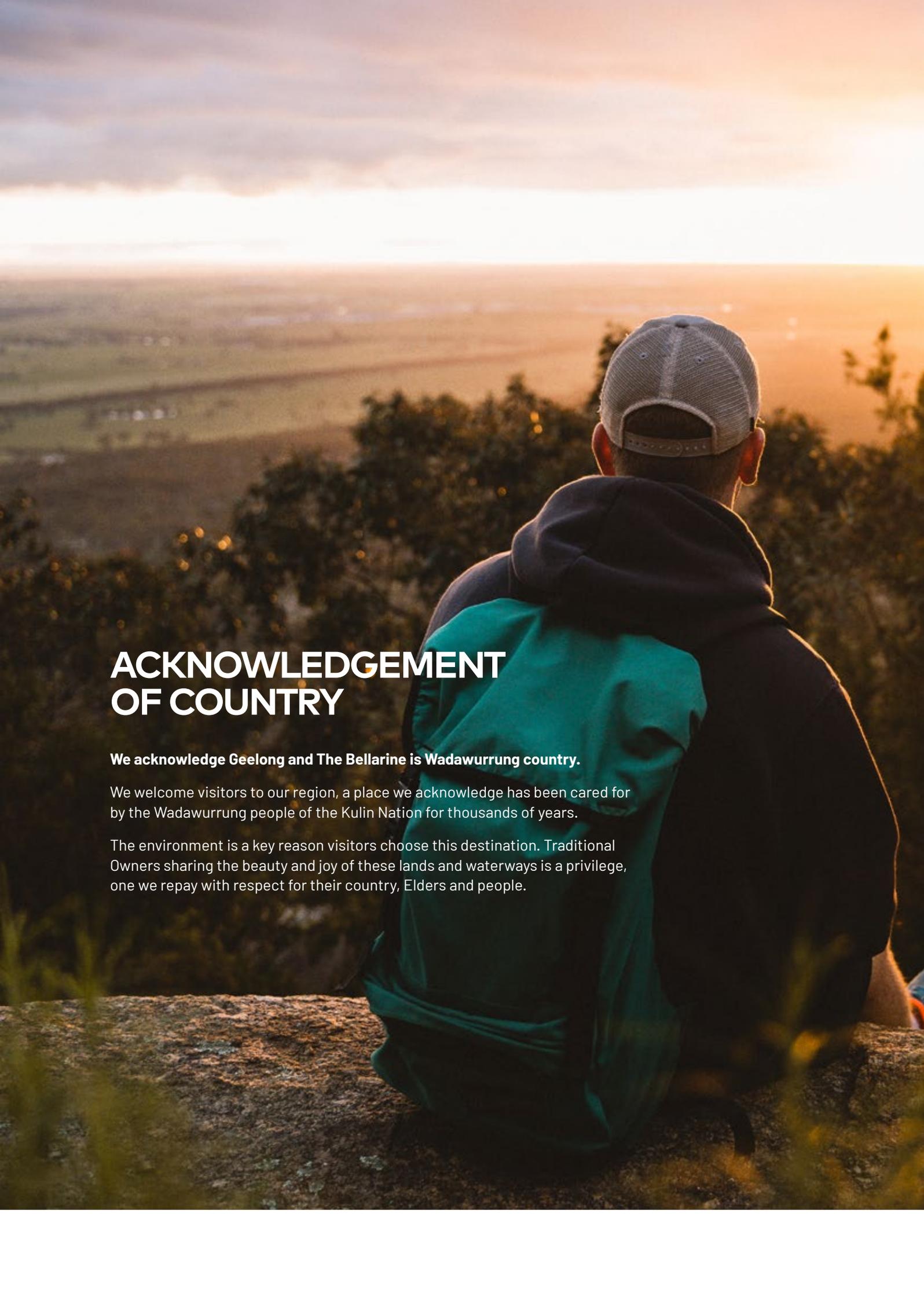


# ANNUAL REPORT

2020-2021





# 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.

# CONTENTS

- 2 Our Vision, Mission And Purpose**
- 3 A note from the Chair**
- 4 Meet The Team**
  - 4 The Board
  - 5 Team Tourism
- 7 Visitor Economy Snapshot**
- 8 Doing Our Bit Sustainably**
- 10 2020/2021 Timeline**
- 12 Planning For Recovery**
- 21 TGGGB Strategic Priorities**
  - 21 Promotion
  - 22 Development
  - 23 Leadership
- 24 Reports**
  - 24 Directors' Report
  - 28 Auditor's Report
- 31 Financial Statements**
  - 36 Notes to the Financial Statements
- 40 Partners**

# OUR VISION, MISSION AND PURPOSE

With the end of this year, we close the chapter on the 2016-2021 Tourism Greater Geelong and The Bellarine Visitor Economy Strategy.

This plan saw our region flourish as a destination in its own right and achieve record, double-digit growth for visitation and yield year-on-year, and support strong tourism development and investment that has set our region up well for the future.

## REMEMBERING OUR 2017-2021 STRATEGY

### OUR VISION

for Greater Geelong and The Bellarine to be a globally recognised destination that delivers world standard visitor experiences.

### OUR MISSION

to grow and support the visitor economy through highlight each of the three words, **Leadership, Promotion, Development.**

### OUR VALUES

- Teamwork
- Creativity
- Leadership
- Zest
- Judgment.

### OUR STRATEGY

to promote, develop and lead tourism in Geelong and The Bellarine.

# A NOTE FROM THE CHAIR & EXECUTIVE DIRECTOR

**Compiling an Annual Report forces us to take a formal and thorough retrospective look at the work of our organisation and the impact we've had in the areas we endeavour to influence.**

The 2020/21 Annual Report looks at a period of time entirely within the COVID pandemic. This past 12 months has been the most challenging our industry has faced, that needs to be acknowledged right off the bat.

The mental load of constant change has proven incredibly taxing for businesses. Anxiety and doubt is undermining consumer confidence, which is in turn affecting the travel planning cycle and our in-market activities. The public health response to the pandemic underpins business opportunity and we've found ourselves watching vaccination data more eagerly than any previous tourism statistic.

Despite these enormous challenges and the gut-wrenching feelings of uncertainty, we have all found some reasons to be optimistic. The shift in priorities forced by the health crisis has provided for a great deal of planning time and we're certain our region will emerge stronger as a result.

For TGGB, 2020/21 was largely about finding ways to support the industry in their time of greatest need. In myriad ways, we've found purpose – in understanding and disseminating government information; in turning our attention to locals to support businesses at times when travel wasn't allowed.

In working on our own systems and strategies to ensure we're ready to lead a strong and united industry into a 'new normal' operating environment. This 12 months has been a time of learning lessons and the future will see implementation of activities to respond to what we've learned, through our 2021- 2025 Corporate Strategy. This includes having programs and the funding in place ready to implement when we can access key markets including Melbourne.

We acknowledge the incredibly hard working, resilient and passionate members of Tourism Greater Geelong and The Bellarine who have continued to deliver experiences and focus on the better days ahead, despite the unrelenting challenges they've faced. To our board who have shared their own experiences and helped direct TGGB in meaningful ways, thank you.

In these toughest of times, there is a sense of solidarity among us and a commitment to carrying on our collaborative work to see this sector and our region thrive once again. With the strength of the characters involved across Geelong and The Bellarine, there's no doubt we'll succeed.



**John Stevens**  
Chairperson



**Brett Ince**  
Executive Director

# MEET THE BOARD



**John Stevens**  
Dench McClean Carlson  
Chairperson



**Helen Butteriss**  
Bellarine Business Advisors  
Skills Based Finance



**Karen Jackson**  
Novotel Geelong  
Skills Based Business Events



**Connie Trathen**  
Portarlington Grand Hotel  
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



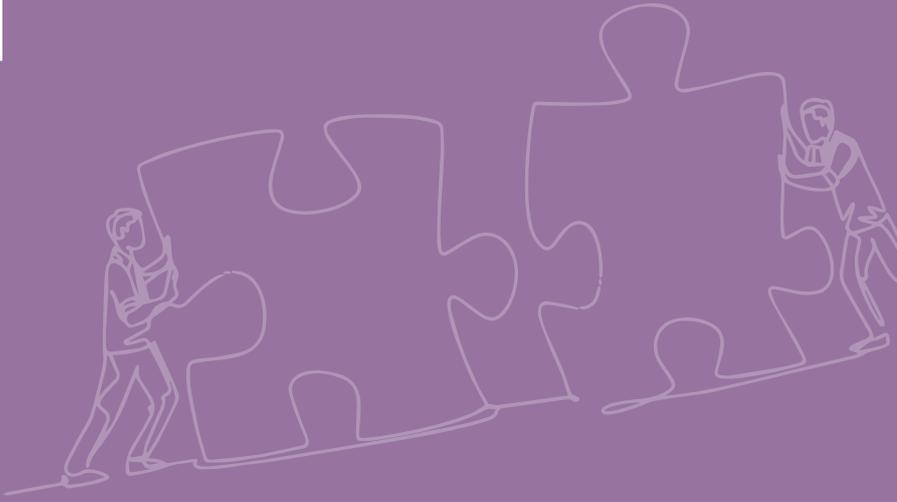
**Cr Brett Cunningham**  
Golden Plains Shire



**Cr Trent Sullivan**  
City of Greater Geelong



# MEET THE TEAM



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 Gelson**  
Industry Development Officer



**Felicity McKenzie**  
Senior Administration Officer



**Simone Budd**  
Student Engagement & Project Officer

STUDY GEELONG

VISITOR INFORMATION CENTRES



**Joshua Harris**  
Visitor Services Coordinator



**Isla Foy**  
Visitor Services Officer



**Tamie Ryan**  
Head of Membership and Partnerships



**Abbey Jones**  
Membership Engagement Officer



**Fiona Tuddenham**  
Membership Engagement Officer

MEMBERSHIP

MARKETING & PR



**Narelle Needham**  
Marketing & Communications Officer



**Mark Day**  
Business Events & International Manager



**Claudia Baranski**  
Business Development Manager



**Bonnie Van Dorp**  
Business Events Marketing & Communications Officer



**Dana Broekhuizen**  
Sales and Marketing Executive

BUSINESS EVENTS GEELONG



# VISITOR ECONOMY SNAPSHOT



## VISITORS

2021  
**3.5M** | 2019  
**6.4M**

▼ **45%**



## NIGHTS

2021  
**2.8M** | 2019  
**5.7M**

▼ **51%**



## EXPENDITURE

2021  
**\$637M** | 2019  
**\$1.1B**

▼ **42%**

DOMESTIC OVERNIGHT VISITORS			INTERNATIONAL OVERNIGHT VISITORS			DOMESTIC DAYTRIP VISITORS		
2021	2019	CHANGE	2021	2019	CHANGE	2021	2019	CHANGE
1M visitors	1.8M visitors	▼ <b>44%</b>	Restricted	67K visitors	-	2.5M visitors	4.6M visitors	▼ <b>46%</b>
2.8M nights	4.2M nights	▼ <b>33%</b>	Restricted	67K nights	-	-	-	-
\$437M expenditure	\$584M expenditure	▼ <b>25%</b>	Restricted	\$97M expenditure	-	\$200M expenditure	\$426M expenditure	▼ <b>53%</b>

	YE March 2020 (Pre-COVID)	Targets following Slow Recovery Assumptions	YE June 2021
Direct Tourism Spending	\$1.1B	\$726M (-33%)	\$637M (-42%)
Visitor Economy total jobs	7,551	6,343 (-16%)	5,676 (-25%)
Visitor to Resident local Spend ratio	3:7	1:9	3:7
Visitor spend on dining and entertainment	\$230M or 20% of total visitor spend	15%	\$207M or 17% of total visitor spend

# DOING OUR BIT SUSTAINABLY

OUR REGION IS A TRULY BEAUTIFUL AND AMAZING PLACE, SO CLOSE TO ALL OUR HEARTS. WE LOVE WHERE WE WORK AND WE'RE PROUD OF THE PLACE WE CALL HOME. WE LOVE IT SO MUCH WE'RE IN THE BUSINESS OF TELLING PEOPLE ABOUT IT SO THEY CAN EXPERIENCE IT FOR THEMSELVES.

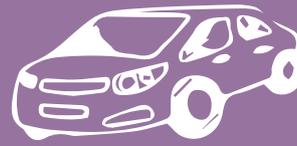
We recognise that we all need to do our bit so future generations can enjoy this beautiful destination just as we have, if not more-so.

We have been working hard over the last 12 months to make sure we strive towards making only positive impact.



96,930

SHEETS OF PAPER SAVED



148,174

KMS LESS TRAVELLED



66.2

TONNE CO2 SAVED



\$41,656

SAVED

# SUPPORTING THE ONE PLANET LIVING PRINCIPLES

GREATER GEELONG IS JUST THE THIRD CITY IN AUSTRALIA TO BE AWARDED ONE PLANET CERTIFICATION AND WE ARE DOING OUR BIT TO MAKE SURE TOURISM CONTINUES TO BE AN ENABLER TO OUR REGION'S HEALTH.

 Health and happiness	 Local and sustainable food
 Equity and local economy	 Travel and transport
 Culture and community	 Materials and products
 Land and nature	 Zero waste
 Sustainable water	 Zero carbon energy

Made people our business	Transitioned towards a paperless office	Operated a Green Office, at work and home	Provided destination leadership	Supported businesses through crisis
<ul style="list-style-type: none"> <li>Made over <b>2,000 phone calls</b> to people in our industry so we could provide them with the best support we can.</li> <li>Supported a green-office policy, literally, self-propagating <b>3 indoor-plants pp</b> to foster a stress free, productive and healthy workplace for staff.</li> <li>Through our industry engagement and development program, <b>we brought 930 people together</b> over the year fostering collaboration and connection.</li> </ul>	<ul style="list-style-type: none"> <li>Full transition to <b>cloud-based accounting</b> with zero paper-trail.</li> <li><b>Digitalised all corporate documents</b></li> <li><b>Digitalised Board reporting</b> processes and governance procedures</li> <li>Rolled out <b>100% online membership renewal</b> process.</li> </ul>	<ul style="list-style-type: none"> <li>TGGB Office awarded <b>NABERS 6 Star Rating</b> estimated equivalent.</li> <li>Installed and <b>applied energy efficiency initiatives</b>, lighting and technology.</li> <li>Reduced our individual carbon footprint by <b>travelling less and when we do, we travel together</b> as much as possible.</li> </ul>	<ul style="list-style-type: none"> <li><b>Made sustainability a part of what we do</b>, cementing Sustainable Destination Development as a strategic pillar of the TGGB.</li> <li><b>Provided strong advocacy and leadership</b> to support the sustainable development and protection of the region's distinctive areas and landscape including input into policy reviews on the <b>Bellarine DAL and Wildlife (Marine Mammal) Act</b>.</li> <li>Represented the region on the <b>South West Climate Adaption Project</b>.</li> </ul>	<ul style="list-style-type: none"> <li>Provided <b>clear and accurate and useful pandemic information</b> to the tourism industry.</li> <li>Our dedicated <b>COVID support portal was accessed 5,723 times</b> by our members.</li> <li>Our team shared <b>86 COVID updates</b> over the year, <b>accessed 109,798 times</b>.</li> </ul>

## BUSINESS SUPPORT PACKAGES

Commenced the rollout of four tourism recovery initiatives as part of the Business Support Package released by the City of Greater Geelong.

- Domestic Short-Break Campaign
- Visiting Friends and Relatives Campaign
- International Student Welfare Program
- Business Events Attraction

## INDUSTRY WELFARE CALLS

The team contacted every member of TGGB to hear directly from the industry how the situation is developing, how people are coping and offered direct, personalised support.

## INTERNATIONAL FRIENDS PROGRAM LAUNCHED

The first intake of the International Friends Program began, building friendships between locals and international students. An overwhelming response from students resulted in a further intake in March 2021.

JUL 20

SEPT 20

NOV 20

AUG 20

OCT 20

DEC 20

## GREATER THAN > BRAND ATLASES LAUNCHED

The Brand Atlases for the six sub-regions of Geelong and The Bellarine were released to members via a series of workshops and made available through the Brand Hub on the TGGB corporate website.

## 2020 ANNUAL GENERAL MEETING AND BOARD ELECTIONS

Appointment of three skills-based Board positions for three-year terms

- Finance: Helen Butteriss
- Marketing: Connie Trathen
- Business Events: Karen Jackson

## GREATER THAN > CAMPAIGN LAUNCHED

TGGB launched the Greater Than marketing campaign to capitalise on relaxation of State lockdowns, targeting Victorian short break and visiting friends & relatives markets.

# 2021

## NEW MEMBERSHIP PROGRAM LAUNCHED

Rolled out a new membership model that allowed members more choice in their level of contribution and benefits.

## FIRST IN-PERSON MEMBER EVENT FOR 2021

Hosted TGGB's first in-person networking event after 2020 lockdowns at Flying Brick which attracted 146 people from the industry to reconnect with us and each other.

## TGGB'S FOUR-YEAR CORPORATE PLAN ENDORSED

The three municipal partners of TGGB endorsed the continuation of the partnership with the tourism industry by entering a four-year Memorandum of Understanding and supporting the renewed four-year Corporate Plan of TGGB.

JAN 21

FEB 21

MAR 21

APR 21

MAY 21

JUN 21

## 'YOU BELONG IN GEELONG' CAMPAIGN LAUNCHED

Business Events Geelong launched the 'You Belong in Geelong' campaign, focused on driving business events up to 100 delegates to be held within the region during 2021.

## GOVERNANCE EVALUATOR BOARD DEVELOPMENT PROGRAM

TGGB engaged the Governance Evaluator for the ongoing skills training and development of Board members.

## REGIONAL RECOVERY FUNDING ANNOUNCEMENT

Secured \$1.5m in funding from State Government to deliver significant tourism development and promotional programs in partnership with Great Ocean Road Regional Tourism.

- Business Events Attraction
- Brand Geelong
- Interstate Marketing Campaign
- Workforce Attraction
- Spirit of Tasmania Visitor Market Research

# PLANNING FOR RECOVERY



# PLANNING FOR RECOVERY

## 2020-21 PRIORITIES

### 1 INCREASED BUSINESS SUPPORT WITH STRENGTHENED COMMUNICATIONS AND RELEVANT TRAINING AND DEVELOPMENT SESSIONS FOR THE TIME.

#### HIGHLIGHTS

- Thanks to additional funding support provided by Local and State Government, TGGB was able to extend much needed membership and marketing buy-in relief to our members.
- Implemented a subscription level to membership so businesses could continue to be engaged with TGGB at no cost.
- Maintained a dedicated COVID-19 Resource Centre on the TGGB corporate website to provide timely, accurate and relevant information for the industry.

#### RESULTS

**713** businesses supported through the Geelong Business Support program, an initiative of the City of Greater Geelong



**\$800K+** received in COVID support funding



Promoted over **100** member businesses who pivoted their operations as a result of COVID



**5,700** views on the COVID-19 Resource Centre



# PLANNING FOR RECOVERY



**2** BRING THE BRAND TO LIFE THROUGH INSPIRATIONAL CAMPAIGNS AND PROGRAMS READY FOR PROMOTION AT THE RIGHT TIME.

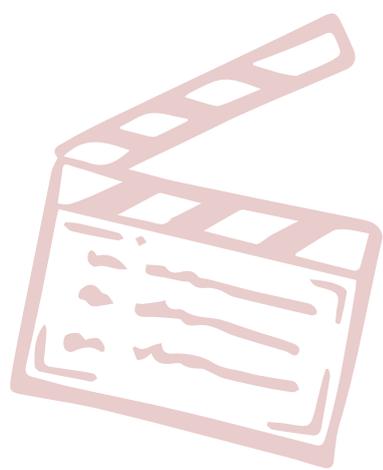
## HIGHLIGHTS

- Finalisation of the brand narratives for each sub region which formed the basis for our creative campaign: Greater Than.
- Implementation of promotional activity aligned with the Greater Than creative: Brand Atlases for industry use, print, digital publisher partnerships, new visual assets and online activity.
- Tailored our storytelling to sing from the brand song sheet with the signature experiences and personalities of destinations through a series of micro videos and published content.

## RESULTS

13

iconic videos produced highlighting signature experiences and destination brands



8

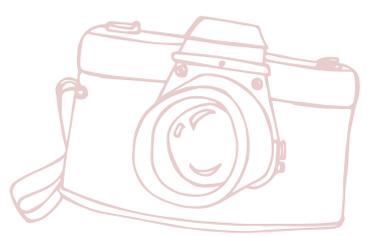
digital content partnerships publishing stories aligned to destination brands

4

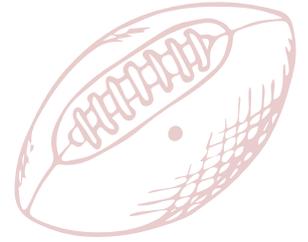
photo shoots coordinated, adding more than

500

on-brand images to our asset library and providing the basis for ongoing Greater Than creative



# PLANNING FOR RECOVERY



## 3 MARKETING FOR RECOVERY WITH A STRONG FOCUS ON DOMESTIC SHORT-BREAK AND VISITING FRIENDS AND RELATIVES' MARKETS.

### HIGHLIGHTS

- Visiting Friends and Relatives (VFR) Greater Than video campaign partnered with Geelong Cats and starring Irish born AFL star Zach Tuohy. Cats digital channels and on the superscreen during matches leveraged a local audience and encouraged reconnection and exploration.
- Zach Tuohy video also underpinned our own digital VFR campaign.
- Partnered with Visit Victoria in the 'Stay Close, Go Further' campaign, reaching targeted Melburnians through their digital platforms and print material with messaging focused on longer stays.



### RESULTS

#### GEELONG CATS PARTNERSHIP

225,661

reach across  
social and  
eDM

134,635

impressions  
on digital  
platforms

4,865

clicks to  
view video /  
website

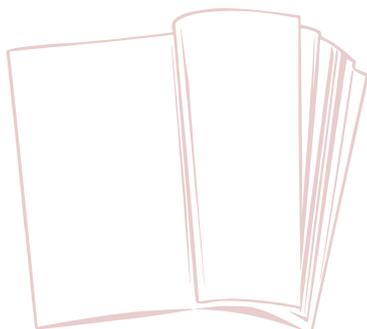
8X

plays on the  
match day  
superscreen

Print material reached

2 MILLION

readers, every season

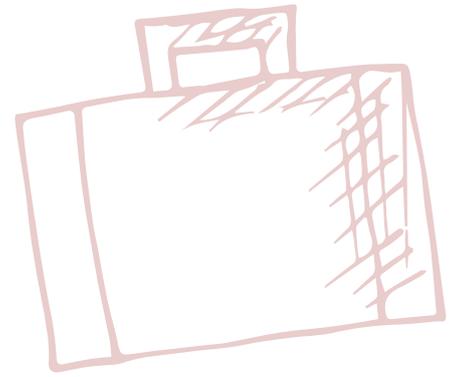


VFR video views on Visit  
Geelong Bellarine channels

113,200

views

# PLANNING FOR RECOVERY



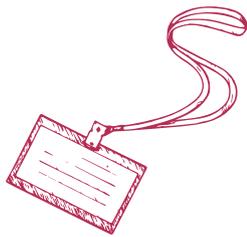
## 4 REVIVE THE REGIONS BUSINESS EVENTS SECTOR THROUGH SUPPORT AND INVESTMENT.

### HIGHLIGHTS

- Launched the 'You Belong in Geelong' campaign, focused on driving business events up to 100 delegates to be held within the region.
- Provided financial incentives to secure business events equal to \$50 per delegate.

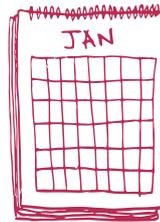
### RESULTS

#### BUSINESS EVENTS SECURED BY THE 'YOU BELONG' PROGRAM.



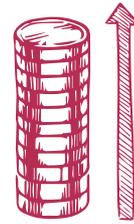
1,240

conference delegates



2,590

delegate days



\$987K

in estimated economic benefit





# PLANNING FOR RECOVERY

## 5 SUPPORT THE LOCAL INTERNATIONAL STUDENT POPULATION AND ENHANCE AWARENESS OF THE REGION.

### HIGHLIGHTS

- Launched the International Friends Program with intakes in November and March, and a waiting list of students keen to be matched with locals to share interests and culture.
- Developed a dedicated COVID-19 Support page on the Study Geelong website along with a targeted content strategy to support international students seeking assistance.
- Developed 5 short videos encouraging students to get help, and overcome cultural issues and stigma featuring Study Geelong Ambassadors who themselves had sought support, as well as support providers.

### RESULTS



The International Friends Program drove valuable and lasting's connections between international students and the local community.



**+19.5%**

Facebook likes



**+48%**

Instagram followers



**160**

students attended online support sessions



# PLANNING FOR RECOVERY

## 6 FACILITATE CONTINUED TOURISM DEVELOPMENT AND INVESTMENT LEVERAGING THE CITY DEAL AND PIPELINE PROJECTS FOCUSED ON GROWING AND STRENGTHENING THE VISITOR ECONOMY.

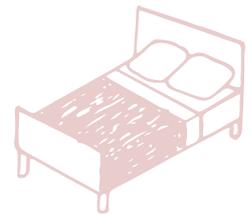
### HIGHLIGHTS

- Worked with government through representation on the Geelong City Deal Advisory Group that supports the City Deal Implementation Committee by providing independent advice on progress and strategic direction.
- The federal government released the Geelong City Deal Annual Progress Report 2019–20 in November 2020 highlighting key achievements, including completion of the Queenscliff Ferry terminal redevelopment and Geelong Waterfront Safe Harbour projects.

### RESULTS

Tourism Greater Geelong and The Bellarine provided a high level of support, advocacy and leadership towards delivering on major infrastructure projects and masterplans for the region including:

**18** accommodation developments worth **\$320 MILLION** adding an additional **1,228** room stock to an existing **3,075** stock



**14** attraction and experience developments worth **\$290 MILLION**

**13** visitor infrastructure developments worth over **\$460 MILLION** plus an addition **\$1 BILLION** development town centre development



**6** projects aligned to the City Deal including a Convention and Exhibition Centre totalling **\$420 MILLION**

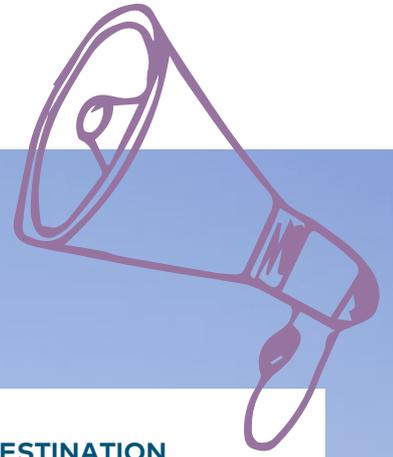


# TGGB STRATEGIC PRIORITIES



# TGGB STRATEGIC PRIORITIES

## PROMOTION



**BUILD THE BRAND OF GEELONG AND THE BELLARINE AS A VISITOR DESTINATION TO INCREASE AWARENESS, FOSTER POSITIVE SENTIMENT AND GROW DEMAND.**

### BUSINESS EVENTS

- Development of an interactive digital version of the Meet Geelong Regional Planners Guide;
- Creation of 11 virtual venue site visit videos and 1 destination hype reel, hosted by local celebrity Nicky Buckley;
- Introduced a stand-alone Business Events membership model.

### VISITOR INFORMATION SERVICES

- Established a visitor information outlet within the Carousel in the heart of the Geelong waterfront.
- Implemented our road signage strategy, updating 16 directional road signs across the region.
- Commenced VIS Brand Guidelines that embraces VIC and VGB brands to ensure that all future VIS related marketing material is constant across the region. This led into the creatives for Geelong, Geelong Waterfront and Bellarine VIC's.

### DIGITAL MARKETING AND PR

- Digital content showcased the beauty of the region and the range of experiences available.
- Began a content partnership with local publisher Forte to build destination content on their platforms as well as Visit Geelong Bellarine.
- Achieved a record year in earned PR for the region that included 11 national broadcast features and 3 feature interviews on the highest rating breakfast program in Victoria.

## RESULTS

**1.2 MILLION**

million social impressions across 191 pieces of content



**48%**

follower growth on Instagram to **12,819**

**190,000**

destination video views



**\$4.4M**

earned in estimated equivalent media value

Tourism Sentiment Index boosted by **7%** to **77** points and a **38%** increase in volume of online conversations

**95** volunteers contributed **3,437** volunteer hours to maintain a consistent service

Volunteers serviced **26,500** visitors face to face



# TGGB STRATEGIC PRIORITIES

## DEVELOPMENT

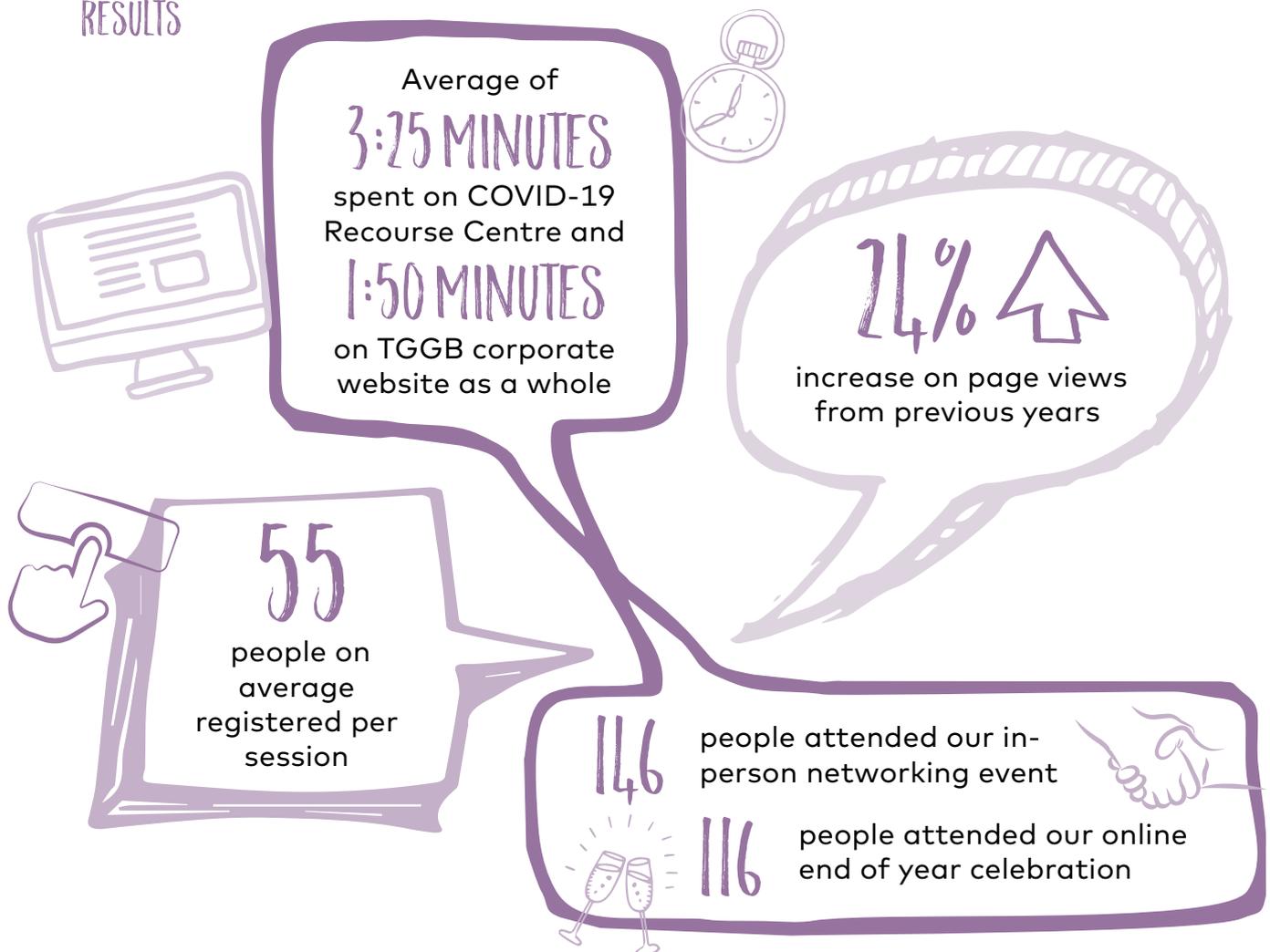


**ENRICH THE VISITOR EXPERIENCE BY SUPPORTING AND SUSTAINING A HIGH PERFORMING TOURISM INDUSTRY THAT EXCEEDS VISITOR EXPECTATIONS.**

### HIGHLIGHTS

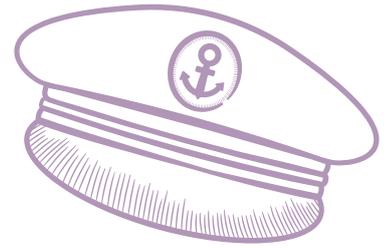
- Hosted an in-person networking event after 2020 lockdowns at Flying Brick, to reconnect the industry with us and each other.
- Provided 41 members with free access to the Victorian Tourism Conference in Melbourne. Hosted in April this was one of the biggest business events held in the world after the first wave of the pandemic.
- Hosted 18 online professional development sessions, events and networking with 890 people in attendance over all 18 events.

### RESULTS



# TGGB STRATEGIC PRIORITIES

## LEADERSHIP



**LEAD A STRONG AND COORDINATED TOURISM INDUSTRY WITH A UNITED AND COMPELLING VOICE.**

### HIGHLIGHTS

- Rolled out a new membership model that allowed members to select the membership level that suited their needs best.
- Delivered a series of sessions for new members which included tips to access their personal ATDW listing.
- Delivered TGGB's new four-year Corporate Plan that offers a renewed purpose to build a resilient, sustainable and valued visitor economy.

### RESULTS

197

new subscribers to  
TGGB



13%

growth in  
membership to

846



99%

of eligible members  
are on ATDW



231

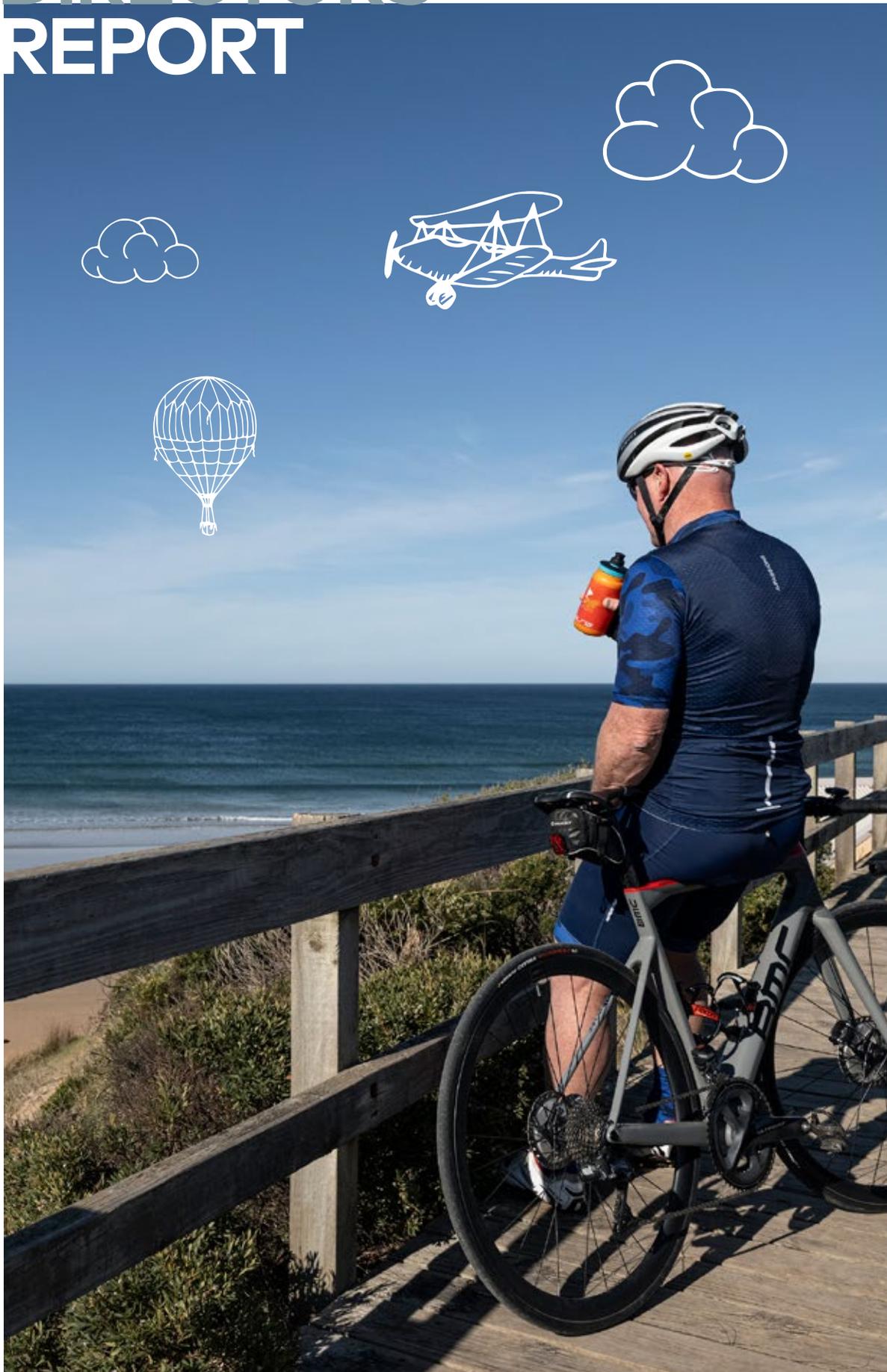
members  
transitioned to  
quarterly direct  
debits



48

new financial  
members since  
January 2021

# DIRECTORS' REPORT



**DIRECTORS SUBMIT THEIR REPORT FOR THE FINANCIAL YEAR ENDED 30TH JUNE 2021 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:

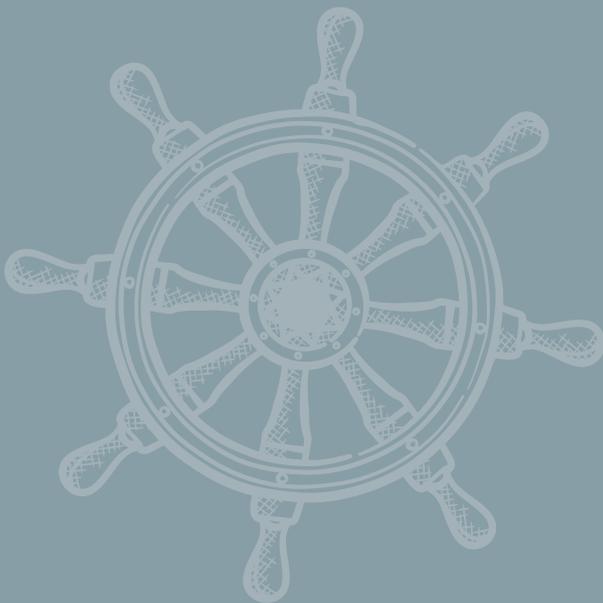
- John Stevens, Independent Chair
- Helen Butteriss, Treasurer

## **PRINCIPAL ACTIVITIES**

The principal activity of the association during 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 \$50,374.



## **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 number 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.

## CONTRIBUTION FROM MUNICIPAL PARTNERS AND STATE GOVERNMENT

It should be noted that the City of Greater Geelong contributed \$2,097,420 during the 2020/21 financial year related to administrative costs plus an additional \$633,000 related to COVID-19 recovery initiatives for the local tourism sector. 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.



A white ink signature of John Stevens on a dark background.

**John Stevens**  
Independent Chair



A white ink signature of Helen Butteriss on a dark background.

**Helen Butteriss**  
Treasurer



# AUDITORS' 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 2021, 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 2021 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 10th day of August 2021



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# FINANCIAL STATEMENTS



# 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 2021.

### COMMITTEE MEMBERS

The names of committee members from 1 July 2020 to 30 June 2021 were:

**Mr John Stevens**

Independent Chair

**Mr Terry Jongebloed**

Geelong Representative  
Deputy Chair

**Cr Trent Sullivan**

City of Greater Geelong

**Ms Christine Smith**

Bellarine Representative

**Ms Nadine Kuc**

Bellarine Representative

**Cr Ross Ebbels**

Borough of Queenscliffe  
Representative

**Cr Brett Cunningham**

Golden Plains Shire  
Representative

**Ms Connie Trathen**

Skills Based Marketing  
Representative  
(incoming October 2020)

**Mr Jon Helmer**

Geelong Representative

**Ms Helen Butteriss**

Skills Based Finance  
Representative  
Treasurer  
(re-elected October 2020)

**Ms Karen Jackson**

Skills Based Business  
Events Representative  
(re-elected October 2020)

**Cr Owen Sharkey**

Golden Plains Shire  
Representative  
(outgoing October 2020)

**Ms Melinda Stewart**

Skills Based Marketing  
Representative  
(outgoing October 2020)

Please note that the Golden Plains Shire municipal representative changed throughout the 2020-21 period in line with Local Government Councilor election process. Municipal Representatives have the option to appoint and change its delegate from time to time as per the Statement of Purposes and Rules. Skills Based board positions were appointed at the 2020 Annual General Meeting which saw the Business Events and Finance representatives secure a second three-year term.

### 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 2020-21 Annual Action Plan, key priorities and revenue streams had been revised substantially 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 to 30 December 2020. A new financial membership model was launched in January 2021 providing industry with a buy-in model to support the delivery of the action plan, in-line with the adopted budget.

### OPERATING RESULT

A deficit of \$50,374 was recorded for the association after ordinary activities for the year ended 30 June 2021, \$584 under budget. The deficit for the association for the year ended 30 June 2020 was \$1,949.

Signed in accordance with a resolution of the Members of the Committee.



**John Stevens**  
Independent Chair



**Helen Butteriss**  
Treasurer

Dated this tenth day of August, 2021

# FINANCIAL STATEMENTS

## STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30 JUNE 2021

	Notes	2021 \$	2020 \$
<b>INCOME</b>			
Memberships		86,310	210,341
Municipal & Visit Victoria Contribution		696,737	300,600
Visitor Publications		-	129,610
Grants		170,935	635,200
Other Income		11,281	289,402
<b>Total Revenue</b>		<b>965,263</b>	<b>1,565,153</b>
<b>EXPENDITURE</b>			
Administration Expenses		34,412	192,481
Membership Services		96,413	119,774
Business Events Planners Guide		-	60,221
Visitor Publications		-	135,080
Destination Marketing		477,625	224,250
Grants		407,187	835,296
<b>Total Expenses</b>		<b>1,015,637</b>	<b>1,567,102</b>
(Deficit) / Surplus for the year before income tax		<b>(50,374)</b>	<b>(1,949)</b>
Income Tax	1b	-	-
(Deficit) / Surplus for the year after income tax		<b>(50,374)</b>	<b>(1,949)</b>
<b>Other Comprehensive Income</b>		<b>-</b>	<b>-</b>
<b>Total Comprehensive Income after income tax</b>		<b>(50,734)</b>	<b>(1,949)</b>

\*The accompanying notes form part of this financial report.

# FINANCIAL STATEMENTS

## STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2021

	Notes	2021 \$	2020 \$
<b>CURRENT ASSETS</b>			
Cash	2	1,602,560	411,794
Receivables	3	151,978	37,873
<b>Total Current Assets</b>		<b>1,754,538</b>	<b>449,667</b>
<b>Total Assets</b>		<b>1,754,538</b>	<b>449,667</b>
<b>CURRENT LIABILITIES</b>			
Payables	4	109,537	11,617
Deferred Membership Fees		28,249	-
Deferred Marketing Income		-	7,500
Carryover Projects		1,346,731	110,155
<b>Total Current Liabilities</b>		<b>1,484,517</b>	<b>129,272</b>
<b>Total Liabilities</b>		<b>1,484,517</b>	<b>129,272</b>
<b>Net Assets</b>		<b>270,021</b>	<b>320,395</b>
<b>MEMBERS' FUNDS</b>			
Accumulated Surplus Brought Forward	5	320,395	322,344
Deficit for the year		(50,374)	(1,949)
<b>Total Members' Funds</b>		<b>270,021</b>	<b>320,395</b>

\*The accompanying notes form part of this financial report.

# FINANCIAL STATEMENTS

## STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED 30 JUNE 2021

	RETAINED SURPLUS \$	TOTAL \$
Balance at 1 July 2019	322,344	322,344
Deficit for the year	(1,949)	(1,949)
<b>Balance as at 30 June 2020</b>	<b>320,395</b>	<b>320,395</b>
Balance at 1 July 2020	320,395	320,395
Deficit for the year	(50,374)	(50,374)
<b>Balance as at 30 June 2021</b>	<b>270,021</b>	<b>270,021</b>

\*The accompanying notes form part of this financial report.

## STATEMENT OF CASH FLOWS

AS AT 30 JUNE 2021

	Notes	2021 \$	2020 \$
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>			
Receipts from ordinary activities		2,107,634	1,453,292
Payments to suppliers		(917,717)	(1,531,181)
Interest received		849	4,209
<b>Net cash provided by (used in) operating activities</b>		<b>1,190,766</b>	<b>(73,680)</b>
Net increase (decrease) in cash held		1,190,766	(73,680)
Cash at beginning of year		411,794	485,474
<b>Cash at end of year</b>	<b>2</b>	<b>1,602,560</b>	<b>411,794</b>

\*The accompanying notes form part of this financial report.

# FINANCIAL STATEMENTS

## NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2021

### 1 STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

#### Financial Reporting Framework

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 the reporting purposes under Australian Accounting Standards.

#### Basis of Preparation

The financial report has been prepared on an accrual basis and is based on historic costs and does not take into account changing money values or, except where specifically stated, current valuations of noncurrent 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 Recognition

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

#### 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 (eg 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)
- 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.

# FINANCIAL STATEMENTS

## NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2021

### b) Income Tax

No provision for income tax has been raised as the entity has self-assessed to be exempt from income tax under Div. 50 of the Income Tax Assessment Act 1997.

### c) Cash and Cash Equivalents

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

### d) Goods and 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.

### e) Comparative Figures

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

### f) 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.

### g) Key Judgements

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.

### h) Trade Payables

Trade and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the company during the reporting period which remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

### i) Trade and Other Receivables

Trade receivable and other receivables include amounts due from customers. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets. Trade receivables are generally due for settlement within 30 days.

# FINANCIAL STATEMENTS

## NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2021

	2021 \$	2020 \$
<b>2 CASH</b>		
Cash on Hand	300	300
Cash at Bank	1,602,260	411,494
	<b>1,602,560</b>	<b>411,794</b>
<b>3 RECEIVABLES</b>		
Accounts Receivables	151,978	37,873
	<b>151,978</b>	<b>37,873</b>
<b>4 PAYABLES</b>		
Trade Creditors	10,780	4,013
GST Payable	98,757	7,604
	<b>109,537</b>	<b>11,617</b>
<b>5 RETAINED PROFITS</b>		
Retained Surplus	320,395	322,344
Defecit for the year	(50,374)	(1,949)
	<b>270,021</b>	<b>320,395</b>

### 6 EVENTS AFTER THE BALANCE SHEET DATE

Since 30 June 2021, there are no matters or circumstances that have arisen which require adjustments to the financial statements.

### 7 COMMITMENTS & CONTINGENCIES

No commitments or contingencies are outstanding at balance date which require adjustment to or disclosure in the financial statements.

# 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 2021.



**Committee Member: John Stevens**  
Independent Chair  
Tourism Greater Geelong and The Bellarine

Dated this tenth day of August, 2021



**Committee Member: Helen Butteriss**  
Treasurer  
Tourism Greater Geelong and The Bellarine

Dated this tenth day of August, 2021

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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