



ANNUAL

REPORT 2019-2020



TOURISM
CENTRAL AUSTRALIA

The Heart. The Soul. The Centre.

CONTENTS

01

Chairperson's Report

02

Board of Management

03

Chief Executive Officer's Report

04

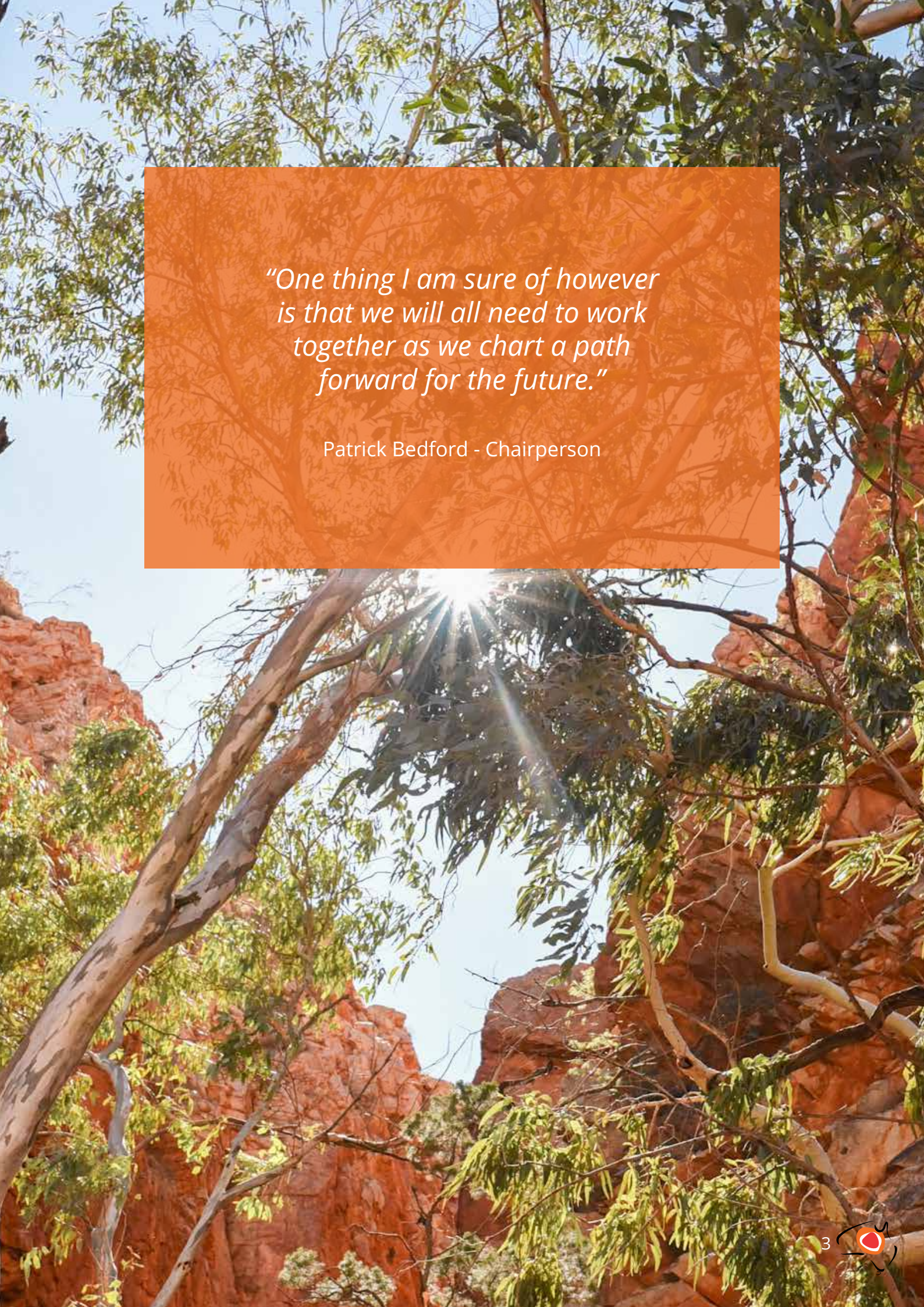
Tourism Central Australia Team

05

Treasurers Report

06

Financial Report



*"One thing I am sure of however
is that we will all need to work
together as we chart a path
forward for the future."*

Patrick Bedford - Chairperson





01 | CHAIRPERSON'S REPORT

It is an honour to be tabling my first Chairperson's report as the new Chairperson of TCA. And what a year it has been for Tourism Central Australia and our members and stakeholders.

In the year ending March 2020 the combined region of Central Australia was sitting on 6.1% increase in visitors on the same time the previous year and a 7.7% increase in spending (Northern Territory Tourism - Combined Snapshot Year Ending (YE) March 2020). Industry sentiment was positive with the outlook for the region strong for the future.

And then Covid-19 hit.

By the end of the financial year tourism had been impacted irrevocably by COVID-19. We have all felt the full brunt of the impacts of the necessary border closures and restriction of movement. We have all had to make difficult decisions about our businesses and futures in the tourism industry.

I am sure we have all experienced sleepless nights as we ask ourselves questions about the best way forward. There are no easy answers here.

One thing I am sure of however is that we will all need to work together as we chart a path forward for the future.

Tourism Central Australia has not been immune to the impact of COVID-19. Booking and membership have taken a hit and the business has needed to adjust our budget predictions and programs. Over this difficult time, we have been fortunate to be able to rely on the support of the Northern Territory Government and the injection of funding to both Tourism Central Australia and industry through the Northern Territory voucher program.

In addition to the changes caused by Covid we have seen a changing of the guard at TCA during the year.

I would like to take this opportunity to thank past Chairperson and past Acting CEO, Dale McIver for her commitment and leadership of the organisation who stepped down during this year. Tourism Central Australia is all the better for her involvement and the platform that has been set for the future.

We have also welcomed a new Chief Executive Office to the business, Mr Danial Rochford who has hit the ground running.

Tourism Central Australia over the past 12 months have also been working towards improving and refocusing the role we play on behalf of our members and the wider region. This re-focus has been championed by myself in conjunction with my new Board. This re-focus for TCA was underpinned by the adoption of a new three year strategic plan in December 2019.





01 | CHAIRPERSON'S REPORT

This plan looks to support our members through the following key platforms.

1. To ensure that the voice of the tourism industry is heard in decision making and planning at all levels of government and investment
2. Ensure our visitor information center network delivers business across the Central Australia region – a key re-focus on putting bums on beds and seats for our members; and
3. Ensuring our partnerships with stakeholders are collaborative, robust and strengthened

Despite Covid-19 we have made a good start to enacting this strategic plan and we will continue to bolster the organisation's outcomes for our members in the coming months and years. It is critical that we must deliver a bottom up approach and never shy away for the organisation to deliver for our members. As long as I am Chairperson this will be my commitment.

It would be remiss of me not to acknowledge many associated with TCA. Firstly, and importantly I would like to take this opportunity to thank all our TCA Members for your support during this difficult time. Your support is appreciated, and we are stronger because of you.

To all those who served on the TCA Board in 19/20, thank you for your commitment and passion. And finally, to all the Staff and volunteer tourism ambassadors thank you for your energy and work you have done.

There is no doubt we have a big job ahead of us. But together we are up for challenge and we can build a stronger future together.

I commend this report.

Patrick Bedford Chairperson
– *Tourism Central Australia*



02 | BOARD OF DIRECTORS



Patrick Bedford
Chairperson



Merrilyn Spenser
Deputy Chairperson



Alana Richardson
Secretary



Ellie Norris
Treasurer



Nick Prus
Board Director



Mark Swindells
Board Director



Kassi Fleming
Board Director



Tony McFadzean
Board Director



Nova Pomare
Board Director



Jill Catchlove
Stakeholder Director
(Parks and Wildlife)



John Di Maria
Stakeholder Director
(Tourism Northern
Territory)



Robert Jennings
Stakeholder Director
(Alice Springs Town
Council)

*"We hope the collective efforts
done at this time will put us in a
good position to rebound
out of this crisis."*

Danial Rochford Chief Executive Officer



03 | CHIEF EXECUTIVE OFFICER'S REPORT

It is with pleasure that I present to you the operations report for the 19/20 financial year for Tourism Central Australia.

It has been a year of transition at TCA with the departure of Stephen Schwer as CEO as well as Chairperson Dale McIver from their respective roles. With a new CEO and new Chairperson both Patrick and I have hit the ground running and I can only thank all our members, board and staff for your warm welcome.

This year has certainly presented TCA and the tourism industry with a mixed bag. A year that started as one of the busiest on record saw the organisation set to break all targets for sales and visitor servicing and has ended with the industry facing the impacts of the COVID-19 pandemic.

I have been proud of the work undertaken by TCA on behalf of our members during this difficult period. It has been tough for everyone but be rest assured that as your association we have been working day in day out to provide support, being active and constantly advocating on the sector's behalf.

We hope the collective efforts done at this time will put us in a good position to rebound out of this crisis.

On reviewing our activities for 2019/20 we should take some satisfaction from the results we had achieved and the positive position we were in prior to the pandemic.

The highlights of 2019/20 for Tourism Central Australia included:

- The incorporation of the Tennant Creek Visitor Information Centre into the auspices of Tourism Central Australia to enable better integration of visitor services and economies of scale
- Strong demand into the Visitor Information Centres in the first six months notably contributed by the Uluru Rock Climb closure followed by a freefall in visitation due to Covid -19 and the summer bushfires.
- We serviced the needs of 61,440 visitors through our visitor information centres
- Committed to the Northern Territory 2030 Tourism Industry Strategy to attract 2.5 to 3 Million visitors to the Northern Territory
- Participated in the development of the Destination Management Plans across all parts of our region
- The establishment of the Tourism Industry Development Program
- Collaborated with Tourism NT, Tourism Top End, and our industry to launch and implement the 2020 Tourism Vouchers Campaign by July 2020
- Our important role as a voice for our industry in advocating for issues with Government.





03 | CHIEF EXECUTIVE OFFICER'S REPORT

Member Services and Industry Support

Tourism Central Australia ended the 2019/20 Financial Year with approximately 330 members. Over the year we have worked with our members to deliver multiple programs across the business and deliver sales through the Information Centre Network and provide member benefits.

We have communicated to our membership about opportunities and programs through a variety of tools such as the weekly Tourism Telegraph and our members Facebook page, and our ongoing networking and ZOOM'ed Board Meetings.

Across the year our team had held countless workshops, meetings, product updates, and business advise and planning sessions. These are invaluable to ensuring we are sharing correct and accurate information to our stakeholders and visitors.

In May 2020, the Board also made the important decision to provide free membership for the following six months as members recover from the impacts of COVID-19.

Tourism Industry Development Program (TIDO)

In partnership with Tourism Northern Territory TIDO program was operationalised in November 2019 with the objective of providing one on one support to the Central Australian tourism industry as well as supporting capacity building through training. At the time of starting the program who would of foreseen the important role this program played over the Covid period.

Over the 8 months of operation the program this program has delivered extensive one-on-one business support and many workshops to industry partners which has helped them through what has been some of the darkest days for the tourism industry. In partnership with Tourism Northern Territory and Tourism Top End, TCA also facilitated the very successful "Power Up" tutorial programs showcasing a range of speakers which was well supported by industry.

The TIDO officers have also been pivotal in the TCA's communication with industry and assisting them make best use of the services provided.





03 | CHIEF EXECUTIVE OFFICER'S REPORT

Visitor Information Centres and Visitor Servicing

The provision of visitor servicing is core business for TCA. The staff of the visitor centres provide our visitors with both bookings and invaluable information for making the most out of a holiday in Central Australia.

In 2019/20 Financial year the Alice Springs and Tennant Creek Centre assisted 61,440 people in their holiday planning a 32.68% decrease of 91,269 on the previous year. While we were on track to equal if not succeed the previous year, with the onset of the effects of Covid 19 and the earlier summer bushfires these directly contributed to the decrease year on year.

In quarter 3 of the financial year the visitor information centres were required to cancel and refund \$120,000 in forward bookings and implement COVID safe practises within the Visitor Information Centre. Over the period 31st March to 15th May the centre was closed while this process was undertaken.

Booking revenue for 2019/20 was \$615,404.

The TCA Mobile Information Centre was also busy this year attending events and assisting visitors plan the remainder of their stay. The team are also able to make bookings from the mobile centre should the need arise.

Alice Springs

The Alice Springs Centre showcased several tours and products for the Central Australia region. Through the Bookeasy platform 1894 travelled bookings were made for the region.

The most popular requests for information were closure of the climb, Uluru, Kings Canyon, West Mac ranges and then about border information. The centre also distributed maps, brochure material and supported interconnecting regions across Australia.

Tennant Creek

With the support of local staff TCA took responsibility for the operations of the Visitor Information Centre in Tennant Creek. This strategically located centre provides services to those travellers entering the Northern Territory from Queensland.

Both Centres consistently scored over 80% in mystery shopper and Review Pro scoring for customer service standards.



03 | CHIEF EXECUTIVE OFFICER'S REPORT

Marketing Program

While Northern Territory Tourism is largely responsible for the marketing of our region, TCA undertook a number of important marketing activities during the 2019/20 financial year.

www.discovercentralaustralia.com

A critical asset to the work we do is the information and booking engine of Tourism Central Australia. Record website visits were recorded in July, August and September 2019. Despite the impact of COVID-19 total website visits for the financial year were up 19% on the previous year.

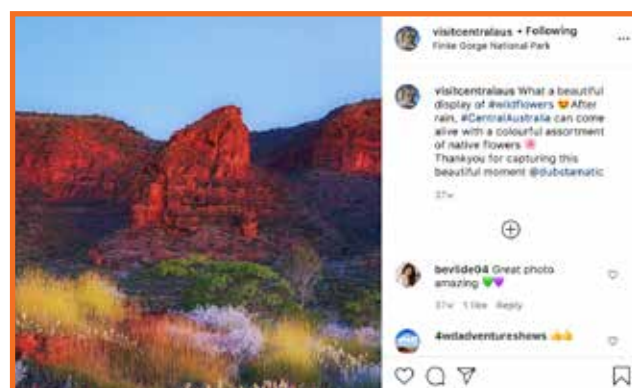
Social Media

There has also been growth in reach across our social media channels.

- Instagram – up 12% with a following of 71,599
- Facebook – up 27.5% with a following of 18,802

TCA also uses Twitter and LinkedIn to communicate with consumers.

Our best social media post was posted on 16 February 2020. This Facebook post reached 97,392 people and received 7,730 reactions including 3,938 post clicks with an engagement rate of 8%.



The Northern Territory Voucher Program

Commenced in July 2020 the voucher program was developed by the Northern Territory Government with the call to action being the Alice Springs Visitor Centre for bookings. Designed to re-ignite travel for Northern Territory residents, there was extensive work done by TCA in partnership with Tourism Northern Territory and Tourism Top End in the last two months of the financial year.

Consumer Shows

TCA attended two consumer shows in the 2019/20 calendar year. These were the Caravan and Camping shows in South Australia and Victoria. The SA show was attended by 28,798 people (up 10% on 2019) and VIC was attended by 45,726 (down 8% but one day shorter).



03 | CHIEF EXECUTIVE OFFICER'S REPORT

Co-operative Marketing

Over recent years, several members have made requests for 'advertising packages' to help them plan and budget more effectively. In November 2019 we introduced two packages featuring a mix of print and digital advertising. By purchasing the advertising as a bundle Members received a discount on the combined cost of all the ads.

Other Marketing projects included:

- Audio signage made possible by a grant from the Building Better Regions Fund
- Re-printing of Monopoly and Top Trumps Card game for sale in the Visitor Centre
- Colateral development and distribution such as maps and guides

Thank you

Finally, I would like to take this opportunity to express my sincere thanks to all of the team at Tourism Central Australia for their support and hard work over the 19/20 financial year. It has been a tough year for everyone including our TCA team who have worked tirelessly to support our industry.

I do also want to acknowledge and thank all our volunteer tourism ambassadors who support our region day in day out.

To the Board of Management, a warm thank you for support over the transition period and all your guidance.

To our members, thank you for your support. As we move forward there will be better days ahead and be rest assured Tourism Central Australia has and will continue to mobilise all resources to support you.

Danial Rochford Chief Executive Officer
– *Tourism Central Australia*



04 | TOURISM CENTRAL AUSTRALIA TEAM

EXECUTIVE TEAM



Danial Rochford
Chief Executive Officer



Karan Bhuta
Visitor Services Manager



Steve Jarrett
Marketing &
Communications Manager



Anna Dakin
Tourism Industry
Development Officer

MARKETING & ADMINISTRATION STAFF



Steph Romein
Advertising Coordinator



Olivia De Pellegrin
Marketing & Communications
Coordinator



Navida (Navi) Jadran
Executive Assistant

ALICE SPRINGS VISITOR INFORMATION CENTRE STAFF



Susan Silvester
Team Leader



Jim Acklin
Sales Consultant



Brittney Styles
Sales Consultant



Jordan Braver
Sales Consultant



Matthew McNamara
Sales Consultant

TENNANT CREEK VISITOR INFORMATION CENTRE STAFF



Roddy Calvert
Senior Sales
Consultant



Nigel Skelton
Sales Consultant



Brian Coleman
Sales Consultant

TOURISM AMBASSADORS

Edna Saunders, Alan Saunders, Celia Cotley, Lynne Perterkin, Katalina Mindszenty, Suzie Schroeder, Scott Balfour, Stephanie King, Christine Wilson, Graeme Reynolds, Kim Seagog, Beverly Devine, Judith Larsson

"Despite the challenges faced by the organisation I am proud to report that at the end of financial year Tourism Central Australia ended with a surplus of \$22K."

Ellie Norris Treasurer





05 | TREASURERS REPORT

Despite the challenges faced by the organisation as a result of the impacts of the Covid-19 pandemic I am proud to report that at the end of financial year Tourism Central Australia ended with a surplus of \$22K compared to a surplus of \$24K the year before. On the balance sheet, TCA ended the financial year with \$644K in cash balances up from \$555K in the previous year. The overall accumulated funds were \$94K up from \$72K.

I would at the outset like to acknowledge the efforts by the Board and Management team in managing the associations funds during what has been a difficult year. There have been significant challenges faced by the organisation as a result of Covid-19. Our auditors have acknowledged this through a special note in the Audit report.

There are several items that I would like to address in this report to give members clarity on the variances compared to the previous year.

These include:

- A reduction in the total booking sales in the VIC. This resulted in a decrease in commission revenue. This is directly attributable to the decrease in bookings because of the Covid-19 lockdown period experienced between February to May 2020.
- We also experienced a decrease in sales of merchandise for the same reason, though this also corresponded with a decrease in costs associated with the cost of goods.

- There was a marked increase in TNT funding during this period because of a new funding agreement to take on operations at the Tennant Creek Visitor Information Centre as well as the Tourism Industry Development Program.
- Members will note an increase in salaries and wages – this is directly attributable to the increase in costs associated with the Tennant Creek Visitor Information Centre which has been funded by TNT.
- We saw a reduction in advertising costs, but an almost \$20K increase in Red Centre Adventure marketing.
- A reduction in Tourism Awards costs as TCA hosts the Tourism Awards every two years for this event.
- A marked reduction in motor vehicle expenses – again attributable to impacts of Covid-19
- There was almost \$30K spent on the Alice Springs VIC and Tennant Creek Visitor Centres in terms of new signage and upgrades.



05 | TREASURERS REPORT

It would be remiss of me not to acknowledge the strong support by Tourism Northern Territory and the Northern Territory Government. We have very much appreciated the strong partnership between TNT and TCA over the years. Their continued support is strong sign of the high levels of accountability and

It would also be remiss of me too not to note that the organisation has become very reliant of these funds for its operations. It will be critical for the organisation to look other potential funding models to strengthen the diversity in funds it receives each year.

I would like to finally take this opportunity to inform members that I will be not re-nominating for the Board for the coming year and as such stepping down as Treasurer. I would like to extend a warm thanks to all my fellow Board Directors over my period of time on the Board of Management of TCA and thank all the staff for their support and wish the organisation well for the future.

It is with all this information, I am proud to table to you our audited financials provided to us by TCA Auditor Merit Partners.

Ellie Norris Treasurer
– *Tourism Central Australia*



***Tourism Central Australia
Incorporated***

***SPECIAL PURPOSE FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE 2020***

TOURISM CENTRAL AUSTRALIA INCORPORATED

INDEX TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020

Contents

Index

Independent auditor's report

Statement by the Board

Income Statement

Statement of Financial Position

Statement of Changes in Equity

Notes to the Financial Statements

Unaudited Detailed Income and Expenditure Statement

Independent auditor's report to the members of Tourism Central Australia Incorporated

Report on the Audit of the Financial Report

We have audited the accompanying financial report, being a special purpose financial report of Tourism Central Australia Incorporated (the "Association"), which comprises the Statement of Financial Position as at 30 June 2020, and the Income Statement and Statement of Changes in Equity for the year then ended, a summary of significant accounting policies, other explanatory notes and the Statement by the Board.

In our opinion, the financial report presents fairly, in all material respects, the financial position of Tourism Central Australia Incorporated as of 30 June 2020 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements.

Basis for Opinion

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

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

Emphasis of Matter - Basis of Accounting, Restriction on Distribution and Reliance, and Impact of COVID-19 Pandemic

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist Tourism Central Australia Incorporated meet the requirements of the *Associations Act* and the Association's constitution. As a result, the financial report may not be suitable for another purpose. Our report is intended solely for Tourism Central Australia Incorporated and should not be distributed to parties other than Tourism Central Australia Incorporated. Our opinion is not modified in respect of these matters.

Without modifying our opinion, we draw attention to Note 10 to the financial report, which describes the impact of the COVID-19 pandemic on the Association.

The Responsibility of the Board for the Financial Report

The Association's Board is responsible for the preparation of the financial statements, and has determined that the accounting policies described in Note 1 to the financial statements, are appropriate to meet the financial reporting requirements of the *Associations Act NT* and the Association's Constitution and are appropriate to meet the needs of the members. The Board's responsibility also includes such internal control as the Board determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report for the year ended 30 June 2020 as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

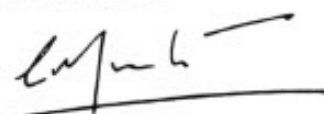
As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

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

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

Merit Partners

Merit Partners



MunLi Chee
Director

DARWIN

28 October 2020

TOURISM CENTRAL AUSTRALIA INCORPORATED

STATEMENT BY THE BOARD
FOR THE YEAR ENDED 30 JUNE 2020

The names of the members of the board of the association during or since the end of the financial year are:

Board members

Patrick Bedford (Chairperson from 23 April 2020)

Alana Richardson

Merilyn Spencer

Ellie Norris

Mark Swindells

Nick Prus (14th Nov 2019-30th June 2020)

Kassi Fleming (14th Nov 2019 – 30th June 2020)

Nova Pomare (27th May 2020 to 30th June 2020)

Tony McFadzean (27th May 2020 to 30th June 2020)

Dale McIver (Chairperson 1st July 2019 – 23rd April 2020)

Brian Dinte (1st July 2019 to 27th May 2020)

Emma Todd (14th Nov 2020 to 4th March 2020)

Rex Neindorf 1st July 2019 to 14th Nov 2019)

Grant Whan (1st July 2019 to 14th Nov 2019)

The principal activities of the Association during the last financial year were the promotion of Tourism in Central Australia.

There were no significant changes in the nature of activities during the financial year.

The surplus of the Association for the year is reported in the income statement.

In our opinion:

- a) the accompanying financial report as set out on the attached pages, being a special purpose financial statement, is drawn up so as to present fairly the state of affairs of the Association as at the end of the financial year and the result of the Association for the year then ended;
- b) the accounts of the Association have been properly prepared and are in accordance with the books of account of the Association; and
- c) there are reasonable grounds to believe that the Association will be able to pay its debts as and when they fall due.



Patrick Bedford
Chairperson



Ellie Norris
Treasurer

28/10/2020
Date

TOURISM CENTRAL AUSTRALIA INCORPORATED

INCOME STATEMENT

FOR THE YEAR ENDED 30 JUNE 2020

	Notes	2020 \$	2019 \$
Grant Income		1,087,417	1,038,007
Advertising		10,902	18,063
Memberships		100,578	103,052
Sundry Revenue	2	418,433	518,994
Total Revenue		1,617,330	1,678,116
Employment Costs		919,308	852,610
Depreciation Expense		36,386	44,694
Operating Expenses	3	639,142	756,127
Expenses		1,594,836	1,653,431
Operating Surplus/(Deficit) for year		22,494	24,686
Accumulated funds at beginning of financial year		72,424	47,738
Accumulated funds at end of financial year		94,916	72,424

Notes to the financial statements are set out on the attached pages.

TOURISM CENTRAL AUSTRALIA INCORPORATED

STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2020

	Notes	2020 \$	2019 \$
<hr/>			
CURRENT ASSETS			
Cash assets	4	644,619	555,021
Receivables	5	16,394	27,465
Stock on hand		108,916	53,071
Merchandise Stock		1,377	1,377
Prepayments		12,171	10,608
		<hr/> 783,477	<hr/> 647,541
NON-CURRENT ASSETS			
Property, plant and equipment	6	<hr/> 72,091	<hr/> 75,074
TOTAL ASSETS		<hr/> 855,568	<hr/> 722,615
CURRENT LIABILITIES			
Trade and other payables	7	139,275	372,463
Employee Provisions	9	27,097	26,521
Memberships in advance		-	40,207
Unearned income	8	582,150	188,174
		<hr/> 748,522	<hr/> 627,365
NON-CURRENT LIABILITIES			
Employee Provisions	9	<hr/> 12,130	<hr/> 22,826
		<hr/> 12,130	<hr/> 22,826
TOTAL LIABILITIES		<hr/> 760,652	<hr/> 650,192
NET ASSETS		<hr/> 94,916	<hr/> 72,424
ACCUMULATED FUNDS/(DEFICIT)		<hr/> 94,916	<hr/> 72,424

Notes to the financial statements are set out on the attached pages.

TOURISM CENTRAL AUSTRALIA INCORPORATED

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2020

2020	Total Equity \$
Balance at 1 July 2019	72,424
Surplus attributable to members of entity	22,494
Balance at 30 June 2020	94,916
2019	
Balance at 1 July 2018	47,738
Surplus attributable to members of entity	24,686
Balance at 30 June 2019	72,424

Notes to the financial statements are set out on the attached pages.

1

General Information

Tourism Central Australia (the Association) is an Association incorporated under the Associations Act (NT).

TCA's registered office and its principal place of business are as follows;

Principal place of business

Jalistan House
Cnr of Parson Street & Todd Mall
Alice Springs 0870

The principal activities of the Association during the financial period were to promote, support & grow the tourism industry within the Central Australian Region.

Application of new and revised Accounting Standards

In the current period, the Association has adopted all of the new and revised Standards and interpretation issues by the Australian Accounting Standards Board (the AASB) that are relevant to its operations and effective for the current annual reporting period. The adoption of these new and revised Standards and interpretations has resulted in no significant changes to the Associations accounting policies.

A number of Australian Accounting Standards and interpretations are in issue but are not effective for the current period end. The reported results and position of the Association will not change on adoption of these pronouncements as they do not result in any changes to the Associations existing accounting policies. Adoption will however, result in changes to information currently disclosed in the financial statements. The Association does not intend to adopt any of these pronouncements before their effective dates.

Statement of Accounting Policies

The Association is not a reporting entity because in the opinion of the Board 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 Board's reporting requirements under the Associations Act.

Statement of Compliance

The financial statements have been prepared in accordance with the Associations Act (NT) and the Australian Charities and Not for Profits Commission 2012, the recognition and measurement requirements specified by all Australian Accounting Standards and Interpretations, and the disclosure requirements of AASB 101 'presentation of Financial Statements', AASB 108 'Accounting Policies, Changes in Accounting Estimates and Errors' AASB 1031 'Materiality' and AASB 1054 'Australian Additional Disclosures'.

Basis of Preparation

The financial statements have been prepared on the basis of historical cost, except for certain properties and financial instruments that are measured at revalued amounts or fair values at the end of each reporting period, as explained in the accounting policies below. Historical cost is generally based on the fair values of the consideration given in exchange for goods and services. All amounts are presented in Australian dollars, unless otherwise noted.

Comparative figures

Comparative figures have been adjusted, where required, to conform to changes in presentation for the current financial year.

Significant accounting policies

Accounting policies are selected and applied in a manner which ensures that the resultant financial information satisfies the concepts of relevance and reliability, thereby ensuring that the substance of the underlying transactions and other events is reported. The following significant accounting policies have been adopted in the preparation and presentation of the financial report.

TOURISM CENTRAL AUSTRALIA INCORPORATED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

Depreciation

Items of property, plant and equipment are depreciated over their estimated useful lives using the straight line method. The main rates used are:

Leasehold improvements	10% - 25%
Office and promotional equipment	13% - 25%
Motor vehicles	25%
Plant and equipment	27%

Economic dependency

A significant volume of the Association's revenue is from Government grants.

Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST. Receivables and payables are recognised inclusive of GST. The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables.

Inventory

Stock on hand comprises retail and merchandise products for sale and is valued at the lower of cost and net realisable value.

Government Grants

Grants are recognised in accordance with AASB 15. Grants are recognised as revenue upon satisfying any specific and enforceable performance obligations required in relation to the receipt of funds.

Where contributions during the reporting period were obtained on the condition that they be expended in a particular manner or used over a particular period, and those conditions were undischarged as at the reporting date, the amounts pertaining to those undischarged conditions are treated as a liability and disclosed in these notes.

Revenue recognition

Revenue from the sale of goods and disposal of other assets is recognised when the entity has passed control of the goods or other assets to the buyer.

Revenue from the provision of services is recognised when the services have been provided.

Taxation

TCA is exempt from payment of income tax under section 50-40 of the Income Tax Assessment Act (1997)

Employee Benefits

Liabilities for employee benefits for wages, salaries, annual leave and long-service leave represent present obligations resulting from employees' services provided to reporting date and are calculated at undiscounted amounts based on remuneration wage and salary rates that the Association expects to pay as at reporting date including related on-costs, such as workers' compensation insurance. Contributions are made by Association to an employee superannuation fund and are charged as expenses when incurred.

The Association's obligation in respect of long-term employee benefits is the amount of future benefit that employees have earned in return for their service in the current and prior periods plus related on-costs; that benefit is calculated at undiscounted amount. Long service leave is accrued in respect of employees with more than five years employment with the Association.

TOURISM CENTRAL AUSTRALIA INCORPORATED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020

		2020	2019
		\$	\$
2	SUNDRY REVENUE		
	Commission	74,133	120,407
	Retail Products	207,223	244,097
	Other Revenue	137,077	154,490
		<u>418,433</u>	<u>518,994</u>
3	OPERATING EXPENSES		
	Administration	295,273	256,605
	Marketing	123,455	201,246
	Building and Facilities	41,132	37,495
	Functions and Events	10,640	49,886
	Other Expenses	168,642	210,895
		<u>639,142</u>	<u>756,127</u>
4	CASH ASSETS		
	Cash on Hand	-	800
	Cash at Bank - Main Account	173,586	162,261
	Other Bank Accounts	471,033	380,952
	Undeposited Funds	-	11,008
		<u>644,619</u>	<u>555,021</u>
5	RECEIVABLES		
	Trade Debtors	2,582	27,465
	GST Receivable	13,812	-
		<u>16,394</u>	<u>27,465</u>
6	PROPERTY, PLANT AND EQUIPMENT		
	Leasehold improvements	23,777	11,377
	Accumulated Depreciation	(9,018)	(6,557)
		<u>14,759</u>	<u>4,820</u>
	Motor Vehicles	108,584	107,040
	Less: Accumulated Depreciation	(85,497)	(76,163)
		<u>23,087</u>	<u>30,876</u>
	Office and Promotional Equipment	83,936	72,660
	Less: Accumulated Depreciation	(71,294)	(61,272)
		<u>12,642</u>	<u>11,389</u>
	Plant and Equipment	69,891	61,936
	Less: Accumulated Depreciation	(48,288)	(33,946)
		<u>21,603</u>	<u>27,990</u>
	Total property, plant and equipment	<u>72,091</u>	<u>75,074</u>
7	TRADE AND OTHER PAYABLES		
	Creditors and Accruals	93,751	184,015
	PAYG	14,106	10,192
	GST payable	-	13,818
	Larapinta key Deposit	1,250	3,000
	Supplier Funds	10,212	143,777
	Superannuation	19,956	17,661
		<u>139,275</u>	<u>372,463</u>

TOURISM CENTRAL AUSTRALIA INCORPORATED

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020**

		2020	2019
		\$	\$
8	UNEARNED INCOME		
	DTBI - Business Enterprise Services	232,350	188,174
	Voucher Campaign Funds	349,800	-
		<u>582,150</u>	<u>188,174</u>
9	PROVISIONS		
	<i>Current</i>		
	Annual Leave	27,097	26,521
		<u>27,097</u>	<u>26,521</u>
	<i>Non-Current</i>		
	Long Service Leave	12,130	22,826
		<u>12,130</u>	<u>22,826</u>

10 IMPACT OF COVID-19 PANDEMIC CRISIS

The COVID-19 pandemic crisis has led to more vulnerability and uncertainty underlying the preparation of an entity's financial statements. As the Association engages in various tourism activities in Central Australia Region, the COVID-19 pandemic has impacted its operations in many ways as follows:

- adapting to changes in the Association's office operations due to quarantine measures imposed by government which included implementing work at home arrangements and maintaining social distancing; and
- temporary restrictions of any tourism activities in the region.

As a result of the pandemic the Association received financial assistance from the Commonwealth Government through cash flow stimulus and job seeker allowances in order to continue to support its operations and personnel.

The financial statements of the Association have been prepared on the basis that it is a going concern and that the Association will continue to operate. The Association's future as a going concern is dependent upon grants and subject to compliance conditions attached to the grants received. The Association has an operating surplus of \$22,494 (2019: \$24,686). A current 5-year Regional Tourism Partnership Agreement is held until 2023 with the Northern Territory Government providing financial support of approx \$800,000 each year with the anticipation that such funding will continue into the future.

Despite the ongoing uncertainty in relation to the COVID-19 pandemic impact, the Board believes that the Association will continue to receive support from its funders and will be able to generate sufficient cash flows to be able to pay its debts when they fall due. As such, the Board believes the going concern assumption used is appropriate.

DISCLAIMER ON ADDITIONAL FINANCIAL INFORMATION

The additional financial information, being the Unaudited Detailed Income & Expenditure Statement as attached on pages 12 to 13, has been compiled by the management of Tourism Central Australia Incorporated.

No audit or review has been performed by us and accordingly no assurance is expressed. Accordingly, we do not express an opinion on the additional financial information and no warranty of accuracy or reliability is given.

To the extent permitted by law, we do not accept liability for any loss or damage which any person may suffer arising from any negligence on our part. No person should rely on the additional financial information without having an audit or review conducted.

Merit Partners

Merit Partners

DARWIN

28 October 2020

TOURISM CENTRAL AUSTRALIA INCORPORATED

UNAUDITED DETAILED INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 30 JUNE 2020

	2020 \$	2019 \$
<u>REVENUE</u>		
Sales - Products	207,223	244,097
Book Easy income	74,133	120,407
	<u>281,356</u>	<u>364,504</u>
<i>less</i>		
Cost of Goods Sold (Products)	110,667	142,662
Credit card merchant fees	14,583	14,635
	<u>125,250</u>	<u>157,297</u>
	<u>156,106</u>	<u>207,208</u>
<u>OTHER REVENUE</u>		
Advertising Co-operative	10,902	18,063
Monopoly and Top Trumps	18,000	69,400
Art Trail Buy In	0	7,963
Functions	0	25,395
Consumer and Trade Show Participation	9,075	5,909
Interest	416	3,539
Membership	100,578	103,052
NT Government Grant - Operations	979,942	865,000
Other Grants	107,475	173,007
Sundry Income	109,586	42,284
	<u>1,335,974</u>	<u>1,313,612</u>

TOURISM CENTRAL AUSTRALIA INCORPORATED

UNAUDITED DETAILED INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 30 JUNE 2020

	2020 \$	2019 \$
EXPENDITURE		
Advertising	18,853	47,978
Airport Welcome Desk Management	2,066	1,743
Audit fees	6,472	6,373
Art Trail	655	6,926
Bookeasy Commission Payments	18,871	20,989
Bus Charter fees	0	34,800
Cleaning	1,315	2,192
Awards Night Expense	0	24,362
Committe Expenses	1,659	5,384
Computer expenses	53,584	34,704
Co-operative advertising	133	61,452
Depreciation & amortisation	36,386	44,683
Familiarisation Tours	480	2,554
FBT Expense	1,649	2,187
Fixed Assets Written Off	0	11
Function costs	10,640	25,524
Insurance	20,639	15,671
Marketing & Design	12,476	12,299
Meeting Expense	106	792
Rent on Storage Shed	1,739	0
Motor vehicle expenses	14,858	25,336
Mystery Shop Program	3,845	3,975
Office & Stationary Expenses	16,862	7,032
Visitor Maps	6,313	4,492
Postage	2,043	2,791
Printing & stationery	8,537	12,452
Professional Services	39,468	26,710
Recruitment	5,580	1,802
Red Centre Adventurers	48,518	31,282
Red Centre Visitor Information Touchpoint	0	177
Rent on building	37,370	36,709
Research	0	5,540
Salaries & wages	844,428	754,014
Salaries & wages - accrual & provision movement	(10,121)	18,125
Group Training	2,288	7,625
Security costs	3,762	786
Employee Welfare Expenses	394	0
Digital Marketing	6,926	4,638
Subscription, Membership and Licences	34,951	10,243
Superannuation	77,133	71,044
Telephone and Fax	9,087	34,464
Training and Uniforms	29,287	16,043
Travel & accommodation	39,693	31,503
Trade Shows and Destination Development	29,581	32,179
VIC Refreshment	15,254	2,451
VIC Signage	15,806	0
Yulara VIC setup costs	0	4,100
	<u>1,469,586</u>	<u>1,496,134</u>
Operating surplus for the year	<u>22,494</u>	<u>24,686</u>
Overall surplus for the year	<u>22,494</u>	<u>24,686</u>



TOURISM
CENTRAL AUSTRALIA

The Heart. The Soul. The Centre.