



EAST COAST TASMANIA REGIONAL TOURISM ORGANISATION

Annual Report

2015 - 2016







welcome

We are proud to present the Annual Report for the East Coast Regional Tourism Organisation (ECRTO) for 2015/16. The fourth year of operation has seen us achieve some significant milestones on a number of important fronts to grow and develop our visitor industry.



Chairman's Report

David Reed

I have just read the last report for 2015 where the visitor economy was forecast to be growing well above the national average for Tasmania.

This has panned out as expected, but what was unexpected was how well the East Coast has done – its growth in advance of any other region in the State – so we are growing our share of an expanded market – a double dip as you might say.

Rather than reflect on what might be achieved in the future, I wish to reflect on the most probable reasons why we are enjoying success at the moment and so hopefully we can use the same initiatives to further the fortunes of the visitor industry on the east coast in the future.

Over my years as a tourism and business consultant, I have learned there are three types of capital that are required in equal measure to make any business succeed. If I were to apply that same concept to our business model of East Coast Tourism, it would look like this.

1. The intellectual capital. The ideas and dreams - we call it our vision
2. The financial capital. The dollars and financial resources with which to make it all work
3. The social capital. The people who drive the business ideas to fruition

1. The Intellectual Capital

We have developed some great marketing assets using the Great Eastern Drive. We got our brand right to start with and have had some great ideas about how to use the assets effectively since then.

Our Board have a deal of market intelligence and management skills amongst them and we have developed a simple business plan, with a simple vision and some novel ideas.

The Board spent 2 days last year developing the vision and realised that the business we were in was actually brand management. East Coast Tasmania is our master brand and we can hang innumerable sub brands off that, with events and industry / product development all centred around the brand values. So – Unplugged, the Great Eastern Wine Weekend, the Tourism Awards etc all are on brand and add value to the brand personality.

I must thank all our Board members for the time and diligence they expend on our behalf. Some do additional committee work as well - far exceeding their normal Board position responsibilities. As Chairman, I know I can call on any of them for a Board paper, some advice and counsel and I often do. Thank you to the Board.

2. The Financial Capital

Here there are four points I would like to make

- 1) I would like to thank the Councillors of both our stakeholder councils for showing us their faith in our industry by voting to increase our funding. We are it seems, light years ahead in our funding arrangements with our Councils and we enjoy a terrific working relationship with the executive of both.
- 2) The Great Eastern Drive funding was due to be expended in 2 years, but we negotiated the Grant Deed to seek a further year, rather than be forced to expend all the funds by June 30 2016. This has left a rollover amount to continue marketing the Great Eastern Drive in the 2016/17 financial year
- 3) The Tourism Tasmania funding is now on a rolling basis which ensures early discussions around future grant deeds.
- 4) The Department of State Growth remain as a key supporter of the Regional Tourism Organisations and our grant deed with Tourism Tasmania now includes additional funding from them for industry development activities. They have also supplied additional funding to the four Regional Tourism Organisations to roll out Destination Action Plans.

3. The Social Capital

We are indeed lucky to have our CEO Ruth Dowty and our Administrative Executive Alison Wallace.

I noted in our last report how we are so fortunate on having Ruth with us, with her experience here and internationally. She continues to move the organisation forwards and challenges the status quo. She instigates change and works incredibly hard for us.

Alison Wallace as noted last year is probably the embodiment of the culture of the organisation – one that connects at a personal level with our constituent operators, one who hosts journalists and agents alike. I cannot speak highly enough of the two staff that deliver the programs, manage the business, liaise with our stakeholders and clients, and coordinate all out projects. Thank you indeed.

We also have developed a much deeper working relationship with Tourism Tasmania this year and their marketing team working closely with us to spread the word about the Great Eastern Drive. It's been a very successful partnership.

We enjoy and nurture relationships across a host of organisations including

- Parks and Wildlife Executive team
- State Growth - Tourism Team
- Executive of stakeholder Councils
- State Growth - Roads Team
- Department of Premier and Cabinet including the Ministers for Parks and his executive team, Minister for Infrastructure and his executive team and the Office of the Premier and Minister for Tourism and his team
- Tourism Industry Council Tasmania
- Our counterpart Regional Tourism Organisations
- Events Tasmania

Our Operating Environment – Pressure on infrastructure

The success we are enjoying has highlighted some infrastructure pressure – especially around the Freycinet area. Some of the antiquated sewerage systems are struggling with the peak loads and the Wineglass Bay Walk car park overflows most days during the peak times and sometimes this negatively impacts on the Visitor Experience.

The Board took a very proactive look at this issue and is facilitating a number of initiatives to work with all the various stakeholders to plan for the future. We see it very much as a critical issue in brand management as there is huge potential for brand damage when the experience is compromised – and what we promise we cannot deliver.

All our good work can be lost on social media in a nanosecond if the visitor experience is poor.

Closing remarks

Our goal is for this industry to employ 1100 people on the Coast by 2020 and to be worth \$200m per annum.



There are 4 years to go and we estimate at the end of March 2015 – the value was \$144m and the industry employed around 860 to 900 people.

We are well on track with these numbers – and our growth rate of visitors running into around 11% per annum.

We have one Board Member who is retiring from the Board – the Deputy Chairman John Fletcher and he deserves a special mention.

He started at the very first Board Meeting when we set up the Organisation, he registered the name and did the incorporation work. Since that time he has taken responsibility for our bookkeeping and our accounts and for that we are extremely grateful.

We will miss his advice and cheery outlook and thank you John for your contribution to East Coast Tourism.

David Reed
Chairman





CEO's Report

Ruth Dowty

Thank you all for your support for the East Coast Regional Tourism Organisation over the past 12 months. I want to acknowledge and thank our Board for their insights, support and guidance, in particular our Chairman, David Reed, who motivates me, inspires me and pushes me to do better every day. I also want to note the tireless passion, dedication and support I, and in turn our visitor industry, receive from Alison Wallace, our administration officer. We have had a big year and I am very proud of what we have been able to achieve.

At the beginning of the financial year we launched the Great Eastern Drive. We have been thrilled with the success this initiative has seen in its first 12 months and with the support received from businesses along the entire length of our coast.

I also wish to acknowledge and thank the contribution of our major stakeholders, including the Chambers of Commerce, Parks and Wildlife Service (PWS), Events Tasmania, the Department of State Growth and Tourism Tasmania. Their support and commitment to regional tourism has been invaluable and together we are working to ensure that the East Coast takes its rightful place as a must-see destination for visitors.

We have seen some incredible growth over the past twelve months including a 25 percent increase in visitation over winter and a 28 per cent increase in overnight stays, welcome news to all of us.

Our focus over the coming year will be on the key elements of our business plan – the visitor journey, product development and business capacity development, all underpinned by our brand.



Ruth Dowty

Chief Executive Officer

Purpose

The following diagram shows our aggressive targets for the industry by 2020. We have honed our focus to build our Brand, enhance the Visitor Journey, assist with the development of products and experiences to enhance the visitor experience and assist the industry to build expertise and competence.

By 2020

The East Coast:

Interstate and international market share increased by 3%

Intrastate visitation up by 7%

Employs 1,100 people, 1.9 million room nights and is worth \$200 Million

Our mission is to improve visitation, increase visitor expenditure, lengthen the visitor season and grow employment

Brand

Build our master brand (East Coast Tasmania) to be recognised and valued by our stakeholders and customers

Marketing, events, industry engagement

Visitor Journey

Facilitate engagement across the visitor journey through quality, brand-relevant experiences and contemporising our visitor infrastructure

Enable linkages and integration across the entire visitor experience, curate (find, nurture and promote) tailored, relevant experiences

Contemporise visitor servicing, use contemporary technologies, signage that enhances the visitor experience, address infrastructure gaps

Product Development

Attract the development of high quality products (support, grant programs)

Ensure existing products reach their full potential (business service support, grant programs)

Business Capacity Development

Increase industry competency and capacity to service visitors (business forums, industry toolkit, training)

Brand

In 2014-15 our Just Stop campaign told Chapter One of our story (that the East Coast ‘touches to the core’), the Great Eastern Drive campaign built on this with Chapter Two—highlighting the fact that the region ‘rewards a rich journey of discovery’, and asking people to just stop and wander. The Great Eastern Drive story is about discovery, adventure and finding the magic. It tells the story of the road, and the adventures and possibilities awaiting all those who wander along it. The story, and its application in the campaign, was both literal and metaphorical:

Literal : telling real stories by using beautiful imagery, experiences and itineraries of the road.

Metaphorical : connecting more deeply with Life Long Learners’ aspirations of discovery, adventure and personal growth.

To integrate the philosophy into the creative, our strategy and structure was to tell the Great Eastern Drive brand story to Life Long Learners in a way that motivated them to experience it themselves—to tell the right story, to the right people, on the right platforms, for the right reasons, with the right partners.

The Wanderer television commercial

We created a television commercial—The Wanderer—to tell the story of adventure and discovery that can be found along the Great Eastern Drive. Reinforcing the tagline ‘just stop...and wander’, this 90-second video featured a refined, Jack Kerouac-type character as the main player in a story that chronicled The Wanderer’s Great Eastern Drive journey through his quirky, poetic observations. The Wanderer encapsulated the experience of the road trip—the joy of journeying, discovering the unexpected, and seeing things in a new way.

“This made the hairs on the back of my neck stand up—challenging, intellectual and speaks to our markets, well done and keep up the great work!”

Kim Seagram



In the first year of marketing activity for the Great Eastern Drive we set out to achieve the following objectives and results:

Objective 1: To be recognised as a must-see iconic coastal touring route	
Performance Indicators	Success (as at 30 June 2016)
<ul style="list-style-type: none"> • Accolades—what is the media saying? • Awards—what awards and lists does the brand appear on? • Anecdotal—what is the public saying? • Statistics—what do the statistics say? 	<ul style="list-style-type: none"> • Named number one in Australia's 10 Greatest Road Trips by Australian Traveller in December 2015—in our first six months! • Organic website search results indicate the brand is well recognised • 16 media articles in the qualifying period including: <ul style="list-style-type: none"> » interviews with our CEO on ABC radio » coverage in The Mercury and The Examiner » coverage on Redbull.com » coverage on tailoredtasmania.com » coverage in Royal Auto magazine » a feature in The Mercury on V8 supercar drivers Todd and Rick Kelly on the Great Eastern Drive • Direct contact to CEO from consumers and industry congratulating us on the campaign, including Tourism Tasmania's (TT) Executive Director of Marketing who responded to one of our consumer email pieces with a brief, but unprompted, email: 'Awesome. Thanks' • Chair of the Tourism Industry Council of Tasmania (TICT) issued a media release on 26 May 2016 praising the Great Eastern Drive: <p><i>"In a short time the Great Eastern Drive has captured the imagination of local tourism operators and visitors to Tasmania as one of the great touring drives of Australia."</i></p> <p><i>Daniel Leesong</i></p> • 5.1% increase in interstate visitors reporting they specifically did the Great Eastern Drive, and in the qualifying period Tourism Tasmania officially changed the name of the East Coast touring route to the Great Eastern Drive in the Tasmanian Visitor Survey in recognition of the growing awareness of the route by name • The reaction to our blogs (1,000 reads per month), Facebook (4,861 new followers, 2,083,860 reach, 195,048 engagement), Instagram (11,327 new followers, 96,746 likes) and our website (319,169 page views) indicates strong link from our campaign to the increase in visitation) • Tourism Tasmania has integrated the Great Eastern Drive into its marketing activity • The Wanderer won a Diemen Award in October 2015
How we measured it	
<ul style="list-style-type: none"> • Industry monitoring • Media monitoring • Social media responses 	
<p><i>"Tasmania has been on my bucket list for so long I would love to travel the Great Eastern Drive it looks stupendous!"</i></p> <p><i>Pam Whitehead</i></p>	

Objective 2: To grow tourism on the East Coast

Performance Indicators	Success (as at 30 June 2016)
Increase in: <ul style="list-style-type: none"> visitation across all seasons length of stay room nights 	<ul style="list-style-type: none"> 28% increase in length of stay to the region (3.2 days up from 2.5 the year before) (TVS March 2016) Significant increase in visitation to key towns: Orford +503% (yes we've checked the data!), Swansea +19%, Coles Bay +3.5%, Bicheno +9.91%, St Helens +35% (TVS, March 2016)
How we measured it	<ul style="list-style-type: none"> 25% increase in visitation for the winter period—from 211,300 to 243,800 (TVS, Sept 2016) Change Sept 2016 to > Sept 2015 29% increase in intrastate overnight holidays (NVS, March 2016) 33.8% increase in interstate/international overnight holidays (TVS, March 2016) 50% of East Coast respondents to the Tourism Industry Sentiment Survey reported business was up (Oct 2015)
<ul style="list-style-type: none"> Tasmanian Visitor Survey results March 2015 vs. March 2016 (latest results available) Tourism Industry Sentiment Survey 	

Objective 3: To increase awareness and visitation to the three major attractions of the region—Maria Island, Freycinet and the Bay of Fires

Performance Indicators	Success (as at 30 June 2016)
<ul style="list-style-type: none"> Increase in visitation to all three attractions High levels of awareness on social media Increase in queries 	<ul style="list-style-type: none"> 10% increase in visitation to Maria Island National Park (source: PWS statistics, June 2016) (see Figure 5) 16% increase in visitation to Freycinet National Park (source: PWS statistics, June 2016) (see Figure 6) 3% increase in overnight visitation to the Bay of Fires (TVS, March 2016)
How we measured it	<ul style="list-style-type: none"> Social media commentary on the 300 plus posts we made on Facebook and Instagram indicates a high level of engagement with the 3 major attractions, e.g. a post of Wineglass Bay on 19 December 2015 had 9,500 comments or shares and reached an impressive 168,700 people Feedback from the ECRTTO Coordinator of a high number of queries about these attractions. The ECRTTO Coordinator interacted directly with over 500 consumers and 100 trade representatives at events and activities over the qualifying period, as well as when staffing the Visitor Centre in December and January
<ul style="list-style-type: none"> Qualitative feedback Media monitoring Facebook Analytics Review of PWS and TVS statistics 	

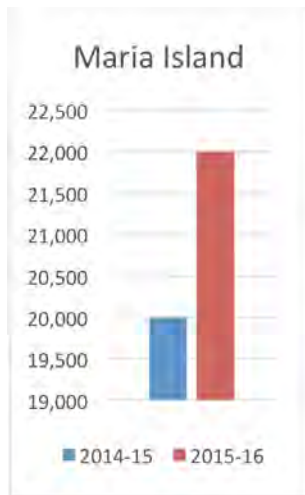


Figure 5: Increase in visitation to Maria Island National Park

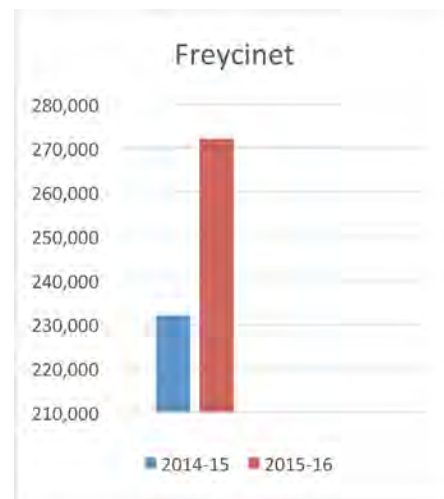


Figure 6: Increase in visitation to Freycinet National Park

Objective 4: To inspire and mobilise the local industry to partner with the ECRTO in their marketing plans and activities

Performance Indicators	Success (as at 30 June 2016)
<ul style="list-style-type: none"> Integrate visual brand assets Partner in cooperative marketing opportunities Advertise on East Coast Tasmania website Participate in competitions and other ad hoc promotions Create their own content that aligns with the overarching story 	<ul style="list-style-type: none"> 520 operators promoted their business in The Great Eastern Drive Holiday Guide 55 businesses advertised on the website Seven businesses participated in a Great Eastern Drive competition Great Eastern Wine Weekend—event renamed to show alignment with Great Eastern Drive 30 businesses partnered with Great Eastern Drive in the RACV campaign
How we measured it	
<ul style="list-style-type: none"> Industry feedback Participation in advertising opportunities Industry activity Industry attendance at key events 	<ul style="list-style-type: none"> 70 people attended a marketing presentation in Coles Bay in August 2015 with our advertising agency Why Then How Six businesses included Great Eastern Drive on their websites Great Eastern Drive was incorporated into two industry-led destination action plans

“Our sales for the East Coast for the last financial year increased from 2.2% of overall sales for 2014/15 to 7.9% of overall sales for 2015/16. A great result for the East Coast, well done.”

Email from Alex Heroys, Tasmanian Travel and Information Centre Manager|City Marketing



Visitor Journey

GOAL 1: Facilitate visitor engagement across the visitor journey through quality, brand-relevant experiences

East Coast Tourism Reference Group


In order to ensure that we provide an engaging and integrated experience along the coast we have worked closely with the Chambers of Commerce. Engaging the right people to make this happen was critical so we established the East Coast Tourism Reference Group, made up of the chairs of the 6 chambers. We meet regularly to discuss projects of importance to the entire east coast as well as projects and issues specific to individual chambers.

This year three chambers reproduced town maps developed by ECRTG for the Great Eastern Drive Holiday Guide for distribution in their local area which has gone a long way to showing visitors an integrated brand and provide the seamless experience we are endeavouring to create. 80,000 of these maps were distributed.

Destination Action Plans

We have also commenced the process of working with communities on the development of Destination Action Plans. These plans will allow communities to define and action key issues and opportunities and take meaningful action to better the visitor experience within their community. This initiative, which is being rolled out statewide, will also identify common opportunities that can be taken up at a state level. The first two Destination Action Plans (St Helens and Triabunna) are in development.


Town Maps



Accommodation		Attractions, Activities & Adventures	
2	Bed in the TreeTops B&B	6376 1118	6376 8335
1	Bay of Fires Breaks	0413 187 859	0429 989 198
3	Binalong Bay Bungalows	6376 8368	
Dining			
4	Moresco	6376 8131	
		Vineyards	
		10	Priory Ridge Wines 6376 1916

DISCOVER BAY OF FIRES

The slice of coastal heaven that is the Bay of Fires stretches over 50 kilometres, from Binalong Bay in the south to Eddystone Point in the north. This extraordinary part of Tasmania's east coast has been named by Lonely Planet as the hottest travel destination in the world, and is widely regarded as one of the most beautiful places in Australia. Walk for miles along sugar-white sandy beaches, swim in the impossibly clear ocean, and feel like you're the only person to have ever set foot here.



Marketing

Industry have been leveraging the Great Eastern Drive and to assist them we developed a number of opportunities for them to apply assets of the Great Eastern Drive to their own business as well as cooperative marketing opportunities:

Toolkit – a 60 page marketing guide showing businesses how to link to the east coast brand

Great Eastern Drive Holiday Guide and itineraries

- A comprehensive, 90-page Holiday Guide, containing regional information, things to do, places to stay and eat, and detailed travel information
- A set of itineraries, included in the Holiday Guide and online, was designed around the Great Eastern Drive experience and what people love to do
- 50,000 Guides were distributed via the Tasmanian Tourism Brochure Exchange which stocks brochure racks at gateways, in hotels and on board the Spirit of Tasmania and Tasmanian Visitor Information Centres



GOAL 2 : Contemporise Visitor Servicing on the East Coast

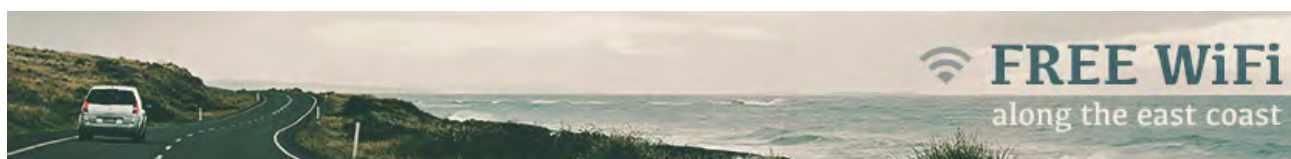
We undertook a review of how visitors are serviced on the East Coast – this work produced a framework for how visitor centres could work in the future to prove the best possible customer experience.

The first initiative off the back of this work was a collaboration with Brown Brothers on the redevelopment of the Devils Corner cellar door. A pop-up visitor centre was built as part of this redevelopment and opened in December 2015. Staffed daily by ECRTO Coordinator between 29 December 2015 and 21 January 2016, the centre welcomed around 250 visitors per day and a record 450 people on 29 December.

This work also fed into the statewide Visitor Engagement Blueprint, a collaborative project between the 4 regional tourism organisations, the Department of State Growth and Tourism Tasmania.

GOAL 3 : Use contemporary technologies to service visitors

The ECRTO free Wi-Fi network has been in place for over 3 years and has been performing well. However, we believe it is time to look at what we are doing in this space to ensure we are meeting visitor needs and work has commenced on a review of our Wi-Fi services. This review is looking at historical usage data, industry trends and changes in user technology, accessing external industry data depicting trends in similar environments, and commentary around content being the driver of uptake and other key factors that we need to consider to ensure we make the best decisions around this service into the future.



GOAL 4 : Provide signage that enhances the visitor experience

As part of the implementation of the Great Eastern Drive a review was undertaken on all signage that provides information to visitors including how signage connects with other visitor engagement activities. From this review we developed and implemented a signage plan for the Great Eastern Drive that saw the installation of:

- Great Eastern Drive gateway signs at St Helens, St Marys, Lake Leake Junction and Orford
- Advance direction signs at all turnoffs to the east coast including along the Midlands Highway and in Sorell
- Reassurance signage at all intersections along the Great Eastern Drive

This project saw two council agree to a unified signage strategy across both municipalities, a first for Tasmania.

We also worked with Glamorgan Spring Bay and Break O'Day Councils on whale trail signs all along the coast and participated in the Glamorgan Spring Bay signage working group.



GOAL 5 : Address gaps in infrastructure to service visitors

The growth in visitation means pressure is building on the very things that our visitors come to see – especially the Freycinet National Park. Outstripping every other park in Tasmania for visitation by a long way – this is our jewel in the crown and one of the key reasons people come to the East Coast – both day visits from Hobart and as part of their stay on the East Coast. To ensure that the visitor experience remains memorable the infrastructure at Freycinet has been a key focus of the board this year and work is well underway to understand the issues and develop strategies to address as quickly as possible. To achieve this we are working closely with Glamorgan Spring Bay Council, Parks and Wildlife, the Office of the Coordinator General and the Department of State Growth.

Product Development

GOAL : Attract the development of high quality products and work with existing products to ensure they reach their full potential.

We worked with a number of existing and potential new businesses to assist them to start-up or grow their business. This assistance came in the form of writing letters of support (15 during the reporting period) and advice on grants and other applications, providing business intelligence and access to research.

Two grant programs specific to tourism were open during the reporting period – Tourism Demand Driver Infrastructure and Regional Tourism Infrastructure and Innovation Fund. Seven businesses (including start ups) were successful in securing grants under these two funds that is a terrific outcome for the east coast.

Grant Recipients:

Regional Tourism Infrastructure and Innovation Fund:

Spring Bay Distillery

Picnic Island

The Farm Shed

Triabunna Town Gatehouse

Tourism Demand Driver Infrastructure:

Tasman Sea Salt

Larapuna Walk

Blue Derby Mountain Bike Trail Stage 2 study





Maria Island Tourism Group

This group is a skills-based team chaired by ECRTO. The first task for the group was the development of the Maria Island brand:

We are conscious that the Maria Island brand story should be an extension of the East Coast story but have a uniqueness of its own that sets it apart ...

Consumer Insight

Maria Island is the perfect antidote for the common feeling we all experience today that: In our crazy, busy and over stimulating world, it's easy to overlook the things that can fill us with joy.

The Maria Island brand promise ...

Maria Island frees you to immerse yourself in her extraordinary wonders.

Definition: wonder noun

a feeling of amazement and admiration, caused by something beautiful, remarkable, or unfamiliar. This hints at the magical nature of the Island and a world free of all the complications of modern life that get in the way of engaging with our surroundings and environment in a meaningful way. A total break from our consumerist world that allows the natural and historical wonders of the Island to really shine.

Reasons to Believe

Journey across Mercury Passage where Maria Island is stepping on thousands of ancient Gondwana fossils, walking barefoot across pure white sand disturbed only by wildlife the night before and discovering hidden buildings with magical stories from the past –from convicts to a pioneering Italian innovator ...



Business Capacity Development

GOAL : Increase industry competency and capacity to service visitors

Tourism Industry Council Tasmania China Ready project

We partnered with the Tourism Industry Council Tasmania to deliver a bespoke China ready program to two east coast businesses. We selected the businesses we knew were actively engaged in the Chinese market and whom we believed had the potential to make significant positive steps to improve their Chinese visitor experience. Both businesses were exceptionally happy with the program and have since taken steps to integrate the recommendations from the program into their businesses.

Tasmanian Hospitality Association Great Customer Experience Program

We partnered with the Tasmanian Hospitality Association to pilot their Great Customer Experience program. We selected 9 businesses across all sectors of the visitor industry to receive this program which works individually with businesses to firstly assess their customer's experience and make recommendations on changes and training that could enhance and improve their business.

Tourism Awards – the Great Eastern Drivers

We evolved our East Coast Regional Tourism Awards to become the Great Eastern Driver Awards, in recognition of the industry's uptake of, and contribution to, the Great Eastern Drive.

108 people attended the Awards dinner where the following businesses and individuals were honoured:

Great Eastern Drive Innovator of the Year

Winner: East Coast Cruises

Certificate of Merit: White Sands Estate & IronHouse Brewery

New Great Eastern Driver of the Year

Winner: Bay Of Fires Eco Tours

Certificate of Merit: The Fishers

Certificate of Merit: Twamley Farm

Great Eastern Drive Community Initiative

Winner: Bicheno Community Development Association Inc.

Great Eastern Drive Product of the Year

Winner: Big4 St Helens Holiday Park

Certificate of Merit: Freycinet Lodge

Certificate of Merit: Bay of Fires Eco Tours

Great Eastern Drive Event of the Year

Winner: Bicheno Festivals Inc.

Young Great Eastern Driver of the Year

Winner: Edward Thompson

2016 Great Eastern Driver

Winner: Carrie Wallis



Looking Forward

We have aggressive targets for the industry by 2020. We have reaffirmed our focus to build our Brand, enhance the Visitor Journey, assist with the development of products and experiences to enhance the visitor experience and assist the industry to build expertise and competence. For 2016/17 key projects that will focus these efforts include:

Great Eastern Drive

We will continue the focus on this exciting initiative with a focus on ensuring the longevity of the drive and providing more marketing and opportunities for industry participation.

Infrastructure

We will have an increased focus on infrastructure issues – particularly at Freycinet, on the road (the Great Eastern Drive) and actions needed as a result of the accommodation audit currently being undertaken by the Office of the Coordinator General.

Industry and Product Development

We will be increasing our focus on the development and delivery of relevant industry programs and will be working closely with the Department of State Growth, the Tourism Industry Council, the Tasmanian Hospitality Association and Chambers of Commerce to further the benefits of these opportunities for industry. We will also be working to identify product gaps and opportunities to ensure we provide the best possible experience for visitors to the East Coast.

Visitor Centres

Work will continue on contemporising our visitor infrastructure along the East Coast. This will include continuation of our work with Visitor Centres to ensure they are contemporary and relevant and provide the maximum benefit possible to visitors and businesses.

The Board

David Reed	CHAIRMAN
Bertrand Cadart	GLAMORGAN SPRING BAY COUNCIL
Glenn McGuinness	BREAK O'DAY COUNCIL
Alison Stubbs	BUSINESS WOMAN
Stuart Loone	TOURISM BUSINESS OWNER
John Fletcher	DEPUTY CHAIRMAN AND TREASURER
Kyle Duffield	TOURISM BUSINESS OWNER
David Logie	BUSINESSMAN
Justin King	TOURISM BUSINESS OWNER
Chris Wells	BUSINESSMAN
Chris Colley	TASMANIAN PARKS AND WILDLIFE SERVICE

Financials

EAST COAST REGIONAL TOURISM ORGANISATION INC

FINANCIAL STATEMENTS

30 JUNE 2016

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East Coast Regional Tourism Organisation Inc
Balance Sheet
As at 30 June 2016

	30 June 2016	30 June 2015
Assets		
Bank		
East Coast Regional Tourism	169,107.39	59,537.15
GED Account	69,359.60	51,024.95
Debit Card Account	740.38	960.18
Total Bank	239,207.37	111,522.28
Current Assets		
Accounts Receivable	1,860.05	27,338.00
Provision for doubtful debts	0.00	0.00
Total Current Assets	1,860.05	27,338.00
Fixed Assets		
Capitalised Wi Fi Expenditure	0.00	7,052.00
Devil's Corner VIC	2,103.00	0.00
Office Equipment	2,199.88	2,199.88
Total Fixed Assets	4,302.88	9,251.88
Total Assets	245,370.30	148,112.16
Liabilities		
Current Liabilities		
Accounts Payable	27,584.53	9,099.12
Accruals	0.00	0.00
Annual Leave Liability	17,121.00	11,885.00
GST	(3,766.79)	2,022.00
PAYG Withholdings Payable	3,224.00	9,360.00
Superannuation Payable	8,528.40	3,815.40
Total Current Liabilities	52,691.14	36,181.52
Total Liabilities	52,691.14	36,181.52
Net Assets	192,679.16	111,930.64
Equity		
Current Year Earnings	80,748.52	75,362.24
Retained Earnings	111,930.64	36,568.40
Total Equity	192,679.16	111,930.64

East Coast Regional Tourism Organisation Inc
Profit & Loss Statement
1 July 2015 to 30 June 2016

	30 June 2016	30 June 2015
Income		
Award Night Attendee payments	660.00	6,520.00
Bicheno Wine and Food Festival	1,704.45	2,271.80
Co contributions marketing	22,365.00	5,265.00
Great Eastern Drive Funding	250,000.00	250,000.00
Grant Income Break O'Day Council	60,000.00	50,000.00
Grant Income Glamorgan Spring Bay Council	60,000.00	50,000.00
Grant Income Tourism Tasmania	230,000.00	190,000.00
Interest Income	2,714.01	1,393.79
Other Revenue	25,322.87	25,000.00
Tourism Awards Sponsorship	10,300.00	14,800.00
Tourism Awards TICT	0.00	0.00
Total Income	663,066.33	595,250.59
Less Expenses		
General Expenses		
Accommodation	4,232.98	5,712.54
Accountancy	2,939.40	3,121.22
Adjustment - Prior Year Figures	2,981.81	0.00
Administration Support	360.00	0.00
Bank Fees	310.48	200.36
Bicheno Wine and Food Festival	1,704.45	2,305.80
Business Development Programmes	1,120.91	0.00
Consulting Other	5,010.00	610.90
Contract Services LTA COC Membership	0.00	797.45
Entertainment and Function Expenses	16,636.99	6,364.46
General Expenses	2,417.58	2,818.14
Industry Forums	1,900.00	5,531.15
Insurance	4,135.13	2,358.57
Legal expenses	125.00	915.00
Motor Vehicle Allowance	4,096.71	2,959.81
Motor Vehicle Expenses (Fuel etc)	2,743.90	3,758.46
Office Equipment R & M	676.61	5,465.26
PR Communications	789.16	321.16
Printing, Stationery and Postage	1,384.83	3,081.94
Professional Support	1,749.00	0.00
Social Media	2,210.00	0.00
Staff Expense	28.64	0.00
Strategy & Management	960.00	0.00
Superannuation	16,795.10	15,099.62
Telephone & Internet	3,817.27	386.38
Travel - National	1,450.50	3,281.22
Visitor Information Centre review	10,090.00	13,750.00
Wages and Salaries	170,023.51	161,255.69
WiFi Project	13,052.00	15,187.83
Total General Expenses	273,741.96	438,198.46

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Great Eastern Drive Expenses		
Advertisng	19,326.00	0.00
Collateral	54,892.64	0.00
Collateral Distribution	5,946.38	0.00
Consultants	0.00	181,740.50
Copywriting	2,330.00	0.00
Design	3,862.00	0.00
Industry Engagement	5,248.16	0.00
Photography	1,500.00	0.00
PR/VJP	6,438.36	0.00
Social Media	26,222.00	0.00
Strategy & Management	36,858.14	0.00
Travel and Accommodation	2,238.77	1,175.00
Website	455.00	0.00
Total Great Eastern Drive Expenses	165,317.45	182,915.50
Board expenses		
Board and Committee Meeting Expenses	13,530.34	4,796.90
Chairman's fees	20,833.95	24,366.65
Director Expenses as approved	3,373.64	458.00
Total Board expenses	37,737.93	29,621.55
Marketing and Advertising Expenses		
Advertising	25,000.00	0.00
Advertising co-op	4.55	450.00
Advertising E-Marketing	489.54	1,301.68
Advertising -Print,Signage,Electronic	4,538.22	780.00
Marketing Collateral	43,945.63	29,602.17
Marketing Winter/Spring Campaign	6,772.72	4,380.00
Tourism Awards Contractors	23,728.60	14,653.37
Web site development and maintenance	1,041.21	901.12
Total Marketing and Advertising Expenses	105,520.47	52,068.34
Total Expenses	582,317.81	702,803.85
Net Profit	80,748.52	75,362.24

EAST COAST REGIONAL TOURISM ORGANISATION INC

Notes to the Accounts FOR THE YEAR ENDED 30 JUNE 2016

NOTE

1 Statement of Significant Accounting Policies

The Organisation is not a reporting entity because in the opinion of the committee there are unlikely to exist users of the financial report who are unable to command the preparation of reports tailored so as to satisfy specifically all of their information needs. Accordingly, this special purpose financial report has been prepared to satisfy the Organisation's reporting requirements under the Associations Incorporation Act Tasmania.

The financial statements have been prepared in accordance with the requirements of the Associations Incorporation Act Tasmania and the following Australian Accounting Standards and other mandatory professional reporting requirements.

AAS5 Materiality

AAS8 Events Occurring After Balance Sheet Date

No other Australian Accounting Standards or mandatory professional reporting requirements, including UIG consensus views, have been applied.

(a) Basis of Accounting

The financial statements have been prepared on an accruals basis from the records of the Organisation. They have been prepared on the basis of historical costs and do not take into account the changing value of money. Cost is based on the fair value of the consideration given in exchange for assets.

(b) Fixed Assets

Assets are carried at cost until such time as the directors assign an alternative value. The calculation of a depreciation expense on office equipment and Visitor Information Centre assets is considered to be irrelevant due to the nature of the Organisation and its activities. The capitalised cost of the WiFi equipment has been amortised on a straight line basis over a period of three years, as recommended by the consultants engaged by the Organisation to oversee the installation.

(c) Prior Year Adjustment

Subsequent to the conclusion of the audit of the 2015 financial statements there was a small number of transactions that affected the General Ledger balances at that balance date. Those adjustments have been accumulated and brought to account in the current year.

EAST COAST REGIONAL TOURISM ORGANISATION INC

STATEMENT BY CEO
30 JUNE 2016

In my opinion, the financial statements set out on the attached pages:

- a) present fairly the financial position of the Organisation as at 30 June 2016 and of the results of the Organisation for the year then ended; and
- b) satisfy the requirements of the Associations Incorporation Act (Tasmania) 1964 to prepare accounts.

Signed: *P. Darty*

Date: 23 AUGUST 2016

SIMON P. CLARK CHARTERED ACCOUNTANT

EAST COAST REGIONAL TOURISM ORGANISATION INC

AUDITOR'S REPORT TO THE MEMBERS

I have audited the attached financial statements, being a special purpose financial report, of East Coast Regional Tourism Organisation Inc for the year ended 30 June 2016 as set out on pages 1 to 4. The Organisation's Board is responsible for the financial report and has determined that the accounting policies used and described in Note 1 to the financial statements are appropriate to meet the financial reporting requirements of the Organisation's Constitution and are appropriate to meet the needs of the members. I have conducted an independent audit of the financial report in order to express an opinion to the Members on its preparation and presentation. No opinion is expressed as to whether the accounting policies used, and described in Note 1, are appropriate to the needs of the members.

The financial report has been prepared for distribution to members for the purpose of fulfilling the Board's financial reporting requirements under the Organisation's Constitution. I disclaim any assumption of responsibility for any reliance on this audit report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

My audit has been conducted in accordance with Australian Auditing Standards. My procedures included examination, on a test basis, of evidence supporting the amounts in the Statements. These procedures have been undertaken in order to form an opinion as to whether, in all material aspects, the financial report is presented fairly in accordance with the accounting policies described in Note 1 to the financial statements. These policies do not require the application of all Accounting Standards and UIG Consensus Views.

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

Unqualified Audit Opinion

In my opinion, subject to the effects of such adjustments, if any, as might have been determined to be necessary had the limitation discussed in the qualification paragraph not existed,

- a) the financial report presents fairly in accordance with the accounting policies described in Note 1 to the financial statements the financial position of the Organisation as at 30 June 2016 and the results of its operations and cash flows for the year then ended;
- b) the rules relating to the administration of the funds of the Organisation have been observed; and
- c) the Organisation has kept proper records and other books during the period covered by the financial report.



Simon P. Clark
Chartered Accountant

Longford

23 August 2016

EAST COAST REGIONAL TOURISM ORGANISATION INC

LIST OF COMMITTEE MEMBERS

FOR THE YEAR ENDED 30 JUNE 2016

CHAIRMAN

D Reed

25 King Street, Sandy Bay

SECRETARY

A Stubbs

150 Strickland Avenue, South Hobart

TREASURER

J Fletcher

17 Old Spring Bay Road, Swansea

MEMBERS

C Wells

6 Riverside Drive, Orford

S Loone

555 Freestone Point Road, Triabunna

B Cadart

162 Harvey's Farm Road, Bicheno

J King

25 Jetty Road, Coles Bay

C Colley

171 Westbury Road, Prospect

K Duffield

18546 Tasman Highway, Bicheno

D Logie

20 Sea Eagle Drive, Bicheno

G McGuinness

7 Cray Court, Binalong Bay



Simon P. Clark

Chartered Accountant

Longford

23 August 2016

