

Echuca Moama and District Tourism Development Association Inc.

2021 – 2022 Annual Report



Echuca Moama
The Murray's living legend

Annual Report 2022

Chair's Report –2021-2022

2021 – 2022 has been yet another challenging year. It does not seem that long ago that we had bushfires and since then we've battled through a global health pandemic, and most recently, riverine flooding. I am sure some people are wondering like me if it will ever stop!

Needless to say, the tourism industry has been pushed to the limit, and as always, our community stood up and helped each other in times of need. It was so good to see just how many people helped with the sandbagging around Echuca Moama and its Districts during the recent high-water events. Young, young-at-heart, tough, vulnerable, and resilient. As an industry and vibrant community, it has been heartening to see the great courage shown by the community, our operators, our partners, all stakeholders, and the industry. My hope is that once all areas of both Shires can fully reopen, the entire region will bounce back from over three years of disaster and uncertainty to reclaim the position of the preeminent visitor destination offering experiences for short breaks and as a year-round, all-season holiday destination.

Over the last year, Echuca Moama Tourism has undertaken an organisational review through Linda Tillman, of Tilma Group. The purpose of the review was to create a future plan for a sustainable visitor economy, and the structure and partnerships to ensure plan delivery. All focused on the visitor, the visitor experience, and how we as an Association drive activity to achieve higher visitor yields, increased stays, and increased visitor spending. Our thanks to Campaspe Shire Council and Murray River Council for their generosity of time and valuable input throughout the process, and to industry partners, operators, businesses, and other associations and groups for customer insights, commercial expertise, and strategic thinking. The plan is in its final stage of development, before moving to the next step of economic modelling, defining the strategy for success, and the tactics to deliver the best outcomes for you the industry and as a trusted partner of members, and local government.

A key driver of the review was Kathryn Mackenzie, who as Chief Executive Officer led the review. On behalf of the Board, I thank Kathryn for her dedication, expertise, tireless enthusiasm, countless hours, and sheer hard work to elevate Echuca Moama Tourism, not just over the last year, but for many years previously. I have had the great pleasure of working alongside Kathryn and seeing first-hand her passion for this industry, and this region. Under Kathryn, I thank our highly valued and hardworking Visitor Information Centre team of Karen Colvin, Jenn Rendle, Di Kelly, and Fran Martin, our loyal volunteer Ambassadors, our contractors Sue Milgate, Jordan Grant, and Anna Hayward, and the network of people providing services to the Association for the benefit of members.

At the last Annual General Meeting, the Board welcomed three new Board Directors. Dean Oberin of Oberin Hospitality Group, Kristy Hayes of the Riverine Herald, and Paul Levars of Rich River Golf Club Resort. They joined Board Directors Jason Clymo of J2Creative and Aishe Besim of The Sweet Meadow as well as Murray River Council representative Chris Bilkey, Mayor and Moama Ward Councillor, and Campaspe Shire Council representative, Rob Amos, Echuca Ward Councillor and who was most recently elected as Mayor. My thanks also to Council Observers to the Board, Keith Oberin and Sam Campi from Campaspe Shire Council and Sarah Ryan and Rebecca Hayward from Murray Shire Council. Recent Board changes, after the end of the financial year, include the stepping down of Kristy Hayes as Board Director, whom we hope to work with in another capacity, and Sam Campi as Board Observer. Thank you to Kristy and Sam, and welcome to Astrid O'Farrell, Council Observer to the Board for Campaspe Shire Council. My personal thanks to all Board directors for their expertise and capably navigating change, and for steering the Association through another challenging year.

I take this opportunity to thank both our Local Councils, Campaspe Shire Council and Murray River Council, for their continuing financial support and contribution to the Board. I would like to acknowledge that the Campaspe Shire forgoes commercial rental for the Visitor Information Centre and allows the Echuca Moama Tourism Board to direct income from the subleasing of offices to Murray Regional Tourism through Visitor Information Services. Echuca Moama Tourism is appreciative of this additional financial support. Murray River Council supplies Echuca Moama Tourism with a vehicle, which supports the work of the Association and provides high-profile branding at street level.

Echuca Moama Accommodation Association (EMAA) has been a long-time member of Echuca Moama Tourism contributing additional marketing resources and in-kind support. I acknowledge their work and tremendous support for this Association throughout this challenging time. They have supported the Visitor Information Services team and worked extremely well in assisting with industry input and offers included as part of destination marketing campaigns. More broadly, our thanks to event partners for *Riverboats Music Festival*, *Southern 80*, *Winter Blues*, *Moama Lights*, the *Tongala Hay Bale Trail*, and *Pop & Pour*; industry partners including the Port of Echuca, Murray Regional Tourism, Destination Riverina Murray, and Victorian Tourism Industry Council (VTIC); and other partners such as the Committee for Echuca Moama (C4EM), amongst others.

My final recognition is of all the operators, businesses, attractions, venues, and services that members provide to make Echuca Moama and Districts a compelling destination for visitors. With over 300 members we are humble as we acknowledge your continued support and we celebrate the contribution that each and every one of you makes to this region, and to the visitor experience.

This year we have seen the power of the Murray and Campaspe Rivers. While visitors are drawn to experience our rivers, we have and are so much more. From *The Long Paddock*, *History Trail*, *Silo Art Trail*, and *Backroads Trail*; all the towns of our region; the heritage experience of our Paddlesteamers; the river experience of boating and houseboats; a holiday mindset from campsites, vans, and holiday parks; the short-stays and long-breaks enjoyed in hotels and motels; an emerging art and cultural icon of significance; major events; diversity of recreational activities; goods and farmers' markets; plus all the offerings from hospitality, clubs, retail, services, restaurants, bars, cafés, food, and beverages delivered from each and every one of our members that combine across our region to feed the hearts, minds, bodies, and souls of visitors to Echuca Moama and its Districts.

In closing, we could not do it without you, and we will do everything we can to drive the recovery of visitation in 2023.

John Hall
Chair

Destination Marketing

Marketing during 2021 and 2022 has presented ongoing challenges for travel, tourism, hospitality, events, attractions, and the visitor economy. The region continued to be significantly impacted by COVID during the first half of the year, with lockdowns, border closures, social distancing rules and an ever-changing landscape regulating visitor travel. A relaxation of restrictions saw us return to a new normal in the second half of the year, and a welcome change for all members, partners, and businesses. However ongoing COVID outbreaks, rising interest rates, and petrol prices and an increase in the cost-of-living reduced disposable income and discretionary spending. All factors combined to impact the travel habits of visitors, creating challenges to successfully market Echuca Moama and Districts.

Despite these challenges, Echuca Moama Tourism's marketing campaigns contributed to driving solid visitation to the region to year ending 30 June 2022. Results include the highest domestic overnight visitation along the Murray at 663,000 overnight visitors, followed by Sun Country at 565,000, representing 28.7% of all domestic overnight visitors to the Murray region. The Echuca Moama and District region also achieved the highest domestic visitor nights along the Murray, with 2M nights, or 28.2% market share, and the highest domestic overnight visitor spend at \$322M. Each overnight visitor is spending on average \$160 per night, which is a \$7 per night increase on the average nightly spend pre-pandemic for YE June 2019 of \$153 and significantly higher than YE June 2017 of \$122, which was at the time a record-breaking year for visitation to Echuca Moama.

Combined with day trips, tourism contributed more than \$1.06M per day to the Echuca Moama economy for the year ending 30 June 2022. This was achieved despite border restrictions between Echuca and Moama, our largest source of accommodation, which was closed to Victorian holiday travelers for approximately four months during FY22.

Given the market uncertainty, Echuca Moama Tourism adopted a cautious yet strategic approach through advertising. Media advertising campaigns were cross-platform, multi-channel integrated campaigns designed around seasonal campaigns and delivered to precision-targeted audiences to achieve results. Monitoring of visitation data and ongoing surveys of operators identified the strongest geographical areas to for campaign targeting to maximise audience reach. Marketing messaging alignment ensured ongoing, consistent campaigns and messaging to showcase the region as a year-round destination.

Solid bookings for the summer period enabled reallocation of advertising budget into digital redevelopment. Website redesign during November and December 2021, resulted in the launch of the redeveloped site on 17 December 2021. The look and feel of the website were refreshed, and a customer-experience perspective allowed a focus on creating a conversion-driven 'hub' for bookings and information. Along with a general modernisation and upgrade of the site, some of the key changes included featuring bookable experiences more prominently on the home page, the development of an interactive regional map to promote Echuca Moama and the smaller surrounding towns, and the addition of an itinerary builder.

Marketing campaigns and results

The following data represents our key marketing results for the year ending 30 June 2022. Due to the impact of the global health pandemic in the tourism sector, results have been compared to FY19.

Note: FY19 was an exceptional year for visitation to the region, following the record-breaking year of FY18.

Website statistics:

Website users:	Up 76%	120,504 to 211,503
New users:	Up 76%	118,847 to 209,188
Pageviews:	Up 55%	472,087 to 731,743
Website revenue:	Up 159%	\$110,977 to \$287,543

Geographic location of users:

Melbourne:	Up 82%
Geelong:	Up 72%
Ballarat:	Up 145%
Bendigo:	Up 96%
Shepparton:	Up 5%

Social media click-throughs:

Facebook:	Up 121%
Instagram:	Up 290%
Google search	Up 76%

Content and asset creation:

Video assets:

- Top Tourism Town award video (15-second and 105-second cuts)
- *Entertain Winter in Echuca Moama* video (15 and 30-second cuts)

Note: All videos can be found on the Echuca Moama Tourism YouTube channel - @EchucaMoamaTourism

Photographic assets:

- Summer/Autumn young couples shoot
- Entertain Winter campaign

Winter/Spring, Autumn, and Winter campaigns

The Year in Review 2022 provides highlights for three seasonal campaigns during FY22:

Winter/Spring:	5 July – 12 September 2021
Autumn:	26 April – 31 May 2022
Winter:	1 June – 21 August 2022

Winter/Spring campaign

Originally planned for Winter 2021, this campaign utilised \$87,000 raised by our industry and community to market Echuca Moama in metropolitan Melbourne post the lockdowns and disruption of 2020. Following the announcement of further border closures and lockdowns in mid-2021, the campaign was put on hold except for a metro train side in the market from early July 2021. The remainder of the campaign was held until Winter 2022. A regional campaign was launched into target geographic markets at the end of August, aligning with the easing of lockdown restrictions in regional Victoria.

In market:	5 July – 12 September 2021
Target markets:	Ballarat, Geelong, Shepparton, Bendigo, and in metropolitan Melbourne (train side only).

Website statistics:

Total website visitors up 33%:	
Geelong:	Up 63%
Ballarat:	Up 101%

Bendigo:	Up 55%
Shepparton:	Up 116%
Melbourne:	Up 31%

Winter/Spring 2021 Tactical Highlights*:

- The metro train side was live for five months, representing three months of free exposure
- 178,501 TV ads to air, representing a bonus value of \$81,000
- Over 2.25M campaign impressions
- 34,676+ YouTube video views
- Over 82,400 website pageviews

* when compared to the same period in 2018/19

Autumn digital campaign

Due to solid autumn bookings, a short burst digital campaign was activated to coincide with the *Southern 80 Ski Race* and to promote bookings in May. The campaign involved YouTube and Spotify advertising, as well as a paid socials ad promoting an itinerary focused on couples and a social media competition for a two-night stay in Echuca Moama.

In market:	26 April – 31 May 2022
Target market:	Geelong, Ballarat, and Mornington Peninsula

Website statistics:

Website visitors up 77%:

Geelong:	Up 165%
Ballarat:	Up 260%
Melbourne:	Up 99%
Bendigo:	Up 69%
Shepparton:	Down 8%

Autumn 2022 Tactical Highlights:

- Social media competition
- Paid social campaign targeting couples and featuring the newly developed couple's itinerary
- 12,489 Spotify ads played in full
- 15,071 YouTube video views

Winter 2022 – *Entertain Winter in Echuca Moama*

With 2022 being the first year of 'open' travel since the beginning of the pandemic, there was uncertainty around travel patterns and what the winter season would bring in terms of visitation. Working with board members, operators, event organisers, and Council representatives, the concept of *Entertain Winter in Echuca Moama* was workshopped, inviting visitors to see what the region has to offer during winter, and linking to an eight-week program of events and experiences that Echuca Moama Tourism would develop to drive visitation over the winter period.

The *Entertain Winter in Echuca Moama* program featured the *Winter Blues Festival*, *Moama Lights*, and the darts championships as drawcard events, while showcasing events and experiences from our members. The aim was to encourage multi-night stays by showcasing everything the region had on offer.

In market:	1 June – 21 August 2022
Target markets:	Melbourne, Ballarat, Geelong, Bendigo, and Shepparton

Website statistics:

Website visitors up 147%:

Melbourne:	Up 109%
Geelong:	Up 101%
Ballarat:	Up 182%
Bendigo:	Up 66%
Shepparton:	Up 26%

Entertain Winter in Echuca Moama Tactical Highlights*:

- 4.58m digital campaign impressions
- Over 3.9m social media impressions and 146,000 engagements
- 1673 new social media followers gained
- 206,057 YouTube video views
- 62,555 Spotify ad plays
- Over 213,916 website pageviews

*When compared to the same period in 2018/19

Visitor Information Services

2021 and 2022 was again severely impacted by COVID restrictions and border regulations, which reduced the ability of people to travel to the region.

Results show that these impacts were primarily from the first half of the financial year, with performance increase over the second half of the financial year. While all areas of measurement increased – this was coming off 2020/21, which was more severely impacted by COVID restrictions and border regulations across the entire year.

Despite the impact of the pandemic, the Visitor Information Centre delivered quality visitor services throughout the financial year period from 1 July 2021 – 30 June 2022.

Visitation was up 37% on the previous year and sales of accommodation, attraction bookings and event tickets increased by 7.7%, 67% and 125% respectively. The Visitor Information Centre achieved total sales of \$657,062 in FY22, a 23% increase on FY21 sales.

	FY22	FY21	Variation Year-on-Year
Accommodation	\$382,396	\$354,840	Up 8%
Visitation	\$38,355	\$27,919	Up 37%
Attractions Sales	\$126,042	\$75,299	Up 67%
Merchandise Sales	\$57,249	\$50,757	Up 13%
Event Ticket Sales	\$53,020	\$23,536	Up 125%

Event Ticketing

The biggest event of the year was the second *Moama Lights* event, held across July and August 2022. Echuca Moama Tourism provided ticketing support for the event with \$10,620 ticket sales sold via the centre. Due to ongoing COVID restrictions, many of the major events for Echuca Moama were unable to proceed during 2021 and 2022.

Volunteer Ambassadors

In 2021 and 2022, the highly valued team of 20 ambassadors provided 3,086 hours of assistance to visitors and events, which is equivalent to 385 days of service.

Service awards to acknowledge 10-years of service to the Echuca Moama Tourism Visitor Information Centre were presented to one volunteer ambassador.

Familiarisation program

In 2021 and 2022, familiarisations were undertaken in person and online with our virtual famil program. In-person famils and presentations included: Cactus Country, Barmah Heritage Centre Nathalia, The Paddock at Ulupna, the Big Strawberry, Monichino Wines, Picola Silos; Kyabram town hall, Kyabram fauna park, Tongala murals, Great Aussie Beer Shed; Flash Fairlanes, Garnock Garage; Old Moama - Chanter Estate Military Museum, Old Telegraph Station, River Captains Cottage, Maidens Punt Site; Redgum Motor Inn Mathoura, Gulpa Creek Walk, Gulpa Creek Bird Hide, Edward River Campground, Timbercutters, Swifts Creek Camp Ground; Benarca Camp Ground, Five Mile Boat Ramp; Echuca Galleries and Museums; Lockington Hotel, Ciarleo's, Living Heritage Centre, Lockington Travellers Rest and the Loch Ness Yabby; Mt Camel wineries - Silver Spoon, Domaine Asmara, Tellurian Wines, Peregrine Ridge, and The Shiraz Republic. Out thanks to all members who participated in the familiarisation program.

Staff training

Staff and volunteers took part in the Murray Regional Tourism "Inspiration to Information" Visitor Services Training program.

Two new ambassadors completed Visitor Information Centre induction training.

Visitor Services Web App – *Echuca Moama Insiders Tips*

One of the major innovations' visitor information services staff worked on during lockdown periods was the creation of a visitor information services web app – *Echuca Moama Insiders Tips*. This is a web-based app for Visitor Servicing, taking the visitor experience to travelers who do not visit the Visitor Information Centre in person. *Echuca Moama Insiders Tips* uses the Guest Compass Program, and the app can be viewed at: <https://insiderstips.echucamoama.com>

Local produce hub

Echuca Moama Visitor Information Centre staff worked hard during lockdown periods to expand our range of locally grown and produced stock to create a local produce hub. The hub increases awareness of local producers and provides an opportunity for them to showcase their products to visitors in the Visitor Information Centre. As a result, sales of local produce in 2021/22 increased 12.78% on the previous year. Local produce hampers have been a popular choice in the lead-up to Christmas 2021 and we will continue to expand on this for 2022. Due to the success of the local produce hub, sales channels will expand in 2023 with the launch of an online store.

Social Media Marketing

Echuca Moama social media

Instagram

Followers 3,393

Impressions: 3,915,055

Engagements: 134,196

Facebook

Facebook Page Likes 8,304

Impressions: 11,778,813 (237% increase) (10,046,782 organic, 1,664,062 paid)

Engagements: 571,125 (161% increase)

Video Views: 212.9k

Post Link Clicks: 29,936

Rankings

Rank Instagram	Leading the Murray	Instagram Followers (Yearly Growth)
1	Explore Bendigo	19,245 (+2,570)
2	Echuca Moama	12,436 (+3,393)
3	Visit Mildura	7,582 (+1,644)
4	Visit Albury Wodonga	6,511 (+910)
5	Visit Deniliquin	3,738 (+538)
6	Visit Swan Hill	3,311 (+341)
7	Visit River Country	1,927 (+673)
8	Visit Sun Country	1,901 (+350)

Rank Facebook	Leading the Murray	Facebook Followers (Yearly Growth)
1	Explore Bendigo	67,832 (+5,388)
2	Echuca Moama	27,549 (+8,304)
3	Visit Mildura	18,826 (+2,574)
4	Visit Deniliquin	14,704 (+121)
5	Visit River Country	9,710 (+7,986)
6	Visit Albury Wodonga	7,124 (+1,142)
7	Visit Swan Hill	5,835 (+679)
8	Visit Sun Country	4,373 (+615)

Experience ECHUCA MOAMA

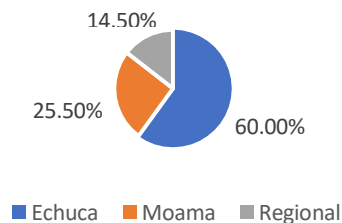
Your perfect escape on Australia's longest river!
Only a short drive from Melbourne.

Membership

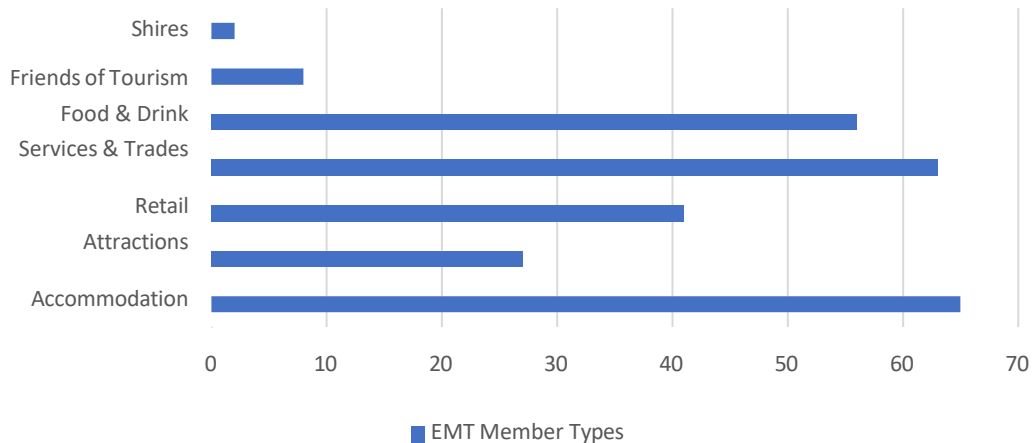
In FY22 Echuca Moama Tourism was supported by 270 financial members:

	2021 - 2022	2020 - 2021
Accommodation	65	65
Attractions	27	27
Retail	43	41
Services & Trades	68	63
Food & Drink	57	56
Friends of Tourism	8	8
Shires	2	2
Total	270	262

EMT Members 2021/2022



EMT Member Types



Current Financial Members of Echuca Moama Tourism

1895 The Royal	Discovery Parks Maiden's Inn Moama
Acacia Terraces	Discovery Parks Moama West
Accommodation Main Street Moama	Domaine Asmara Pty Ltd
Adelphi #5	Donkey Shelter Inc.
Adventure Flight Training	Dorman's Electrical Contractors Pty Ltd
Allandi Caravan Hire	Double Dragon Chinese Restaurant
Antonios	Drovers Saddlery
Arbory Store	Dungula Function Centre
Aqua Island	Eade's Xtreme Marine
Artist Peter Bell	Echuca Amcal Pharmacy
Ash Hall Cycles	Echuca Back 9 Golf Course
Aussie Outback Store	Echuca Boat & Canoe Hire
Ausure Insurance & Finance Echuca	Echuca Camping
Bar Lee	Echuca Chinese Traditional Massage
Beechworth Bakery- Echuca	Echuca Chocolate Company
Bella Casa Houseboats	Echuca Coffee Roasters
BFER Pty Ltd	Echuca Distillery
Big River Motel	Echuca Farmers Market
Billabong Carriages	Echuca Harness Racing Club
Billabong Ranch & Trail Rides	Echuca Heritage Sweet Company
Birralea	Echuca Historical Society
Border Inn Hotel	Echuca Holiday Homes
Brand Alive Marketing & Promotions	Echuca Holiday Units
Bridges on Meninya	Echuca Hotel/Campaspe Lodge
Bright on the Murray	Echuca Moama Arts Initiative
Brochures DM	Echuca Moama Broadcasting Service
Bru Burger	Echuca Moama Caravans
Cactus Country	Echuca Moama Electrical & Welding
Cadell on the Murray	Echuca Moama Events
Cadell Trading	Echuca Moama Holiday Villas
Caledonian Hotel	Echuca Moama Uniting Church
Campaspe Retreat	Echuca Moama Winery Tours
Campaspe Shire Council	Echuca Motel
Candle Scents Echuca	Echuca Paddlesteamers
Cape Horn Vineyard	Echuca Printers
Cape Horn Vineyard Villa	Echuca Racing Club
Chanter Estate Winery & Military Museum	Echuca Regional Health
Charles L. King First National	Echuca Workers
Charlottes Cottage	Echuca-Moama Artists Inc
City of Echuca Bowls Club Inc.	Edward River Houseboats
Ciurleo's Icecream & Waffle House	Eishold Property
Clocktower Suites	Elmore & District Machinery Field Days Inc
Cock N Bull Boutique Hotel	EMU Outdoor - Stand Up Paddleboarding
Coco Bend Caravan & Camping Ground	Endota Spa Echuca
Community Living and Respite Services	Etain Celebrant Services
Coolabah Turf Instant Lawn	Evans Shoe Store
Design by Jaynika Veitch	Executive Houseboats
Dianne Williams Pty	Farrell Fencing
Discovery Parks Echuca	Flash Fairlane Tours

Forty Winks
Fuzion Café
Green Pedal
Golden River Motor Inn
Grinders Café
Gunbower Hotel
Gypsy Bar
Hakkas Hair Design
Hammond Providore
Honey
Humis Vineyard
We are Hike
HorseHand
Houseboat For Two
Hungry Goat Echuca
Intersport Echuca
Ivy Joyce
J2 Content Creation
Johnny & Lyle
Junction Moama
K.F.C
Kennaugh's Garden Centre
Kennedy Farm Produce
Kingfisher Cruises
Kims Collectables
Kyabram Fauna Park
Kyabram Parkland Golf Club
Kyabram Town Hall
Loco Shed Echuca Inc.
Lockwood Partners
Longs Echuca Moama
Long Paddock
Lords Fashions Echuca
Luxury on the Murray Houseboats
M.V. Maryann
Marand Investments Pty Ltd
Mayes Tyrepower
Melville & Hicks Lawyers
Meninya Palms Moama
Mercure Port of Echuca Motel
Merool Holiday Park
MHACS Supply Co.
Minute Chefs Catering Company
Moama Anglican Grammar
Moama Bowling Club
Moama Central Motel
Moama Manor
Moama on Murray Adventure Resort
Moama on Murray Houseboats
Moama Paddlesteamer Country Bakery
Moama Riverside Holiday and Tourist

Park
Moama RSL & Citizens Club
Moama Village Pharmacy
Moama Waters
Moira Gums
Moira Station Homestead
Monichino Wines
Monkee and Co
Morley Ford
Morning Glory River Resort
Morrison's Riverview Estate
Murray Gums Estate
Murray Darling Scenic Flights
Murray River Council
Murray River Holiday Park
Murray River Houseboats
Murray River Paddlesteamers
Murray River Resort
Murray River Spa Retreat
Murray River Tea Rooms
My Dad's Honey
My Perfect Home
National Holden Motor Museum
Nifty's Laser Car Wash
Nirebo Motel
No 4 Op Shop
Nourish
NRMA Echuca Holiday Park
Oak Dene Kyabram
O'Brien Electrical Echuca Moama
O'Brien Plumbing Echuca Moama
Odd Captain Café & Bar
Old Coach Motor Inn
Opa
Pacdon Park
Paddlewheel Motel
Paradise Gardens
Paradise on Poplar
Paramount Cinemas & Performing Arts Centre
Peat Partners
Peats Office Equipment
Peregrine Ridge Winery
Perricoota Vines Retreat
Perricoota Marina Houseboats
Perricoota Station Events
Pevensey Motor Lodge
Pink Cactus Cottage
Pool Ezy
Port of Echuca Discovery Centre
Port Walk Town House (Paglan Pty Ltd)

Quest Echuca Serviced Apartments
 Quincy Jones
 Radcliffes's Port 53
 Radiant Media
 Ray White Real Estate
 Redgum Country Motor Inn
 Restdown Wines
 Revive Juice Bar
 Revolution Print
 Rich Glenn Olive Estate
 Rich River Golf Club
 Rich River Tourist Park
 River Bend Caravan Park
 River Country Adventours
 River Country Inn
 Riverbank Moama
 Riverboat Lodge Motor Inn
 Riverine Herald
 Rochester Sports Museum
 Roma Pizza
 S & J Furniture
 Shebani's Tastes of the Mediterranean
 Silver Spoon Estate
 Simply Irresistable Houseboats
 Sleep Doctor Echuca
 South Fabrics
 Sportslander Motor Inn
 Spot On Dry Cleaning
 SSS Car Wash
 St Anne's Vineyard
 St Anne's Cellar Door
 Stubberfield IT
 Superclean Linen Service
 Switched On Electronics
 Temptation Living and Landscape
 The American Hotel
 The Backroads Trail
 The Big Strawberry
 The Black Pudding Delicatessen
 The Carriages Vineyard
 The Echuca Club
 The Georgian Motor Lodge
 The Great Aussie Beer Shed
 The Hutt Inn

The Mill Echuca
 The Nook on High
 The Old School Winery
 The Olde Penny Arcade
 The Paddock at Ulupna
 The Port Ice Creamery
 The River Thai
 The Shearing Shed House
 The Shiraz Republic
 The Splendid Word
 The Sweet Meadow
 The Taylors Echuca
 The Timbercutter
 The White House Echuca
 The Wren Courtyard
 Thomsons Echuca Electrical
 Tindarra
 Tippy Pak Pty Ltd
 Tellurian/Corovian P/L
 Tree House Hide Outs
 TwistED (The Scientwists)
 Two Tarts Catering
 Under the Gable
 Vast Creative
 Westbound Prod - Riverboats Music
 Western Gums Tourist Park
 Whistlestop Studio Gallery
 Worklocker
 Yuni Massage

**Echuca Moama Tourism thanks all
 members for continued support of
 the Association and we will do
 everything we can to drive the
 recovery of visitation in 2023.**

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.
STATEMENT OF PROFIT AND LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2022

	Note	2022 \$	2021 \$
Revenue	2	742,440	1,044,303
Expenses: Marketing & Customer Service		(424,160)	(471,441)
Expenses: Administration		(413,686)	(435,290)
Depreciation and amortisation expenses	3	(9,280)	(13,654)
		<u> </u>	<u> </u>
Profit/(Loss) from ordinary activities		<u>(104,686)</u>	<u>123,918</u>
Other comprehensive income		<u>-</u>	<u>-</u>
Total comprehensive result for the year	14	<u>(104,686)</u>	<u>123,918</u>

The accompanying notes form part of these financial statements

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.
STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2022

	Note	2022 \$	2021 \$
CURRENT ASSETS			
Cash assets	4	779,656	825,199
Receivables	5	118,682	112,738
Inventories	6	12,617	9,800
Other	7	6,473	473
TOTAL CURRENT ASSETS		<u>917,428</u>	<u>948,210</u>
NON-CURRENT ASSETS			
Property, plant and equipment	8	31,112	36,729
Intangible Assets	9	3,663	7,325
TOTAL NON-CURRENT ASSETS		<u>34,775</u>	<u>44,054</u>
TOTAL ASSETS		<u>952,203</u>	<u>992,264</u>
CURRENT LIABILITIES			
Payables	10	28,791	60,391
Provisions	11	89,189	66,280
Other	12	210,234	129,968
TOTAL CURRENT LIABILITIES		<u>328,214</u>	<u>256,639</u>
NON CURRENT LIABILITIES			
Other	12	4,908	11,858
TOTAL NON CURRENT LIABILITIES		<u>4,908</u>	<u>11,858</u>
TOTAL LIABILITIES		<u>333,122</u>	<u>268,497</u>
NET ASSETS		<u>619,081</u>	<u>723,767</u>
EQUITY			
Reserves	13	200,801	200,801
Retained Profits		418,280	522,966
TOTAL EQUITY		<u>619,081</u>	<u>723,767</u>

The accompanying notes form part of these financial statements

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.
STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2022

	Retained Profits	Reserves	Total
	\$	\$	\$
Balance at 30 June 2020	<u>399,048</u>	<u>200,801</u>	<u>599,849</u>
Profit/(Loss) for the year	123,918	-	123,918
Balance at 30 June 2021	<u>522,966</u>	<u>200,801</u>	<u>723,767</u>
Profit/(Loss) for the year	(104,686)	-	(104,686)
Balance at 30 June 2022	<u>418,280</u>	<u>200,801</u>	<u>619,081</u>

The accompanying notes form part of these financial statements

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2022

	Note	2022 \$	2021 \$
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from Customers		837,720	824,313
Government Subsidies - COVID-19		39,100	200,920
Interest Received		1,696	7,167
Payment to Suppliers & Employees		(875,182)	(903,730)
Interest and Bank Charges Paid		(5,888)	(5,342)
Payment of Taxes		(42,989)	(15,908)
Net cash Provided by operating activities	14	<u>(45,543)</u>	<u>107,420</u>
Net Increase/(Decrease) in Cash Held		(45,543)	107,420
Cash at Beginning of Financial Year		825,199	717,779
CASH AT END OF FINANCIAL YEAR	4	<u><u>779,656</u></u>	<u><u>825,199</u></u>

The accompanying notes form part of these financial statements

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022

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 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.

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022

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 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).

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022

	Note	2022 \$	2021 \$
Revenue Recognition (continued)			
(iv) <i>Commissions</i>			
Commissions are recognised as revenues following the provision of services.			

2 REVENUE

Operating Activities:		
Members Subscriptions	154,273	164,210
Operating Grants	416,291	410,845
Sales Revenue	42,179	39,625
Marketing Contribution - 'Let's Revive EM'	15,000	87,896
Marketing Contribution - EMAA	10,909	-
Official Visitor Guide	-	68,900
Commissions	41,088	37,367
Website Income	-	1,091
Rent Received	14,045	13,331
Sundry Revenue	909	6,001
	<u>694,694</u>	<u>829,265</u>
Non Operating Activities:		
Interest Received	1,696	7,167
Government Subsidies - COVID-19	39,100	200,920
Amortisation of unexpended capital grants	6,950	6,950
	<u>47,746</u>	<u>215,037</u>
Total Revenue	<u>742,440</u>	<u>1,044,303</u>

3 PROFIT FROM ORDINARY ACTIVITIES

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

a. Expenses:

Auditors remuneration:		
- Audit Fees	5,565	5,400
Amortisation of Intangibles	3,662	3,662
Depreciation of Plant & Equipment	3,970	7,491
Depreciation of Leasehold Improvements	1,648	2,501
	<u>9,280</u>	<u>13,654</u>
Cost of Sales	28,941	29,454
Provision for Employee entitlements	22,909	14,344

4 CASH ASSETS

Cash on Hand	450	450
Cash at Bank: General Account	474,751	334,457
Cash at Bank: Entitlements Account	45,000	45,000
Cash at Bank: BookEasy Reservation Account	56,317	42,972
Cash at Bank: Term Deposit	203,138	402,320
	<u>779,656</u>	<u>825,199</u>

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022

	Note	2022 \$	2021 \$
5 RECEIVABLES			
Accounts Receivable		125,182	124,540
Provision for Doubtful Debts		<u>(6,500)</u>	<u>(11,802)</u>
		<u>118,682</u>	<u>112,738</u>
6 INVENTORIES			
Stock on Hand: Publications/Souvenirs		12,475	9,682
Stock on Hand: Drinks		<u>142</u>	<u>118</u>
		<u>12,617</u>	<u>9,800</u>
7 OTHER			
CURRENT			
Bond		473	473
Prepaid Expenses		<u>6,000</u>	<u>-</u>
		<u>6,473</u>	<u>473</u>
8 PROPERTY, PLANT & EQUIPMENT			
Leasehold Improvements: At Cost		675,595	675,595
Less: Accumulated Depreciation		<u>(655,473)</u>	<u>(653,825)</u>
		<u>20,123</u>	<u>21,771</u>
 Plant & Equipment: At Cost		 125,674	 125,674
Less: Accumulated Depreciation		<u>(114,685)</u>	<u>(110,715)</u>
		<u>10,989</u>	<u>14,959</u>
 Total Property, Plant & Equipment		 <u>31,112</u>	 <u>36,730</u>
9 INTANGIBLE ASSETS			
Brand, Logo & Website Development		18,313	18,313
Less: Accumulated amortisation		<u>(14,650)</u>	<u>(10,988)</u>
		<u>3,663</u>	<u>7,325</u>

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022

	2022	2021
	\$	\$
10 PAYABLES		
CURRENT		
Trade Creditors	2,540	19,917
Other Creditors	4,738	7,397
Other Payables - GST/PAYG Tax Payable	21,513	33,077
	<u>28,791</u>	<u>60,391</u>
11 PROVISIONS		
CURRENT		
Provision for Employee Entitlements	<u>89,189</u>	<u>66,280</u>
Number of Employees at year end	<u>6</u>	<u>7</u>
12 OTHER		
CURRENT		
Income in Advance	143,701	79,846
Unexpended capital grants	6,950	6,950
Funds Held: BookEasy	59,583	43,172
	<u>210,234</u>	<u>129,968</u>
NON-CURRENT		
Unexpended capital grants	<u>4,908</u>	<u>11,858</u>
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	<u>-</u>	<u>-</u>
Closing Balance	<u>200,801</u>	<u>200,801</u>

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022

	2022	2021
	\$	\$
14 CASHFLOW INFORMATION		
Reconciliation of cashflow from Operating Activities to Operating Profit		
Operating Profit/(Loss)	(104,686)	123,918
Non Cash Flows in Operating Profit:		
Amortisation of unexpended capital grants	(6,950)	(6,950)
Depreciation	5,618	9,992
Amortisation of Intangibles	3,662	3,662
Changes in Assets & Liabilities:		
Decrease (Increase) in Receivables	(5,944)	(69,543)
Decrease (Increase) in Inventories	(2,818)	4,548
Decrease (Increase) in Other assets	(6,000)	-
Increase (Decrease) in Creditors/Accrued Expenses	(20,035)	32,697
Increase (Decrease) in Income in Advance	80,265	(22,453)
Increase (Decrease) in Provisions	22,909	14,344
Increase (Decrease) in Tax Payable (Other)	(11,564)	17,205
Net Cash Provided by (Used in) Operating Activities	<u>(45,543)</u>	<u>107,420</u>

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

There are no other significant events occurring 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 2022 to date are causing a great impact to maintaining both public health and safety and for a global economic recovery. As a result of Government imposed restrictions from time to time, the Association was required to suspend a number of face to face services throughout the financial year.

The financial impact of a reduction in operations due to the COVID-19 pandemic has been mitigated by \$39,100 of COVID-19 Government funded subsidies received during the financial year ended 30 June 2022.

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.
NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2022

18 LEASES

The association's lease portfolio constitutes office equipment. The lease has a term of five years.

During the current year, the association entered into a five-year lease for the exclusive use of a photocopier. The lease payments are \$2,580 per annum, payable monthly.

<i>Lease Commitments</i>	\$
<i>< 1 year</i>	2,580
<i>1 - 5 years</i>	9,890

19 SEGMENT REPORTING

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

20 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 2022**

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 2022, 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.

John Hall

John Hall
Committee Member

Dean Oberin
Committee Member

Echuca
28 September 2022

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 2022, the statement of profit or 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 2022 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 1 and 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.

Johnsons MME
Chartered Accountants



Ryan Schischka
Director

Albury
28 September 2022

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.
DEPARTMENTAL PROFIT & LOSS STATEMENT
FOR THE YEAR ENDED 30 JUNE 2022

	2022	2021
	\$	\$
MARKETING & MEMBER SERVICE		
Brochure Sales	-	68,900
Co-operative Partnership Income	27,726	89,736
Interest	1,696	7,167
Membership Contributions	154,273	164,210
Marketing Fee/Contract: Local Government	132,055	130,824
Website Income	-	1,091
TOTAL MARKETING INCOME	<u>315,750</u>	<u>461,928</u>
EXPENDITURE		
Accounting, Audit & Legal	8,733	2,700
Bad & Doubtful Debts	9,464	17,483
Bank Charges & Interest	2,944	2,671
Brochure Production Costs	5,500	49,699
Computer Expenses	5,166	4,809
Equipment Hire	3,395	4,255
Marketing & Member Services Salaries	163,126	186,018
Media & Marketing Expenses	206,190	183,816
Motor Vehicle & Travel Expenses	1,858	1,130
Postage	282	324
Printing & Stationery	1,554	1,197
Telephone	1,757	2,268
Wages & Salaries: On Costs	14,191	15,071
	<u>424,160</u>	<u>471,441</u>
NET PROFIT(LOSS): MARKETING & MEMBER SERVICE	<u>(108,410)</u>	<u>(9,513)</u>

ECHUCA MOAMA & DISTRICT TOURISM DEVELOPMENT ASSOCIATION INC.
DEPARTMENTAL PROFIT & LOSS STATEMENT
FOR THE YEAR ENDED 30 JUNE 2022

	2022 \$	2021 \$
VISITOR INFORMATION CENTRE (VIC) INCOME		
Commissions	41,088	37,367
Rent Received	14,045	13,331
Sales: Publications/Drinks	40,363	37,786
Campaspe Shire Council	245,050	240,245
Murray River Council	39,186	39,776
Sundry Income	909	6,001
TOTAL "VIC" INCOME	380,641	374,506
EXPENDITURE		
Accounting, Audit & Legal	8,733	2,700
Accommodation Reservation Program	10,856	8,554
Advertising	627	248
Bank Charges & Interest	2,944	2,671
Cleaning	5,474	5,995
Computer Expenses	5,166	4,809
Consulting	14,391	-
Cost of Goods Sold	28,941	29,454
Electricity	17,808	18,867
Hire of Equipment	3,395	4,255
Insurance	8,098	13,790
Meeting Expenses	5,080	2,036
Memberships & Subscriptions	2,073	1,895
Postage	1,127	1,295
Printing & Stationery	1,554	1,197
Rent & Rates	104	199
Repairs & Maintenance	2,547	1,791
Salaries & Wages: Administration	241,651	286,847
Salaries & Wages: On Costs	21,021	23,239
Security	1,691	1,605
Sundries	467	426
Telephone	7,030	9,074
	390,778	420,947
NET PROFIT(LOSS): "VIC"	(10,137)	(46,441)
PROFIT/(LOSS): CONTROLLABLE ACTIVITIES	(118,547)	(55,954)
NON-CASH ACTIVITIES		
Depreciation of Plant & Equipment	3,970	7,491
Depreciation of Leasehold Improvements	1,648	2,501
Amortisation for Logo/Branding	3,662	3,662
Amortisation of unexpended capital grants	(6,950)	(6,950)
Prov. For Annual & Long Service Leave	22,909	14,344
	25,239	21,048
NET PROFIT/(LOSS)	(143,786)	(77,002)

Echuca Moama Tourism Ambassadors, 2021 - 2022

Jenny Hann
Lois Tonkin
Tina Kline
Ange McDonnell
Jenny Stevens Janis
Wilson Jenny
Watson Melissa
Thomas Aileen
Smith
Julie Charlton
Graeme Robertson
Pam Strom
Leila Ritchie
Lyn Suffolk
Rick Taylor
Kerry Robbins
Lorraine Healy
Marg Smith
Phyllis Brennan
Margaret Hart
Karla Chisolm

EMT Staff, 2021 - 2022

Kathryn Mackenzie, Chief Executive Officer
Karen Colvin, Visitor Information Centre Manager
Jenn Rendle, Visitor Services Officer
Fran Martin, Visitor Services Officer
Di Kelly, Visitor Services Officer

Accounts

Andrea Velt, Contractor

Marketing Services

Anna Hayward, Contractor, Marketing
Jordan Grant, Contractor, Social Media Marketing

Membership/ Visitor Guide

Sue Milgate, Contractor

Echuca Moama Tourism Board 2021 - 2022

BOARD MEMBERS

Chair: John Hall, tourism industry

Deputy Chair: Jason Clymo, skills-based

Treasurer: Dean Oberin, skills-based

Board Members:

Cr Rob Amos, CSC representative

Cr Chris Bilkey, MRC representative

Paul Lavars, tourism industry

Aishe Besim, tourism industry

Kristy Hayes, tourism industry

Observers:

Sam Campi, CSC

Beck Hayward, MRC

Keith Oberin, CSC

Sarah Ryan, MRC