



TOURISM
CENTRAL AUSTRALIA

The Heart. The Soul. The Centre.

ANNUAL REPORT

2020 - 2021



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“

It has been a difficult year for our industry there is no doubt, but the Board and I have been proud of the work being undertaken by TCA – we have aimed to be as proactive as we can possibly be and have had the backs of our members. “





01 | CHAIRPERSON'S REPORT

I had hoped and expected that when tabling my 2021/22 Annual report that tourism in Central Australia would have been through the worst of COVID and that our industry would have seen strong domestic rebound and be looking forward to the return of international visitation. Unfortunately, however it has been another difficult trading year for our industry.

The combination of uncertainty and ongoing border closures have impacted consumer confidence, the success of marketing activity, and the ability to travel confidently without fear of lockdown or unexpected quarantine. Throughout 2020/21 research showed that travellers fear of unexpected quarantine or lockdowns has impacted desire to travel more than getting the virus itself.

Please be assured the Board of Tourism Central Australia (TCA) has been and remain focused on not only the challenges we are facing as an industry but the ongoing impacts on your business. We should not lose sight of how lucky we have been in the Northern Territory in being able to continue a relatively unrestricted way of life. But that has had impacts.

In response to these impacts TCA's interface with the Northern Territory Government has increased significantly over the 20/21 year. Our focus has been to ensure government is aware of the issues and impacts. We have met with the Chief Minister and Tourism Minister and a range of government officials armed with recommendations and solutions to the

issues that are being raised to our attention and to ensure Central Australia receives due consideration on the support programs being rolled out.

TCA welcomed the announcement by the Federal Government of \$3.5M in direct funding to TCA to support Covid Recovery. This has subsequently been enhanced by a \$1.25M contribution by the Northern Territory Government.

Though this funding is for projects in the 21/22 year, we did see the launch of the first ever national marketing campaign undertaken by TCA in May 2021 which has subsequently written over \$2M in direct bookings and travel to our region.

This year has not all been about COVID however. We have continued to lobby for critical projects such as the sealing of Mereenie Loop and the construction of the National Aboriginal Art Gallery. We have worked across a range of stakeholders to advocate for the development of the region

TCA has also worked to broaden and deepen its relationships across stakeholder groups to enable fast action on many of the everyday concerns that are raised with us and connecting people to solve problems and proactively assist in the development of programs that support growth in Central Australia.

We have also strongly advocated with partners to support programs to address the labour shortages that have impacted our members across the reporting year.





01 | CHAIRPERSON'S REPORT

It has been a difficult year for our industry there is no doubt, but the Board and I have been proud of the work being undertaken by TCA – we have aimed to be as proactive as we can possibly be and have had the backs of our members.

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 20/21, thank you for your commitment and passion.

And finally, to all the Staff and volunteer tourism ambassadors led by Danial Rochford thank you for your energy and work you have done.

TCA will always work to provide what our industry needs to survive and hopefully thrive in the not to distant future.



Patrick Bedford - Chairperson

Tourism Central Australia





02 | BOARD OF DIRECTORS



Patrick Bedford
Chairperson



Karl Bajzik
Deputy Chairperson



Andrea Lehman
Secretary



Jodie Summers
Treasurer



David White
Board Director



Jeffrey McLaughlin
Board Director



Jill Catchlove
Board Director



John Di Maria
Board Director



Mark Swindells
Board Director



Raelene Ohlson
Board Director



Stephen Baldwin
Board Director



Tony McFadzean
Board Director





03 | CHIEF EXECUTIVE OFFICER'S REPORT

I am pleased to provide my second annual report as Chief Executive Officer of Tourism Central Australia – and what a year. 20/21 has been one of the most challenging times for our tourism sector as we faced down a confluence of challenges as a result of the pandemic. What I can confirm is that while our industry faced down their darkest days, TCA stepped up across advocacy, visitor services, marketing and membership and industry support. I will touch on all these areas in my report.

Advocacy

In partnership with the Chairperson and the Board, TCA has taken a proactive role advocating on behalf of our members and the challenges they faced. TCA met with the Chief Minister and Tourism Minister on many occasions both in Alice Springs and Darwin on a range of subjects relating to issues faced by the industry. In addition we have met with many other politicians and key stakeholders over the reporting period to advocate for our industry and our members.

TCA has been particularly proactive in the media right across the Territory and nationally raising awareness of the many challenges, but also highlighting opportunities. Through this advocacy we have seen a range of funding, support programs and assistance flow.

Visitor Services

The FY year 20-21 started with an explosion of bookings from the first round of vouchers, and VIC was looking for supporting resources from every nook and corner of Central Australia. We were and continue to want to ensure the maximum amount of business reaches the doorstep of every member

in the region. Across the FY 20-21 including Territory Voucher bookings TCA sold \$4.5 Million+ Travel product providing for 15,000+ room nights booked and 28,000+ persons on travel products including tour bookings via various sources including both online and offline sales. Two travel sales-focused initiatives were the increased focus on conversion to gold or direct bookable product and coordinating 2 charter flights from Darwin direct to Uluru (a first for TCA). Significant resources have been used to improve packaging functionality on our booking systems with a dedicated visitor services team member creating iconic new packages – particularly around events.

In addition, we welcomed over 64,000 persons into the Visitor Centre accounting for above budget retail sales. The walk-in numbers were impacted by border closures although they were 20% up from 19-20 but still 40% down from pre-pandemic levels. Our improvements in product selection, relationship with retail suppliers and improved processes have ensured an increase in per person spend seen above. A visual re-branding of the Visitor Centre has also been completed with more suggestive 'book here/now' signage matching the new Territory branding. A dedicated wall section has been created for services and retail members allowing better support and visibility to their businesses.

One of few events to be held in Central Australia was Parttjma, where TCA had a stall placed and significant amount of sales of event specific products. With other events including Finke Desert Race the VIC staff and marketing team continued to promote and educate customers about the events through regular mediums.





03 | CHIEF EXECUTIVE OFFICER'S REPORT

Staffing changes and training has been a continuous process in the VIC with 11 staff rotations in the visitor centre aside from the 5 current staff members. By extension there has been a renewed focus on training with two multi-day training courses by Bookeasy and customer service training planned for 21-22. Increasing focus is being placed on the Visitor Centre review index/customer service, FY 21-22 will bear the fruit of these new practices. We have had a significant number of members do product presentations in the form of 'coffee and conversations' ensuring volunteers and staff are fully up to date with product information.

Tennant Creek operations throughout the year remained at a consistent pace with progress on the work for the mine tunnel and Museum's grant occurring. The retail stock in Tennant Creek has also had a slight push with continued work to focus on returns from the opportunity available there. Significant work has been done specifically for the Region Map and new Barkly website. Operationally we learned the ways of the land in Tennant Creek over 18 months and applied for and acquired a longer-term management and funding agreement allowing better long-term sustainability and associated planning. A complete WH&S Audit and preparation for more streamlined operations will continue into 21-22 while renewed staffing resources will inject some much-needed energy locally.

Membership and Industry Support

Tourism Central Australia's Membership and Industry Support team played a vital role within the organisation in helping Central Australian tourism and hospitality businesses deal with the devastating impact of COVID-19. Support from the team undoubtedly helped keep some operators in business and assistance was provided by identifying numerous funding opportunities and support.

The team were able to link members with hundreds of thousands of dollars in grant funding; facilitate free specialist financial advice, and bookkeeping and accounting training, through the Financial Fitness Fund; providing financial and practical support for Brolga Awards entries; organise workshops and training; and continuing the Business Enterprise Development Program.

Members were notified of funding support, TCA's news, stakeholder's updates, industry events and training workshops through direct email, Corporate Updates, our weekly newsletter, and during Business Enterprise Development surveys. We also utilised new communications channels through LinkedIn and the TCA Members Facebook page, which has been successful in connecting with new audiences. Two-way operator engagement is also made through our popular Coffee & Conversation meetings.

The team have capitalised on free membership and increased member numbers by 23% in the financial year to more than 400, including several businesses that have returned as TCA members. Tennant Creek membership has increased substantially, and they have become very much a part of the TCA organisation and are appreciative of the regular visits from Alice





03 | CHIEF EXECUTIVE OFFICER'S REPORT

Springs staff and the monthly Barkly Tourism Action Group meetings.

The significant increase in membership numbers has helped deliver sales through the Visitor Information Centre, more products and services for our visitors, and greater support for the tourism and hospitality industry.

We have also had a successful push to make as many operator products as possible instantly bookable. This has led to a substantial increase, to more than 100 operators, delivering benefits to member businesses, TCA staff, and consumers.

The team conducted 147 Business Enterprise Development surveys. These one-on-one meetings have brought vital support to businesses during the Covid crisis by identifying areas of improvement, finding funding opportunities, and referring operators to specialist support and training. They have also helped new businesses develop, and existing businesses grow.

Marketing and Promotions

Hermannsburg West Macs Tourist Drive

Tourism Central Australia continued to assist the Hermannsburg and West Macs Industry Group with the aim of promoting this region to a wider audience and developing positive outcomes for each business in line with the NT Government's Hermannsburg Regional Visitor Experiences Action Plan

This cooperative approach to marketing the sub-region, considered by many to be the 'jewel in the crown of Central Australia', resulted in two key outcomes.

TCA undertook to design and produce a 'brochure' incorporating a map of the West Macs featuring all the participating operators and other places of interest. After much consultation with each operator and several drafts the final brochure was delivered at the start of December 2020.

Tourism Central Australia received Business Growth Program funding to develop a united digital presence to deliver a seamless digital user experience that would market and promote all the commercial tourism experiences along the Larapinta and Namatjira tourist drives.

The completed elements of this project have provided additional means to communicate with our key audiences. The digital component has boosted the capacity of individual operators to connect with their own target groups. The print brochure has become one of the most popular tools at the Visitor Information Centres and at caravan & camping shows. Whilst most popular with the self-drive market, it has also been well received by those going on tours of the region as it provides an excellent overview of the places they will visit.

'Spring into Alice'

The 'Spring into Alice' campaign was a TCA partnership with Alice Springs Town Council to create awareness of the many attractions, activities and adventure to be had within and around Alice Springs. The campaign was created to market Alice Springs as a first destination to visit as travel restrictions started to ease and bio security zones opened up.





03 | CHIEF EXECUTIVE OFFICER'S REPORT

The campaign which ran from 1 Aug to 31 Oct 2020 featured the many exciting events that took place in Spring, encouraging intra-territory visitation to Alice Springs. The focus of activity was primarily towards residents of the Top End of the Northern Territory to enjoy their first opportunity to getaway by heading south at a time when there was so much to see and do.

The multi-channel campaign resulted in 16,491 page views, or 14.45 % of all visits to www.discovercentralaustralia.com, 1.5 million Facebook impressions and half a million Google ad impressions.

TCA Website Refresh

In July 2020 Tourism Central Australia embarked on a process to refresh the www.discovercentralaustralia.com website with the primary goal to enhance bookability.

The process was completed in October, ahead of the launch of Territory Tourism Voucher Round 2. With entirely new ecommerce tracking capability, the site handled in excess of \$660,000 of bookings during the period November 2020 to January 2021.

Changes to menu structure have also paid big dividends in making the website more 'searchable'. Upgrades to page titles relating to accommodation have already had a dramatic impact on page rankings for key search terms. For example, "Uluru Accommodation" has moved from position 62 (on page 6) up to 8th (on page 1).

TCA's web presence has been further enhanced by the creation of a new website for Tennant Creek and The Barkly. www.discoverthebarkly.com was launched in June 2021 and provides destination and travel planning information specific to the region.

Essentially an extension of our existing website, the site is fully integrated with Bookeasy and ATDW and content management is handled through our existing Joomla portal.

Further improvements to content and functionality of both sites will continue in FY22.

Social Media

Our two websites form the heart of our 'Always On' marketing activity, supported by social media – primarily Facebook and Instagram. A concerted effort by TCA across FY 21 resulted in our strongest growth ever across both channels. Our Instagram account grew by 30% to 83,306 followers while our Facebook following grew by a whopping 185% to 42,107.

The social media highlight of the year occurred on 6 January 2021. The Facebook post of 'little Timmy' @thekangaroosanctuary reached 15.2 million people and received over 250 thousand reactions (likes, shares, comments etc). We look forward to finding a new star and surpassing that record in FY22.

Mates Rates

June 2021 saw the launch of 'Mates Rates', our first National tourism campaign. The \$3.1 million partnership between TCA and NT Now by Holidays of Australia was made possible with COVID recovery funding from both the Federal and Territory Governments.

The campaign featuring packages across Alice Springs and the Lasseter Region offered consumers the opportunity to save up to \$1,000 per person off select Red Centre bookings made until 30 September 2021 for travel before 30 April 2022. As of 30 June 2021, this campaign was ongoing.





03 | CHIEF EXECUTIVE OFFICER'S REPORT

In conclusion

I would like to take this opportunity in thanking everyone for their support over the reporting period. Though a difficult year every one has stood up.

In particular can I acknowledge all the team at TCA who have done an amazing job over the year. I am blessed to have one of the best teams working in regional tourism in Australia who join with me to work day in day out for our members and the growth of our great region.

I would also like to acknowledge and thank the Board Directors of TCA over this year and in particular Patrick Bedford as Chair.

And finally, can I thank every single TCA member. Your support drives us to do our best for you and I can only but thank each and everyone of you for being a member of our great organisation.



Danial Rochford - Chief Executive Officer

Tourism Central Australia



04 | TOURISM CENTRAL AUSTRALIA TEAM



Danial Rochford
Chief Executive Officer



Steve Jarrett
Marketing Manager



Karan Bhuta
Visitor Services
Manager



Merrilyn Spencer
Finance Manager



Jim Acklin
Membership & Industry
Support Manager



Karina Fenner
Office Manager



Susan Silvester
Team Leader (Alice
Springs Visitor
Information Centre)



Karl Herzog
Manager Battery Hill
Mining Centre



Ben Urquhart
Marketing Specialist



Meg Aston
Membership & Industry
Support Coordinator



Georgia Tidey
Marketing Coordinator



Em Strojny
Product, Packaging &
Support Coordinator



Kylie Payne
Assistant Team Leader
(Alice Springs)



Brian Coleman
Tour Guide &
Visitor Centre Travel
Consultant (Tennant
Creek)



Martin Power
Visitor Centre Travel
Consultant (Tennant
Creek)



Laxman Aryal
Visitor Centre Travel
Consultant (Tennant
Creek)



Emily Ilgen
Visitor Centre Travel
Consultant (Alice
Springs)

TOURISM AMBASSADORS

Lynne Peterkin

Katalina Mindszenty

Scott Balfour

Stephanie King

Kim Shegog

Jo Black

Laine Dumny

Celia Otley

Bev Devine

Graeme Reynolds





05 | TREASURERS REPORT

Financial year 2021 got off to a difficult start following Alice Springs first COVID-19 lockdown and ended similarly with many key NT visitor origin locations in lockdown across the country.

As significant financial impacts of COVID-19 hit Central Australia's tourism sector the flow on effect saw Tourism Central Australia (TCA) operating within a very tight budget for FY21. Despite this, support to our industry from the Northern Territory government, strong visitor numbers early in the 2021 season, frugal operational decisions and careful management resulted in an end of year surplus of \$290,352 (\$22,494 FY20). A much-improved result on the original budgeted surplus of \$58K.

This surplus delivered a final equity position of \$385,268 at 30 June 2021 (\$94,916 FY20).

Income for the year totalled \$2,369,372 (\$1,617,330 FY20) an increase on budget of \$472,284.

Key income activity in FY21:

- Tourism Vouchers distributed by Tourism NT to Northern Territory residents played a significant role in supporting TCA income during COVID-19, increasing our commission on Bookeasy sales by \$134,726.
- TCA received \$750,000 of unbudgeted funding from Austrade. Income of \$229,200 reflects actual expenditure against the grant. Remaining funds at 30 June 2021 are held as Unexpended Grants in the balance sheet.

- Other Revenue included Jobkeeper contribution of \$111,000 towards wages and an ATO cash flow boost of \$50,000 was received.
- Retail Sales exceeded budget by \$71,127. This can be attributed to staff focus on retail. The newly opened mine tour at Battery Hill contributed \$10,151.
- Co-op Marketing was suspended while the industry dealt with the impacts of COVID-19. There will be a focus on re-engaging operators to participate in co-operative marketing in FY22.

Expenditure for the year totalled \$2,079,020 (\$1,594,836 FY20) an increase on budget of \$321,820 wholly offset by the reported increased income.

Key expenditure activity in FY21:

- Austrade Covid-19 Recovery expenditure of \$229,200 is offset by the \$750K grant received.
- Fringe Benefit Tax expenditure came in well below budget due to concessions offered and no personal use of vehicles during the period.





05 | TREASURERS REPORT

- Additional casual staff contributed to the wages overspend of \$24,604 for Visitor Information Centre resource requirements in peak times particularly related to management of the NTG Voucher Scheme. This overspend was offset by higher commissions and retail sales.
- Visitor Servicing Training has been a priority with \$9,950 spent on staff training.
- Function Costs of \$2,501.49 was incurred supporting operators who attended the 2030 Tourism Conference. This cost was reimbursed by Tourism NT.
- Commission payments are over budget by \$29,350 due to higher than expected VIC commission sales.

In the **Balance Sheet** VIC Voucher Promotions Receivable Asset account for \$1,326,394 is offset against the Voucher Campaign Funds Liability account \$1,331,898. The variance between these accounts will be resolved during the Round 3 acquittal process.

I would like to acknowledge the ongoing valuable support from Tourism NT and the significant support from the Federal Government through the Austrade COVID Recovery grant. This grant has provided funds that are being used to promote our region and support local operators, who normally rely heavily on international travellers, by encouraging domestic tourism. A total of \$4.5M will be delivered and ultimately expended to support our region.

Having only commenced as Treasurer for TCA in June 2021, I feel genuine thanks must be given to past Treasurer's Ellie Norris and Merrilyn Spencer, along with acknowledgement of TCA Director David White who chaired the Finance and Risk Sub Committee in the absence of a Treasurer.

I extend a special thanks to the TCA Board and Management team for their hard work and commitment to our members and industry during what has been another challenging and busy year.

While there are still challenges ahead, the future for tourism in Central Australia is looking brighter as we move forward into the 'COVID normal' phase of our region's economic recovery; international travel is resuming and quarantine requirements relax as vaccination rates reach optimal targets. Our industry continues to demonstrate the values that remote and regional Australia is famous for; resilience, innovation, hard work and determination.

Jodie Summers - Treasurer

Tourism Central Australia



***Tourism Central Australia
Incorporated***

***SPECIAL PURPOSE FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE 2021***

TOURISM CENTRAL AUSTRALIA INCORPORATED

INDEX TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

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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 2021, 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 2021 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 and Restriction on Distribution and Reliance

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.

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 2021 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.

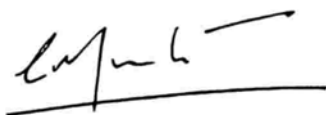
As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- 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

20 October 2021

TOURISM CENTRAL AUSTRALIA INCORPORATED

STATEMENT BY THE BOARD
FOR THE YEAR ENDED 30 JUNE 2021

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, (from 19th Nov 2020)
Andrea Lehman (from 19th Nov 2020)
David White (from 19th Nov 2020)
Karl Bajzik (from 19th Nov 2020)
Nova Pomare (19th Nov 2020-26th May 2021)
Raelene Ohlson (from 25th Mar 2021)

Mark Swindells (from 19th Nov 2020)
Steven Baldwin (from 19th Nov 2020)
Tony Mcfadzean (from 17th Feb 2021)
Kassi Fleming (19th Nov 2020 - 25th January 2021)
Merilyn Spencer (19th Nov 2020 - 5th Feb 2021)
Jodie Summers (from 18th June 2021)

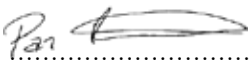
The principal activities of the association during the last financial year were the promotion of Tourism in Central Australia.

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

The surplus (deficit) 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.


.....
Board member


.....
Board member

19th October 2021
Date

TOURISM CENTRAL AUSTRALIA INCORPORATED

INCOME STATEMENT

FOR THE YEAR ENDED 30 JUNE 2021

	Notes	2021 \$	2020 \$
Grant Income		1,517,047	1,087,417
Advertising		22,727	10,902
Memberships		3,257	100,578
Sundry Revenue	2	826,341	418,433
Total Revenue		2,369,372	1,617,330
Employment Costs		1,050,557	919,308
Depreciation Expense		32,711	36,386
Operating Expenses	3	995,752	639,142
Expenses		2,079,020	1,594,836
Operating Surplus during the year		290,352	22,494

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

TOURISM CENTRAL AUSTRALIA INCORPORATED

STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2021

	Notes	2021	2020 \$
CURRENT ASSETS			
Cash assets	4	2,836,173	644,619
Receivables	5	6,393	16,394
Stock on hand		88,281	108,916
Merchandise Stock		-	1,377
Prepayments		15,606	12,171
		<u>2,946,452</u>	<u>783,477</u>
NON-CURRENT ASSETS			
Property, plant and equipment	6	<u>85,848</u>	<u>72,091</u>
TOTAL ASSETS		<u>3,032,300</u>	<u>855,568</u>
CURRENT LIABILITIES			
Trade and other payables	7	501,170	139,275
Employee Provisions	9	50,942	27,097
Unexpended Grants	8	2,080,170	582,150
		<u>2,632,282</u>	<u>748,522</u>
NON-CURRENT LIABILITIES			
Employee Provisions	9	<u>14,750</u>	<u>12,130</u>
		<u>14,750</u>	<u>12,130</u>
TOTAL LIABILITIES		<u>2,647,032</u>	<u>760,652</u>
NET ASSETS		<u>385,268</u>	<u>94,916</u>
EQUITY			
Accumulated funds		105,268	22,493
Strategic Projects Fund Reserve	10	280,000	-
TOTAL EQUITY		<u>385,268</u>	<u>22,493</u>

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 2021

	Notes	Accumulated Funds \$	Strategic Project Fund Reserves \$	Total Equity \$
2021				
Balance at 1 July 2020		94,916	-	94,916
Surplus attributable to members of entity		290,352	-	290,352
Transfer from / (to) reserves	10	(280,000)	280,000	-
Balance at 30 June 2021		105,268	280,000	385,268
2020				
Balance at 1 July 2019		72,422	-	72,422
Surplus attributable to members of entity		22,494	-	22,494
Transfer from / (to) reserves		-	-	-
Balance at 30 June 2020		94,916	-	94,916

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 governing committee there are unlikely to exist users of the financial report who are unable to command the preparation of reports tailored so as to satisfy specifically all of their information needs. Accordingly, this "special purpose financial report" has been prepared to satisfy the governing committee'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 Act 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.

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 employee's 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 an undiscounted amount. Long Service leave is accrued in respect of employees with more than 5 years employment with the Association.

Impact of COVID-19

The COVID-19 Pandemic crisis continued to grow into a large scale during the year that led to more vulnerability and uncertainties for all industries and society in general. 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.
- 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 jobseeker allowances in order to continue to support its operations and personnel during the first quarter of the financial year. The Association also benefited on Voucher Campaign Funds initiated by NT Government early this financial year. Further more, the Association was able to secure additional funding for COVID recovery marketing during the year.

Going Concern

The financial statements of TCA have been prepared on the basis that TCA is a going concern and 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 \$290,352 (2020 \$22,494), due to high sales brought about by the NT Government voucher program. As a result, the Association was able to set aside funds reserve for its future strategic projects. 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. An additional \$4.5 million in funding has also been secured for COVID recovery marketing, and continued funding of \$411,000 for our TIDO and Tennant Creek operations have been secured.

Despite the ongoing uncertainty in relation to the COVID-19 pandemic impact, the Board believe 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.

TOURISM CENTRAL AUSTRALIA INCORPORATED

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

		2021	2020
2	SUNDRY REVENUE		
	Commission	405,726	74,133
	Retail Products	213,127	207,223
	Cash Flow Boost	50,000	-
	Jobkeeper	111,000	-
	Gain from sale of vehicle	22,512	-
	Other Revenue	23,976	137,077
		<u>826,341</u>	<u>418,433</u>
3	OPERATING EXPENSES		
	Administration	274,738	295,273
	Marketing	388,895	123,455
	Building and Facilities	32,866	41,132
	Functions and Events	20,079	10,640
	Projects	19,167	-
	Other Expenses	260,007	168,642
		<u>995,752</u>	<u>639,142</u>
4	CASH ASSETS		
	Cash at Bank - Main Account	2,270,936	173,586
	Other Bank Accounts	563,913	471,033
	Undeposited Funds	1,323	-
		<u>2,836,173</u>	<u>644,619</u>
5	RECEIVABLES		
	Trade Debtors	6,393	2,582
	GST Receivable	-	13,812
		<u>6,393</u>	<u>16,394</u>
6	PROPERTY, PLANT AND EQUIPMENT		
	Leasehold improvements	23,777	23,777
	Accumulated Depreciation	(12,719)	(9,018)
		<u>11,058</u>	<u>14,759</u>
	Motor Vehicles	131,642	108,584
	Less: Accumulated Depreciation	(78,509)	(85,497)
		<u>53,133</u>	<u>23,087</u>
	Office Equipment	85,744	83,936
	Less: Accumulated Depreciation	(77,343)	(71,294)
		<u>8,401</u>	<u>12,642</u>
	Plant and Equipment	64,000	69,891
	Less: Accumulated Depreciation	(50,744)	(48,288)
		<u>13,256</u>	<u>21,603</u>
	Total property, plant and equipment	<u>85,848</u>	<u>72,091</u>
7	CREDITORS AND BORROWINGS		
	Creditors and Accruals	127,645	93,751
	PAYG	15,777	14,106
	GST payable	126,554	-
	Larapinta key deposit	5,100	1,250
	Supplier Funds	201,629	10,212
	Superannuation	24,465	19,956
		<u>501,170</u>	<u>139,275</u>

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

8	UNEXPENDED GRANTS		
	TNT- Toursim Industry Development Program (TIDO)	75,000	232,350
	TNT- Tennant Creek Funding	169,200	-
	TNT- Mates Rates Campaign	1,250,000	-
	TNT- Financial Fitness Fund	23,746	
	Austrade Covid Recovery	520,800	
	Battery Hill Museum Preservation	35,920	
	Voucher Campaign Funds	5,504	349,800
		<u>2,080,170</u>	<u>582,150</u>
9	PROVISIONS		
	<i>Current</i>		
	Annual Leave	50,942	27,097
		<u>50,942</u>	<u>27,097</u>
	<i>Non-Current</i>		
	Long Service Leave	14,750	12,130
		<u>14,750</u>	<u>12,130</u>
10	RESERVE		
	Strategic Projects Fund Reserve	280,000	-
		<u>280,000</u>	<u>-</u>

A strategic projects fund reserve of \$280,000 has been allocated from the 2020-21 surplus by the TCA board to reserve funds for future strategic projects.

DISCLAIMER ON ADDITIONAL FINANCIAL INFORMATION

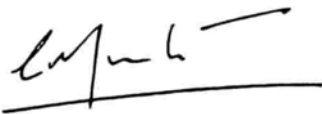
The additional financial information, being the Unaudited Detailed Income & Expenditure Statement as attached on pages 12 to 13, has been compiled by the management of Tourism Central Australia Incorporated.

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



MunLi Chee
Director

DARWIN

20 October 2021

TOURISM CENTRAL AUSTRALIA INCORPORATED

UNAUDITED DETAILED INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 30 JUNE 2021

	2021	2020
<hr/>		
<u>REVENUE</u>		
Sales - Products	213,127	207,223
Book Easy income	405,726	74,133
	<hr/>	<hr/>
	618,853	281,356
	<hr/>	<hr/>
<i>less</i>		
Cost of Goods Sold (Products)	128,586	110,667
Credit card merchant fees	32,035	14,583
	<hr/>	<hr/>
	160,621	125,250
	<hr/>	<hr/>
	458,232	156,106
	<hr/>	<hr/>
<u>OTHER REVENUE</u>		
Advertising Co-operative	22,727	10,902
Monopoly and Top Trumps	-	18,000
Art Trail Buy In	-	-
Functions	-	-
Consumer and Trade Show Participation	7,244	9,075
Interest	208	416
Membership	3,257	100,578
NT Government Grant - Operations	1,261,028	979,942
Autrade Funding	229,200	-
Other Grants	26,819	107,475
Sundry Income	200,036	109,586
	<hr/>	<hr/>
	1,750,519	1,335,974
	<hr/>	<hr/>

TOURISM CENTRAL AUSTRALIA INCORPORATED

UNAUDITED DETAILED INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 30 JUNE 2021

	2021	2020
<hr/>		
<u>EXPENDITURE</u>		
Advertising	11,359	18,853
Airport Welcome Desk Management	1,652	2,066
Audit fees	30,832	6,472
Austrade Covid Recovery	229,200	-
Art Trail	-	655
Bookeasy Commission Payments	86,350	18,871
Bus Charter fees	-	-
Cleaning	1,003	1,315
Awards Night Expense	-	-
Committe Expenses	7,936	1,659
Computer expenses	24,900	53,584
Co-operative advertising	-	133
Depreciation & amortisation	32,652	36,386
Familiarisation Tours	-	480
FBT Expense	5,245	1,649
Fixed Assets Written Off	59	-
Function costs	20,079	10,640
Insurance	16,356	20,639
Marketing & Design	15,118	12,476
Meeting Expense	886	106
Rent on Storage Shed	2,823	1,739
Motor vehicle expenses	13,763	14,858
Mystery Shop Program	1,800	3,845
Office & Stationary Expenses	11,522	16,862
Visitor Maps	7,168	6,313
Postage	1,929	2,043
Printing & stationery	7,018	8,537
Professional Services	18,425	39,468
Recruitment	12,471	5,580
Red Centre Adventurers	63,845	48,518
Red Centre Visitor Information Touchpoint	-	-
Rent on building	28,395	37,370
Research	-	-
Salaries & wages	913,027	844,428
Salaries & wages - accrual & provision movement	37,828	-10,121
Group Training	-	2,288
Security costs	4,471	3,762
Staff Costs	6,594	394
Digital Marketing	19,774	6,926
Subscription, Membership and Licences	39,160	34,951
Superannuation	80,636	77,133
Telephone and Fax	14,200	9,087
Tennant Creek Battery Hill Projects	19,167	-
Training and Uniforms	17,995	29,287
Travel & accommodation	31,534	39,693
Consumer Shows	42,432	29,581
VIC Refreshment	11,043	15,254
VIC Signage	27,753	15,806
Yulara VIC setup costs	-	-

TOURISM CENTRAL AUSTRALIA INCORPORATED

UNAUDITED DETAILED INCOME AND EXPENDITURE STATEMENT
FOR THE YEAR ENDED 30 JUNE 2021

	2021	2020
	<u>1,918,399</u>	<u>1,469,586</u>
Operating (deficit)/surplus for the year	<u>290,352</u>	<u>22,494</u>
Overall (deficit)/surplus for the year	<u><u>290,352</u></u>	<u><u>22,494</u></u>



TOURISM
CENTRAL AUSTRALIA

The Heart. The Soul. The Centre.