

# Tourism Alliance Victoria Annual Report 2010



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## Tourism Alliance Victoria Ltd

# Annual Report 2010



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*A united approach of the entire tourism and events industry is essential to a successful future for us all.*

## Chairman's Report

Hats off to you, our members, for surviving another challenging year in a volatile global financial environment. I am sure that more prosperous times are ahead in the not too distant future.

I have discovered in my first year as Chair of Tourism Alliance Victoria that our organisation is truly vibrant, robust, sustainable and right in the thick of things when it comes to representation, advocacy and industry development. It has been incredibly encouraging to see first-hand how the industry looks to us for leadership and acknowledges us as the most active representative membership body for the tourism industry in Victoria.

Whilst Tourism Alliance has been leading the way for representation, advocacy and development of our industry for some time we are not the only players in this space. A united approach of the entire tourism and events industry is essential to a successful future for us all. Currently the Board is looking at a strategy with VECCI to further strengthen the tourism and events industry's advocacy and representation to government, giving us a greater voice with greater outcomes. This process is delicate and complicated as it involves quite a number of other interest groups and the Board is ensuring due diligence is carried out in the best interests of Tourism Alliance Victoria members and for the future of tourism in Victoria. A discussion paper has been released to industry and we welcome your input. If significant changes to the operations and constitution of Tourism Alliance Victoria are recommended by the Board then we will need the support of our members to go forward. I am confident in an outcome that will take the tourism industry in Victoria to the next level.

On a sad note, regional tourism in Victoria is suffering, however the new autonomous Regional Tourism Boards which are currently being established by Tourism Victoria in collaboration with local shires are an encouraging step for the regions to be able to take control of their future. Tourism Alliance will support these organisations as best we can.

A standout event this financial year was again the Victorian Tourism Conference, highly acclaimed by attendees for the quality of speakers and relevant topics. Well done to the team for putting together another successful event.

Tourism Alliance Victoria would not exist if it wasn't the pioneering spirit of early tourism industry leaders. Many of these legends of our industry have been inducted as life members of Tourism Alliance Victoria and I feel it is very important we acknowledge this group of people for their hard work and legacy to the industry.

I would like to thank and acknowledge the Hon. Tim Holding MP, Minister for Tourism for being the face of tourism in government and representing the interests of our industry.

This year Tourism Alliance farewelled Anthony McIntosh and welcomed Todd Blake into the role of CEO. Todd brings with him experience in the commercial sector with a strong understanding of, and links to government which is a great asset to the team. Acknowledgements must go to all Board members, all of whom have contributed significantly to the direction of Tourism Alliance in the past twelve months. Last, but certainly not least, I would like to thank the Tourism Alliance team for their hard work during the last year. They have done a terrific job supporting the Board and the needs of Tourism Alliance members.

**Matthew Noble**  
Chair



*Yield has remained a challenge for many businesses, with the expenditure on peripheral items that often drives higher yields under some pressure.*

## Chief Executive Officer's Message

It has been a privilege to work with Tourism Alliance Victoria over the latter part of the 2009/10 year. With an engaged, energised and supportive board, strong team and highly resilient industry, the organisation has had a successful year and worked across a broad range of issues.

Of course the early part of 2009 was characterised by financial uncertainty as the ongoing impact of the global financial crisis continued to impact discretionary spending and the tourism industry. Having said this, many operators in metropolitan locations have reported strong trade during the year with surprisingly robust hotel occupancy rates. Yield has remained a challenge for many businesses, with the expenditure on peripheral items that often drives higher yields under some pressure.

In regional Victoria the 2009/10 financial year period continued to be challenging for a large proportion of operators, either as a result of continued bushfire recovery or the 'two speed' tourism economy in which operators located more than 1.5 hours from Melbourne experienced significant seasonal variation in demand and/or a longer term decline in visitation and spend.

In relative terms, Victorian tourism has fared well over the last twelve months, given deep declines in visitation and tourism expenditure in many world markets, particularly across the northern hemisphere. This decline in visitation and tourism expenditure has also been experienced by destinations to our north, with Far North Queensland and parts of regional NSW facing sustained reductions in revenues.

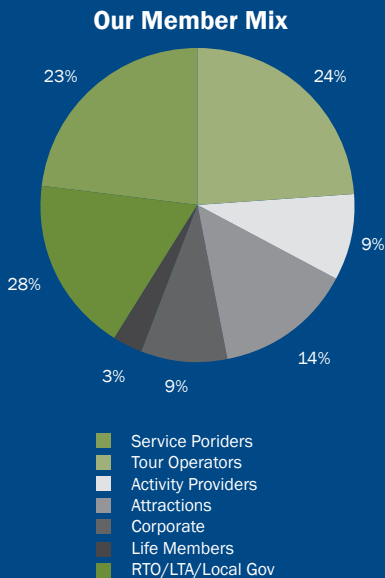
The ongoing challenges from budget airlines and, to some degree, the connected suppression of regional dispersal are issues the association continues to grapple with. Forecasts suggest the challenge of dispersal may become even more acute as key sources markets for visitors to Victoria shift to Asia over coming years.

Tourism Alliance Victoria has continued to provide industry advocacy across a diverse range of issues from public land licensing, to planning and zoning issues, liquor regulation, workplace relations, and aviation access among others. Tourism Alliance Victoria also played a key supporting role in the development of Victoria's Tourism and Events Industry Strategy 2020, a piece of work that will guide the development of our sector over the coming years.

The 2009/10 member event program has been bigger than ever with the successful staging of the Adventure and Nature-Based Tourism Forum, Visitor Information Centre Summit, and Student Summit as well as the Victorian Tourism Conference, our largest yet.

My thanks go to the hard working Tourism Alliance Victoria team, Board and supporters, and particularly to our key sponsors Prime, OAMPS Insurance Brokers, the City of Melbourne and William Angliss Institute.

**Todd Blake**  
**Chief Executive Officer**



## About us

### Who are we?

Tourism Alliance Victoria is a member-based industry body advocating for and supporting the development of a professional and sustainable tourism industry across Victoria.

Tourism Alliance Victoria provides a range of benefits to its members and contributes to the professionalism of the tourism industry as a whole.

### What do we do?

Tourism Alliance Victoria:

- represents tourism businesses and operators, tourism associations, and local government on tourism matters;
- advocates on issues affecting the tourism industry;
- offers members a range of professional development and networking opportunities to facilitate knowledge sharing and industry collaboration;
- assists with partnerships to promote cooperation and collaboration between businesses, government and regions; and
- undertakes research to evaluate and monitor visitor satisfaction and the value of tourism.

### Who do we represent?

Tourism Alliance Victoria represents tourism organisations and individual businesses working at the forefront of the tourism industry.

Tourism Alliance Victoria's membership is both active and diverse encompassing a wide cross-section of the tourism industry including:

- Adventure and nature-based operators
- Accommodation providers
- Tour operators
- Attractions
- Regional and local tourism associations
- Visitor Information Centres
- Local Government
- Service providers

### Our mission

As a member-based organisation providing leadership and communication to the tourism industry, we strive to:

- stimulate and advocate industry progress
- enhance business professionalism
- foster industry sustainability
- foster industry collaboration

### Tourism Alliance Victoria leading by example

Tourism Alliance is an accredited tourism business through the Australian Tourism Accreditation Program.

Accreditation is a vital tourism industry asset, designed to establish and continually improve quality industry operating standards for tourism businesses across all tourism sectors.



## Policy and advocacy

Tourism Alliance Victoria exists to support and develop a professional and sustainable tourism industry across Victoria. Throughout the year, Tourism Alliance has advocated on a range of issues, whether via a formal submission process, written correspondence or through meetings with stakeholders. These include:

### ■ Port Phillip Bay Channel Deepening Project

Of the 60 or so businesses that registered interest in the Bay Tourism Support Package, 23 were deemed eligible to receive the package and 12 of these were dive operators. Part of the support package included a 12 month Tourism Alliance membership and attendance at workshops on topics of interest nominated by the eligible businesses through the mentoring program. At the conclusion of the roll-out of the support package, Small Business Victoria hosted two “wrap up” events for package recipients on both the Mornington and Bellarine Peninsulas in October 2009.

### ■ Public Land Tour Operator and Activity Provider Licence Reform

In July 2009 the Crown Land Acts Amendment Lease and Licence Terms Act 2009 introduced a uniform licensing regime for commercial tour operators and activity providers on public land by amending the;

- Crown Land (Reserves) Act 1978
- Forests Act 1958
- National Parks Act 1975
- Lands Act 1958
- Wildlife Act 1975

The amendments will become operational upon proclamation, which can occur once regulations have been prepared to prescribe licence fees and a Regulatory Impact Statement (RIS) is undertaken, due in late 2010.

### ■ Wildlife (Marine Mammals) Regulations

Tourism Alliance Victoria participated in the public consultation process relating to the Department of Sustainability and Environment’s proposed “Wildlife (Marine Mammals) Regulations 2009” in August and made a formal submission to the Department.

### ■ Bushfires

Tourism Alliance supported the series of bushfire preparation workshops run by Tourism Victoria, in conjunction with the Country Fire Authority (CFA), Department of Sustainability & Environment (DSE) and Victoria Police, throughout November and December 2009 across the State.

Work has also been ongoing with the Visitor Information Centre (VIC) reference group, Tourism Victoria and the CFA to establish communication guidelines for VIC’s regarding bushfire information. Efforts are ongoing to establish greater certainty around employer obligations to staff and customers during “Code Red” warnings.

### *National Fire Danger Rating Review*

A joint submission was made to the Federal Attorney-General’s office, highlighting the key issues and concerns:

- Removal of the word ‘catastrophic’ as a fire danger rating.
- The impact on tourism in a region that is designated “Code Red”.
- The flow-on effect to tourism of Code Red-related decisions in education policy (in particular cancellation of school camps), roads management, transport or employer obligations.
- The need for better public education of the Fire Danger Rating system and how it differs from Total Fire Ban.



### **Total Fire Ban Boundary Review**

A joint submission was made to provide feedback to the Country Fire Authority's proposed review of the Total Fire Ban (TFB) boundaries. The proposal was to increase the number of Total Fire Ban districts from 5 to 7. Our submission welcomed the review of the TFB boundaries but recommended creating nine TFB districts that aligned with the Bureau of Meteorology's nine weather forecast districts.

### ■ **Bus and Coach Operators**

Several meetings have been held with Bus Association Victoria and Melbourne Airport in relation to the issue of the new bus security measures introduced at the Airport in late 2009 and further steps that are required to ensure seamless passenger transit from the terminal to the coaches outside. Meetings have also been held with the City of Melbourne regarding the changes to access to Swanston Street. These remain ongoing issues.

### ■ **Liquor Licence Reforms**

In August 2009 the Victorian Government introduced legislation to Parliament to amend the Liquor Control Reform Act 1998 proposing that a risk-based fee structure be applied to liquor licences. The purpose of risk-based fees is to make venues associated with the most harm to the community pay the most, to recover the real cost of regulating and policing the industry and keeping our venues safe.

A submission was prepared with the assistance of VTIC and HMAA. It is pleasing to see that our concerns, along with the concerns of the wider industry, have been heard, and that a number of refinements have occurred as a result. The government has now refined the fee structure as a result of extensive community and industry consultation and adjusted

the fee structure so that large late-night venues will continue to pay the highest fees whilst smaller, earlier closing venues will pay relatively less.

### ■ **Tourism Alliance also provided representation on the following issues:**

- Submission on the Discussion Paper for the Gippsland Region Sustainable Water Strategy
- Input into the wePlan Alpine Management Review.
- Ex-HMAS Canberra - raising industry concerns to State Government over the allocation of mooring permits.

### **Representation on boards, committees and advisory panels**

Tourism Alliance Victoria represents its members and stakeholders through actively engaging in a number of Boards and Committees. Participation affords Tourism Alliance the opportunity to stay abreast of current and emerging issues and provide input into policy and programs which either directly or indirectly affect our member interests. During the past twelve months involvement has included:

### **Engagement with government**

Issues raised by Tourism Alliance Victoria have been discussed with Ministers (state and federal), opposition members (state and federal), and senior government officials across a range of agencies including:

- Department of Resources, Energy and Tourism
- Department of Innovation, Industry and Regional Development
- Department of Transport
- Department of Sustainability and Environment
- Office of Small Business
- Parks Victoria
- Tourism Australia
- Tourism Victoria



### **National engagement**

- National Tourism Alliance
- State Tourism Industry Council Forum (STICs)
- Tourism Accreditation Australia Limited

### **State engagement**

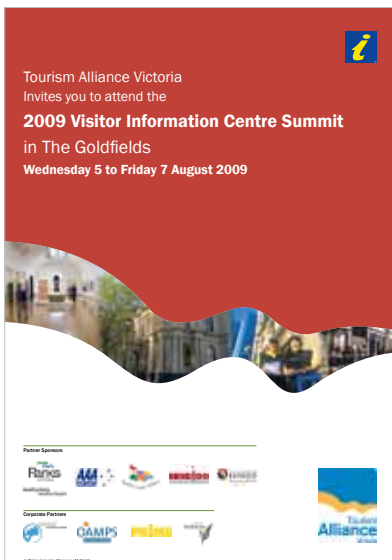
- Australian Tourism Accreditation Program (Victoria)
- Backpacker Operators Alliance of Victoria
- Business Events Victoria
- Cultural Tourism Industry Group
- Food and Wine Tourism Council
- Hotel, Motel & Accommodation Association (Victoria)
- La Trobe Tourism Advisory Board
- Land and Fire Management Stakeholder Roundtable
- Liquor Control Advisory Council
- Melbourne Sports Tourism Forum
- Monash Tourism Research Unit Advisory Board
- Nature-based Tourism Industry Advisory Committee
- Outdoor Industry Bushfire Taskforce Steering Committee
- Outdoor Recreation Centre
- 'Outdoors for Life Expo' Steering Committee
- Parks Victoria Tourism & Recreation Committee
- Public Land Tour Operator and Activity Provider License Reform Project

- Regional Tourism Action Plan Industry Reference Group
- Service Skills Victoria
- Sustainable Partnerships Committee (Sustainability Victoria)
- Victoria Events Industry Council
- Victoria Tourism Industry Council
- William Angliss Tourism Industry Advisory Board
- Workforce Development Plan Steering Committee
- Young Tourism Network



## Our activities - Delivering value for members and connecting the industry

Tourism Alliance strives to connect the industry through our calendar of professional development and networking events. In the 2009/10 financial year Tourism Alliance Victoria engaged over 1,500 delegates from the industry who participated in discussion and provided contemporary information on matters affecting tourism in Victoria.



### 2009 Adventure and Nature-Based Tourism Forum

The 2009 Victorian Adventure and Nature-Based Tourism Forum, the annual forum for the Adventure Tourism Group, was held at Peppers the Sands Torquay, on 16 and 17 July. Over 95 tourism delegates attended from across Victoria, inclusive of adventure and nature-based tourism operators, local government, education professionals and government bodies. Key themes for the forum included innovation, small business basics, crisis management and interpretation.

### 2009 Visitor Information Centre Summit

The 9th Annual Visitor Information Centre (VIC) Summit was held from 5-7 August in Bendigo. The three day conference provided an opportunity for VIC managers and staff to learn, network and share information.



### 2009 Victorian Tourism & Events Industry Christmas Party

The Tourism and Events Industry came together to celebrate their annual Christmas Party, which for the first time was co-hosted by BOAV, HMAA, VEIC and VTIC. Supporting the event were the Government Friends of Tourism Group, City of Melbourne, William Angliss Institute, Service Skills Victoria, Australian Tourism Accreditation Program, Mitchelton Wines, Tourism Victoria, Prime Television and OAMPS Insurance Brokers.

### 2010 Student Summit

Held at Melbourne Park Function Centre for the second year, guest speakers included the 2007 National Geographic Adventurer of the Year, Tim Cope, the Barefoot Investor Scott Pape and the Minister for Tourism and Major Events, The Hon. Tim Holding MP.

### 2010 Victorian Tourism Conference

One of the premier events of the year, the 2010 Victorian Tourism Conference was held at the Melbourne Convention Centre on 19 and 20 May. The theme of the 2010 conference was 'Progress is Impossible without Change'.

### Participant feedback from our events:

- *This event is valuable for anyone in the industry.*
- *Definitely worth the 2 days - a great event.*
- *It's very relevant and the networking and relationship building is fantastic.*
- *Great networking, sharing ideas and contacts to follow up.*
- *My first tourism conference - very inspiring!*
- *I thought it was excellent, very thought provoking.*



### Visitor services networks

Tourism Alliance Victoria supports the development of professional visitor services networks in Victoria. Tourism Alliance manages the accreditation brand for Visitor Information Centres (VICs), coordinates the VIC network and associated development activities and collates VIC statistical data. As at 30 June 2010, there was 74 accredited Visitor Information Centres within Victoria.



Following the 2009 VIC Summit in Bendigo, a state-wide VIC Reference group was formed out of the need for accredited VICs to have a greater voice in the industry.

The VIC Reference Group is comprised of representatives from each tourism product region. It offers the VIC sector an opportunity to collectively discuss the key issues and concerns of the network, develop effective solutions to further promote the significant role VICs play within the Victorian tourism industry and to further strengthen the professionalism of the sector.



Six meetings have been held so far of which 12 representatives are involved. The group's vision is as follows: "To be recognised as the united voice representing the Victorian VIC sector. It offers VICs the opportunity to discuss key issues and concerns of the network and develop effective solutions to further promote the significant role VICs play within the Victorian tourism industry".

One of the key achievements of the VIC Reference Group in the 2009/10 period was to initiate a state-wide survey which was completed by approximately 3,000 visitors to 65% of accredited centres throughout the state.

### 2009/10 Achievements:

- Formation of a VIC Reference Group.
- Conducted three one-day VIC Professional Development seminars which attracted 65 delegates. The seminars focused on Volunteer Management, Advanced Selling & Promotional Skills and Social Media. One hundred per cent of participants indicated that the seminars met their expectations and professional development needs.
- The 9th Annual VIC Summit was held 5 to 7 August in Bendigo and attracted 112 delegates. The three day conference provided an opportunity for VIC managers and staff to learn, network and share information. One hundred per cent of participants were satisfied with the event and indicated that they would like to attend the Summit in 2010.
- Participated in regional VIC Network meetings throughout Victoria.
- Distributed bi-monthly newsletter, 'VIC Network News' which is emailed to VICs.
- Collated visitor statistics from all accredited VICs and produced an annual VIC Statistics Report for 2009/10.



### **Business Events Victoria**

Business Events Victoria (formerly Regional Victoria Conference Group) was established in 1996 with the Board meeting once every two-to-three months and has a total of 60 members. Business Events Victoria operates as a collective group of conference venues, accommodation providers, tour operators, local councils and Regional Tourism Organisations who have identified a need for a coordinated and cooperative industry approach to the marketing and promotion of business events for Regional Victoria. Under a service agreement, Tourism Alliance Victoria provided administrative support to Business Events Victoria during 2009/10.

### *2009/10 Achievements:*

- Launch of the 5th edition of the Regional Victoria Planners Guide.
- Business Events Victoria Chairman, Andrew Hiebl, sits on the steering committee of the 'Regional Victoria Business Events Marketing Program'. The overall objective for this funding is to raise awareness of the business events industry in regional Victoria and to increase visitation to regional Victoria through the business events market.
- Successful representation and coordination of a Regional Victorian presence at Meeting Mart in October 2009, which has produced strong sales results for members and at a subsidised rate.
- A close working relationship with Tourism Alliance Victoria and Melbourne Convention & Visitors Bureau with mutual member benefits.
- Successful coordination and participation of industry attendance at the Asia Pacific Incentive & Meetings Expo 2010 under the Business Events Victoria brand.

- Business Events Victoria representation at RSVP - Melbourne 2010.
- Attendance at Australian Business Events Expo in Sydney to increase brand awareness and put regional Victoria on the map in relation to Business Events.
- Continual development and roll out of the three-year strategic plan.
- Greater support and recognition from Tourism Victoria of the value of conferencing in Regional Victoria.

### **Attractions group**

The Attractions Group consists of over 70 regional and metropolitan tourism attractions from across the state, including museums, libraries, amusement parks, mazes, gardens, wildlife parks, historical sites and wineries.

The aim of this group is to offer an informal networking environment for attractions to discuss key issues affecting the sector and encourage the sharing of market intelligence.

Seventy-seven people, representing sixty attractions across Victoria met four times over the past twelve months at four Melbourne member attractions; Melbourne Museum, The Australian Centre for the Moving Image, The Jewish Museum of Australia and Melbourne Aquarium.

### *2009/10 Achievements:*

- Collation, analysis and dissemination of monthly visitation statistics for 35 member businesses.
- Familiarisation of the state's attractions developed for the City of Melbourne Visitor Services Personnel.
- Quarterly product briefings with Tourism Victoria and Victorian Tourism Information Service staff.



### **Lynette Bergin Tourism Fellowship**

This Fellowship is designed to promote skills and excellence among young and new entrants into the tourism Industry as well as contribute to the continued development and growth of tourism. Funded through member resources, the annual Fellowship offers a total of up to \$9,000 to support a project which meets the selection criteria.

Lynette was a role model for many new and emerging tourism businesses in the early 1990s. Lynette encouraged more fun into the sales process and the product message from Victoria became wrapped into a variety of entertainment themes. The enthusiasm with which the industry responded to these ideas was testament to their success.

### **2009 Tourism Industry Fellowship Recipient**

The 2009 recipient of the Lynette Bergin Tourism Fellowship was Merran Fyfe from the Flagstaff Hill Precinct. Through the Fellowship, Merran has travelled to England and Greece allowing her to visit a

range of operators, both private and government, and learn about the long term future of tourism communities in sensitive environmental areas.

Kevin Shinnars, a cousin of Lynette's, presented the Award to Merran at the Tourism Alliance annual members lunch on 14 October 2009 at Chateau Yering in the Yarra Valley.

### **Tourism & Recreation Insurance Program (TRIP)**

For many years now, through OAMPS Insurance Brokers, TRIP, the Tourism and Recreation Insurance Program (a Tourism Alliance owned product) has continued to offer valued insurance product tailored to the needs of tourism businesses. Further, OAMPS provide opportunities for provision of expert advice to members through their attendance at key events and 'Starting Up In Tourism' workshops.





## Contracted services

### **Industry Development – Tourism Victoria**

The capacity to provide a significant support and development role in regional Victoria can be directly attributed to Tourism Victoria maintaining an external industry development program. The program includes the provision of independent advice, leadership, direction, consultation and facilitation to regional and local tourism associations, local government and visitor information centres. In its broadest sense, the program relates to the structural and functional aspects of developing tourism within local areas. Details of the various program components are detailed below.

### **Consultation with Local Government**

Over the last year, Tourism Alliance has visited 40 Local Governments in both metropolitan, interface and regional areas of the State. The aim of these visits is to get a snapshot of how tourism is travelling within the Local Government area and hear first hand any issues that may be affecting the industry.

### **Tourism Operator Workshops**

The Tourism Operator Workshops seek to bring together a network of tourism businesses to discuss solutions to common issues and gain industry intelligence through sharing knowledge and practices. Workshops were held in Warrnambool, Shepparton and the Melbourne CBD attracting over 50 attendees. Topics covered included accessibility, website, leveraging off major events, sustainability and tour bus access to Swanston Street and Melbourne Airport.

### **Local Government Tourism Health Check**

In June 2010 Tourism Alliance Victoria, in partnership with research company IER Pty Ltd, undertook a study of the 79 Victorian Local

Government Councils to find out how healthy our tourism industry is. A total of 65 Councils completed the survey and these figures were then compared with studies undertaken in 2002, 2005 and 2008.

The surveys requested information regarding structures, staffing, funding and strategic planning processes employed by local government in the management of tourism. Previous studies found the demands for the research remained high and is particularly useful to help councils determine tourism budgets, staffing and application of best value.

This report is available for download from the member-only section of the Tourism Alliance website.

### **Events on-line project**

Tourism Alliance continues to collect and maintain information on regional events for the purposes of promoting events on relevant Tourism Victoria websites and via the Australian Tourism Data Warehouse (ATDW). This is a free website listing for event organisers and provides visitors with a list of great events across the state. At the end of the 2009/10 financial year Tourism Alliance had 961 events on their database with 251 of these events live on visitvictoria.com and the ATDW websites.

### **Victorian Tourism Awards Workshops and Mentor Program**

Sixteen workshops designed to inform and prepare entrants for the Victorian Tourism Awards were delivered from late April to early June 2010. Two were held in Melbourne and the remainder were held across regional Victoria. Over 170 attendees came along to these sessions to learn about the Tourism Awards process. As well as delivering workshops around the state, Tourism Alliance this year coordinated the mentor program for experienced entrants into the awards.





**Starting Up In Tourism workshops**

Tourism Alliance with the assistance of Small Business Victoria, Tourism Victoria and OAMPS Insurance Brokers, have again run a series of Starting Up in Tourism workshops during the 2009/10 period.

This introduction to the tourism industry provides new and potential businesses a strategic insight across a range of essential business practices and improves overall business acumen and planning.

**Consulting Projects**

In the past year Tourism Alliance Victoria delivered a range of consulting projects for Victorian local governments. These included:

**Review of the Latrobe Tourism Advisory Board**

This review was undertaken for the Latrobe City Council. The Latrobe Tourism Advisory Board had been operating for almost ten years and in that period, had overseen the development of a tourism plan for Latrobe City and the establishment of the Latrobe City Business Tourism Association.

The purpose of the project was to assess the Board's operations, review its Terms of Reference and provide recommendations as to the future direction of the Board.

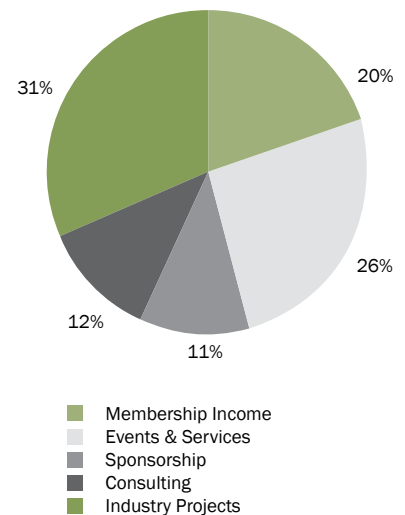
**Input into the Review of the Tourism Services Unit in Mount Alexander Shire**

Tourism Alliance Victoria was asked to prepare a report as part of a broader review of tourism services at Mount Alexander Shire. The purpose of the report was to provide an external environmental scan, that is, insights into the strategic direction of tourism at State level, and into the structures, activities and experiences of other local government tourism services in regional Victoria, in order to help inform planning and decisions regarding the future direction of tourism services at Mount Alexander Shire. This report was delivered in December 2009.

**Wimmera Mallee Tourism Project**

This project was undertaken for the Shires of Buloke, Hindmarsh, Yarriambiack and West Wimmera from July - September 2009. The purpose and objectives of the Wimmera Mallee Tourism project were very similar to those of the United Approach project undertaken in early 2009. Around 100 stakeholders were interviewed for this project and the final report was launched by the project's Steering Committee in November 2009. This provided the impetus for the formation of a Local Tourism Association comprising the Shires of Buloke, Hindmarsh, Yarriambiack and West Wimmera.

**Income Sources 2009/2010**





## Tourism Alliance – Who is Who

Tourism Alliance operates under a board of management who focus on our business activities and goals.

### Board of Directors

Name	Member Organisation	Meeting Attendance
<b>Matthew Noble</b> (Chairman)	Director – Australian Wine Tour Company	6 of 6
<b>Sue O'Brien<sup>1</sup></b> (Deputy Chair)	General Manager – Chateau Yering Historic House Hotel	5 of 6
<b>Terry Robinson<sup>2</sup></b> (Secretary)	Chief Executive Officer – Destination Gippsland Limited	4 of 6
<b>Roger Grant</b>	Executive Director – Geelong Otway Tourism	5 of 6
<b>Bryan McGoldrick</b>	President – Dive Industry of Victoria Association	4 of 6
<b>David Eaton<sup>3</sup></b>	Tourism Marketing Consultant	1 of 1
<b>Chris Buckingham<sup>4</sup></b>	Chief Executive Officer – Destination Melbourne	5 of 5
<b>Tracy Hore</b>	Head of Sales & Marketing – Southern Star Observation Wheel Pty Ltd	4 of 6
<b>Tony Hogarth</b>	General Manager, Victoria – Prime Television	6 of 6
<b>Barbara Chalkley</b>		4 of 6
<b>Tom Smith</b> – Observer	Regional Tourism Advisor – Tourism Victoria	1 of 5
<b>John Hindmarsh</b> – Observer	Group Manager, Strategic Planning – Tourism Victoria	1 of 1
<b>Matt Jones<sup>5</sup></b> – Observer	Chairperson – Young Tourism Network	4 of 5
<b>Penny Wilson<sup>6</sup></b> – Observer	Chairperson – Young Tourism Network	1 of 1

<sup>1</sup> Re-appointed – 14 October 2009

<sup>2</sup> Re-appointed – 14 October 2009

<sup>3</sup> Retired – 14 October 2009

<sup>4</sup> Appointed – 14 October 2009

<sup>5</sup> Resigned – March 2010

<sup>6</sup> Appointed – March 2010

The following tourism leaders have been awarded Tourism Alliance Life Memberships for their long standing contribution to the Victorian Tourism Industry.

### Life Members

<b>Steve Baird</b>	Bogong Horseback Adventures
<b>Nola Cuddy</b>	Zoos Victoria
<b>Andrew Dwyer</b>	Diamantina Touring Company
<b>David Eaton</b>	Tourism Marketing Consultant
<b>Tony Lee</b>	Tony Lee Enterprises
<b>John Murphy</b>	JP & RM Murphy Consulting Pty Ltd
<b>Barbara Nixon</b>	Gisborne Peak Winery
<b>Rhonda Rust</b>	
<b>Tom Smith</b>	Tourism Victoria
<b>Graeme Stoney</b>	

## Our sponsors

Tourism Alliance acknowledges the support of all members who participated in forums, workshops, surveys, advisory panels, reference groups or who otherwise volunteered their time to assist in the pursuit of the common goal. Collectively we can achieve so much more.

We also acknowledge the following organisations that have provided support to Tourism Alliance throughout the past year.



CITY OF MELBOURNE



Healthy Parks  
Healthy People

### A team effort

The support and good will of individuals and organisations made the 2009/10 program possible. You know who you are.

- AAA Tourism
- Ascott International
- Australian Wine Tour Company
- Australian Garden
- Australian Tourism Accreditation Program
- Backpacker Operators Alliance of Victoria
- Base St Kilda
- Bed & Breakfast Farmstay and Accommodation Victoria
- Bendigo Tourism
- Box Hill Institute of TAFE
- Bunyip Tours
- Business Events Victoria
- bwired
- Century Inn
- Chisholm Institute of TAFE
- City of Ballarat
- City of Greater Bendigo
- Country Comfort
- Department of Sustainability and Environment
- Federation Square
- Holmesglen Institute of TAFE
- Hotel, Motel and Accommodation Association
- IER
- La Trobe University
- Lindenderry at Red Hill
- Mitchelton Wines
- National Sports Museum
- Northern Melbourne Institute of TAFE
- Royal Botanic Gardens Melbourne
- Service Skills Victoria
- Swinburne University
- Tourism Accreditation Board of Victoria
- Travellers Aid
- University of Ballarat
- Victoria Events Industry Council
- Victoria Tourism Industry Council
- Victoria University
- Victorian Employers Chamber of Commerce & Industry
- Yarra Trams
- Young Tourism Network



## Financial Statements

### **Tourism Alliance Victoria Ltd**

ABN: 74 109 290 520

For the Year Ended 30 June 2010

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## Directors' Report For the Year Ended 30 June 2010

Your directors present their report on the company for the financial year ended 30 June 2010.

### Directors

The names of the directors in office at any time during or since the end of the year are:

Roger Grant (former Chair)	
Thomas Smith	
Terry Robinson (Secretary)	
Sue O'Brien (Deputy Chair)	
Tony Hogarth	
Tracy Hore	
Matthew Noble (Chair)	
Bryan McGoldrick	
Christopher Buckingham	Appointed: 14/10/2009
Mathew Jones	Appointed: 25/11/2009
David Eaton	Resigned: 14/10/2009

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

### Principal activities

The principal activity of Tourism Alliance Victoria Limited during the financial year was to represent regional tourism organisations and undertake project activities.

No significant change in the nature of these activities occurred during the year.

### Operating results

The deficit of Tourism Alliance Victoria Limited amounted to \$51,102 (2009: surplus of \$67,424).

### Review of operations

A review of the operations of the company during the financial year and the results of those operations show that during the year, the company continued to engage in its principal activity, the results of which are disclosed in the attached financial statements.

## Directors' Report For the Year Ended 30 June 2010

### Information on Directors

#### **Roger Grant** (Former Chair)

<b>Qualifications</b>	Diploma of Teaching/Education, Deakin University 1973 Master of Arts, University of Alberta, Canada 1979
<b>Experience</b>	Executive Director. Geelong Otway Tourism 1994 - Present, City of Greater Geelong Tourism Manager, Department of Conservation & Environment, National Parks Service 1988 - 1994
<b>Awards</b>	ANZAC Fellowship, Australian/New Zealand Government Study Award - 1987 Churchill Fellowship Management of Nature Based Tourism in the National Parks of Western U.S.A., 1994 Victorian Tourism Award: Outstanding Contribution by an Individual - 2004
<b>Other</b>	Board member - Melbourne and Surrounds Director - Great Southern Touring Route Appointed to the panel of tourism experts by the United Nations World Tourism Organisation - 2009

#### **Thomas Smith**

<b>Qualifications</b>	Bachelor of Arts (Education) Diploma of Social Science
<b>Experience</b>	Former CEO - Shipwreck Coast Tourism and Ballarat Tourism General Manager - Melbourne Aquarium Board Director Tourism Victoria - 12 years.
<b>Awards</b>	Victorian Tourism Awards - Outstanding Contribution 2002

**Terry Robinson** (Secretary)

**Qualifications** Bachelor of Economics Degree from Monash University  
Graduate Diploma, Tourism and Marketing, Monash University

**Experience** Chief Executive Officer of Destination Gippsland 2008 to current.

**Previous employment** Operations Manager of the Phillip Island Nature Park  
Director of Marketing at Phillip Island Nature Park  
Manager of Tourism and Economic Development for the Indigo Shire Council

**Other** Current Secretary, Tourism Alliance Victoria  
Employed in regional tourism roles for 15 years having previously worked in Cobram, Barooga and Yarrawonga

**Sue O'Brien** (Deputy Chair)

**Experience** Tourism, Media and Events Manager for Yering Station Winery 1996 – 2000  
General Manager of Chateau Yering 2000 - present

**Awards** Produced two series of Victoria's first tourism/ travel TV shows called Our Victoria. These series won two major Tourism Victoria Media Awards and in 1996 won the Australian Tourism Media Award.

**Other** Regular participant in trade shows globally, including ATE and ATEC  
Committee member - Tourism Information Centre, Healesville  
Founding committee member and deputy Chair - Yarra Valley Food Group  
Member - YVDTR Campaign Committee

**Tony Hogarth**

**Qualifications** Certificate IV in Management Practices. Australian Institute of Management 2001  
Various Sales and Management workshops attended as part of career development with Golden West Network 1993 – 1996

**Experience** General Manager Prime Television – Victoria January 2005 – Current  
General Manager, Golden West Network November 2002 – January 2005

**Tracy Hore**

**Qualifications**

Certificate of Business Studies with Specialist Studies in Travel & Tourism - William Angliss College 1985

**Experience**

Various industry sales and leadership programmes

Currently self employed as a hospitality consultant, specialising in working with boutique hotel operators

Marketing & Communications Consultant, National Sport Museum, 2007 - 2009

Sales & Marketing Executive, AFL World 2005 - 2009

18 years within hotels in both Business Development and Marketing positions for organisations including The Ritz Carlton Hotel Company, Mirvac Hotels and Le Meridien Hotels & Resorts

Various roles in outbound wholesaling

More than 22 years total experience in Tourism & Hospitality Industry

**Other**

Member of the Peter Rowland Group 'Leadership Group'

**Matthew Noble** (Chair)

**Qualifications**

Hospitality Management, William Angliss Institute

**Experience**

Founder and sole Director, Australian Wine Tour Company since 1998

Various roles within the restaurant/hospitality sector globally prior to 1998

**Awards**

The Australian Wine Tour Company, winner 'Significant Tour & Transport Operator Award', 2004 Victorian Tourism Awards

Certificate of Accreditation, Better Business Tourism Accreditation Program (now ATAP)

Australian Wine Tour Company, accredited business, Department of Infrastructure Bus Operations

Australian Wine Tour Company, Licensed Tour Operator, Parks Victoria

Australian Wine Tour Company, winner, 2006 Great Wine Capitals of World 'Best of Award' for services to Wine Tourism

**Other**

Board member, Victorian Food & Wine Tourism Council

Representative for tourism operators, Tourism Excellence Steering Committee

Mentor to a number of Tourism Operators

Past committee member, Destination Yarra Valley Dandenong Ranges Tourism

Member, Commonwealth Games 2006 Backpacker Reference Advisory Group/Tourism Victoria

Past committee member Backpacker Operators Association of Victoria

Past committee member Yarra Ranges Regional Marketing Limited

Australian Wine Tour Company, Tourism Alliance Victoria member since 1999

**Bryan McGoldrick**

**Experience**

Manager of the Resort Management Department, William Angliss Institute

Previously self employed over many years as a highly successful small business owner/operator in the retail dive sector, developing expertise in retail services, travel and training, as well as interacting and liaising with government, industry and statutory bodies

**Other**

President – Dive Industry of Victoria Association (DIVA Industry peak body for Scuba Diving in Victoria)

Industry Representative – Dive Industry Liaison Group (Port of Melbourne Corporation Channel Deepening Project)

Committee Member – Victorian Artificial Reef Society (VARS HMAS Canberra project)

**Christopher Buckingham**

**Qualifications** BA Monash, GAICD

**Experience** 2 years CEO Destination Melbourne  
2.5 years General Manager Gippsland Tourism  
5 years Principal and director Go To... Pty Ltd  
4 years director Gippsland Relocation Services

**Other** Member VECCI Executive Council  
Certified Practicing Marketer with AMI

**Mathew Jones**

**Qualifications** Advanced Diploma of Natural Resource Management, East Gippsland TAFE 1998  
Diploma of Business Management, Ballarat University 2008

**Experience** Marketing and Tourism Co-ordinator, Royal Botanic Gardens 2007 -Present  
Visitor Services Co-ordinator, Royal Botanic Gardens 2001 - 2007

**Awards** Lynette Bergin Tourism Fellowship (Tourism Alliance Victoria) in 2008  
Len Taylor Young Australian Tourism Export Council award (Victoria/Tasmania) in 2010

**Other** Young Tourism Network committee member 2007 - current  
Young Tourism Network Chairperson 2009-2010  
Young Australian Tourism Export Council (Victoria/Tasmania) committee member 2008 - current  
Young Australian Tourism Export Chairperson 2010 - current  
Australian Tourism Export Council (Victoria/Tasmania) board member 2010 - current  
Board member of Surf Coast Tourism 2009 - current  
Public officer and secretariat of Japanese Tourism Council 2008 - Current

**David Eaton****Qualifications**

Marketing Manager for the Puffing Billy Railway for the past twenty years

Currently self employed as a Tourism Marketing Consultant

**Experience**

Past Committee Member of the Destination Yarra Valley Dandenong Ranges Committee of Management

Past Chairman, Victorian Tourism Operators Association

Past Chairman, Yarra Valley, Dandenongs and the Ranges Tourism Board

Committee Member of the Dandenong Ranges Gardens Trust

Foundation Member of the Melbourne Attractions Promotions Group

Past Executive Committee Member, Yarra Valley, Dandenongs and the Ranges Campaign Committee

Past Chairman and Treasurer of Dandenong Ranges Tourism Inc.

Past Chairman of the Marketing Sub-Committee, Yarra Valley, Dandenongs and the Ranges Campaign Committee

Judge and Mentor for the Victorian Tourism Awards for a number of years

Senior Vice President of the Upwey/Belgrave RSL sub-branch

**Meetings of Directors**

During the financial year, 6 meetings of directors were held. Attendances by each director during the year were as follows:

**Directors' Meetings**

	Eligible to attend	Number attended
Roger Grant (Former Chair)	6	5
Thomas Smith	6	2
Terry Robinson (Secretary)	6	4
Sue O'Brien (Deputy Chair)	6	5
Tony Hogarth	6	6
Tracy Hore	6	4
Matthew Noble (Chair)	6	6
Bryan McGoldrick	6	4
Christopher Buckingham	5	5
Mathew Jones	5	4
David Eaton	1	1

**Indemnifying officers or auditors**

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

**Proceedings on behalf of company**

No person has applied for leave of Court to bring proceedings on behalf of the company or intervene in any proceedings to which the company is a party for the purpose of taking responsibility on behalf of the company for all or any part of those proceedings.

The company was not a party to any such proceedings during the year.

**Significant Changes in State of Affairs**

No significant changes in the company's state of affairs occurred during the financial year.

**After balance day events**

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of Tourism Alliance Victoria Limited, the results of those operations or the state of affairs of Tourism Alliance Victoria Limited in future financial years.

**Future developments, prospects and business strategies**

The company expects to maintain the present status and level of operations and hence there are no likely developments in the companies operations.

**Environmental issues**

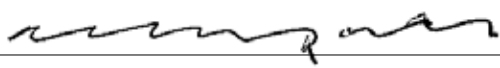
The company's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a State or Territory.

**Auditors Independence Declaration**

A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 is set out at page 24.

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

Director   
Sue O'Brien (Deputy Chair)

Director   
Tony Hogarth

Dated 5 October 2010



The Directors  
Tourism Alliance Victoria Limited  
486 Albert Street  
East Melbourne VIC 3002

Dear Directors,

**AUDITOR'S INDEPENDENCE DECLARATION TO TOURISM ALLIANCE VICTORIA LIMITED**

In accordance with section 307C of the Corporations Act 2001, I am pleased to provide the following declaration of independence to the Directors of Tourism Alliance Victoria Limited.

As lead audit partner for the review of Tourism Alliance Victoria Limited for the year ended 30 June 2010, I declare that to the best of my knowledge and belief, there have been no contraventions of:

- (i) the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- (ii) any applicable code of professional conduct in relation to the audit.

Yours faithfully,

**WHK Horwath Melbourne**

A handwritten signature in black ink, appearing to read "Peter Sexton".

Peter Sexton  
Partner

Dated 5 October 2010

**Statement of Comprehensive Income For the Year Ended  
30 June 2010**

	Note	2010 \$	2009 \$
Revenue	2	<b>704,166</b>	1,249,883
Employee benefits expense		<b>(313,006)</b>	(393,923)
Depreciation expense	3	<b>(16,036)</b>	(15,641)
Advertising expenses		<b>(36,493)</b>	(53,766)
Occupancy expenses		<b>(183,086)</b>	(134,616)
Professional services		<b>(20,115)</b>	(199,323)
Project expenses		<b>(11,266)</b>	(13,052)
Travel & motor vehicle expenses		<b>(16,416)</b>	(88,318)
Distribution expenses		-	(10,482)
Training expenses		<b>(825)</b>	(50,182)
Printing, postage & stationery expenses		<b>(1,973)</b>	(30,041)
Meeting expenses		<b>(126,339)</b>	(131,169)
Finance costs		<b>(1,416)</b>	(2,614)
Other expenses		<b>(28,297)</b>	(59,332)
<b>Surplus (Deficit) attributable to members</b>		<b><u>(51,102)</u></b>	<u>67,424</u>
<b>Other comprehensive income for the period</b>		<u>-</u>	<u>-</u>
<b>Total comprehensive income (loss) for the period</b>		<b><u><u>(51,102)</u></u></b>	<u><u>67,424</u></u>

**Statement of Financial Position For the Year Ended 30 June 2010**

	Note	2010 \$	2009 \$
<b>ASSETS</b>			
<b>Current assets</b>			
Cash and cash equivalents	4	<b>650,287</b>	889,760
Trade and other receivables	5	<b>125,117</b>	295,600
Other current assets	6	<b>7,769</b>	5,800
<b>Total current assets</b>		<b><u>783,173</u></b>	<u>1,191,160</u>
<b>Non - current assets</b>			
Property, plant and equipment	7	<b>12,630</b>	28,313
<b>Total non - current assets</b>		<b><u>12,630</u></b>	<u>28,313</u>
<b>TOTAL ASSETS</b>		<b><u>795,803</u></b>	<u>1,219,473</u>
<b>LIABILITIES</b>			
<b>Current liabilities</b>			
Trade and other payables	8	<b>47,873</b>	473,620
Borrowings	9	<b>5,442</b>	9,883
Other current liabilities	10	<b>248,399</b>	185,338
<b>Total current liabilities</b>		<b><u>301,714</u></b>	<u>668,841</u>
<b>Non - current liabilities</b>			
Borrowings	9	-	5,441
<b>Total non - current liabilities</b>		<b><u>-</u></b>	<u>5,441</u>
<b>TOTAL LIABILITIES</b>		<b><u>301,714</u></b>	<u>674,282</u>
<b>NET ASSETS</b>		<b><u>494,089</u></b>	<u>545,191</u>
<b>EQUITY</b>			
Retained earnings		<b><u>494,089</u></b>	<u>545,191</u>
<b>TOTAL EQUITY</b>		<b><u>494,089</u></b>	<u>545,191</u>

**Statement of Changes in Equity For the Year Ended 30 June 2010**

**2010**

	<b>Retained Earnings</b>
	<b>\$</b>
Balance at 1 July 2009	545,191
Deficit attributable to members	(51,102)
<b>Balance at 30 June 2010</b>	<b>494,089</b>

**2009**

	<b>Retained Earnings</b>
	<b>\$</b>
Balance at 1 July 2008	477,767
Surplus attributable to members	67,424
<b>Balance at 30 June 2009</b>	<b>545,191</b>

**Statement of Cash Flows For the Year Ended 30 June 2010**

	Note	2010 \$	2009 \$
<b>Cash from operating activities:</b>			
Membership Income		150,649	130,418
Receipts from Membership products		194,697	241,948
Grant Receipt		441,742	654,822
Sponsorship Income		85,964	102,150
Fees for Service		78,515	90,906
Other Income		3,577	25,516
Interest received		22,415	33,309
Payments to suppliers and employees		(1,205,379)	(1,136,229)
Interest paid		(1,416)	(2,614)
		<u>                    </u>	<u>                    </u>
<b>Net cash provided by (used in) operating activities</b>	11	<b>(229,236)</b>	140,226
		<u>                    </u>	<u>                    </u>
<b>Cash flows from investing activities:</b>			
Purchase of property, plant & equipment		(353)	-
Proceeds from sale of plant and equipment		-	2,703
		<u>                    </u>	<u>                    </u>
<b>Net cash provided by (used in) investing activities</b>		<b>(353)</b>	2,703
		<u>                    </u>	<u>                    </u>
<b>Cash flows from financing activities:</b>			
Repayment of hire purchase		(9,884)	(8,684)
		<u>                    </u>	<u>                    </u>
<b>Net cash provided by (used in) financing activities</b>		<b>(9,884)</b>	(8,684)
		<u>                    </u>	<u>                    </u>
<b>Net increase (decreases) in cash held</b>		<b>(239,473)</b>	134,245
Cash at beginning of financial year		889,760	755,515
		<u>                    </u>	<u>                    </u>
<b>Cash at end of financial year</b>	4	<b>650,287</b>	889,760
		<u>                    </u>	<u>                    </u>

## Notes to the Financial Statements For the Year Ended 30 June 2010

### 1 Statement of Significant Accounting Policies

The financial report is for Tourism Alliance Victoria Limited as an individual entity, incorporated and domiciled in Australia. Tourism Alliance Victoria Limited is a company limited by guarantee.

#### Basis of Preparation

The directors have prepared the financial statements on the basis that the company is a non reporting entity because there are no users dependent on general purpose financial reports. This financial report is therefore a special purpose financial report that has been prepared in order to meet the requirements of the Corporations Act 2001.

The financial report has been prepared in accordance with the mandatory Australian Accounting Standards applicable to entities reporting under the Corporations Act 2001 and the significant accounting policies disclosed below which the directors have determined are appropriate to meet the needs of members. Such accounting policies are consistent with the previous period unless otherwise stated.

The financial statements have been prepared on an accruals basis and are based on historical costs unless otherwise stated in notes. The material accounting policies have been adopted in the preparation of this report are as follows:

#### Accounting Policies

##### (a) Revenue

Revenue from the rendering of services is recognised upon the delivery of the service to members and clients.

Grant revenue is recognised in the income statement when the entity obtains control of the grant and it is probable that the economic benefits gained from the grant will flow to the entity and the amount of the grant can be measured reliably.

If conditions attached to the grant which must be satisfied before it is eligible to receive the contribution, the recognition of the grant as revenue will be deferred until those conditions are satisfied.

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

All revenue is stated net of the amount of goods and services tax (GST).

##### (b) Income Tax

No provision for income tax has been raised as the company is exempt from income tax under Division 50 of the Income Tax Assessment Act 1997.

## Notes to the Financial Statements For the Year Ended 30 June 2010

### (c) Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within short term borrowings in current liabilities on the statement of financial position.

### (d) Plant and Equipment

Each class of property, plant and equipment is carried at cost or fair value as indicated, less, where applicable, any accumulated depreciation and impairment losses.

#### (i) Plant and equipment

Plant and equipment are measured on the cost basis less depreciation and impairment losses.

#### (ii) Depreciation

The depreciable amount of all fixed assets is depreciated on a straight line basis over their useful lives to the company commencing from the time the asset is held ready for use.

#### (iii) Depreciation rates

The depreciation rates used for each class of depreciable assets are:

<b>Class of Fixed Asset</b>	<b>Depreciation Rate</b>
Motor Vehicles	22.50%
Office Equipment	13 - 40%

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at each balance sheet date.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains and losses are included in the income statement. When revalued assets are sold, amounts included in the revaluation reserve relating to that asset are transferred to retained earnings.

**Notes to the Financial Statements For the Year Ended 30 June 2010**  
**continued**

**(e) Provisions**

Provisions are recognised when the group has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

**(f) Employee Benefits**

Provision is made for the company's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled, plus related on costs. Employee benefits payable later than one year have been measured at present value of the estimated future cash outflows to be made for those benefits.

**(g) 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 Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the balance sheet are shown inclusive of GST.

Cash flows are presented in the cash flow statement on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

**(h) Financial Instruments**

**Recognition and Initial Measurement**

Financial assets and financial liabilities are recognised when the entity becomes a party to the contractual provisions to the instrument. For financial assets, this is the equivalent to the date that the company commits itself to either purchase or sale of the asset (ie trade date accounting is adopted).

Financial instruments are initially measured at cost on trade date, which includes transaction costs, when the related contractual rights or obligations exist. Subsequent to initial recognition these instruments are measured as set out below.

## Notes to the Financial Statements For the Year Ended 30 June 2010

### Classification and Subsequent Measurement

Finance instruments are subsequently measured at either of fair value, amortised cost using the effective interest rate method, or cost. Fair value represents the amount for which an asset could be exchanged or a liability settled, between knowledgeable, willing parties. Where available, quoted prices in an active market are used to determine fair value. In other circumstances, valuation techniques are adopted.

*Amortised cost* is calculated as:

- the amount in which the financial asset or financial liability is measured at initial recognition;
- less principal repayments;
- plus or minus the cumulative amortisation of the difference, if any, between the amount initially recognised and the maturity amount calculated using the effective interest method; and
- less any reduction for impairment.

The effective interest method is used to allocate interest income or interest expense over the relevant period and is equivalent to the rate that exactly discounts estimated future cash payments or receipts (including fees, transaction costs and other premiums or discounts) through the expected life (or when this cannot be reliably predicted, the contractual term) of the financial instrument to the net carrying amount of the financial asset or financial liability. Revisions to expected future net cash flows will necessitate an adjustment to the carrying value with a consequential recognition of an income or expense in profit or loss.

#### *(i) Loans and receivables*

Loans and receivables are non derivative financial assets with fixed or determinable payments that are not quoted in an active market and are subsequently measured at amortised cost .

#### *(ii) Financial liabilities*

Non - derivative financial liabilities (excluding financial guarantees) are subsequently measured at amortised cost.

### Impairment

At each reporting date, the company assesses whether there is objective evidence that a financial instrument has been impaired. In the case of available for sale financial instruments, a prolonged decline in the value of the instrument is considered to determine whether an impairment has arisen. Impairment losses are recognised in the statement of comprehensive income.

## Notes to the Financial Statements For the Year Ended 30 June 2010 continued

### **Derecognition**

Financial assets are derecognised where the contractual rights to receipt of cash flows expires or the asset is transferred to another party whereby the entity no longer has any significant continuing involvement in the risks and benefits associated with the asset. Financial liabilities are derecognised where the related obligations are either discharged, cancelled or expired. The difference between the carrying value of the financial liability, which is extinguished or transferred to another party and the fair value of consideration paid, including the transfer of non cash assets or liabilities assumed, is recognised in profit or loss.

### **(i) Economic Dependence**

Tourism Alliance Victoria Limited is dependent on the Tourism Victoria for a significant portion of its revenue used to operate the business. At the date of this report the directors have no reason to believe the Tourism Victoria will not continue to support Tourism Alliance Victoria Limited.

### **(j) Leases**

Leases of fixed assets where substantially all the risks and benefits incidental to the ownership of the asset, but not the legal ownership that are transferred to the company are classified as finance leases.

Finance leases are capitalised by recording an asset and a liability at the lower of the amounts equal to the fair value of the leased property or the present value of the minimum lease payments, including any guaranteed residual values. Lease payments are allocated between the reduction of the lease liability and the lease interest expense for the period.

Leased assets are depreciated on a straight line basis over the shorter of their estimated useful lives where it is likely that the company will obtain ownership of the asset or over the term of the lease.

Lease payments for operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expenses on a straight line basis over the lease term.

**Notes to the Financial Statements For the Year Ended 30 June 2010**

	<b>2010</b>	<b>2009</b>
	\$	\$
<b>2 Revenue</b>		
Grant Income	<b>213,333</b>	656,470
Membership products and services	<b>173,144</b>	223,977
Membership Income	<b>134,116</b>	127,043
Fee for service income	<b>79,349</b>	72,256
Sponsorship	<b>75,000</b>	113,632
Lynette Bergin Tourism Fellowship	-	180
Interest Income	<b>22,415</b>	33,309
Other revenue	<b>6,809</b>	23,016
	<u><b>704,166</b></u>	<u>1,249,883</u>
<b>3 Surplus from Ordinary Activities</b>		
<b>(a) Expenses</b>		
Depreciation of property, plant and equipment	<b>16,036</b>	15,641
Remuneration of auditor		
- Auditing the financial report	<b>6,500</b>	10,250
<b>4 Cash and cash equivalents</b>		
Cash on hand	<b>350</b>	350
Cash at bank	<b>649,937</b>	889,410
	<u><b>650,287</b></u>	<u>889,760</u>
<b>5 Trade and Other Receivables</b>		
CURRENT		
Trade receivables	<b>103,225</b>	167,980
Provision for impairment of receivables	<b>(2,200)</b>	(2,200)
	<u><b>101,025</b></u>	<u>165,780</u>
Other receivables	<b>24,092</b>	42,820
Receivable: Tourism Victoria - GSA	-	87,000
	<u><b>125,117</b></u>	<u>295,600</u>

**Notes to the Financial Statements For the Year Ended 30 June 2010**

	2010	2009
	\$	\$
<b>6 Other Assets</b>		
CURRENT		
Prepayments	7,769	5,800
	<u>7,769</u>	<u>5,800</u>
<b>7 Plant and Equipment</b>		
Furniture, fixture and fittings at cost	38,357	38,005
Less accumulated depreciation	(38,357)	(37,325)
Total furniture, fixture and fittings	<u>-</u>	<u>680</u>
Motor vehicles at cost	66,680	66,680
Less accumulated depreciation	(54,050)	(39,047)
Total motor vehicles	<u>12,630</u>	<u>27,633</u>
Total plant and equipment	<u>12,630</u>	<u>28,313</u>
<b>8 Trade and Other Payables</b>		
CURRENT		
Trade payables	1,703	330,831
Sundry payables and accrued expenses	13,681	22,010
Other payables	32,489	33,779
GSA owed to VECCI	-	87,000
	<u>47,873</u>	<u>473,620</u>
<b>9 Borrowings</b>		
CURRENT		
Finance lease obligation	5,442	9,883
	<u>5,442</u>	<u>9,883</u>
NON CURRENT		
Finance lease obligation	-	5,441
	<u>-</u>	<u>5,441</u>

**Notes to the Financial Statements For the Year Ended 30 June 2010**

	2010	2009
	\$	\$
<b>10 Other Liabilities</b>		
CURRENT		
Deferred project income	<b>118,500</b>	67,249
Membership fees in advance	<b>65,258</b>	65,797
Other deferred income	<b>64,641</b>	52,292
	<b>248,399</b>	185,338
<b>11 Cash Flow Information</b>		
<b>Reconciliation of Cash Flow from Operations with Surplus</b>		
Surplus from ordinary activities	<b>(51,102)</b>	67,424
Cash flows excluded from profit attributable to operating activities		
Non cash flows in surplus		
Depreciation	<b>16,036</b>	15,641
Net loss on disposal of property, plant and equipment	-	5,054
Changes in assets and liabilities, net of the effects of purchase and disposal of subsidiaries		
(Increase)/decrease in trade and term receivables	<b>(5,505)</b>	96,534
(Increase)/decrease in prepayments	<b>(1,969)</b>	10,518
Increase/(decrease) in trade payables and accruals	<b>(249,757)</b>	66,735
Increase/(decrease) in deferred income	<b>63,061</b>	(89,766)
Increase/(decrease) in provisions	-	(31,914)
	<b>(229,236)</b>	140,226

**Notes to the Financial Statements For the Year Ended 30 June 2010**

		2010	2009
	Note	\$	\$
<b>12 Capital and Leasing Commitments</b>			
<b>(a) Finance Lease Commitments</b>			
Payable - minimum lease payments			
- not later than 12 months		5,649	11,299
- between 12 months and 5 years		-	5,649
Minimum lease payments		<u>5,649</u>	<u>16,948</u>
Less future finance changes		<u>(207)</u>	<u>(1,624)</u>
Present value of minimum lease payments	9	<u>5,442</u>	<u>15,324</u>

The finance lease on a motor vehicle, which was refinanced in 2008, is a three year lease. No debt covenants or other such arrangements are in place.

Under the 'Heads of Agreement' with the Victorian Employer's Chamber of Commerce and Industry ("VECCI"), the company is required to pay a monthly management fee of \$15,176 for occupancy, corporate services and policy/advocacy recovery.

**13 Company Details****Registered office**

The registered office of the company is:  
 Tourism Alliance Victoria Limited  
 486 Albert Street  
 East Melbourne VIC 3002

## Tourism Alliance Victoria Limited

ABN 74 109 290 520

### Directors' Declaration

The directors have determined that the company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies described in Note 1 to the financial statements.

The directors of the company declare that:

1. The financial statements and notes, as set out on pages 29 to 37, are in accordance with the Corporations Act 2001 and:
  - (a) comply with Accounting Standards as described in Note 1 to the financial statements and the Corporations Regulations 2001; and
  - (b) give a true and fair view of the financial position as at 30 June 2010 and of its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements.
2. In the directors opinion, there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.

Director   
Sue O'Brien (Deputy Chair)

Director   
Tony Hogarth

Dated 5 October 2010



## **Tourism Alliance Victoria Limited**

ABN 74 109 290 520

### **Independent Auditor's Review to the members of Tourism Alliance Victoria Limited**

#### **Report on the Financial Report**

We have reviewed the accompanying financial report of Tourism Alliance Victoria Limited, which comprises the statement of financial position as at 30 June 2010, and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended that date a summary of significant accounting policies, other explanatory notes and the directors' declaration.

#### **Directors' Responsibility for the Financial Report**

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the Corporations Act 2001 and for such internal control as the directors determine is necessary to enable the presentation of the financial report that is free from material misstatement, whether due to fraud or error.

#### **Auditor's Responsibility**

Our responsibility is to express a conclusion on the financial report based on our review. We conducted our review in accordance with Auditing Standard on Review Engagements ASRE 2415 Review of a Financial Report – Company Limited by Guarantee, in order to state whether, on the basis of the procedures described, we have become aware of any matter that makes us believe that the financial report is not in accordance with the Corporations Act 2001 including: giving a true and fair view of the company's financial position as at 30 June 2010 and its performance for the year ended on that date; and complying with the Australian Accounting Standards and Corporations Regulations 2001. ASRE 2415 requires that we comply with relevant ethical requirements relating to the review of the financial report.

A review of a financial report consists of making enquiries, primarily of persons responsible for the financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Australian Auditing Standards and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

### **Independence**

In conducting our review, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, which has been given to the directors of Tourism Alliance Victoria Limited, would be in the same terms if given to the directors as at the time of this auditor's report.

### **Auditor's Opinion**

Based on our review, which is not an audit, we have not become aware of any matter that makes us believe that the financial report of Tourism Alliance Victoria Limited is not in accordance with the Corporations Act 2001 including:

- (a) giving a true and fair view of the company's financial position as at 30 June 2010 and of its performance for the year ended on that date; and
- (b) complying with Australian Accounting Standards and the Corporations Regulations 2001.

### **WHK HORWATH MELBOURNE**



Peter Sexton  
Partner

Dated 5 October 2010



Tourism  
**Alliance**  
Victoria

**Tourism Alliance Victoria**

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