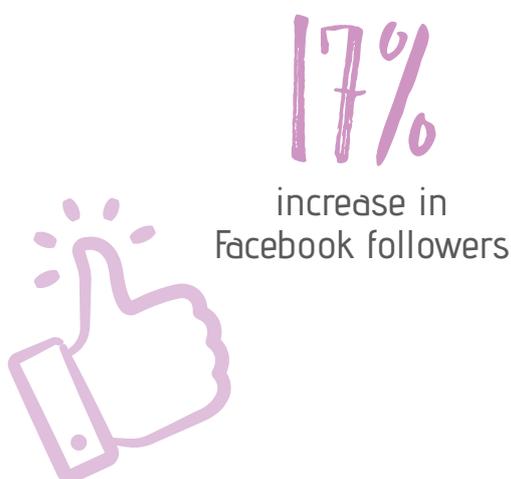
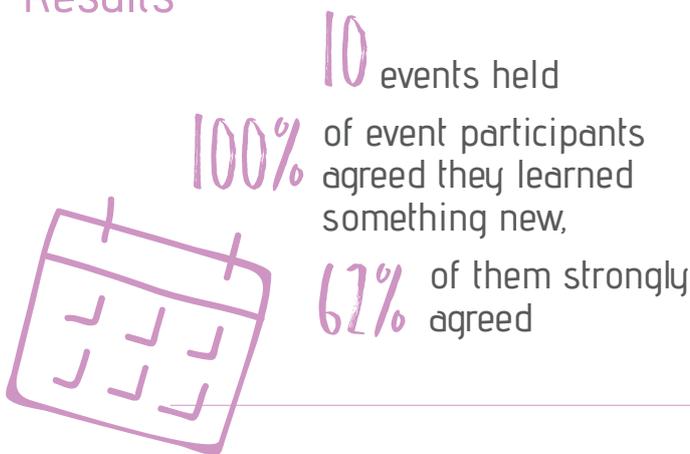
Objective

Work cooperatively with state, national and industry marketing bodies to leverage broader opportunities.

Highlights

1. Delivered the My Geelong Tour Guide campaign to encourage Visiting Friends and Relatives yield by empowering students as hosts and tour guides.
2. Completed the inaugural Study Geelong Career Mentoring Program.
3. Avalon Airport International Student Welcome pilot program.

Results



100% of attendees at the launch of My Geelong Tour Guide said they enjoyed the event and would tell others about it

85% strongly agreed that the campaign tools looked useful





DEVELOPMENT

Enrich the visitor experience by supporting and sustaining a high performing tourism industry that exceeds visitor expectations.



DEVELOPMENT

Industry and Professional Development

Objective

Implement an inspired program of industry development that engages, informs and grows industry capacity with relevant education and training delivered by respected experts.

Highlights

1. Awarded gold at the RACV Victorian Tourism Awards for our Training & Development program.
2. Team Tourism's end of year party had the highest attendance in the history of the event.
3. Achieved an excellent result for Destination: Accessible, completing the two year program and delivering all of the key outcomes.

Results

An average of **45** people registered per session



Training and Events page on tourismgeelongbellarine.com.au had an increase of **198%** on the previous year



2,484 views on our training registration page



187 attended annual end of year celebration

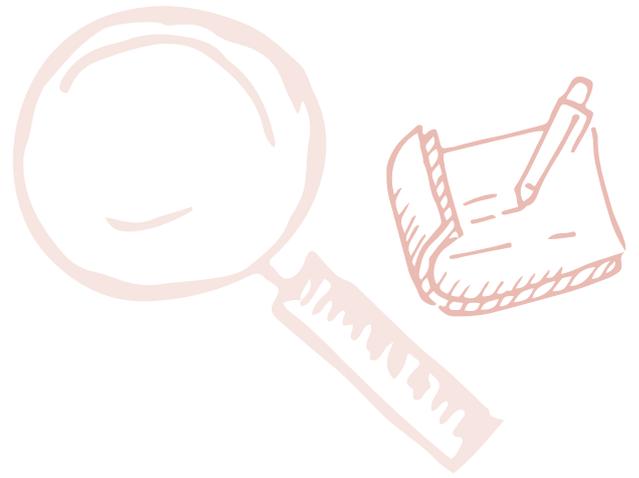


Training webpage average time **1:44MIN**





DEVELOPMENT CONT.



Research and Planning

Objective

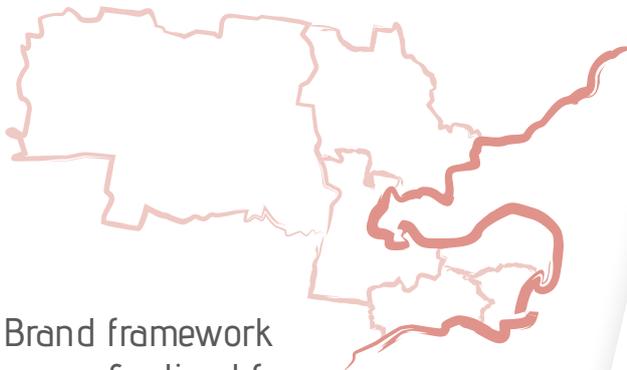
Provide relevant insights and research to understand performance trends, consumer sentiment and support good decision-making.

Highlights

1. Finalised the sub-region brand narrative project.
2. Developed a Tourism Recovery Scenario Plan for Greater Geelong in a wider collaboration with the 10 other Regional Tourism Boards of Victoria.
3. Reviewed and updated the Tourism Development Plan, providing destination specific insights and visitor research to support and substantiate several significant developments, investments and policy reviews.

Results

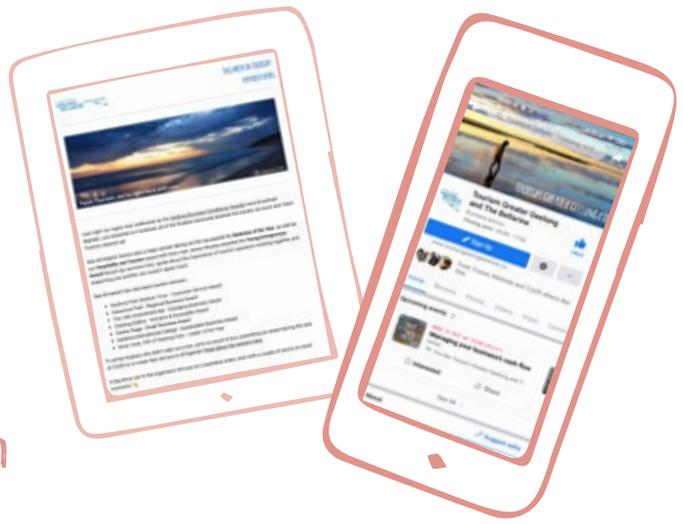
Strengthened our understanding of the region's visitor market, motivations and attitudes, engaging with an **additional 2 research partners** on top of the existing **4 partnerships**.



Brand framework finalised for

6 SUB REGIONS.





Industry Communication

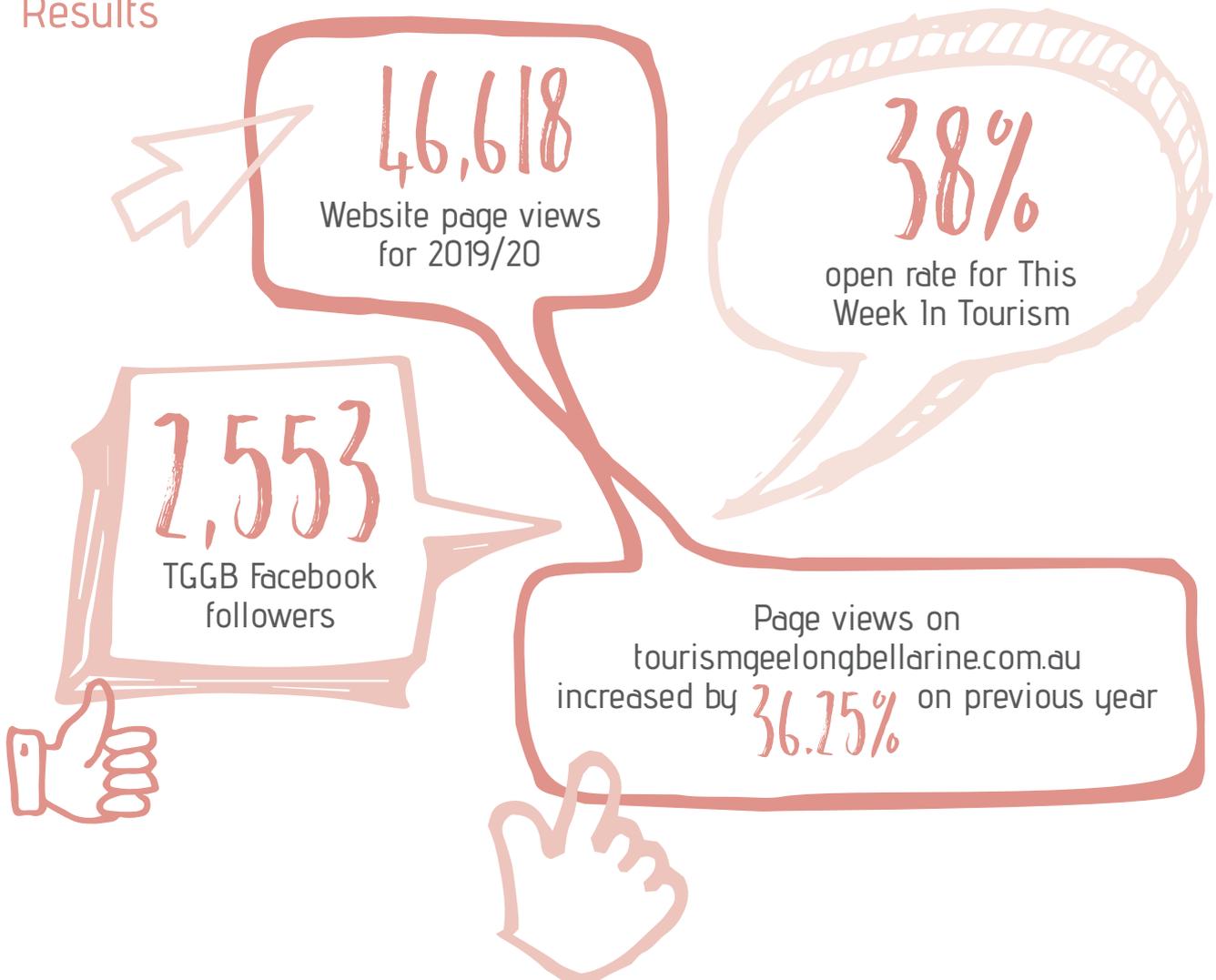
Objective

Implement a timely and effective industry communications program to build an informed and engaged stakeholder base.

Highlights

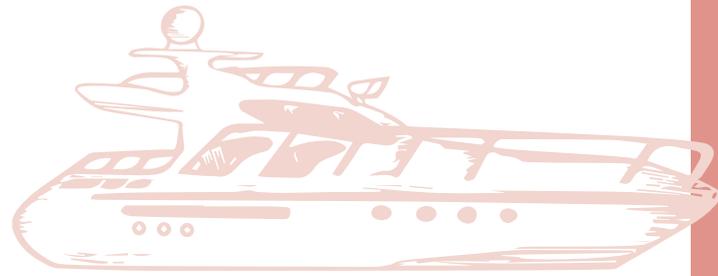
1. COVID Resource Centre provided the industry with up-to-date and specific information from the very start of the pandemic.
2. Developed a Team Tourism private Facebook group.
3. Provided educational blogs for members to access at any time.

Results





DEVELOPMENT CONT.



Tourism Development

Objective

Help the region reach its tourism potential through the delivery of critical infrastructure.

Highlights

1. Commencement of Port Phillip Ferries service between Geelong and Melbourne.
2. Announcement of Spirit of Tasmania moving to Geelong.
3. Executive Director of TGGB joined the Advisory Group, ensuring the successful delivery of the Geelong City Deal projects.

Results

Support for **58** major infrastructure projects and an additional **9** masterplans identified through the pipeline of major infrastructure projects.

- **18** accommodation developments worth **\$320M** adding an additional **1,228** room stock to an existing **3,075** stock.
- **14** attraction and experience developments worth **\$290M**
- **13** visitor infrastructure developments worth over **\$460M** plus an additional **\$1B** development town centre development
- **6** projects aligned to the City Deal including a Convention and Exhibition Centre and the Queenscliff Ferry Terminal totalling **\$420M**



Bellarine Peninsula declared as a distinctive area and landscape (DAL) under a 50-year vision to better protect the distinctive and natural features of the region.



s On?



LEADERSHIP

Lead a strong and coordinated tourism industry with a united and compelling voice.



LEADERSHIP

Tourism Member Relations

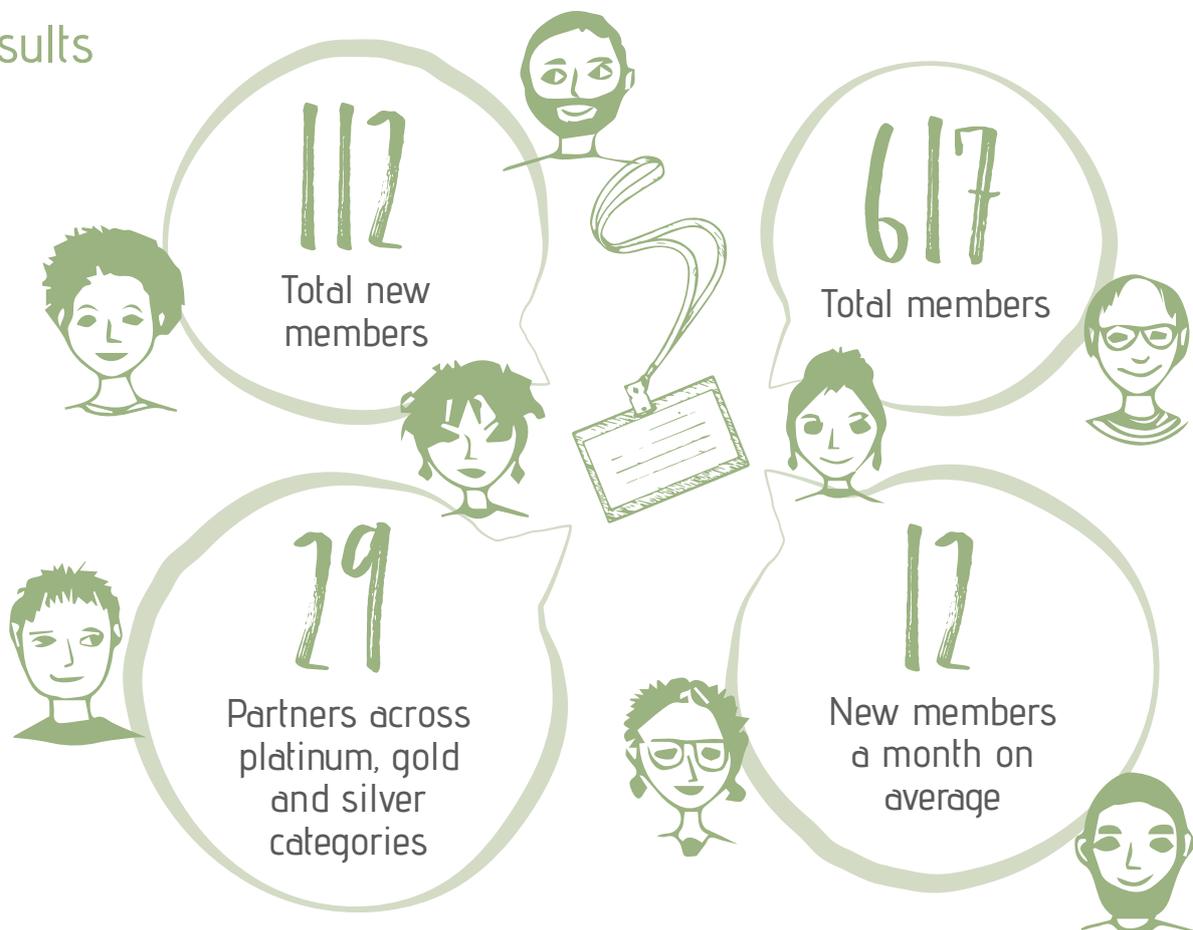
Objective

Build an active and engaged membership base that represents the various tourism sectors and categories within our region.

Highlights

1. Delivered a series of Membership Engagement activities including 60 new member visits and 'Team Tourism' drop in sessions.
2. 85% of eligible members have an ATDW listings on the Visit Geelong Bellarine website.
3. The Tourism Partnership Program has continued to grow, with the cohort of leaders enhancing the reputation of Geelong & The Bellarine through their advocacy and support.

Results







DIRECTORS' REPORT

DIRECTORS' REPORT

Directors submit their report for the financial year ended 30th June 2020 made in accordance with a resolution of the directors.

Directors

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

John Stevens, Independent Chair

Helen Butteriss, Treasurer

Principal Activities

The principal activity of the association in the course of the year was Tourism.

Trading Results

The net amount of deficit in marketing capital for the association for the financial year after income tax was \$1,949.

Indemnities

The association has not, during or since the financial year, in respect of any person who is or has been an officer or auditor of the company or of a related body corporate:

- > Indemnified or made any relevant agreement for indemnifying against a liability, including costs and expenses in successfully defending legal proceedings; or paid or agreed to pay a premium in respect of a contract insuring against a liability for the costs or expenses to defend legal proceedings.

Director's Benefits

Since the end of the previous financial year no director of the association has received, or has become entitled to receive a benefit, other than:

- > A benefit included in the aggregate amount of emoluments received or due and receivable by directors shown in the accounts; or
- > The fixed salary of a full time employee of the company or a related body corporate.

By reason a contract made by the association or a related body corporate with the director or with a firm of which he is a member, or with a company in which he has substantial financial interest. All remuneration is paid by the City of Greater Geelong except for contractor relationships related to projects.

DIRECTORS' REPORT CONT.

Contribution from Municipal Partners and State Government

It should be noted that the City of Greater Geelong contributed \$2,111,788 during the 2019/20 financial year related to administrative costs. The City of Greater Geelong contributes this through Municipal Budgets, separate to the transactions of the Association. This contribution relates to the following:

- > Resources to staff, accommodate and allow effective administration of Tourism Greater Geelong and The Bellarine;
- > Dedicated resources to seek, and support conferences and meetings, within the municipality operating as a unit of Tourism Greater Geelong and The Bellarine called Business Events Geelong; and
- > Dedicated resources to coordinate the staffing (volunteers and council staff) and operations of the local and regional Visitor Information Centres located within the municipality.

The Borough of Queenscliffe and Golden Plains Shire are joint signatories of the Memorandum of Understanding with Municipal Partners contributing a fee as per the Financial Statement of this Report.

Tourism Greater Geelong and The Bellarine is the official Regional Tourism Board for this region and as such contribute funding as per the Financial Statement of this Report.

Related Parties

There have been no unusual transactions by any related party during the period to which the following financial statements apply.

On behalf of the Board.

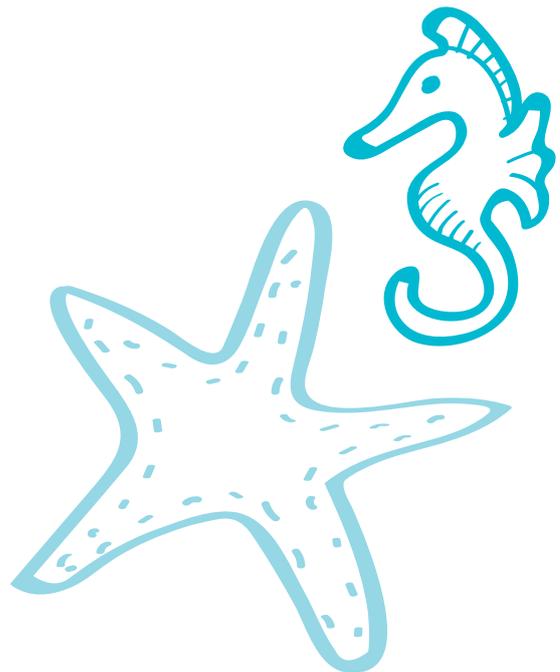


John Stevens
Independent Chair



Helen Butteriss
Treasurer

Dated this 25th August 2020.





AUDITOR'S REPORT





INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF TOURISM GREATER GEELONG AND THE BELLARINE INC.

Report on the Audit of the Financial Report

Opinion

We have audited the financial report of Tourism Greater Geelong And The Bellarine Inc. (the association), which comprises the statement of financial position as at 30 June 2020, the statement of profit or loss and other comprehensive income, the statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the association.

In our opinion, the accompanying financial report Tourism Greater Geelong And The Bellarine Inc. is in accordance with the requirements of the *Associations Incorporation Reform Act 2012 (Vic)*, including:

- (i) giving a true and fair view of the association's financial position as at 30 June 2020 and of its performance for the year then ended; and
- (ii) that the financial records kept by the association are such as to enable financial statements to be prepared in accordance with Australian Accounting Standards.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110: *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the association to meet the requirements of the *Associations Incorporation Reform Act 2012 (Vic)*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Responsibilities of the Committee for the Financial Report

The committee is responsible for the preparation and fair presentation of the financial report in accordance with the financial reporting requirements of the *Associations Incorporation Reform Act 2012 (Vic)* and for such internal control as the committee determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the committee is responsible for assessing the association's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the committee either intends to liquidate the association or to cease operations, or has no realistic alternative but to do so.

The committee is responsible for overseeing the association's financial reporting process.



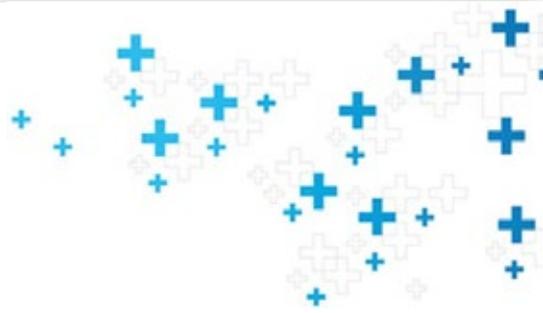
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Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the committee.
- Conclude on the appropriateness of the committee's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the committee regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

LBW CHARTERED ACCOUNTANTS

SRIPATHY SARMA

Principal

Dated this 25th day of August 2020



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FINANCIAL STATEMENTS



For The Year Ended 30 June 2020

FINANCIAL STATEMENTS

Committee Report

Your committee members submit the financial report of Tourism Greater Geelong and the Bellarine Inc. for the financial year ended 30 June 2020.

Committee Members

The names of committee members from 1 July 2019 to 30 June 2020 were:

Mr John Stevens

Independent Chair

Ms Christine Smith

Bellarine Representative Deputy Chair

Cr Trent Sullivan

City of Greater Geelong (From Feb 2019)

Cr Peter Murrhiy

City of Greater Geelong (until Feb 2019)

Cr Ross Ebbels

Borough of Queenscliffe Representative

Cr Owen Sharkey

Golden Plains Representative

Ms Karen Jackson

Skills Based Business Events Representative

Ms Helen Butteriss

Skills Based Finance Representative Treasurer

Ms Melinda Stewart

Skills Based Marketing Representative

Ms Nadine Kuc

Bellarine Representative

Mr Terry Jongebloed

Geelong Representative

Mr Jon Helmer

Geelong Representative (From Oct 2019)

Please note that the Geelong municipal representative changed throughout the 2019-20 period. Municipal Representatives have the option to appoint and change its delegate from time to time as per the Statement of Purposes and Rules. One Geelong Representative Board position was held vacant until an election was held at the Annual General Meeting on 24 October 2019.

Principal Activities

The principal activities of the association during the financial year were to market, promote and develop tourism businesses in the Greater Geelong and The Bellarine in partnership with Local Government Stakeholders, Tourism Members and State/Federal Tourism Organisations.

Significant Changes

Due to COVID-19, Tourism Greater Geelong and The Bellarine's 2019-20 Annual Action Plan, key priorities and revenue streams had been revised substantially from March 2020 onwards to ensure the organisation remained a going concern, members were appropriately supported, and those projects and activities being delivered were suitable for the current climate. Membership and partnership payments were ceased from 1 April resulting in the suspension of direct debits for the final quarter of 2019-20, full-fee paying membership provided a refund or credit equivalent to one quarter of membership and all future marketing and development activity requiring additional buy-in from members was suspended.

Operating Result

A deficit of \$1,949 was recorded for the association after ordinary activities for the year ended 30 June 2020, \$3695 over budget. The deficit for the association year for the year ended 30 June 2019 was \$60,323.

Signed in accordance with a resolution of the members of the committee.



John Stevens
Independent Chair



Helen Butteriss
Treasurer

Dated this 25 day of August 2020

Statement of Profit or Loss and Other Comprehensive Income

For the year ended 30 June 2020

	Notes	2020	2019
INCOME			
	1(a)		
Interest Received		\$4,209	\$6,006
Tourism Partnerships		\$221,695	\$218,294
Tourism Partnerships – In Kind		\$4,500	\$4,700
Memberships		\$210,341	\$217,570
Municipal Contribution	2	\$25,600	\$25,099
Visit Victoria Contribution		\$275,000	\$275,000
Visitor Publications		\$129,610	\$133,528
Business Events Planners Guide		\$58,998	-
Grants	1(b), 3	\$220,336	\$243,659
Promotion	4	\$306,595	\$224,654
Development	5	\$75,275	\$99,986
Leadership	6	\$32,994	\$43,214
Total Income		\$1,565,153	\$1,491,710
EXPENSES			
Bank Charges		\$2,078	\$2,182
Industry Forums		\$24,122	\$12,200
Tourism Partnerships		\$101,351	\$91,994
Tourism Partnerships – contra arrangements		\$60,430	\$45,600
Tourism Partnerships – In kind		\$4,500	\$4,700
Membership Services		\$119,774	\$104,425
Business Events Planners Guide		\$60,221	-
Visitor Publications		\$135,080	\$135,268
Business Events Marketing	7	\$224,250	\$142,877
Grants	8	\$169,349	\$221,904
Promotion	9	\$471,687	\$461,266
Development	10	\$111,182	\$231,130
Leadership	11	\$83,078	\$98,487
Total Expenses		\$1,567,102	\$1,552,033
Profit / (Loss) Before Income Tax		\$(1,949)	\$(60,323)
Income tax expense	1(c)	-	-
Profit / (Loss) For The Year		\$(1,949)	\$(60,323)

*The accompanying notes form part of these financial statements.

FINANCIAL STATEMENTS CONT.

Statement of Profit or Loss and Other Comprehensive Income

For the year ended 30 June 2020

	2020	2019
OTHER COMPREHENSIVE INCOME		
Items that will not be reclassified to profit or loss	-	-
Items that will be reclassified subsequently to profit or loss when specified conditions are met	-	-
Total Other Comprehensive Income For The Year	-	-
Total Comprehensive Income For The Year	(\$1,949)	(\$60,323)

Statement of Financial Position

As at 30 June 2020

	Notes	2020	2019
MEMBERS' FUNDS			
Accumulated Surplus Brought Forward		\$322,344	\$382,667
Net Surplus/(Deficit) for year		\$(1,949)	\$(60,323)
Total Member's Fund		\$320,395	\$322,344
Represented by:			
CURRENT ASSETS			
Cash at Bank	1(d)	\$411,794	\$485,474
Receivables		\$37,873	\$29,574
BAS Receivables	1(e)	-	\$11,895
Deferred Expenses – Business Events		-	\$12,409
Total Assets		\$449,667	\$539,352
CURRENT LIABILITIES			
Payables		\$4,013	-
Deferred Membership Fees		-	\$44,895
Deferred Marketing Income		\$7,500	\$18,613
Carryover Projects		\$110,155	\$153,500
BAS Payable	1(e)	\$7,604	-
Total Liabilities		\$129,272	\$217,008
Net Assets		\$320,395	\$322,344

*The accompanying notes form part of these financial statements.

Statement Of Changes In Equity

For the year ended 30 June 2020

	Retained Surplus	Total
Balance at 1 July 2018	382,667	382,667
Net current year loss	(60,323)	(60,323)
Balance at 30 June 2019	322,344	322,344
Net current year loss	(1,949)	(1,949)
Balance at 30 June 2020	320,395	320,395

Statement of Cashflows

For the year ended 30 June 2020

	Notes	2020	2019
OPERATING ACTIVITIES			
Cash from Operating Activities	1(d)		
Receipts from Customers		\$1,453,294	\$1,598,365
Payments to Suppliers & Employees		\$(1,531,183)	\$(1,555,988)
Interest Received		\$4,209	\$6,006
Net cash flows from operating activities		\$(73,680)	\$48,383
Increase / (Decrease) in cash held		\$(73,680)	\$48,383
Cash at Beginning		\$485,474	\$437,091
Cash at End		\$411,794	\$485,474
RECONCILIATION			
Operating Profit / (Deficit)		\$(1,949)	\$(60,323)
Non Cash Items			
Tourism Partnerships		\$(4,500)	\$(4,700)
In kind Tourism Partnerships		\$4,500	\$4,700
Changes in Balance Sheet			
(Increase) / Decrease in Receivables		\$(8,299)	\$80,235
(Increase) / Decrease in other current assets		\$24,304	\$(86,362)
Increase / (Decrease) in Payables		\$11,616	\$(3,956)
Increase / (Decrease) in other current liabilities		\$(99,352)	\$58,466
Cash (used in) / provided by Operating Activities		\$(73,680)	\$48,383

*The accompanying notes form part of these financial statements.

Notes to the Financial Statements

For the year ended 30 June 2020

1 STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

This financial report is a special purpose financial report prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Reform Act 2012. The committee has determined that the association is not a reporting entity. The association is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

The financial report has been prepared on an accruals basis and is based on historic costs and does not consider changing money values or, except where specifically stated, current valuations of non-current assets.

The following significant accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

a) Revenue and Other Income:

Revenue (sponsorship and otherwise) is recognised and brought to account on an accrual basis by the Association.

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

The association has applied AASB 15: Revenue from Contracts with Customers (AASB 15) and AASB 1058: Income of Not-for-Profit Entities (AASB 1058) using the cumulative effective method of initially applying AASB 15 and AASB 1058 as an adjustment to the opening balance of equity at 1 July 2019.

b) Operating Grants, Donations and Bequests:

When the entity received operating grant revenue, donations or bequests, it assesses whether the contract is enforceable and has sufficiently specific performance obligations in accordance with AASB 15.

When both these conditions are satisfied, the Entity: – identifies each performance obligation relating to the grant – recognises a contract liability for its obligations under the agreement – recognises revenue as it satisfies its performance obligations. Where the contract is not enforceable or does not have sufficiently specific performance obligations, the Entity:

- recognises the asset received in accordance with the recognition requirements of other applicable accounting standards (for example AASB 9, AASB 16, AASB 116 and AASB 138);
- recognises related amounts (being contributions by owners, lease liability, financial instruments, provisions, revenue or contract liability arising from a contract with a customer); and
- recognises income immediately in profit or loss as the difference between the initial carrying amount of the asset and the related amount.

If a contract liability is recognised as a related amount above, the Entity recognises income in profit or loss when or as it satisfies its obligations under the contract.

Notes to the Financial Statements Cont.

For the year ended 30 June 2020

c) **Income Tax:**

Association has self assessed to be exempted from income tax.

d) **Cash and Cash Equivalents:**

Cash and cash equivalents include cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

e) **Goods & Services Tax (GST):**

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Tax Office. In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the assets and liabilities statement are shown inclusive of GST.

f) **Comparative Figures:**

Where necessary comparative figures have been adjusted to conform to changes in presentation for the current financial year.

g) **Action Plan activity categorisation:**

The activities of TGGB as outlined in the Annual Action Plan are categorised under the pillars of Promotion, Development and Leadership as per the four-year Visitor Economy Strategy.

h) **Key Judgments:**

Performance obligations under AASB 15.

To identify a performance obligation under AASB 15, the promise must be sufficiently specific to be able to determine when the obligation is satisfied. Management exercises judgement to determine whether the promise is sufficiently specific by taking into account any conditions specified in the arrangement, explicit or implicit, regarding the promised goods or services. In making this assessment, management includes the nature/ type, cost/ value, quantity and the period of transfer related to the goods or services promised.

FINANCIAL STATEMENTS CONT.

Notes to the Financial Statements Cont.

For the year ended 30 June 2020

	2020	2019
INCOME		
2 MUNICIPAL CONTRIBUTION		
Borough of Queenscliffe	\$18,142	\$17,786
Golden Plains Shire	\$7,458	\$7,313
	\$25,600	\$25,099
3 GRANTS		
Accessible Tourism Development and Education	\$46,775	\$31,159
Visit Victoria – Bollard Trail	\$50,000	\$80,000
Queenscliff Branding and Vision Project	\$35,000	\$37,500
International Student Welfare Program	\$45,800	\$60,000
Study Geelong Visiting Friends and Relatives	\$42,761	\$35,000
	\$220,336	\$243,659
4 PROMOTION		
Content Marketing Strategy	\$513	\$16,393
Digital Strategy	\$16,627	\$10,682
Visit Vic Webpage Strategy	\$ -	\$16,125
International Marketing	\$8,471	\$4,000
Business Events Geelong Income	\$186,389	\$98,575
Geelong Visitor Information Services Strategy	\$33,003	-
Visiting Friends and Relatives	\$13,918	\$16,741
Bellarine Taste Trail	\$5,679	\$13,740
Moorabool Valley Taste Trail	\$745	\$2,814
Urban Geelong Marketing Strategy	\$10,000	\$13,000
Melbourne Activation Program	-	\$3,636
Study Geelong	\$31,250	\$28,200
Visit Victoria Marketing Partnership Program	-	\$748
	\$306,595	\$224,654
5 DEVELOPMENT		
Industry Development Program	\$24,277	\$23,004
Quarterly Member Forum	\$1,160	-
Buckley's Way	-	\$15,000
Brand Development and Implementation	\$41,975	-
Tourism Development Planning	\$7,863	\$19,982
Infrastructure Development and Advocacy	-	\$42,000
	\$75,275	\$99,986

Notes to the Financial Statements Cont.

For the year ended 30 June 2019

INCOME		2020	2019
6	LEADERSHIP		
	Administration Servicing	\$13,110	\$13,691
	CRM System – Salesforce	\$4,573	\$15,000
	Planning and Reporting	\$5,454	\$1,819
	Tourism Representation and Awareness	\$5,886	\$8,619
	Board and Staff Development	\$3,971	\$4,086
		\$32,994	\$43,215
	EXPENSES	2020	2019
7	BUSINESS EVENTS MARKETING		
	Trade Shows and Familiarisations	\$130,291	\$48,762
	Marketing Strategy	\$39,100	\$22,449
	Partnerships	\$18,389	\$11,498
	Business Events Bid Fund and Support Services	\$36,470	\$60,167
		\$224,250	\$142,876
8	GRANTS		
	Accessible Tourism Development and Education	\$16,820	\$9,671
	Visit Victoria – Bollard Trail	\$43,296	\$80,000
	Queenscliff Branding and Vision Project	\$27,473	\$37,500
	International Student Welfare Program	\$38,914	\$59,932
	Study Geelong Visiting Friends and Relatives	\$42,846	\$34,801
		\$169,349	\$221,904
9	PROMOTION		
	International Marketing	\$77,802	\$75,593
	Content and Marketing Strategy	\$61,623	\$64,891
	Digital Strategy	\$54,628	\$55,842
	Public Relations Strategy	\$45,879	\$44,112
	Still and Moving Imagery	\$13,531	\$12,796
	Visit Victoria Marketing Partnership	-	\$59
	Destination Melbourne	\$17,623	\$32,650
	Friends & Relatives Campaign	\$68,810	\$58,822
	Air Asia X Opportunity	\$22,819	\$20,917
	Cruise Ship Marketing	\$3,268	\$5,608
	Visit Vic Webpage Strategy	\$17,135	\$13,664
	Bellarine Taste Trail Expense	\$16,933	\$16,268
	Moorabool Valley Taste Trail Expense	\$67	\$17,861
	Urban Geelong Strategy	\$5,000	\$10,000
	Education Tourism Study Geelong	\$27,544	\$19,982
	Melbourne Activation Program	-	\$12,100
	Visitor Information Strategy	\$39,025	\$101
		\$471,687	\$461,266

FINANCIAL STATEMENTS CONT.

Notes to the Financial Statements Cont.

For the year ended 30 June 2020

EXPENSES	2020	2019
10 DEVELOPMENT		
Industry Development Program	\$39,930	\$58,144
Brand Geelong	-	-
Brand Development sub-regions	\$16,615	\$38,517
Brand Implementation	\$39,975	\$20,000
Economic Modelling	\$10,210	\$8,353
Communication of Membership Opportunity Guide	-	\$9,875
Tourism Development Planning	\$4,452	\$52,605
Infrastructure Development and Advocacy	-	\$43,636
	\$111,182	\$231,130
11 LEADERSHIP		
Board Support	\$15,453	\$16,108
Tourism Partnership Retention	\$6,732	\$10,213
Performance Monitoring and Reporting	\$5,151	\$8,712
Administration	\$55,742	\$63,454
	\$83,078	\$98,487
12 EVENTS AFTER THE BALANCE SHEET DATE		
Since 30 June 2020, there are no matters or circumstances that have arisen which require adjustments to the financial statements.		
13 COMMITMENTS & CONTINGENCIES		
No commitments or contingencies are outstanding at balance date which require adjustment to or disclosure in the financial statements.		

Annual Statements Give True And Fair View Of Financial Position And Performance Of Incorporated Association

We, John Stevens, and Helen Butteriss, being members of the committee of Tourism Greater Geelong and the Bellarine Inc, certify that –

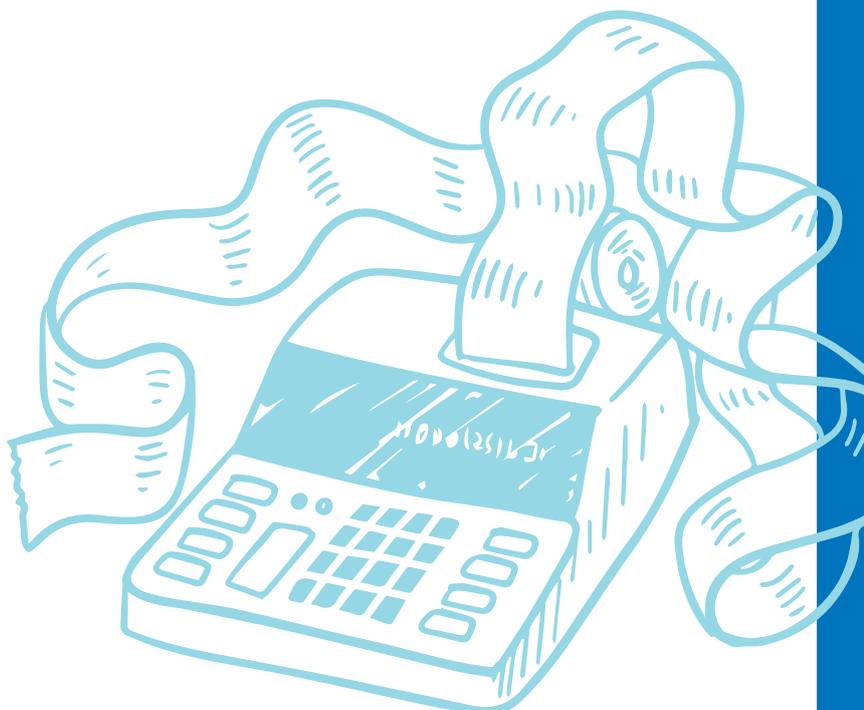
The statements attached to this certificate give a true and fair view of the financial position and performance of Tourism Greater Geelong and the Bellarine Inc during and at the end of the financial year of the association ending on 30 June 2020.



Signed: John Stevens
Chair, Tourism Greater Geelong
and The Bellarine
Dated: 25th day of August 2020



Signed: Helen Butteriss
Treasurer, Tourism Greater Geelong
and The Bellarine
Dated: 25th day of August 2020



The achievements highlighted in this report would not have been possible without the continued and valuable support of our partners.

GOVERNMENT PARTNERS



INDUSTRY PARTNERS

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Adventure Park

BIG4 Beacon Resort

Geelong Arts Centre

Geelong Racing Club

Provincial Media

Royal Geelong Yacht Club

Village Cinemas

Wine Geelong

Bay 93.9 and K-Rock

Bendigo Bank

Harwood Andrews

LBW Business + Wealth Advisors

Snap Printing

Higher Mark

Scotchmans Hill





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AND THE BELLARINE INC**

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