2019-2020 ANNUAL REPORT

ECHUCA MOAMA AND DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.

Chair Report

It gives me a great deal of pleasure to deliver the Annual Report for 2019-20

The last year was extremely challenging for EMT and our members. This time last year we were in a fairly precarious situation operating without Visitor Centre and Marketing service agreements in place with Shire of Campaspe from 1/7/19, or any agreement on the extension of the Pump House lease from 16/12/19.

The renewal of the service agreements for 3 years was formalised by Campaspe Shire Council in December and the lease extension for 5 years

The agreements have provided certainty of funding as well as continuity of tenure over the Pump House site for visitor services operations. It also enables EMT to concentrate on its primary objectives of marketing the area and dissemination information to visitors.

The bushfires in South Eastern NSW, North East Victoria & Gippsland in December & January didn't impact directly on our area but were a major deterrent to travel and at our peak season.

In the latter part of the year, Covid turned our normal world on its head. Lockdown, social distancing & zoom became new everyday vocabulary. Food shortages and no visitors became the new norm. At EMT we quickly reacted by closing the Visitor Centre, stood down staff, applied for Jobkeeper & other assistance, and most importantly kept our members up to date with the very quickly changing business operating rules and access to assistance.

With no face to face visitors to service and limited justification for pursuing our budgeted marketing strategy, information for the industry and advocacy on its behalf became a priority. When the second lockdown began, EMT also became an independent and confidential listener, with many members sharing financial & tenancy concerns.

During the second Covid wave we continued to promote our region, mainly through social media. Some sections of our industry questioned why we weren't placing greater emphasis marketing like other areas. Our strategy was to ensure that when launched into recovery stage promotion we would get best value for money. Unfortunately, some destinations pulled the trigger too early.

This approach is consistent with our organisations continuing prudent financial management which sees us maintain a strong position into the Covid recovery.

Our auditors report flagged potential income reduction from membership, co-op marketing and advertising support into the 20-21 financial year. This had already been flagged by the board and was highlighted in briefings with both councils.

Fortunately, indications are very positive with membership increasing during the Covid lockdowns. Also the recent preparations for the next Official Visitor Guide have well surpassed expectations and it is the largest and most comprehensive Visitor Guide yet. In 2018 EMT developed a strategic plan through to 2022. A proposed mid-term review of the plan, flagged in last year's report, was difficult without the new service agreements and lease in place, plus the added issues of Covid 19 pandemic. However, the board has taken the opportunity to extend the review across the entire operating model for the business. Our CEO Kathryn Mackenzie contract was due to end last July but has been extended until at least April 2021 to enable the review to be completed and ensure continuity during Covid recovery.

I thank both our local councils for their continuing financial support, and board member contribution. EMDTA would also like to acknowledge that the Campaspe Shire forgoes commercial rental for the Vic building and in addition allows the Board to direct the income from the subleasing of the offices to MRTB to Visitor Services. EMDTA are certainly appreciative of this support"

Echuca Moama Accommodation Association has been a long time EMT member and contributes additional marketing resources and in-kind support.

Our local industry members continue to receive recognition for outstanding performance.

2019 Tourism Awards

NSW Tourism Awards

Cadell on the Murray Motel Resort - Silver

Victorian Tourism Awards

Riverboats Music Festival Echuca – Gold and Hall of Fame

Cactus Country Strathmerton – Bronze

Regional Tourism Awards – Riverina & Murray

Rich River Golf Club, Moama – Hall of Fame (Tourism Attraction)

Cactus Country, Strathmerton – Gold (Tourism Attraction)

Cadell on the Murray Motel Resort, Moama – Gold (Standard Accommodation)

Rich Glen Olive, Yarrawonga – Silver (Excellence in Food Tourism)

I'd also like to thank and recognize Andrew Walker who became our marketing brand ambassador for his time and enthusiasm in supporting Echuca Moama Tourism. He gave of his time and his family's time most generously.

Thank you to our members and board for your support. I especially want to thank Kathryn for her enthusiasm & passion for the industry and this destination. Andrew Wright has been treasurer for the last 2 years and has done an excellent job meeting the pandemic induced and extremely time consuming financial challenges.

I'd also like to thank the Moama Bowling Club for their generosity in supporting tonight's function and

dinner.

I've thoroughly enjoyed my 4 years on the board, albeit somewhat different to my last stint 30 years ago. Interestingly many of the challenges are the same, funding, competition from other Victorian destinations and technology to name a few. I'm not seeking re-election and wish the board and members the very best for the future. I'm now looking forward to exploring the wonders of Australia.

Dick Phillips Chairman

CEO Report

ECHUCA MOAMA – A Year in review

Echuca Moama Tourism's role has never been as important as it has over the 2019 -20 year. As a membership-based organization, supporting our industry through the most challenging tourism climate in our lifetime, Echuca Moama Tourism has continued to provide leadership, strong advocacy and operator support.

This year has been defined by two halves. The first, extremely positive with record visitation, expenditure & yield & the second of tragic consequences of the global coronavirus pandemic (COVID-19) combined with the impacts of the most active bushfire season Australia has ever witnessed.

Fortunately, 2019 was a very good year with 797,000 domestic overnight visitors – up by 4.2% on YE March 2019. Visitors spent over 2.4 million nights in the region – up by 15.2% on YE March 2019.

Domestic overnight expenditure by visitors in the region was \$388 million while domestic daytrip expenditure was \$94 million. Total expenditure for this period was \$482 million or an average of \$1.3 million spend per day.

However, at the end of March with the first total lockdown of Victoria, visitation ceased except for essential services. With the lockdown ending in early June we saw excellent visitation over the Queen's birthday holiday weekend and the first week of the school holidays. Then again, the second lockdown until the end of August.

I commend the industry throughout this time, strictly adhering to managing the health the regulatory health regime, something very new for a tourism industry which traditionally welcomes all visitors.

Over this 8 month time frame EMDTA has worked with you the industry, representing your interests and lobbying extremely hard on your behalf to resolve issues around funding eligibility, anomalies with our cross border and funding issues.

EMDTA in conjunction with EMAA regularly issued newsletters with the innumerable updates for both States. I would like to acknowledge the work and support of EMAA over this time with many phone calls, meetings and deliberations on the emerging journey out of lockdown.

We all worked through many tough days resolving many issues and working our way through the new regulatory environments and supporting you the industry.

EMDTA became your voice representing your concerns, interests and working with the media to amplify these messages.

The media has certainly supported our destination especially the Riverine Herald, ABC Regional Radio (Bendigo and Goulburn Murray radio stations) WIN News, Channel 9, ABC Melbourne TV; ABC Statewide Drive; 7 News, telling our story and supporting our industry and community's request for relaxation of the restrictions for the hospitality sector, the opening of the River, and the opening of the NSW/Victorian border.

Destination Marketing 2019-20

Digital Marketing:

The website plays a key role in marketing the destination. Over the past 12 months <u>www.echucamoama.com</u> received 184,125 website hits up 14.25% on the previous financial year which was 161,153. Unique Users (number of individuals accessing site, some may visit multiple times) were also up 15.5% on the previous financial year with a total of 13,313 use.

Social Media Performance

Leading the Murray

Destination	Instagram	Facebook
Echuca Moama	6,297	16,612
Visit Albury Wodonga	4,812	5,288
Visit Sun Country	1,309	3,608
Visit Mildura	4,783	14,348
Visit Swan Hill	2,796	4,671
Visit Deniliquin	2,872	14,348

EMDTA in 2019 delivered 3 seasonal marketing Campaigns (Winter, Spring and Summer). Andrew Walker became our brand Ambassador and lead our TV Campaigns into the Bendigo & Ballarat marketplace. This covered a large regional footprint from Bacchus Marsh through to Swan Hill on the Prime TV network. Our industry bought into this Campaign and it was integrated with print into national publications such as Jetstar and Qantas, Melbourne based publications (WHERE magazine, In Melbourne This Week) and regional publications such as Out & About distributed in both Bendigo and Ballarat markets.

I would like to recognize & commend the work of EMDTA's marketer Sarah Ryan who so capably developed and lead these major campaigns delivering strong brand and working with the industry to deliver effective tactical marketing for Echuca Moama as a destination.

With Sarah's departure in January, EMDTA appointed 2 contractors to deliver marketing services during this COVID period. Jordan Grant was appointed to deliver social media marketing and Anna Hayward delivering a more strategic and broader marketing strategy.

The proposed Winter Campaign was re-positioned a number of times responding to an ever changing regulatory environment including lockdowns as well as river & border closures. The Campaign was finally launched into the Ballarat & Geelong marketplace in late August coinciding with the September school holidays.

The resultant Spring Campaign took a multi-pronged approach to marketing Echuca Moama with an integrated campaign that focused on highly targeted geographic areas (primarily Ballarat, with a soft launch into Geelong) to reach the audience many times over with the same consistent message.

KEY ELEMENTS OF THE AWAKEN CAMPAIGN:

Bus Supersides – Monday 6 September until 11 October

Billboard – Mair Street Ballarat – (28m x 3.3m)

Shop Panels – Wendouree Shopping Village – 28 September – 11 October 2020

POWER FM RADIO - 70 x 30 seconds advertisements 17 September - 17 October 2020

SPOTIFY – 30 sec ads – Ballarat 17 September - 17 October 2020

Ballarat Courier 3 for 2 nights offer – Digital Homepage Takeover – 17 September 2020

Ballarat Courier Digital – Animated advert – 18 September – 24 September 2020

Ballarat Courier Print – half page x 3 – Sat 19 September Fri 25 Sept & Sat 26 September 2020

Ballarat Courier Print – Advertorial – Friday 25 September 2020

NewsXtend Digital – Brand – Animated and Static – Ballarat/Geelong – Friday 18 September – Sunday 17 October 2020 Reachlocal Digital – 3 for 2 – Animated & Static – 16 September – 10 October 2020

Geelong Times Newspaper (free newspaper)– 15,000 copies in market 8 October – 5 November. Editorial & ad was also featured in the Surf Coast Times, Bellarine Times & Armstrong Creek Times. The reach of the editorial was 75,000 copies.

An associated Facebook competition giving away a two night stay along with a range of experiences across Echuca had a 70,000 reach, 8,000 engagement (11.4% conversion), 1,600 shares, 900 likes, 350 comments. Over the course of the competition, the Echuca Moama Facebook page received 785 new followers.

In conjunction with this our paid & targeted Social Media increased net follower Instagram grew by + 369 & Facebook received total impressions of 312, 180.

Despite operating in a very unpredictable COIVD environment, with a closed border and 5/6 of Victoria still locked down under stay at home restrictions, the campaign performed extremely well and delivered some exciting results for the region, which have been felt immediately but will also benefit the region into the future.

The primary conversion tool for the campaign was the 3 for 2 voucher, providing visitors to the website with an opportunity to claim the voucher code before 17 October, so they could book a three night stay with a participating operator. The voucher could be used to book and stay any time from 31 August 2020 through to 29 August 2021 enabling Moama operators involvement in the Campaign.

Conversion

Total number of participating operators:	17
Total number of vouchers claimed:	73
Conversion rate*:	7.4%
(a conversion rate of between 2% - 5% is consid	dered good for these types of subscription-based offers)

In terms of brand exposure, the Campaign received over 425,000 digital impressions across multiple platforms, and a print reach of 250,000. These figures combined with an amplification via radio, Spotify, shop panels and outdoor media have provided significant exposure of the Echuca Moama brand in the primary geographic locations of Ballarat & Geelong.

Visitor Guide: The 2021- 22 Visitor Guide goes to print this week. The Board decided to support all tourism members with a complementary 1/5 page in the new guide, covering the \$450 cost for each advertisement from Board funds. This has been extremely well supported and the new Guide will be the largest guide ever, consisting of 112 pages and will be perfectly bound. 30,000 copies will be printed. The Guide will be delivered to local letter boxes and copies will be available for pick up at the post offices in Echuca and Moama and the smaller towns across the Shires.

Echuca Moama PR

- Echuca Moama & Surrounding region featured regularly on WIN News over 2019 -2020
- Echuca Moama featured in Glenn Marshalls blog via Campermate; Glenn's story Murray

River Destinations for Summer Touring also featured in Caravan World.

- Echuca Moama features throughout Destination NSW Spring Campaign;
- Destination NSW engaged "We are the Explorers" to explore the Murray Region and PS Emmy Lou was featured in a blog by Connor Moore;
- Peter Quilty, a judge at Top Aussie Vans competition, published an article online, Muster on the Murray;
- Echuca Moama SUP featured in Visit Melbourne's Your Dogs Happy Space Campaign video was viewed over 47,000 times;
- Echuca Moama featured in Blog via Passport Collective featuring kayaking;
- Emmy Lou featured in German Travel Magazine full page feature on the Murray
- Australian Traveller 25-28 November 2019 visits to St Anne's Winery, Pacdon Park, Overnight stay on houseboat and a massage experience.
- Hunter & Bligh 26-28 November 2019 Visits to Rich River Golf Club Golf specific famil, organized by DNSW
- Nomadasaurus Visits to Kingfisher Cruises, Iwaterski, Junction and Talo as well as Bird Hide Mathoura – DNSW famil
- DNSW Murray Best Shared Campaign Murray River Paddlesteamers, Junction Moama and Rich Glen Olive were filmed and photographed by Destination NSW and images from their businesses were shared throughout the campaign.
- Visit Victoria Sue Wallace journalist visited Echuca on 15/16 November 2020
- Serena Jane Productions influencer visited Echuca Moama 16 18 November 2020 -

Sydney Melbourne Touring

Sydney Melbourne Touring is the international touring route between Sydney & Melbourne

taking in Bendigo, Echuca Moama, Yarrawonga, Albury Wodonga and Canberra. It is

funded by Visit Victoria, ACT Tourism, individual destinations and individual

operators along the drive. With the onset of COVID, SMT pivoted, has

rebranded and re-developed this drive for the domestic market. A new website is in

development and Visit Victoria are keen to elevate it to a major drive route for Victoria.

GROWING PARTNERSHIPS ACROSS THE TOURISM & LOCAL COMMUNITY

Consumer Shows

- Wedding Expos Swan Hill 2019 & Echuca 2020
- Motor Classica Melbourne Exhibition Building October 2020

Industry Network Nights

- Echuca Distillery 18 June 2019
- Echuca Workers Club 22 October 2019 (AGM)
- Moama Bowling Club 10 December 2019

Building Community Partnerships

- Worked with Kyabram Town Hall Committee to deliver & market Fashion exhibition October 2019 – February 2020
- Worked with Rochester Lions Club to develop & establish an accredited Visitor Centre for Rochester 2019
- Grew industry membership with Heathcote Wineries (within Campaspe Shire) Heathcote 11; Tellurian; Shiraz Republic; Peregrine Ridge; Silver Spoon during 2019.
- Repair Café worked in conjunction with SLOW Echuca Moama to hold the Repair Café
 September & November 2019
- Worked in conjunction with the Riverine Herald to deliver the Shopping & Dining Guide 2019.
- Worked with the Riverine Herald to develop & tell a series of local stories 2019 -20.
- Partnered with Riverine Herald to deliver VFR Postcards series May 2020

Professional Development Opportunities 2020:

- Partnered with Netstripes to deliver industry training over the past 6 months
- EMDTA in August 2020 negotiated free interactive webinars to operators across Echuca Moama & region with the Australian Innovation Centre. Australian Innovation Centre provided free one to one mentoring for operators who undertook the webinars.

Growing visitation in softer periods of the year & leveraging events for the Tourism sector.

Events supported by EMDTA – Marketing support & Visitor Services

- Winter Blues 20th Anniversary July 2019
- Darts Australia July Aug 2019
- CMCA Rally Elmore October 2019
- World Bowls Challenge Moama Bowling Club Nov 2019
- Fishing on the Fairways Rich River Gold Club September 2019
- River Boats Music Festival Feb 2020
- Southern 80 Feb 2020
- Poetry Trail Historical Society- November 2019 Launch

FOCUSING ON OUR VISITORS

VISITOR SERVICES 2019 - 20

Visitor Centre performance in 2019/20 has been severely impacted by the COVID169 Pandemic, impacting the 4 months from March – June 2020.

The Visitor Centre was closed to the public from Monday 23rd March to Thursday 4th June and again from Monday 8th June to Friday 12th June. Despite the impact of bushfires over the summer period and the impact of the pandemic lockdowns, the Visitor Centre has delivered quality visitor services over the period. The comparison below compares for the same time period. (July – Feb)

Visitor Centre Performance over past year (comparison with previous 2018/19)

2018/19 2019/20 (for same period to 28 Feb)

Accommodation	313,757.55	282,869.50	Down 9%
Visitation	36,437	37,916	Up 4%
Attractions Sales	75,342.91	77,744.25	Up 3.2%
Merchandise Sales	22,693.21	33,400.08	Up 47.2%
Event Ticket Sales	124,552.00	125,139.00	Up 0.5%

Event Ticketing

In 2019/20 the Visitor Centre has sold \$125,139.00 worth of event tickets supporting local operators and community organisations.

Events Ticketed in 2019/20 include:

Riverboats Music Festival 2020

Chamber Philharmonia Cologne

ITP International Women's Day Brunch

Fishing on the Fairways at Rich River Golf Club

Australian Darts Open Spectator Tickets

Vic Women's Country Bowls Carnival

Murray Business Network Events

Diversity of Leather Event

Grand Final Luncheon at Rich River Golf Club

Inside Story 2019

Campaspe Murray Business Awards Gala Dinnner

The Molato Project

Dirty Dicks Theatre Restaurant

Pacdon Park Artisan Foodie Workshops

Birds of Prey Fun Day at Kyabram Fauna Park

Volunteer Ambassadors

In 2019/20 we welcomed 4 new ambassadors to our team: Phyllis Brennan, Tenaya Cox, Deborah Carrington and Marg Smith

In 2019/20 our team of 21 ambassadors provided 2876 hours (the equivalent of 359.50 days) of assistance to visitors and events.

Roaming Ambassadors featured around town during the Riverboats Music Festival; and the Australian Darts Open

Student Placements

In 2019/20 Echuca Moama Visitor Centre welcomed 2 students – we had indigenous tourism trainee Laura Hudson working with us from January 2020 to July 2020, and School Based Trainee Ella Barry who will be with us from January 2020 to December 2021. In conjunction with their placements, students undertook the TAFE Certificate 3 in Tourism studies.

Rochester Ancillary Visitor Centre – first ancillary centre to be established in Victoria.

During 20219/20 we worked with volunteers from Rochester Sport Museum to gain accreditation under the Echuca Moama VIS hub for an ancillary visitor centre located in the Rochester Sports Museum. The approval for this accreditation came through in February 2020 and the process to integrate the Rochester volunteers into our volunteer team commenced just prior to Covid, and will continue once the centre reopens post COVID. The ancillary visitor centre at Rochester is the first visitor centre accredited under the ancillary model in Victoria.

Familiarisation Program

During 2019/20 (prior to March 2020) visits have been conducted to:

Alton Gallery, Foundry Art Space, Historical walk with Gwen Potter, Whistle Stop Gallery; Mathoura VIC, Reed Bed Bird Hide, Edward River Camp Ground; Great Aussie Beer Shed, Rushworth, Waranga and Whroo; Where the Long Paddock Meets the Murray, Billabong Ranch, Kingfisher Cruises.

Familiarisation Innovation

Due to Covid, familiarisations had to be suspended as of March 2020 which meant that we needed to come up with innovative ways to ensure our ambassadors remained engaged and knowledgeable about the region which has lead to our Virtual Famil program which we intend to keep operating in conjunction with face to face famils once these are permitted.

Post March 2020, familiarisations went online and virtual famils have been conducted during the shutdown period with operators including: Maiden's Inn Holiday Park, Cactus Country, Historical Society, Rich River Golf Club, Pacdon Park

Staff Training

Staff and several ambassadors undertook 7 week MRTB i2i Training Program – Information to Inspiration as part of the Visitor Transformation Project providing staff with excellent insights into visitor trip cycle from dreaming through to post visit behaviour.

All staff undertook training on the ATDW platform and how to assist operators to use the system. This training provided staff with the necessary skills facilitated operator adoption of the ATDW.

Ambassador Training

In 2019/20 4 new ambassadors completed induction training.

An extensive ambassador enrichment program has been developed during lockdown which will be rolled out in 2020/21

Industry Development

ATDW Listings - In response to Covid, Murray Regional Tourism were able to negotiate on behalf of Victorian operators to received free ATDW listings (NSW already receive free listings) As a result, VIC staff assisted 65 Victorian Businesses to claim and set up their free ATDW listing, as well as providing operator training on the ATDW platform.

Virtual Reality Pilot

Echuca Moama Visitor Centre participated in a pilot program funded by Murray Regional Tourism Board to install a Virtual Reality station within the Visitor Centre. The objectives of the project are to increase visitor's knowledge of the region and encourage them to spend more and stay longer. Two headsets were installed in the Visitor Centre in 2019/20. In closing, I would like to acknowledge Campaspe Shire and Murray River Council for their continued financial support and input to the operation and development of Visitor Services and Marketing as well as their involvement on the Tourism Board.

Murray Regional Tourism has also provided good information in this ever-changing regulatory environment. They have worked with EMDTA in their advocacy for Echuca Moama Tourism, they have picked up the mantle for individual issues for a number of operators and have provided informative modelling on the longer term impacts of Covid on Murray River destinations.

Now to acknowledge the Visitor Services Team – Karen Colvin and Jenn Rendle, part time staff Fran Martin and Di Kelly and casual staff member Paul Roach. This has been a difficult year, but the staff have worked assiduously developing new resources to meet visitor need, dealing with an increased volume of calls and complex visitor enquiries. I thank them for their hard work, passion and willingness to go the extra mile.

Importantly I'd like to thank all our Ambassadors who freely give of their time to support the tourism industry. They bring to our services great local knowledge, a range of skills and a passion for this community. Over the past 12 months they have provided 2876 volunteer hours which ensures the Visitor Centre can provide visitors with individualized and personal service.

Our Tourism Board come together and provide their time, expertise and leadership to this extremely important industry sector which in normal circumstances is a strong driver of the economic vitality of this community. However, this year has been a most challenging year and I thank the Board for their direction, leadership and support.

I also extend my gratitude to Andrew Wright who has acted as treasurer over the past 2 years. Andrew has managed the budget through some difficult times, providing great insights, prudent financial management and advice and the ability to successfully secure government funding over the past year.

The Board has been well served by Dick Phillips, who has been the Chair of the Board over the past 3 years. Dick has decided not to contest this Board election. Dick has been a dedicated and an ever-present Chair over this period of time. Dick has been great support to me over this period and particularly over the past 12 months. Dick will certainly be missed, however, I wish Dick all the very best and thank him for his support, sage advice and steering the Board through these challenging times.

Finally, I would like to thank you, the industry, who have worked so hard during this difficult time. Many of you have re-engineered your businesses, upgraded your properties, painting, constructing, developing new operational systems and doing all those jobs that you had saved for a rainy day. With an ever changing regulatory environment, a health crisis and industry lockdowns, border & river closures this year has been as mentioned the most difficult ever recorded. However, your willingness to work together as an industry, your

positivity and optimism, your great resilience through this most difficult time stands the industry in very good stead for the future. I am optimistic that we will get through this time and continue rebuild and carve out an exciting future for this much loved destination.



Membership

In 2018/2019 Echuca Moama Tourism was supported by 270 financial members:

	2018/2019	2019/2020
Accommodation	75	69
Attractions	31	26
Retail	27	41
Services & Trades	71	68
Food & Drink	70	56
Friends of Tourism	5	8
Shires	2	2
Total	281	270





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ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC. STATEMENT OF PROFIT AND LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2020

	Note	2020 \$	2019 \$
Revenue	2	763,129	750,812
Expenses: Marketing & Customer Service Expenses: Administration Depreciation and amortisation expenses Loss on Disposal of Plant & Equipment	3	(325,045) (416,745) (12,680) (1,447)	(416,377) (411,714) (9,799) -
Profit/(Loss) from ordinary activities		7,212	(87,078)
Other comprehensive income COVID-19 Government Subsidy - JobKeeper COVID-19 Government Cash Flow Boost COVID-19 Vic State Government Grant		37,500 21,664 10,000	- - -
Total comprehensive result for the year	14	76,376	(87,078)

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC. STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2020

	Note	2020 \$	2019 \$
CURRENT ASSETS		J	3
Cash assets	4	717,779	732,267
Receivables	5	43,195	32,270
Inventories	6	14,348	11,552
Other	7	473	473
TOTAL CURRENT ASSETS		775,795	776,562
NON-CURRENT ASSETS			
Property, plant and equipment	8	46,720	42,099
Intangible Assets	9	10,988	14,651
TOTAL NON-CURRENT ASSETS		57,708	56,750
TOTAL ASSETS		833,503	833,312
CURRENT LIABILITIES			
Payables	10	33,318	40,738
Provisions	11	51,936	55,697
Other	12	129,592	187,646
TOTAL CURRENT LIABILITIES		214,846	284,081
NON CURRENT LIABILITIES			
Other	12	18,808	25,758
TOTAL NON CURRENT LIABILITIES		18,808	25,758
TOTAL LIABILITIES		233,654	309,839
NET ASSETS		599,849	523,473
EQUITY			
Reserves	13	200,801	200,801
Retained Profits	10	399,048	322,672
TOTAL EQUITY		599,849	523,473

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC. STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2020

	Retained Profits	Reserves	Total
	\$	\$	\$
Balance at 30 June 2018	409,750	200,801	610,551
Profit for the year	(87,078)	-	(87,078)
Balance at 30 June 2019	322,672	200,801	523,473
Profit/(Loss) for the year	76,376	-	76,376
Balance at 30 June 2020	399,048	200,801	599,849

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC. STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2020

	Note	2020 \$	2019 \$
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from Customers		741,240	794,890
Government Subsidies - COVID-19		69,164	-
Interest Received		13,511	14,128
Payment to Suppliers & Employees		(773,470)	(799,431)
Interest and Bank Charges Paid		(5,718)	(6,423)
Payment of Taxes		(44,129)	(32,882)
Net cash Provided by operating activities	14	598	(29,718)
CASH FLOWS FROM INVESTING ACTIVITIES			
Payment for Property, Plant & Equipment		(15,086)	(3,575)
Payment for Intangible Assets			
Net cash used in investing activities		(15,086)	(3,575)
Net Increase/(Decrease) in Cash Held		(14,488)	(33,293)
Cash at Beginning of Financial Year		732,267	765,560
CASH AT END OF FINANCIAL YEAR	4	717,779	732,267

1. STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

In the Committee of Management's opinion, Echuca Moama & District Tourism Development Association Inc. is not a reporting entity because there are no users dependent on general purpose financial statements.

This is a special purpose financial statement that has been prepared for the sole purpose of complying with the requirements of the *Associations Incorporation Reform Act 2012* to prepare and distribute a financial statement to the members and must not be used for any other purpose. The Committee of Management has determined that the accounting policies adopted are appropriate to meet the needs of the members.

The financial statement has been prepared in accordance with Australian Accounting Standards, Australian Accounting Interpretations and other authoritative pronouncements with the exception of the requirements of the following:

AASB 7 - Financial Instruments: Disclosure
AASB 9 - Financial Instruments
AASB 13 - Fair Value Measurement
AASB 15 - Revenue from Contracts with Customers
AASB 16 - Leases
AASB 108 - Accounting Policies, Changes in Accounting Estimates and Errors
AASB 116 - Property, Plant and Equipment
AASB 119 - Employee Benefits
AASB 124 - Related Party Disclosures
AASB 132 - Financial Instruments: Presentation
AASB 1058 - Income for Not-for-Profit Entities

Interpretation 1031 - Accounting for Goods and Services Tax (GST), paragraph 10 only.

The financial statement is prepared on an accrual basis and in accordance with the historical cost convention. Unless otherwise stated, the accounting policies adopted are consistent with those of the previous year. Comparative information is reclassified where appropriate to enhance comparability.

Income Tax

The association is an exempt body under section 78 of the Income Tax Assessment Act (1936) as amended, and accordingly no provision has been made in the accounts for Income Tax.

Inventories

Inventories consist of publications, souvenirs and drinks and are measured at the lower of cost and net realisable value.

Property, Plant and Equipment

Property, Plant and Equipment are included at cost. The Depreciable amount of all fixed assets including buildings, but excluding freehold land, is depreciated over their useful lives commencing from the time the asset is held ready for use.

The depreciation rates used for each class of assets are:

Class of Asset	Depreciation Rate	
Buildings	2.5 - 5.5%	
Improvements	2.5 - 36%	
Plant & Equipment	2.5 - 67%	

The carrying amount is reviewed annually by the Association to ensure it is not in excess of the recoverable amount.

Employee Entitlements

A liability for annual leave is recognised, and is measured as the amount unpaid at the reporting date at current pay rates in respect of employees' services up to that date. A liability for long service leave is recognised, and is measured at 100% of the pro-rata entitlement at the reporting date at current pay rates in respect of services provided by employees with 5 years or more service.

Contributions are made by the association to an employee superannuation fund and are charged as expenses when incurred.

Cash and Cash Equivalents

For the purposes of the cash flow statement, cash includes deposits at call which are readily convertible to cash on hand and are subject to an insignificant risk of changes in value, net of outstanding bank overdrafts.

Accounts Receivable and Other Debtors

Debtors are brought to account at their normal amounts. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets.

A provision for doubtful debts is raised when some doubt as to collection exists.

Payables

These amounts represent liabilities for goods and services provided to the Association prior to the end of the financial year and which are unpaid. These amounts are unsecured and are usually paid within normal trading terms.

Intangible Assets

Website, Branding & Logo

Costs incurred in the development of the entity's website, brand and logo have been deferred and are amortised on a straight line basis over a period of 5 years.

Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office. In these circumstances the GST is recognised as as part of the cost of acquisition of the asset or as part of an item of the expense.

Going Concern

The financial statements have been prepared on the basis that the Association will be able to continue as a going concern.

Revenue Recognition

(i) Grants, donations and other contributions

Grants, donations and other contributions are generally recognised as revenues when the Association obtains control over the asset. Control over granted assets usually occurs at the time they are received.

(ii) Capital Government grants

Capital government grants are recognised as a liability when received and are released to the Statement of Profit and Loss and Other Comprehensive Income on a systematic basis over the periods in which the entity recognises as expenses the related costs for which the grants are intended to compensate.

(iii) Member Subscriptions

Member subscriptions revenue is brought to account on a progressive basis over the annual membership period. Any member subscription received in advance are brought to account as a liability called income in advance (refer note 12).

Revenue Recognition (continued)

(iv) Commissions

Commissions are recognised as revenues following the provision of services.

2 REVENUE

Operating Activities:		
Members Subscriptions	177,940	190,253
Operating Grants	405,185	397,363
Sales Revenue	81,902	49,659
Commissions	54,536	54,340
Website Income	-	1,310
Rent Received	13,809	14,529
Sundry Revenue	9,296	22,280
	742,667	729,734
Non Operating Activities:		
Interest Received	13,511	14,128
Government Subsidies - COVID-19	69,164	-
Amortisation of unexpended capital grants	6,950	6,950
	89,625	21,078
Total Revenue	832,293	750,812

3 PROFIT FROM ORDINARY ACTIVITIES

Profit/(Loss) from ordinary activities has been determined after:

Auditors remuneration:		
- Audit Fees	5,300	5,200
Amortisation of Intangibles	3,662	3,662
Depreciation of Plant & Equipment	6,517	2,998
Depreciation of Leasehold Improvements	2,501	3,139
	12,680	9,799
Cost of Sales	17,122	24,923
Provision for Employee entitlements	(3,761)	9,015

4 CASH ASSETS

Cash on Hand	650	462
Cash at Bank: General Account	139,205	86,359
Cash at Bank: Entitlements Account	45,000	45,000
Cash at Bank: BookEasy Reservation Account	19,675	100,446
Cash at Bank: Term Deposit	513,249	500,000
	717,779	732,267

Reconciliation of Cash

Cash at the end of the financial year as shown in the statement of cashflows is reconciled to the related items in the Statement of Financial Position as follows:

Cash	717,779	732,267
	717,779	732,267

		Note	2020 \$	2019 \$
5	RECEIVABLES			
	Accounts Receivable Provision for Doubtful Debts		54,997 (11,802) 43,195	70,336 (38,066) 32,270
6	INVENTORIES			
	Stock on Hand: Publications/Souvenirs Stock on Hand: Drinks		14,284 64 14,348	11,419 133 11,552
7	OTHER			
	CURRENT Bond		473 473	473 473
8	PROPERTY, PLANT & EQUIPMENT			
	Leasehold Improvements: At Cost Less: Accumulated Depreciation		675,595 (651,812) 23,783	675,595 (649,311) 26,284
	Plant & Equipment: At Cost Less: Accumulated Depreciation		125,676 (102,739) 22,937	126,945 (111,130) 15,815
	Total Property, Plant & Equipment		46,720	42,099
9	INTANGIBLE ASSETS			
	Brand, Logo & Website Development Less: Accumulated amortisation		18,313 (7,325) 10,988	18,313 (3,662) 14,651

		2020	2019
		\$	\$
10	PAYABLES		
	CURRENT		
	Trade Creditors	13,181	13,807
	Other Creditors	4,265	10,933
	Other Payables - GST/PAYG Tax Payable	15,872	15,998
		33,318	40,738
11	PROVISIONS		
	CURRENT		
	Provision for Employee Entitlements	51,936	55,697
	Number of Employees at year end	7_	8
12	OTHER		
	CURRENT		
	Income in Advance	102,299	93,272
	Unexpended capital grants	6,950	6,950
	Funds Held: BookEasy	20,343	87,424
		129,592	187,646
	NON-CURRENT		
	Unexpended capital grants	18,808	25,758

13 RESERVES

CAPITAL RESERVE

The Capital Reserve is represented by Local Government Grants, General Government Department Grants, Fundraising, special member contributions, donations and interest income earned from grants towards the construction cost of the Visitor Information Centre and other projects.

Opening Balance	200,801	200,801
Transfer to retained profits		
Closing Balance	200,801	200,801

- - - -

	2020	2019
	\$	\$
14 CASHFLOW INFORMATION		
Reconciliation of cashflow from Operating Activities to Operating Profit		
Operating Profit/(Loss)	76,376	(87,078)
Non Cash Flows in Operating Profit:		
Amortisation of unexpended capital grants	(6,950)	(6,950)
Depreciation	9,018	6,137
Loss on Disposal of Plant & Equipment	1,447	
Amortisation of Intangibles	3,662	3,662
Changes in Assets & Liabilities:		
Decrease (Increase) in Receivables	(10,925)	(26,960)
Decrease (Increase) in Inventories	(2,796)	2,392
Decrease (Increase) in Other assets	-	-
Increase (Decrease) in Creditors/Accrued Expenses	(74,375)	60,619
Increase (Decrease) in Income in Advance	9,026	(3,404)
Increase (Decrease) in Provisions	(3,761)	9,015
Increase (Decrease) in Tax Payable (Other)	(126)	12,849
Net Cash Provided by (Used in) Operating Activities	598	(29,718)

15 CONTINGENT LIABILITIES

No contingent or other liabilities have become enforceable or are likely to become enforceable within the period of 12 months after the end of the financial year which in the opinion of the board will or may affect the ability of the association to meet its obligations when they fall due.

16 EVENTS SUBSEQUENT TO BALANCE DATE

Subsequent to 30 June 2020, restrictions have been implemented in respect to crossing the New South Wales and Victorian border as the result of COVID-19. The impact of these restrictions have been further detailed within note 17 below.

There are no other significant events occuring after reporting date that are likely to impact the future affairs of the Association.

17 COVID-19 IMPACT

Coronavirus (COVID-19) was first reported to the World Health Organisation as an unknown virus in late December 2019. Developments throughout 2020 to date are causing great uncertainty in respect to both health and safety and for the global economy. As a result of Government imposed restrictions, the Association was required to suspend a number of face to face services from 27 March 2020. Whilst services have in large recommenced before 30 June 2020, the financial impact of a reduction in operations due to the COVID-19 pandemic has been partially offset by \$69,164 of COVID-19 Government funded subsidies received during the financial year ended 30 June 2020.

Further, subsequent to 30 June 2020, restrictions have been implemented in respect to crossing the New South Wales and Victorian border as a result of COVID-19. These restrictions will impede the association's ability to provide some services. Whilst a consequent decline in revenue is forecast for the financial year ended 30 June 2021, the overall financial impact cannot be reliably estimated at the time these financial statements were issued.

18 SEGMENT REPORTING

The Association operates predominantly in the tourism industry within the Campaspe and Murray Shires.

19 ECONOMIC DEPENDENCY

The Association is reliant on the continued financial support of the Campaspe Shire Council and Murray River Council.

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC. COMMITTEE OF MANAGEMENT'S DECLARATION FOR THE YEAR ENDED 30 JUNE 2020

As stated in Note 1(a) to the financial statements, in the opinion of the Committee of Management, Echuca Moama & District Tourism Development Association is not a reporting entity because there are no users dependent on general purpose financial reports. This is a special purpose financial report that has been prepared to meet the requirements of the Associations Incorporation Reform Act 2012.

The financial report has been prepared in accordance with applicable accounting standards and mandatory professional reporting requirements to the extent described in Note 1(a).

The Committee of Management declares that the financial statements and notes:

a) comply with the Accounting Standards and other mandatory professional reporting requirements as detailed above, and the *Association Incorporations Reform Act 2012;* and

b) give a true and fair view of Echuca Moama & District Tourism Development Association's financial position as at 30 June 2020, and of its performance, as represented by the results of its operations and its cash flows, for the financial year ended on that date.

In the opinion of the Committee of Management, there are reasonable grounds to believe that Echuca Moama & District Tourism Development Association will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Committee of Management.

Dick Phillips Committee Member

Andrew Wrigh

Committee Member

Echuca 23 September 2020



520 Swift St PO Box 375 Albury NSW 2640 P 02 6023 9100 F 02 6021 2154 W johnsonsmme.com.au

Independent auditor's report to the members of Echuca Moama & District Tourism Development Association Inc.

Opinion

We have audited the financial report, being special purpose financial report, of Echuca Moama & District Tourism Development Association (the Association), which comprise the statement of financial position at 30 June 2020, the statement of profit and loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, a summary of accounting policies, other explanatory notes and the Committee of Management's declaration.

In our opinion the financial report the Association is in accordance with the Associations Incorporation Reform Act 2012, including:

- a) giving a true and fair view of the Association's financial position as at 30 June 2020 and of its performance for the year ended on that date in accordance with the accounting policies described in Note 1; and
- b) complying with Australian Accounting Standards to the extent described in Note 1and complying with the Associations Incorporation Reform Regulations 2012.

Basis of 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 Statements* section of our report. We are independent of the Association in accordance with the auditor independence 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 statements 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.

Basis of Accounting

Without modifying our opinion, we draw attention to Note 1 to the financial statements, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the Committee's financial reporting responsibilities under the *Associations Incorporation Reform Act 2012*. As a result, the financial statements may not be suitable for another purpose.

The Committee of Management's Responsibility for the Financial Report

The Committee of Management are responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements, which form part of the financial report, are appropriate to meet the requirements of the Associations Incorporation Reform Act 2012 and are appropriate to meet the needs of the members.

Independent auditor's report to the members (continued)

The Committee of Management is also responsible for such internal control as the Committee of Management determines necessary to enable the preparation of the financial statements that is free from material misstatement, whether due to fraud or error.

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

The committee of management are responsible for overseeing the Association's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are 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 these financial statements.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at: http://www.auasb.gov.au/Home.aspx. This description forms part of our auditor's report.

JMMAR

Johnsons MME Chartered Accountants

Ryan Schischka Director

Albury 23 September 2020

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC. DEPARTMENTAL PROFIT & LOSS STATEMENT FOR THE YEAR ENDED 30 JUNE 2020

	2020 \$	2019 \$
MARKETING & MEMBER SERVICE		
Co-operative Partnership Income	48,329	18,936
Interest	13,511	14,128
Membership Contributions	177,940	190,253
Marketing Fee/Contract: Local Government	128,336	107,368
Website Income	-	1,310
TOTAL MARKETING INCOME	368,116	331,995
EXPENDITURE		
Accounting, Audit & Legal	2,650	2,600
Bad & Doubtful Debts	(9,918)	49,947
Bank Charges & Interest	2,859	3,212
Brochure Production Costs	7,161	9,986
Computer Expenses	3,125	1,672
Equipment Hire	3,991	4,850
Marketing & Member Services Salaries	137,065	148,161
Media & Marketing Expenses	159,003	172,466
Motor Vehicle & Travel Expenses	2,101	2,387
Postage	364	610
Printing & Stationery	1,409	1,423
Telephone	2,051	2,722
Wages & Salaries: On Costs	13,184	16,341
	325,045	416,377
NET PROFIT(LOSS): MARKETING & MEMBER SERVICE	43,071	(84,382)

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC. DEPARTMENTAL PROFIT & LOSS STATEMENT FOR THE YEAR ENDED 30 JUNE 2020

FOR THE TEAK ENDED 50 5	UILE 2020	
	2020	2019
	\$	\$
VISITOR INFORMATION CENTRE (VIC) INCOME		
Commissions	54,536	54,340
Rent Received	13,809	14,529
Sales: Publications/Drinks	33,573	30,723
Campaspe Shire Council	237,776	232,892
Murray River Council	39,073	57,103
Social & Meeting Functions	1,000	2,280
Sundry Income	8,296	20,000
TOTAL "VIC" INCOME	388,063	411,867
	500,005	411,007
EXPENDITURE	2 (50	2 (00
Accounting, Audit & Legal	2,650	2,600
Accomodation Reservation Program	17,834	11,712
Advertising	783	458
Bank Charges & Interest	2,859	3,212
Cleaning Computer Expenses	6,279 3,125	11,362 1,672
Computer Expenses Cost of Goods Sold	17,122	24,923
	17,122	24,925 19,426
Electricity Hire of Equipment	3,991	4,850
Insurance	5,235	4,830 6,546
Meeting Expenses	1,463	2,817
Memberships & Subscriptions	1,665	2,317
Postage	1,458	2,318
Printing & Stationery	1,409	1,423
Repairs & Maintenance	5,478	4,740
Salaries & Wages: Administration	278,853	256,859
Salaries & Wages: On Costs	26,823	28,330
Security	1,224	1,418
Sundries	15,927	4,705
Telephone	8,203	10,886
1	420,506	402,699
NET PROFIT(LOSS): "VIC"	(32,443)	9,168
NET I KOFII (LOSS). VIC	(32,443)	9,108
PROFIT/(LOSS): CONTROLLABLE ACTIVITIES	10,628	(75,214)
NON-CASH ACTIVITIES		
Depreciation of Plant & Equipment	6,517	2,998
Depreciation of Leasehold Improvements	2,501	3,139
Loss on Disposal of Plant & Equipment	1,447	-
Amortisation for Logo/Branding	3,662	3,662
Amortisation of unexpended capital grants	(6,950)	(6,950)
Prov. For Annual & Long Service Leave	(3,761)	9,015
	3,416	11,864
NET PROFIT/(LOSS)	7,212	(87,078)
	,,===	(2,,0,0)

EMT Ambassadors during 2019/20

Jenny Hann Lois Tonkin Tina Kline Antoinette McDonnell Jenny Stevens Janis Wilson Jenny Watson Melissa Thomas Joan Clarke Aileen Smith John Meinke Julie Charlton Graeme Robertson Pam Strom Leila Ritchie Lyn Suffolk **Rick Taylor Kerry Robbins** Lorraine Healy Adrian Keely Tenaya Cox Marg Smith **Deb Carrington Phyllis Brennan**

EMT Staff during 2019/2020

Kathryn Mackenzie - CEO

Sarah Ryan – Marketing Membership and Sales Karen Colvin – Visitor Centre Manager Jenn Rendle – Visitor Services Officer (Full Time) Fran Martin – Visitor Services Officer (Part Time) Di Kelly – Visitor Services Officer (Part Time) Paul Roache - Visitor Services Office (Casual) Andrea Velt – Accounts Officer (Part Time) Laura Hudson – Indigenous Trainee Ella Barry – School Based Trainee