

ADDITIONAL ITEM

9 December 2015
To the Ordinary Council Meeting

Director's Report
Community and Recreation Services
Department

3.11 Update on Tourism in the Wyong Shire

TRIM REFERENCE: F2004/07096 - D12145036
MANAGER: Rob Noble, Chief Executive Officer
AUTHOR: Maxine Kenyon; Director

SUMMARY

This report provides an overview of tourism activities across the Shire and makes recommendations in relation to the agreement between Wyong Shire Council and Central Coast Tourism.

RECOMMENDATION

- 1 ***That Council note the results of the recent Tourism Forums.***
- 2 ***That Council note the annual report provided by Central Coast Tourism for 2014/15 financial year.***
- 3 ***That Council advise Central Coast Tourism Incorporated that the agreement with Council will be extended until December 2016 to provide sufficient time to address any changes to the tourism sector as a result of Destination NSW review and priority transitional arrangements be in place for any amalgamated council.***
- 4 ***That Council receive a further report on tourism after the Destination NSW review results are released.***

BACKGROUND

Tourism is big business on the Central Coast and according to the National Visitors Survey produced by Tourism Research Australia, since 2012, Central Coast visitation has seen a four year trend increase of 30.58% in total visitor expenditure. For 2015 this will deliver an extra \$193M annually into the economy bringing annual visitor expenditure to \$824M.

Wyong Shire Council (WSC) recognises that tourism is an opportunity for the Central Coast, through the creation and support of jobs, the economic benefit it brings to local businesses and the destinations and attractions that it delivers for all residents. This is acknowledged in Council's newly developed Tourism Framework and Plan for 2015-17 with implementation having commenced.

As identified in our adopted Plan for 2015-17, Council's approach to tourism will be to:

- Continue working with Central Coast Tourism as the regional tourism organisation, to assist in facilitating increased visitation to the Wyong Shire through better co-ordination, improved success with external funding and partnerships around events and tourism promotion until June 2016

3.11 Update on Tourism in the Wyong Shire (contd)

- Investigate options for a Shire wide events and promotions body to be fully funded and supported by Council and negotiate with Central Coast Tourism, The Entrance Town Centre Management, Wyong Regional Chamber of Commerce and Greater Toukley Vision to effect Council's new direction
- Support Central Coast Destination Management Plan (CC DMP) strategic priorities with Council's actions
- Deliver a range of projects and activities to support tourism across planning, development, destinations and promotions.

Tourism is traditionally focused on the State and Federal Government with regional tourism organisations (RTO) delivering outcomes in regional areas in collaboration with local authorities, visitor information centres, tourism operators, businesses, support services and residents. Council's historic approach to tourism has been to sponsor external organisations that were invested in tourism to deliver Shire wide promotion and marketing. The four main organisations Council provides funding to do this are Central Coast Tourism, The Entrance Town Centre Management, Wyong Regional Chamber of Commerce and Greater Toukley Vision.

Central Coast Tourism (CCT) is a regional tourism organisation responsible for destination management, marketing and development. The organisation operates with support of funding from key stakeholders Gosford City Council and Wyong Shire Council. Additional funds are sourced through membership fees, booking commissions, retail sales and project management fees and for specific marketing campaigns by Destination NSW.

This financial support from the councils has sustained CCT as an organisation to lead the region's destination marketing and development. CCT have worked with both councils, together with industry to develop a four year Tourism Opportunity Plan and Destination Management Plan (2013-17).

WSC have been funding CCT for a number of years and have provided \$150K per annum since 2010. We have a current sponsorship agreement with various deliverables that CCT are required to report to Council quarterly. This funding is to promote tourism and economic development for the Wyong Local Government Area (LGA) at local, state, national and international level. The resultant positive economic, business, tourism and social outcome will in turn greatly benefit the people of Wyong Shire. CCT allocates WSC's funding primarily to promote tourism and events in Wyong Shire and advance the objectives of the Central Coast Destination Management Plan 2013-17.

Council also provides \$98,500 funding to The Entrance Town Centre Management to run the accredited The Entrance Visitor Information Centre (VIC). In addition, although not a formal VIC, Council provides information, advice and support to Toukley and Districts Arts Gallery to facilitate tourist information service at Peace Park, Toukley. Council undertook two recreation tours for volunteers in 2015 to assist in their awareness and promotion of tourism based activities across the Shire and CCT update tourism information on a quarterly basis. CCT also operate a VIC at Kariong and Gosford.

Accredited Visitor Information Centres (AVICs) are recognisable by their branding with the accredited logo (the yellow 'i'). Only AVICs are able to display the exclusive 'i' sign, which serves to guarantee quality service and reliable information. Extensive marketing and promotion of the branding ensures visitors to New South Wales recognise AVICs and the values they represent. Accreditation is a process designed to establish and continually improve industry standards for conducting a tourism business. It aims to assist every AVIC to improve the way it operates to meet the increasing demands of domestic and international consumers and stakeholders.

CURRENT STATUS

The following provides an update on key elements of tourism in the Shire:

Tourism Framework and Plan for 2015-17

In October 2015, Council adopted the Tourism Strategy which articulates Council's role in the facilitation of tourism outcomes for the Wyong Shire, Council's approach with external tourism partners and details actions and how outcomes will be evaluated. As part of this strategy, Wyong Shire Council has recently held two tourism forums in November. The purpose of these forums was to find out how tourism in Wyong Shire can be most effectively supported by Council and other tourism bodies.

59 participants from a variety of tourism businesses participated and some of the key themes and points of discussion were:

1. Marketing, building demand for and the positioning of the Central Coast as a destination was viewed as an opportunity to improve. Feedback included comments about this being driven by a central body, rather than lots of individual ones, and that this wasn't thought to be Council. New entrants to the tourism industry found it confusing to find out where to go for assistance as there were multiple bodies.
2. Events were identified as an existing opportunity for the region as both providing product and being a demand driver. Feedback around a better centralised calendar but uncertain who should manage this.
3. Infrastructure delivery should be focussed on better visitor signage throughout the region, linking public transport and tourism spots better and some new products brought into region. Quality of existing product thought to be already well varied but needing some exposure. Group thought Council should fund signage and better transport options.
4. Better collaboration from regulatory bodies and a focus on capacity building for new businesses to the market was seen as an important. Feedback included 'too much red tape' to hold an event, create a one-stop shop to guide tourism businesses better, but not sure who should take on this role.

A detailed report on the findings and recommendations from the Tourism Forum will be available on 9 December.

3.11 Update on Tourism in the Wyong Shire (contd)

In addition to the forums, an online survey through invitation only to industry and business has commenced and will close in the first week of January 2016. The survey will test the opportunities and challenges that came out of the workshop and understand what and who tourist operators believe should be responsible for driving what activities in tourism. From these two initiatives, Council will then have a clear pathway for developing tourism across the Shire and where we should concentrate our efforts.

Destination NSW

In September 2015, the NSW Government undertook a review of Regional Tourism Organisations (RTO). The Tourism Sub-committee of the Destination NSW Board were asked to evaluate the current RTO model and funding structure. The terms of reference for the RTO Review were:

- Review the current RTO structure in NSW, issues associated with their operations, marketing programs, funding sources and Destination NSW's RTO servicing requirements and activity
- Discuss and create options for an enhanced RTO system in NSW
- Undertake a review of Destination NSW's Regional Tourism Funding Program (RVEF) - issues, constraints, successes and opportunities

Staff have been advised by Destination NSW that there will be an announcement from the State Government about the future of Destination NSW and how they will operate and support RTOs by March 2016.

Destination NSW has various funding options with Regional Visitor Economy Fund (RVEF) and Regional Flagship Events Program available to local government to apply, however the RVEF Quarantined Fund is only available to RTOs. The outcome of the review will likely impact on these funding programs.

Funding Agreement with Central Coast Tourism Incorporated

WSC has worked with CCT on improving deliverables over the last year and this has seen to have improved, with more of a focus on the Wyong Shire in marketing. CCT have recently provided their annual report (attached) which highlights:

- Development of a Strategic Plan
- Development of improved Board Governance structures and policies
- 262 members, down from 269 the previous year
- The region's visitation statistics for the year ending June 2015, show the value of the Visitor Economy at \$824 million an increase of over 30% on 2012. This figure relates to our three key visitation sectors:
 - Domestic overnight - \$507 million
 - Domestic day trippers - \$284 million
 - International overnight visitors - \$33 million.

CCTs current agreement with Council is until June 2016 with a one year option. In September, CCT requested in writing for Council to extend their agreement until June 2017. As part of the agreement, Council is required to give notice of any resolution to extend or not to extend an agreement of time not less than six months prior to the expiry of this agreement, this requires advice back to CCT by the end of December 2015.

3.11 Update on Tourism in the Wyong Shire (contd)

There are a number of issues to be considered in providing this one year option to fund CCT until end of June 2017, including:

1. Both Gosford and Wyong councils are likely to be amalgamated, with the State Government announcing their decision on this matter by the end of 2015. Until that announcement is known and the transitional arrangements are in place, Council needs to consider locking into any future agreements carefully as to the possible impact on the future organisation.
2. Gosford City Council staff have advised WSC staff that they have not provided a guarantee to CCT on funding beyond June 2016 and there is no CCT allocation in the 16/17 draft budget.
3. The Destination NSW review may have large scale impacts on RTOs and tourism functions, and this report is not due for release until mid 2016. It would be worth considering the timing of the formal arrangements with CCT until the release of the Destination NSW review findings, as the tourism landscape may change dramatically.
4. CCT have indicated (although not yet formally) that they would like an opportunity to present to both Gosford and Wyong councils about the opportunity for tourism in an amalgamated Council.

If Council were not to fund CCT beyond June 2016 this would require consideration of the following factors:

- Will CCT be likely to be able to continue through alternate funding sources? From all accounts this does not seem likely and therefore the following must be considered.
- Is a tourism organisation still required on the Central Coast? As one of the biggest industries on the Coast it would be crucial for a focused approach to tourism be maintained, feedback from the tourism forums certainly indicated a desire/need from the industry of a central body.
- Who will be / can a Council be recognised as an RTO and therefore access funding only available to RTOs? Will RTOs and RTO dedicated funding continue after the review by Destination NSW? We don't yet know the answers to these questions, but what we do know from the participants at the Tourism Forum is that tourism operators want 'some' central body and they don't think this should necessarily be Council.
- What will Councils future role in tourism be, will it move from support and facilitation to active and directive? If Council takes on a more active tourism role, resources such as staffing, budgetary allocation and timing of commencement will need to be addressed.
- If CCT determine that ceasing operations earlier than the June 2016 date. Either party may terminate the Agreement by providing at least ninety days prior written notice setting forth the reasons for termination, of which may include 'CCT being the subject of any resolution of petition for winding up'. Any funds that have been paid to CCT by WSC but not spend prior to termination must be repaid to WSC. Payment is quarterly.

THE PROPOSAL

Tourism is a changing landscape especially in light of the Destination NSW review and likely amalgamation of both Central Coast councils. Even so, it continues to be an important element of our economy that is continually growing and has far greater capacity than currently realised.

In light of the above and the current expertise and resources allocated within Council the following is recommended, that CCT agreement be extended until December 2016 to provide sufficient time after the results of Destination NSW and priority transitional arrangements be in place for any amalgamated council.

Based on these significant issues, it is recommended that Council receive a further report outlining the results of the Wyong Shire tourism operator survey, the Destination NSW review and identify the appropriate way forward to provide the best outcomes for the Central Coast community.

OPTIONS

In relation to CCT, Council could:

- a) Continue to fund CCT until end of June 2017
- b) Cease CCT funding at the end of June 2016
- c) Fund CCT until the end of December 2016 RTO allow sufficient time to focus on / address higher priority issues from amalgamation and for Council to consider the results of the Destination NSW review.

STRATEGIC LINKS

Wyong Shire Council Strategic/ Annual Plan

Tourism is identified in the Council Annual Plan.

Long Term Financial Strategy

Funding for CCT is included in the long term financial strategy.

Workforce Management Strategy

Currently Council plays a minor role in facilitating discussion on tourism activities and supporting events, sponsorship opportunities and economic development opportunities that support tourism. If Council did not continue to fund the CCT, it is recognised that work with tourist operators, promoting of the place and campaigns to attract tourists would still be required. This would need to be resourced by Council or other agencies, Council does not have this included in the Workforce Management Strategy.

Link to Community Strategic Plan (2030)

Tourism sits across all objectives of the Community Strategic Plan 2030.

Budget Impact

Funding for CCT is currently allocated in the budget, if Council determine not to fund CCT and want Council to take over the functions, this is not included in any budget and would require a budget review process.

CONSULTATION

The recent tourism forums have provided a lot of feedback from tourism operators on their needs and their view on roles agencies take on tourism on the Central Coast.

3.11 Update on Tourism in the Wyong Shire (contd)

Council has representation on the CCT Board and staff meet quarterly with the Chief Executive Officer of the CCT.

CONCLUSION

Tourism is central to the Central Coast economy and whatever decision is made a focus on tourism will need to continue. We want to deliver:

- A strong new place identity that will be easily recognised and understood
- Positive economic returns and contributions to a vibrant destination
- A place where visitors feel informed, excited and welcomed, recommending it as place to visit.

The Central Coast is still a young player in the tourism industry and there is real potential in the area, not only with the natural assets but the interest and growing innovation from the tourist operators.

ATTACHMENTS

- 1 Central Coast Tourism Annual Report 2014-15 D12157522

ANNUAL REPORT 2014 - 2015

BRINGING BUSINESS TO LIFE



MISSION STATEMENT

Using a Destination Management Plan approach, lead the development and implementation of business strategies to increase the awareness, preference and visitation to the Central Coast of NSW whilst optimising the operational effectiveness of the organisation to influence the tourism industry.

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ADVOCACY

To address issues and drive resolutions in support of our local Visitor Economy and encourage development, Central Coast Tourism actively engages with and appreciates the continued support of local organisations and stakeholders including:

- Gosford City Council
- Wyong Shire Council
- Regional Development Australia Central Coast
- Department of Trade and Investment
- Department Premier and Cabinet, Central Coast
- Central Coast Regional Development Corporation
- State and Federal Members of Parliament
- Destination New South Wales
- Tourism Australia
- BESydney
- NSW and Local Business Chambers and community groups

STAKEHOLDER ENGAGEMENT

Central Coast Tourism appreciates the support to the local tourism industry provided by our corporate members:

- Crowne Plaza Terrigal
- Gosford Classic Car Museum
- Mingara Recreation Club

CENTRAL COAST TOURISM TEAM

- **Back row:** Jo Marks, Leeanne Dyer, Narelle Lehmann
- **Front Row:** Jacqui Greaves, Jessica Anderson, Christine Duchenne and Nicolette Scott
- **Chairman:** Craig Ellis
- **Back row:** Bob Diaz, Daniel Payne, Cir Lawrie McKenna, David Jewell, Julia Barnes, Craig Ellis and Barton Lawler
- **Front Row:** Robyne Abernethy, Libby Bain, Cir Lynne Webster and Susan Davis

CHAIRMAN'S REPORT

Dear Members and key stakeholders,

Central Coast Tourism has had a highly productive year under somewhat difficult circumstances. With our two primary stakeholders, Gosford City and Wyong Shire Councils, facing amalgamation pressure and Destination NSW completely overhauling their funding models and support for Regional Tourism Organisations statewide. These issues will prove challenging until the changes are complete and we know the paradigm in which we are to operate.

The Board has made significant changes to its modus operandi via the implementation of:

- A new Strategic Plan;
 - Board Governance Structure and associated policies;
 - An Executive Committee which meets alternate to full Board meetings.
- The objective is to provide greater communication and support for the management, employees and volunteers of the organisation.

The Board has also created three sub committees with the purpose of collaborating with the membership base on key areas. The initial three are:

- Digital & Social Media
- Food & Drink
- Conference and Events

Some of the key achievements:

- Regional Visitor Economy Fund - successful matched funding application for 2014/15
- Business Tourism and Event Attraction Project - successful matched funding application
- Storm Recovery Campaign - successful lobbying \$120K campaign

I would like to thank the CEO, Ms Robyne Abernethy, and her professional team of both paid employees and volunteers. Their output is well beyond their resource capability.

On behalf of the Board, I would like to acknowledge the support of Gosford City and Wyong Shire Councils. The Mayors, Councillors, CEO's and staff of both Councils who have worked closely with our team to ensure the Central Coast is a desirable destination providing memorable visitor experiences for continued growth and prosperity for our region. In addition to this, both Councils recognise the importance of infrastructure to support our industry and have ongoing commitments in making sure infrastructure is in place and maintained to service our community and our visitors.

I would like to thank my fellow Board Members for their time, support and dedication in providing the strategic direction, visions and goals for the Central Coast to become a strong visitor economy that complements the key economic drivers that make our coast a wonderful place to live. Thanks to Daniel Payne, General Manager, Mercure Koorindah Waters Resort for his support whilst in the region and to Susan Davis from the National Parks and Wildlife Service for her valuable input over many years. And lastly, I would like to thank all of you for the services and goods that you provide to our visitors and your contribution to the Visitor Economy.

On behalf of the Board I wish you all the best for the coming holiday season and for the year to come.

Craig Ellis
- Chairman

4 OVERVIEW cont'd



“The direct value of the local Visitor Economy is \$824 million, an increase of over 30% on 2012.”

1 MEMBERSHIP & INDUSTRY ENGAGEMENT

- Membership Status 2014/15
- Networking Nights

2 VISITOR INFORMATION & BOOKINGS PROVISION

- Visitor Information Services
- Merchandising
- Upgrade to Booking System
- Volunteers

New Products & Future Developments

Gosford City and Wyong Shire Councils have reported a record number of DA approvals for the region, some of which include a tourism component.

2015

- The Imperial Centre in Gosford has undergone a fabulous transformation
- The Art House in Wyong is nearing completion

Opening 2016

- The Gosford Classic Car Museum
- Glenworth Valley Outdoor Adventures Functions & Events Centre
- Marina Cove Development on the Gosford Waterfront
- The Magenta Shared Pathway
- Wyong Regional Skate Park

Tourism Opportunity Plan (TOP)

The five catalyst projects identified in the Tourism Opportunity Plan (TOP) are moving forward and will be a great addition to the region.

These include:

- Mt Penang Tourism Precinct
- The Waterfront Development at Gosford
- Motorsports Precinct (CASAR Park)
- Tuggerah Regional Sporting Complex (formerly referred to as Pioneer Diary Sporting Hub)
- Tourism Hub at The Entrance

* Source: 2015 Regional Snapshot 10, June 15

CHIEF EXECUTIVE OFFICER'S REPORT

Business & Events Tourism Attraction Project

The Business and Events Tourism Attraction Project (BETAP) aims to increase the direct economic contribution of the tourism sector to the Central Coast community by attracting new and growing existing events and securing more conference and meeting business for the Central Coast. In April 2015, we were advised our application for matched funding through the NSW Department of Trade and Investment was successful. The project brief highlighted the need for a dedicated resource to drive results. In September 2015, Jo Marks joined our team as Meetings, Incentives, Conventions and Events (MICE) Manager (refer page 11).

Regional Visitor Economy Fund

The Regional Visitor Economy Fund (RVEF) was implemented by the NSW State Government via Destination NSW in 2013/14 for a three year period. As a Regional Tourist Organisation, Central Coast Tourism can apply for matched dollar funding to support marketing and product development for the region.

For the 2014/15 year we successfully applied for \$279,875 to support activity through to early 2016. The application for the final year 2015/16 is being prepared. Glenworth Valley Outdoor Adventures was successful in securing matched RVEF Contestable Pool funding for the development of a multi-purpose all weather function centre. In August 2015, the NSW State Government advised they would be conducting a review into the RVEF Funding Program and current Regional Tourist Organisation structure. The results of this review are expected early in 2016.

Central Coast Destination Management Plan for the Visitor Economy 2013 – 2017

We are now two years into the current four year Destination Management Plan and are trending well against our key goals.

The region's visitation statistics for the year ending June 2015, show the value of the Visitor Economy at \$824 million an increase of over 30% on 2012. This figure relates to our three key visitation sectors:

- Domestic overnight - \$507 million
- Domestic day trippers - \$284 million
- International overnight visitors - \$33 million

(Refer page 6 Regional Snapshot)

Our average length of stay has increased and is currently 3.05 nights.

Central Coast Tourism is fortunate to have the support of a dedicated and experienced team of staff, volunteers and members, thank you for your efforts throughout the year. This year has been a busy one for the Central Coast Tourism Board, I would like to thank them for their time, experience and guidance.

As we head into the busy holiday period, I wish you all a very Merry Christmas, a safe and happy 2016 and I look forward to working with you throughout the coming year to drive the growth of our Visitor Economy.

Robyne Abernethy
- Chief Executive Officer

1 MEMBERSHIP & INDUSTRY ENGAGEMENT

Membership Status 2014/15

Central Coast Tourism (CCT) would like to thank all members for their ongoing support throughout the year.

Regular onsite member meetings were established, improving awareness and participation of CCT membership benefits. 2014/15 membership revenue increased by 7.9% and membership renewals maintained.

Membership Category	Number of Members	Total Value of Membership
Social	34	\$1,050
Local	62	\$6,405
Regional	138	\$53,495
National	12	\$12,300
International	13	\$19,650
Corporate	3	\$30,750
Total	262	\$123,650*

* Figure includes GST as at Sept 30, 2015

Networking Nights

New member forum and six member networking functions were held throughout the year. The Summer Product Showcase featured tourism experiences, local produce, events, Kasey Chambers and Grizzle Train.

A special thanks to members who hosted and catered our networking events through the year.

2015 Guest Speaker presentations:

- Lauren Campbell - Destination NSW - Digital v/s Traditional media
- Lynne Hocking, CEO, WebNoise - Managing your Online Reputation
- Julie Goodwin, Julia's Place - The Food Scene on the Central Coast
- Ian Robillard, MD, Central Coast Academy of Sport - Clubs NSW Academy Games
- Brad Wilson, CASAR Park Motorsports Precinct
- Sheridan Fernier - Australian Tourism Accreditation Program (ATAP)
- Tim Gunasinghe - Marina Cove development update

Infrastructure, investment and development updates were also provided by Gosford Mayor, Cr Lavinie McKinn, Wyong Mayor, Cr Doug Eaton OAM and Gosford City Council CEO, Paul Anderson.

2 VISITOR INFORMATION & BOOKINGS PROVISION

Visitor Information Services

Central Coast Tourism delivers visitor information services at the Central Coast Gateway Centre at Kariong, the Gosford Visitor Information Centre and supports The Entrance Visitor Information Centre, managed by The Entrance Town Centre Management.

Merchandising

In the last financial year the Visitor Information Centre at Kariong welcomed over 35,000 visitors which represents a 6.14% increase compared to the same period last year. Our retail product range has expanded to include Central Coast Mariners' merchandise. Retail sales have also achieved an increase of 19.3%.

Upgrade to Booking System

In February, upgrades to the booking system were completed allowing us to further tailor our services to cater for sporting groups and events. The system enhancements were tested for the Club NSW Academy Games which resulted in Central Coast Tourism managing bookings for nine of the visiting academies. The booking system upgrade along with an increase in inventory and sales training has resulted in an 18.2% increase in total booking sales.

Volunteers

Central Coast Tourism thanks the dedicated team of volunteers responsible for delivering over 6,000 hours of quality customer service and supporting our Visitor Economy.

IMAGES

- 1 Chief Executive Officer: Robyne Abernethy
- 2 Product Development: Artist Impression, CASAR Park
- 3 2016 Development: Artist Impression, Marina Cove, Gosford
- 4 2015 Development: Imperial Centre, Gosford
- 5 2015 Development: Artist Impression, The Art House Wyong
- 6 Sizzling Summer Product Showcase: Ambassador Kasey Chambers and Grizzle Train
- 7 Networking Night: Imperial Centre, Gosford
- 8 Kariong Visitor Information Centre: Central Coast Mariners' merchandise

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DESTINATION MANAGEMENT PLAN FOR THE VISITOR ECONOMY

1 DMP FOR THE VISITOR ECONOMY 2013 - 2017

- Vision, Mission and Goals
- Measures of Success

2 DNSW REGIONAL SNAPSHOT

3 DMP ACTION PLAN - STRATEGIC PRIORITIES

- Build a Sustainable Visitor Economy to Support Future Investment
- Connect People and Places
- Target More Active Travellers
- Activate The Destination and Natural Assets

1 DESTINATION MANAGEMENT PLAN (DMP) FOR THE VISITOR ECONOMY 2013 - 2017

Vision, Mission and Goals

Vision Build on the Central Coast's competitive strength of its location by the water and become a leader in natural adventure and event experiences that act as a catalyst to year round visitation.

Mission Enhance the Central Coast's natural advantage and offer visitors an antidote to city life to drive a sustainable visitor economy, enrich community assets and create local employment.

Goals and Objectives

- Increase the average length of stay by 5% across all markets from 2.8 nights to 3 nights
- Increase the average spend per visitor by 10% growing domestic overnight from \$143 to \$157; international overnight from \$41 to \$45; and domestic day from \$70 to \$77
- Increase our share of the NSW Conference and Events market by 3%
- Increase the range of visitors that disperse their spend throughout the year (More 'active' True Travellers and Peer Group visitors and those travelling for a purpose)

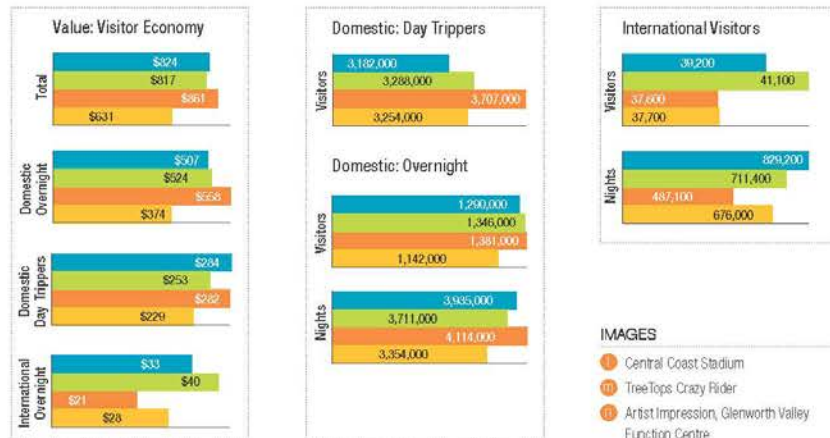
Measures of Success

- Grow our share of Sydney short breaks
- Increase value of VFR from building local pride
- Increase visitor nights (mid-week, in shoulder seasons)
- Increase visitor expenditure

2 DNSW REGIONAL SNAPSHOT

■ - YE Jun 15 ■ - YE Jun 14 ■ - YE Jun 13 ■ - YE Jun 12

Source: Destination NSW, Region Snapshot 2012 - 2015



3 DMP ACTION PLAN - STRATEGIC PRIORITIES

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BUILD A SUSTAINABLE VISITOR ECONOMY TO SUPPORT FUTURE INVESTMENT

ACTION 1

Adopt a more coordinated approach across Councils and the RTO to attract & deliver major sporting events as well as Meetings, Incentives, Conferences, Events & the Education market by expanding the role of the Central Coast Regional Events Alliance to include an event attraction sub-committee.

Activity/Status Timing 2013-14
Acted as the official booking agent for Clubs NSW Academy Games 2015. Analyzed & formatted event evaluation on behalf of Central Coast Academy of Sports. Conference & Events Sub Committee of CCTI Board initiated. Regular meetings held with councils' event teams.

ACTION 2

Leverage events that have the potential to have a greater economic impact by engaging other parts of the economy including performing & visual arts, educational, entertainment, cultural & heritage experiences.

Activity/Status Timing 2013-14
General advocacy, promotion & support of events such as: 5 Lands Walk, Brisbane Water Oyster Festival, UDN Central Coast Sevens, Chromefest, Wyong Lakes Festival & Mountain Sounds. Visitor Experience Passes created for selected events.

ACTION 3

Support Councils & private investors to create new places for visitors & locals to experience the natural assets of the region including projects identified in the TOP.

Activity/Status Timing 2014-17
General advocacy, promotion & support for TOP Catalyst Projects: Mt Penang Tourism Precinct, The Waterfront Development Gosford, Motorsports Precinct (CASAR Park), Pioneer Dairy Sporting Hub (Tuggerah Lakes Sporting Precinct), Tourism Hub at The Entrance.

ACTION 4

Grow the base of international visitors in partnership with nearby regions (eg. Port Stephens, Hunter, Newcastle) and the Legendary Pacific Coast Touring Route.

Activity/Status Timing 2013-14
Collaborative Partners: Legendary Pacific Coast Touring Route, Top Spots North (partnership with Newcastle, Hunter Valley & Port Stephens) launched at ATE 2015.

ACTION 5

Build local pride through a local awareness campaign and familiarisation program with the tourism industry.

Activity/Status Timing 2013-17
Continued to leverage '52 Local Secrets' program. Local Ambassadors featured in OVG.

ACTION 6

Support a strong, confident & united industry through regular networking, workshops & events.

Activity/Status Timing 2013-17
Bi-monthly networking events include guest speaker program & activity showcase. Destination NSW, NSW First, Tourism Awards, China Now Workshops & International Market Update held in region.

ACTION 7

Support take-up of industry accreditation & self regulation to deliver a high quality experience for visitors without compromising the quality of life of residents or the conservation of our precious environment and amenity.

Activity/Status Timing 2013-17
Members encouraged to apply for ATAP accreditation - replacement program for TQUAL.

ACTION 8

Encourage local operators to develop, renew & revitalise current product & experiences to drive longer stays & repeat visitation.

Activity/Status Timing 2013-17
RVEF program awareness & support of applications for Contestable Pool of Funding for marketing & product development. Glenworth Valley Outdoor Adventures successful in securing funding for multi-purpose/all weather facility.

ACTION 9

Secure partnership funding to appoint a Business, Tourism and Events Manager to implement Priority Project #2.

Activity/Status Timing 2013-17
Secured funding from NSW Department of Trade & Investment for Business & Event Tourism Attraction Project. MICE Manager commenced Sept 2015.

ACTION 10

Councils & the Tourism Organisations to identify & promote a suite of investment incentives to encourage new product development & investment.

Activity/Status Timing 2013-17
General Advocacy: TOP Catalyst Projects - Gosford Waterfront Development, Pioneer Dairy Sporting Hub & key developments such as Kibblyplex, The Art House & the Regional Airport.

CONNECT PEOPLE AND PLACES (cont'd overleaf)

ACTION 1

Build the links throughout the region by the development of improved infrastructure connecting villages, products & experiences supported with better public/private transport options.

Activity/Status Timing 2013-17
Member Packaging & 'FUN' themed Itineraries & Town Centre Master Plans

ACTION 4

Support the ongoing development of the 5 Lands Coastal Walkway to deliver a year round visitor experience.

Activity/Status Timing 2014-17
General advocacy, promotion & support.

ACTION 2

Take a more flexible approach to placemaking utilising the NBN & 'pop up' style infrastructure.

Activity/Status Timing 2013-14
CCT role = support. General advocacy undertaken.

ACTION 5

Create new scenic iconic hinterland & coastal drives with spectacular lookouts, interpretative signage & new nature walks.

Activity/Status Timing 2014-17
General advocacy & support. Suggested itineraries included in Official Visitor Guide & www.visitcentralcoast.com.au

ACTION 3

Take a lead in active engagement in social media & other integrated marketing initiatives to reach 'tribes' & influencers of travel to grow niche visitation.

Activity/Status Timing 2013-17
Digital Leisure Campaign, Facebook, Twitter, Instagram & LinkedIn. Conducted 12 month instagram promotion resulting in 223% increase in engagement.

ACTION 6

Develop new iconic water trails to show visitors new places & showcase the open & natural spaces. Eg: canoe/kayaking, motorised boat trails etc.

Activity/Status Timing 2014-17
Initial discussions & possible options identified.

8 3 DMP ACTION PLAN - STRATEGIC PRIORITIES cont'd

CONNECT PEOPLE AND PLACES (cont'd)

<p>ACTION 7</p> <p>Leverage Councils' investment in WiFi & innovative technologies to create immediate response campaigns for visitors.</p> <p>Activity/Status WiFi Hot Spots identified & detailed at www.visitcentralcoast.com.au.</p> <p>Timing 2014-17</p>	<p>ACTION 8</p> <p>Develop & launch a new online booking platform that brings accommodation, experiences & events together & work effectively pre-trip & enroute with greater flexibility to respond to consumers wants, needs & desires.</p> <p>Activity/Status Phase 1: Bookeasy upgrade completed Feb 15. Phase 2: Training conducted to self-publish campaign pages driving tour & accommodation bookings for specific events.</p> <p>Timing 2013-14</p>
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TARGET MORE ACTIVE TRAVELLERS

<p>ACTION 1</p> <p>Target niche markets who travel mid-week through a social media strategy & other integrated marketing activities.</p> <p>Activity/Status Winter Tactical Campaign executed. Special Offers available in Official Visitor Guide. Focused on Instagram integration, messaging supported via Facebook, Twitter & LinkedIn.</p> <p>Timing 2013-16</p>	<p>ACTION 5</p> <p>Create a strong events calendar that drives off-peak & mid-week visitation.</p> <p>Activity/Status Website promoted over 600 events during 2015. Comprehensive Events Calendar published in Official Visitors Guide (OVG).</p> <p>Timing 2013-16</p>
<p>ACTION 2</p> <p>Utilise the success of the Mariners to promote the destination for sports tourism to capitalise on our extensive sports infrastructure.</p> <p>Activity/Status General advocacy. MOU signed with Central Coast Mariners September 2015.</p> <p>Timing 2013-16</p>	<p>ACTION 6</p> <p>Target active recreation visitors & experience seekers from the drive market including fishing, boating, mountain biking, walking, surfing, watersports, diving, golfing etc.</p> <p>Activity/Status Themed 'FUN PLANNER' itineraries developed in OVG, published & available online. Winter Digital Tactical Campaign focused on soft adventure activities & three night stays.</p> <p>Timing 2014-17</p>
<p>ACTION 3</p> <p>Create awareness of the suitability of the region for niche travel markets including Disability/Accessible, Indigenous, Nature-Based & Surf Tourism.</p> <p>Activity/Status Supported Gosford City Council in securing Pro-Surf Series for 2016. Official Visitor Guide including information on Accessible & Nature-Based Tourism.</p> <p>Timing 2013-16</p>	<p>ACTION 7</p> <p>Undertake a product audit matching the needs of current and emerging target niche markets & the products available in the Central Coast to identified opportunities.</p> <p>Activity/Status Product audit = DMP. Alignment with Tourism Australia's Restaurant Australia Campaign. Top Spots North Partnership included Food/Wine, Culture/Heritage, Nature & Adventure itineraries. Itineraries launched at ATE & promoted at ATEC.</p> <p>Timing 2013-14</p>
<p>ACTION 4</p> <p>Leverage Great Golf Courses of Australia initiative of Tourism Australia to attract a national golf event.</p> <p>Activity/Status Tourism Australia representative provided information & invited to region to assess facilities & determine opportunities.</p> <p>Timing 2013-16</p>	

ACTIVATE THE DESTINATION & NATURAL ASSETS

<p>ACTION 1</p> <p>Push the soft-adventure experiences of the destination along with accommodation options.</p> <p>Activity/Status Nature Lovers & Adventure itineraries published in Official Visitors Guide & available online. Digital Campaign - 'Getaway Plan'.</p> <p>Timing 2013-16</p>	<p>ACTION 5</p> <p>Further develop amenities for mountain biking such as a mountain bike park working with State level partners including Forestry & National Parks.</p> <p>Activity/Status General advocacy in support of Councils.</p> <p>Timing 2013-17</p>
<p>ACTION 2</p> <p>Develop an investment prospectus for ecotourism opportunities including accommodation & attractions.</p> <p>Activity/Status General advocacy in support of Councils.</p> <p>Timing 2014-17</p>	<p>ACTION 6</p> <p>Encourage development of soft-adventure experiences in nature through identification of emerging market needs & suitable land in both planning schemes to earmark the regions potential.</p> <p>Activity/Status General advocacy. Support and advice provided for a number of potential opportunities. Eg sky diving, bike trails, fire flies, 5 Lands Coastal Walkway & Ex-HMAS Adelaide Reserve</p> <p>Timing 2015-17</p>
<p>ACTION 3</p> <p>Showcase all weather experiences to promote the destination as a year round option.</p> <p>Activity/Status Dedicated page for 'All Weather' experience included in the 2014-16 (OVG).</p> <p>Timing 2013-14</p>	<p>ACTION 7</p> <p>Undertake an Experience Development Mentoring Program with operators to encourage new & existing product development ideas.</p> <p>Activity/Status Ongoing education on opportunities, pricing structures and distribution channels via workshops and one on one meetings. Eg Gosford Classic Car Museum, Luka Chocolates, Marina Cove, Australia Walkabout Wildlife Park, Norah Head Lighthouse, Ex-HMAS Adelaide Reserve and establishment of Board Sub-Committees.</p> <p>Timing 2015-17</p>
<p>ACTION 4</p> <p>Grow the true traveller segment both domestic & international through new natural adventure experiences.</p> <p>Activity/Status Participation - ATE, ATEC workshops, DNSW Trade & Media familiarisation program, LPCTR, ATE pre/post familiarisations. Digital Awareness Campaign.</p> <p>Timing 2013-14</p>	

DESTINATION MARKETING - DOMESTIC

<p>1 CAMPAIGNS</p> <ul style="list-style-type: none"> Facebook - 12 Days of Christmas Winter Tactical Storm Recovery Visiting Friends & Relatives 	<p>2 MEDIA & PR</p> <ul style="list-style-type: none"> Media Releases & Product Launches Familiarisation Program 	<p>4 DIGITAL MEDIA</p> <ul style="list-style-type: none"> Website Social Media 	<p>5 PUBLICATIONS</p> <ul style="list-style-type: none"> Official Visitor Guide Instagram Competition
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1 CAMPAIGNS

Facebook Campaign - 12 Days of Christmas

In December 2014, Central Coast Tourism in conjunction with members ran a 12 Days of Christmas Facebook promotion. The objective of this campaign was to highlight activities in the lead up to busy summer season. This inaugural campaign proved very successful with over 1200 entries received, achieving a 7% increase in Facebook likes and a 169% increase in Facebook page engagement. Throughout the campaign period, the products featured in the campaign had an average increase of 77% in visitation to their product page on www.visitcentralcoast.com.au compared to the same period in 2013.

Winter Tactical Campaign

Central Coast Tourism worked in conjunction with Destination NSW and members to roll out Phase 2 of the digital Getaway Plan Marketing Campaign. The campaign was in market for four weeks from 24 June. The campaign focused on highlighting key destination experiences that 'provide the antidote to city life' and encouraged consumers to book by providing tactical offers. The campaign landing page, delivered over 15,000 leads to participating members. This campaign was successful in driving awareness of the coast.

Storm Recovery Campaign

On 21 April, a 'super storm' hit the Central Coast with devastating effects on local businesses. Together with Central Coast NSW Business Chamber, Central Coast Tourism lobbied the government for funding as businesses surveyed advised that the average loss to each company was estimated at \$80K.

The lobbying effort was successful with \$120K in funding secured for a destination recovery marketing campaign. This funding was provided to Destination NSW to execute a campaign for the region. At the time of printing the digital campaign was about to be launched, using dual call to action platforms, www.visitnsw.com.au and www.wotf.com.au.

Visiting Friends and Relatives - 52 Local Secrets

Throughout 2015, Central Coast Tourism continued to leverage the 52 Local Secrets program for both regional and local applications to drive the Visiting Friends and Relatives Market. The playing cards featuring the secrets continue to be a popular medium and encourages dispersal around the region.

2 MEDIA & PR

Media Releases & Product Launches

Central Coast Tourism continued to engage with local, regional, national and international media to promote issues relevant to the local industry. This activity included assisting members with media releases, product launches and hosting visiting media. The destination maintained its membership and networks with Travmedia and MediaNet.

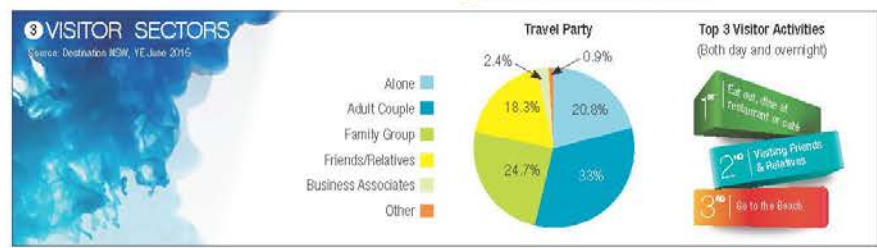
Familiarisation Program

Throughout the year, Central Coast Tourism, with support from members hosted over 100 travel industry personnel and over 20 journalists, bloggers, film and radio crews.

2015 was also a strong year for Incentives with the region hosting over 15 site inspections from destinations including: China, India, Japan, Korea, Philippines, Taiwan, Thailand, United States and Vietnam.

IMAGES

- 6 Storm Recovery Campaign: Robyne Abernethy, Adam Crouch MP, Stuart Ayers, Minister for Tourism & Major Events
- 5 Winter Tactical Campaign: Phase 2 of Digital Marketing
- 4 Facebook: Visit Central Coast, NSW
- 3 Publications: 2016 Official Visitors Guide



10 DESTINATION MARKETING - DOMESTIC cont'd

4 DIGITAL MEDIA

Website

For 2015 www.visitcentralcoast.com.au averaged over 27,000 unique visitors per month, an increase of 1.9% over the same period from the previous year*. Monthly peaks of over 50,000 and 36,000 unique visitors were recorded in January and April respectively.

The website continues to be an important referral resource for Regional and above members, with over 38,000 leads generated, representing an increase of over 10% on the previous year*. The most popular actions were to "Book Now" and "Enquire".

Event listings for features such as School Holiday Ideas, Australia Day Long Weekend, Gig Guide, Weekend Entertainment at The Entrance and major events including 5 Lands Walk, ChromeFest and UON Central Coast Sevens attracted high visitation. In 2015, over 600 events were promoted within the period** through visitcentralcoast.com.au.

Social Media

Central Coast Tourism's online presence continued to grow with the organisation's Facebook, Twitter and Instagram platforms recording positive increases in followers and engagement.

- As at 30 September 2015: Facebook page had 4,946 Likes **(37.6% increase on 30 September 2014)**.
- Twitter recorded 4270 followers **(22.3% increase on 30 September 2014)**.
- Instagram had 1643 followers **(223% increase on 30 September 2014)**. The impressive increase via Instagram can be attributed to the monthly competition schedule conducted throughout 2015.

The most regularly viewed and shared content on Central Coast Tourism's Social Media is public broadcast information such as transport or road closures, weather, emergencies and general news. Our weekly 'Weekend What's On' event listing is also gaining regular high reach and shares.

The **website's mobile version** of visitcentralcoast.com.au was launched in January, the top five viewed pages* after the homepage were:

1. Events/this week
2. Events/this-month
3. Events/this-year
4. Activities/land-activities
5. 52 Local Secrets

* Stats calculated based on January to September figures



5 PUBLICATIONS

Official Visitor Guide

The 2015 Official Visitor Guide (OVG) achieved full distribution by September 2015. The 2015 OVG was made available online as an e-guide and featured on the website.

The 2016 OVG was released mid October at the Spring Product Showcase and Networking Night. The 2016 editorial features include:

- Central Coast Ambassadors
 - Kasey Chambers (music)
 - Adam Ashley-Cooper (sport)
- Iconic Locations
 - The Entrance Historic Carousel
 - The Skillion, Terrigal
- It's On 2016
 - Calendar of Events
- Four themed 'Fun Planners'
 - Families
 - Nature Lovers and Adventure Seekers
 - Culture, Heritage and Indulgence
 - Local Secrets
- 20 Visitor Experience Offers

The 2016 OVG increased from 68 pages to 72 pages. This was due to a 40% increase in full page and 23% increase in half page advertisements.

Instagram Competition

Instagram is the fourth most popular social media platform in Australia with over 5 million active Australian users**. As recognised by Tourism Australia "Instagram is an ideal social media platform to accentuate Australia's credentials as a holiday destination as it is purely image-based, allowing fans to post photos in real-time and showcase what makes Australia a unique and special place to visit."**

Featured in the 2015 OVG was an integrated Instagram competition. Each month a different theme and hashtag was used with the competition aimed at increasing the visual representation of the Central Coast and member products on Instagram which resulted in a 223% increase in followers.

**Statistics compiled by SocialMediaNews.com.au for June 2015.
**3 September 2013, "Tourism Australia's Instagram profile showcases the best of Australia"



1 EVENT ATTRACTION

- Event support and advocacy
- Appointment of MICE Manager
- Business and Events Tourism Attraction Project

Event Support and Advocacy

In 2014-15 Central Coast Tourism worked actively with its members and sporting partners to provide promotional support and advocacy for a range of key events in the region. Signature events to the Central Coast include but not limited to:

- 2015 ClubsNSW Academy Games
- 5 Lands Walk
- ChromeFest, The Entrance
- Brisbane Water Oyster Festival
- UON Central Coast Sevens
- NSW Surf Life Savings Championships

Appointment of MICE Manager

In September 2015, Central Coast Tourism appointed a Meetings Incentives Conference and Events Manager to work with CCT members, Gosford City and Wyong Shire Councils and stakeholders across a range of strategies aimed at capturing new business and sporting events to the region and deliver the 2015-2017 Business and Events Tourism Attraction Project.

Business and Events Tourism Attraction Project (BETAP) 2015-2017

The BETAP project aims to increase the direct economic benefit of the tourism sector by growing existing and attracting new events to the region. The MICE Manager will work in collaboration with Gosford City Council, Wyong Shire Council, key stakeholders, sporting groups, event operators and the membership to:

- Develop an Events Strategy
- Identify, bid and secure new events
- Conduct an events infrastructure audit

To drive overnight visitation, the BETAP aims to secure 10 new events to the region increasing the Central Coast's share of NSW Conference & Events. As highlighted in the 2013-2017 Destination Management Plan, industry aims to increase Conference and Events by 3% by 2020, further injecting an estimated \$37M indirect spend into the local economy.

IMAGES

- 5 Event Support and Advocacy: UON Central Coast Sevens
- 1 MICE Manager: Jo Marks
- 11 Event Support and Advocacy: Brisbane Water Oyster Festival

DESTINATION MARKETING - INTERNATIONAL

- 1 VISITATION
- 2 EASTERN MARKET
- 3 AUSTRALIAN TOURISM EXCHANGE
- 4 NEIGHBOURING COLLABORATION - LPCTR & TSN

1 Visitation
International overnight visitation is valued at \$33m, for the year ending June 2015. The international visitors have the longest average stay of any visitors to the coast, staying approx 20 nights.

Top 3 International Markets

1 st	United Kingdom	22.9%
2 nd	New Zealand	20.1%
3 rd	USA	10.9%

Source: Destination NSW, YE June 2015

2 Eastern Market

Central Coast Tourism continued its representation agreement with Australian Attractions Group to ensure our consistent presence in Eastern Markets. The past year has seen an increase in incentive groups including Amway Taiwan and Nutrilife Vietnam. The development and tailoring of new itineraries has resulted in the Central Coast securing Package Tours series and Day Tours programs from South Korea, China and the rebounding Japan market.

3 Australian Tourism Exchange (ATE)

Australia's premiere tourism trade event, ATE, was held in Melbourne in June. ATE is the largest international travel trade show of its kind in the southern hemisphere and attracts 700 key buyer companies from over 40 countries and 60 international and domestic media. Central Coast Tourism and partners, Australian Reptile Park and Glenworth Valley Outdoor Adventures, met with over 120 buyers through the individual appointment program.

Central Coast Tourism participated in the ATE Media Marketplace for the first time. Approx 60 one on one meetings were conducted with domestic and international media representatives.

Two ATE familiarisation tours were conducted in region showcasing our international ready product.

4 Neighbouring Collaboration
Legendary Pacific Coast Touring Route (LPCTR)

Our support of the LPCTR continues and allows us to maintain a presence in key Western Markets including UK, Europe, USA and New Zealand. As part of the LPCTR activities, a China Now and Social Media workshop was held for members. LPCTR also undertook a promotion with TripAdvisor and CCT translated a destination page into French and German which were two of the focus markets.

Top Spots North (TSN)

TSN is a collaboration with Hunter Valley, Newcastle and Port Stephens showcasing the ease of self drive short breaks for the international markets. TSN was launched at ATE 2015 and was very well received by the media and tour operators. BE Sydney has also shown interest in expanding this program for the conference market.





FINANCIAL SUMMARY



CENTRAL COAST TOURISM INCORPORATED
 ABN 22 344 164 938

FINANCIAL REPORT
 FOR THE YEAR ENDED 30 JUNE 2015

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Directors' Report

Your committee members submit the financial report of the Central Coast Tourism Incorporated for the financial year ended 30 June 2015.

Committee Members

The names of committee members throughout the year and at the date of this report are:

Members

- Craig Ellis - Chairman
- Libby Bain - Vice - Chairman
- David Jewell - Treasurer
- Julia Barnes - Secretary
- Barton Lawler
- Bob Diaz
- Cir Lynne Webster
- Mayor Lawrie McKinna
- Daniel Payne (Former Treasurer – resigned August 2015)

Observers

- Susan Davis / Jenny-Lee Scharnboeck
- Paul Anderson
- Teresa Walters

Principal Activities

The principal activities of the association during the financial year were:

To develop the Central Coast as a domestic and international visitor destination, thereby increasing the economic benefits to the entire region.

Tourism marketing of the Central Coast to international and domestic markets, events attraction promotion, tourism product development, provision of visitor information service at centres in Kariong and Gosford, accommodation bookings.

Significant Changes

Central Coast Tourism received a 10% reduction in Council funding during this financial year 2014-2015.

Operating Result

The profit after providing for income tax amounted to \$ 22,372.

Signed in accordance with a resolution of the Members of the Committee.

Chairman: Craig Ellis

Treasurer: David Jewell

Dated this day 13th October 2015

Statement of Comprehensive Income For the Financial Year Ended 30 June 2015

	NOTE	2015 \$	2014 \$
Revenues	2	952,418	1,253,720
Other Income	2	40,877	15,414
		993,295	1,269,143
Employee benefits expense		(574,203)	(548,609)
Purchases and direct costs		(171,452)	(246,594)
Depreciation and amortisation expenses	3	(35,637)	(38,802)
Finance costs		(9,043)	(9,708)
Operating lease expenses		(5,395)	(3,577)
Other expenses		(175,193)	(158,737)
Surplus/(Deficit) for the year	4	22,372	263,116
Total comprehensive surplus/(deficit) for the year		22,372	263,116
Total comprehensive surplus/(deficit) attributable to the members of the association		22,372	263,116

Assets Statement as at 30 June 2015

ASSETS	NOTE	2015 \$	2014 \$
Current Assets			
Cash on Hand	5	777,804	624,933
Accounts Receivable and other debtors	6	68,467	161,275
Inventories	7	1,445	1,232
Other Current assets	8	5,221	5,221
Total Current Assets		852,937	792,661
Non-Current Assets			
Property, Plant & Equipment	9	812,168	845,955
Total Non-Current Assets		812,168	845,955
Total Assets		1,665,105	1,638,616

The accompanying notes form part of these financial statements.

Liabilities Statement as at 30 June 2015

LIABILITIES	NOTE	2015 \$	2014 \$
Current Liabilities:			
Accounts Payable and other payables	10	62,857	127,863
Financial Liabilities	11	11,368	10,659
Employee Benefits	12	66,898	47,540
Other Current Liabilities	13	128,414	63,047
Total Current Liabilities		269,537	249,109
Non-Current Liabilities:			
Financial Liabilities	11	122,842	134,210
Employee Benefits	12	31,647	36,590
Total Non-Current Liabilities		154,489	170,800
Total Liabilities		424,026	419,909
Net Assets		1,241,079	1,218,707
Equity			
Retained earnings	14	1,241,079	1,218,707
Total Equity		1,241,079	1,218,707

Statement of Changes in Equity For the Financial Year Ended 30 June 2015

	RETAINED EARNINGS	ASSET REVALUATION RESERVE \$	TOTAL \$
Balance at 1 July 2013	955,591	-	955,591
Surplus/(Deficit) for the year	263,116	-	263,116
Balance at 1 July 2014	1,218,707	-	1,218,707
Surplus/(Deficit) for the year	22,372	-	22,372
Balance at 30 June 2015	1,241,079	-	1,241,079

The accompanying notes form part of these financial statements.

Statement of Cash Flows For the Financial Year Ended 30 June 2015

	2015 \$	2014 \$
Cash flows from Operating Activities:		
Receipts from customers	448,763	529,418
Receipts from Government Grants	622,457	663,841
Payments to suppliers and employees	(901,831)	(939,107)
Interest received	5,034	4,414
Interest Paid	(9,043)	(9,709)
Net cash provided by (used in) operating activities	165,380	248,857
Cash Flow from Investing Activities:		
Payments for property, plant & equipment	(1,850)	(5,060)
Net cash used in investing activities	(1,850)	(5,060)
Cash Flows from Financing Activities:		
Proceeds from borrowings	-	-
Repayment of borrowings	(10,859)	(9,994)
Net Cash Provided by (used in) financing Activities	(10,859)	(9,994)
Net increase/(decrease) in cash held	152,871	233,803
Cash and cash equivalents at the beginning of the financial year	624,933	391,130
Cash and Cash Equivalents at the End of the Financial Year	777,804	624,933

Notes to the Financial Statements For the Year Ended 30 June 2015

Note 1. Summary of Significant Accounting Policies

The financial statements cover Central Coast Tourism Incorporated as an individual entity. Central Coast Tourism Incorporated is an association in NSW under the Associations Incorporation Act 2009. The financials were authorised for issue on 13th October 2015 by the members of the committee.

Basis of Preparation

The financial statements are special purpose financial statements that have been prepared in accordance with Australian Accounting Standards (including Australian Accounting Interpretations) and the Associations Incorporation Act 2009. The committee has determined that the association is a non-reporting entity.

The financial statements have been prepared on an accruals basis and are based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities. The amounts presented in the financial statements have been rounded to the nearest dollar.

Australian Accounting Standards set out accounting policies that the Australian Accounting Standards Board has concluded would result in a financial statements containing relevant and reliable information about transactions, events and conditions. Significant accounting policies adopted in the preparation of these financial statements are presented below and have been consistently applied unless otherwise stated.

ACCOUNTING POLICIES

Inventories

Inventories are measured at the lower of cost and net realisable value.

The accompanying notes form part of these financial statements.

Notes to the Financial Statements For the Year Ended 30 June 2015

1. Summary of Significant Accounting Policies (cont'd)

Comparative Figures

When required by Accounting Standards or to provide improved information, comparative figures have been adjusted to conform to changes in presentation for the current financial year.

PROPERTY, PLANT & EQUIPMENT

Property, Plant & Equipment

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

Leasehold buildings are measured on the cost basis less depreciation and impairment losses.

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

The carrying amount of plant and equipment is reviewed annually by Directors to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the assets' employment and subsequent disposal. The expected net cash flows have been discounted to their present values in determining recoverable amounts.

The cost of fixed assets constructed within the association includes the cost of materials, direct labour, borrowing costs and an appropriate proportion of fixed and variable overheads.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the association and the cost of the item can be measured reliably. All other repairs and maintenance are charged to the statement of comprehensive income during the financial period in which they are incurred.

Depreciation

The depreciable amount of all fixed assets including building and capitalised lease assets is depreciated on a straight-line basis over the asset.

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

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

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

Leases

Leases of property, plant and equipment, where substantially all the risks and benefits incidental to the ownership of the asset, but not the legal ownership, are transferred to the association, are classified as finance leases.

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

Leased assets are depreciated on a straight line basis over the shorter of their estimated useful lives or the lease term.

Lease payments for operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expenses in the periods in which they are incurred.

Lease incentives under operating leases are recognised as a liability and amortised on a straight-line basis over the life of the lease term.

The accompanying notes form part of these financial statements.

Notes to the Financial Statements For the Year Ended 30 June 2015

1. Summary of Significant Accounting Policies (cont'd)

FINANCIAL INSTRUMENTS

Initial recognition and measurement

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

Financial instruments are initially measured at fair value plus transactions costs except where the instrument is classified "at fair value through profit or loss" in which case transaction costs are expensed to profit and loss immediately.

Impairment of Assets

At each reporting date, the association reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value-in-use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the statement of comprehensive income.

Where it is not possible to estimate the recoverable amount of an individual asset, the association estimates the recoverable amount of the cash-generating unit to which the asset belongs.

Employee Benefits

Provision is made for the association's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits that are expected to be settled within one year have been measured at the amounts expected to be paid when the liability is settled, plus related on-costs.

Employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may not satisfy vesting requirements. Those cashflows are discounted using market yields on national government bonds with terms to maturity that match the expected timing of cashflows attributable to employee provisions.

Provisions

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

Provisions recognised represent the best estimate of the amounts required to settle the obligation at reporting date.

Cash on Hand

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

Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Revenue from the sale of goods is recognised at the point of delivery as this corresponds to the transfer of significant risks and rewards of ownership of the goods and cessation of all involvement in those goods.

Interest revenue is recognised using the effective interest rate method, which of floating rate financial assets is the rate inherent in the instrument.

Revenue from the provision of membership subscriptions is recognised on a straight line basis over the financial year.

Accounts Payable and Other Payables

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the company during the reporting period which remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

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. Receivables and payables in the assets and liabilities statement are shown inclusive of GST.

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

The accompanying notes form part of these financial statements.

Notes to the Financial Statements For the Year Ended 30 June 2015

2. Revenue and Other Income

	2015 \$	2014 \$
Revenue		
Sale of goods	7,078	5,946
Bookings	37,490	34,278
Membership	110,034	102,056
Event Management	-	2,064
Grants	622,457	663,841
Marketing	175,359	445,544
	952,418	1,253,729
Other Income		
Interest received	5,034	4,414
Management Fees	2,475	-
Recoveries	1,348	5,931
Profit/(loss) on sale of non-current assets	50	-
Other revenue	31,970	5,069
	40,877	15,414
Total Revenue:	993,295	1,269,143
Note 3. Profit for the Year		
Expenses		
Finance costs:		
Hire purchase charges	-	-
Interest paid	9,043	9,708
Total finance costs	9,043	9,708
Depreciation of Property, plant and equipment	35,637	38,802
Note 4. Profit for the year		
Leasing Charges:		
Operating Rental - Lanier	5,395	3,577
	5,395	3,577
Note 5. Cash and Cash Equivalents		
Cash on Hand	940	450
NAB Cheque Account	585,059	458,461
NAB LSL Account	44,110	42,626
NAB Business Cash Maximiser	62,873	61,571
NAB Money in Trust Account	84,822	61,825
	777,804	624,933
RECONCILIATION OF CASH		
Cash at the end of the financial year as shown in the statement of cash flows is reconciled to the related items in the statement of financial position as follows:		
Cash and cash equivalents	777,804	624,933

The accompanying notes form part of these financial statements.

Notes to the Financial Statements For the Year Ended 30 June 2015

Note 6. Accounts Receivable	2015 \$	2014 \$
Current:		
Trade Debtors	60,696	143,653
Other Debtors	7,771	17,622
	<u>68,467</u>	<u>161,275</u>
Note 7. Inventories		
Stock on Hand	1,445	1,232
	<u>1,445</u>	<u>1,232</u>
Note 8. Other Current Assets		
Prepayments	5,221	5,221
	<u>5,221</u>	<u>5,221</u>
Note 9. Property, Plant and Equipment		
Land and Buildings		
Land and Buildings:		
Leasehold Improvements	982,337	982,337
Less: Accumulated Amortisation	(196,472)	(171,913)
	<u>785,865</u>	<u>810,424</u>
Total Land and Buildings	<u>785,865</u>	<u>810,424</u>
Motor Vehicles	22,081	22,081
Less: Accumulated Depreciation	(18,239)	(16,959)
	<u>3,842</u>	<u>5,122</u>
Office Furniture & Equipment	244,519	242,669
Less: Accumulated Depreciation	(222,058)	(212,260)
	<u>22,461</u>	<u>30,409</u>
Total Plant and Equipment	<u>26,303</u>	<u>35,531</u>
Total Property, Plant and Equipment	<u>812,168</u>	<u>845,955</u>

The accompanying notes form part of these financial statements.

Notes to the Financial Statements For the Year Ended 30 June 2015

Note 9. Property, Plant and Equipment (cont'd)

Land and Buildings (cont'd)
Movements in Carrying Accounts

Movements in the carrying amounts for each class of property, plant and equipment between the beginning and the end of the current financial year:

	LEASEHOLD BUILDINGS \$	MOTOR VEHICLES \$	OFFICE FURNITURE & EQUIPMENT \$	TOTAL \$
2014				
Balance at the beginning of the year	834,983	6,829	37,885	879,697
Additions at cost	-	-	5,060	5,060
Disposals & Transfers	-	-	-	-
Depreciation expense	(24,559)	(1,707)	(12,536)	(38,802)
	<u>810,424</u>	<u>5,122</u>	<u>30,409</u>	<u>845,955</u>
Carrying amount at end of year				
2015				
Balance at the beginning of the year	810,424	5,122	30,409	845,955
Additions at cost	-	-	1,850	1,850
Disposals & Transfers	-	-	-	-
Depreciation expense	(24,559)	(1,280)	(9,798)	(35,637)
	<u>785,865</u>	<u>3,842</u>	<u>22,461</u>	<u>812,168</u>
Carrying amount at end of year				

The accompanying notes form part of these financial statements.

Notes to the Financial Statements For the Year Ended 30 June 2015

Note 10. Accounts Payables and Other Payables

	2015 \$	2014 \$
Current		
Trade Creditors	49,971	99,630
Other Creditors	4,888	12,430
Input Tax Credits	7,501	(11,330)
GST Payable	1,403	26,039
GST Adjustments	(906)	(906)
	<u>62,857</u>	<u>127,863</u>

Note 11. Borrowings

Current:		
Loan Gosford City Council	19,702	19,702
Less: Future Interest Charges	(8,334)	(9,043)
Total current borrowings	<u>11,368</u>	<u>10,659</u>
Non-Current:		
Loan Gosford City Council	157,615	177,316
Less: Future Interest Charges	(34,773)	(43,106)
Total non-current borrowings	<u>122,842</u>	<u>134,210</u>
Total Borrowings	<u>134,210</u>	<u>144,869</u>

Note 12. Employee Benefits

Long Service Leave Entitlements	40,593	36,590
Annual Leave Entitlements	57,952	47,540
Total Provisions	<u>98,545</u>	<u>84,130</u>
Analysis of Total Employee Benefits:		
Current	66,898	47,540
Non-current	31,647	36,590
Employee provisions represent amounts accrued for annual leave and long service leave.	<u>98,545</u>	<u>84,130</u>

Note 13. Other Liabilities

Current		
Accrued Charges	9,318	4,120
Bookings in Advance	76,734	58,927
Funding in Advance	42,362	-
	<u>128,414</u>	<u>63,047</u>

Note 14. Retained Earnings

Retained Earnings at the beginning of the financial year	1,218,707	955,591
Net profit/(loss) attributable to the association	22,372	263,116
Retained Earnings at the end of the financial year	<u>1,241,079</u>	<u>1,218,707</u>

The accompanying notes form part of these financial statements.

Notes to the Financial Statements For the Year Ended 30 June 2015

Note 15. Economic Dependence

The association is dependent upon the grants received from Gosford City Council, Wyong Shire Council and Destination NSW. The association would not be able to provide all the current services without receipt of these grants.

Note 16. Cash Flow Information

	2015 \$	2014 \$
Reconciliation of Cash Flow from Operations with Profit after Income Tax.		
Profit/(Loss) after income tax	22,372	263,116
Non-Cash flows in profit:		
Profit on sale of non-current assets	(50)	-
Loss on sale of non-current assets	-	-
Depreciation	35,637	38,802
Changes in net assets and liabilities, net of the effects of purchase and disposals of subsidiaries:		
(Increase)/Decrease in current inventories	(213)	(627)
(Increase)/Decrease in current receivables	92,808	(79,683)
(Increase)/Decrease in prepayments	-	(838)
Increase/(Decrease) in creditors	(65,006)	25,817
Increase/(Decrease) in provisions	14,415	2,270
Increase/(Decrease) in other creditors	65,417	-
Cash flows provided by operating activities	<u>165,380</u>	<u>248,857</u>

Note 17. Financial Risk Management

The association's financial instruments consists mainly of deposits with banks, local money market instruments, short-term investments, accounts receivable and payable, loans to and from subsidiaries, bills and leases.

The totals for each category of financial instruments, measured in accordance with AASB 139 as detailed in the accounting policies to these financial statements are as follows:

Financial Assets		
Cash on Hand	777,804	624,933
Loans and receivables	68,467	161,275
Total financial assets	<u>846,271</u>	<u>786,208</u>
Financial Liabilities		
Trade and other payables	62,857	127,863
Borrowings	134,210	144,869
Total financial liabilities	<u>197,067</u>	<u>272,732</u>

Financial Risk Management Policies

The Committee's overall risk management strategy seeks to assist the association in meeting its financial targets, whilst minimising potential adverse effects on financial performance.

Risk management policies are approved and reviewed by the Committee on a regular basis. These included the credit risk policies and future cash flow requirements.

The association does not have any derivative instruments at 30 June 2015.

The accompanying notes form part of these financial statements.

Notes to the Financial Statements For the Year Ended 30 June 2015

Note 18. Association Details

The registered office of the association is:

52 The Avenue Mt Penang Parklands Kariong NSW 2250

The principal place of business is:

52 The Avenue Mt Penang Parklands Kariong NSW 2250

Statement by Members of the Committee

In the opinion of the committee the financial statements as set out on pages 5 to 20:

1. Presents fairly the financial position of Central Coast Tourism Incorporated as at 30 June 2015 and its performance for the year ended on that date in accordance with Australian Accounting Standards, mandatory professional reporting requirements and other authoritative pronouncements of the Australian Accounting Standards Board.
2. At the date of this statement, there are reasonable grounds to believe that Central Coast Tourism Incorporated will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the committee and is signed for and on behalf of the committee by:



Chairman: Craig Ellis

Dated this day 13th October 2015



Treasurer: David Jewell

Independent Auditor's Report To The Members of Central Coast Tourism Incorporated

Report on the Financial Report

We have audited the accompanying financial report of Central Coast Tourism Incorporated (the association) which comprises the Statement of Assets and Liabilities as at 30 June 2015, the Statement of Comprehensive Income for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the statement by members of the Committee.

Committee's Responsibility for the Financial Report

The Committee of the association is responsible for the preparation of the financial report, and has determined that the basis of preparation described in Note 1 is appropriate to meet the requirements of the Australian Accounting Standards (including the Australian Accounting Interpretations) and is appropriate to meet the needs of the members. The Committee's responsibility also includes such internal controls as the Committee determines is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the association's preparation of the financial report that gives a true and fair view, in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

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

Independence

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

Auditors Opinion

In our opinion, the financial report of the association is in accordance with the Associations Incorporation Act NSW 2009 including:

- (i) Giving a true and fair view of the Association's financial position as at 30 June 2015 and of their performance and cash flows for the year ended on that date; and
- (ii) Complying with the Australian Accounting Standards (including Australian Accounting Interpretations) and the Associations Incorporation Act NSW 2009.

FORTUNITY ASSURANCE



T R Davidson FCA, FCA, CTA, SSAud
Partner

Registered Company Auditor No. 1177

ICAA No. 24349

155 The Entrance Road, ERINA NSW 2250

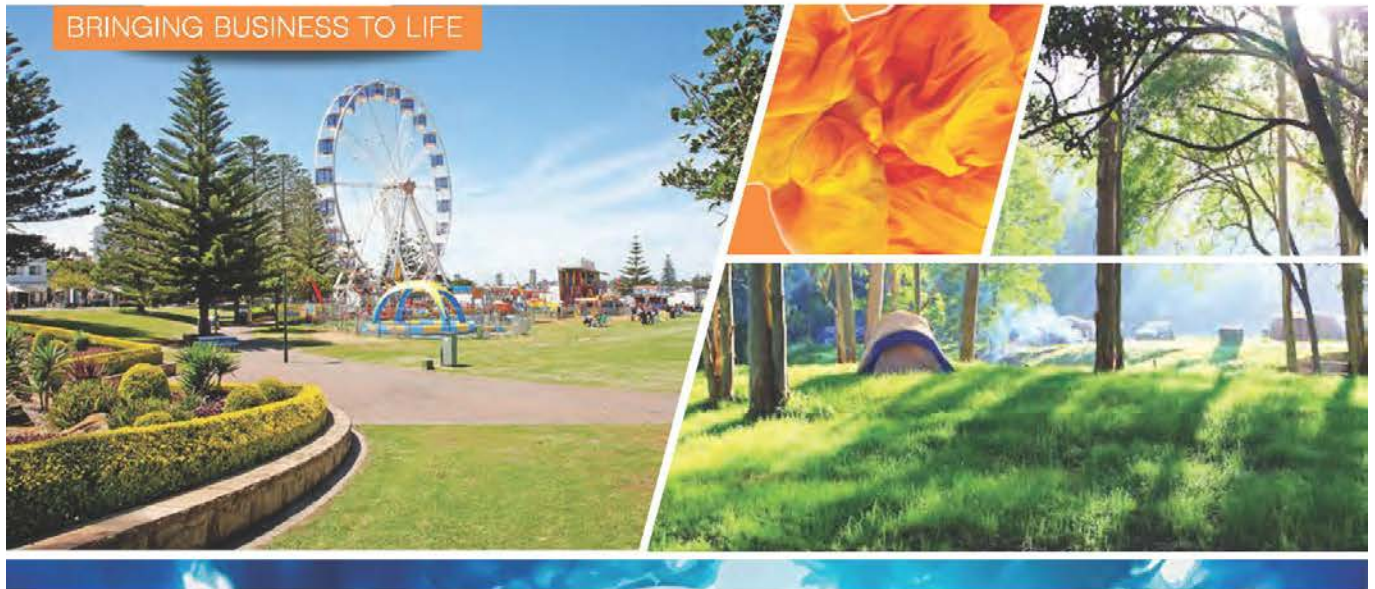
Dated this 12 October 2015

Profit and Loss Statement For the Year Ended 30 June 2015

	2015 \$	2014 \$
Sales		
Sales:	7,078	5,946
Bookings	37,490	34,278
Membership	110,034	102,056
Events Coordination	-	2,064
Grants - Operational	622,457	663,841
Marketing	175,359	445,544
	<u>952,418</u>	<u>1,253,729</u>
Less: Direct Costs		
Opening Stock	1,232	605
Purchases	3,294	2,874
Booking Commissions	6,205	5,356
Membership Subscriptions	7,680	9,178
Events Coordination, Sponsorship & Support	12,016	9,308
Marketing Costs	82,427	166,110
Closing Stock	(1,445)	(1,232)
International Marketing & Trade Shows	60,043	51,764
	<u>171,452</u>	<u>243,963</u>
Less: Employee Benefits		
Direct Salaries & Wages	533,789	492,752
Fringe Benefits Tax	2,903	4,097
Payroll Tax	-	-
Staffing Expenditure	5,381	5,898
Superannuation	30,317	45,043
Travelling Expenses	233	143
Volunteer Expenses	1,580	1,668
	<u>574,203</u>	<u>549,601</u>
Gross Profit/(Loss)	<u>206,763</u>	<u>460,165</u>
Other Income		
Interest Received	5,034	4,414
Management Fees	2,475	-
Recoveries	1,348	5,931
Other Revenue	31,970	5,069
Profit on Sale of Non-current Assets	50	-
	<u>40,877</u>	<u>15,414</u>
	<u>247,640</u>	<u>475,579</u>

Profit and Loss Statement For the Year Ended 30 June 2015

	2015 \$	2014 \$
Expenses		
Administration Costs	20,424	13,269
Auditor's Remuneration	16,000	9,100
Bad Debts Written Off	-	660
Bank Charges	7,444	7,783
Bookkeeping Fees	8,925	10,815
Borrowing Costs	-	105
Cleaning	7,612	8,759
Computer Expenses	19,559	22,518
Consultancy Fees	12,025	-
Depreciation	35,637	38,802
Electricity	8,366	9,056
Insurance	13,846	14,009
Interest Paid	9,043	9,708
Leasing Charges	5,395	3,577
Motor Vehicle Expenses	12,533	11,106
Permits, Licences & Fees	407	263
Petty Cash Expenditure	7	10
Postage	4,343	5,048
Printing & Stationery	3,128	3,556
Provision for Doubtful Debts	-	-
Rent	3,000	3,000
Repairs & Maintenance	16,606	17,636
Security Costs	1,782	1,765
Telephone	17,470	19,069
Tourism Awards	1,716	2,849
	<u>225,268</u>	<u>212,463</u>
Net Operating Profit (Loss)	<u>22,372</u>	<u>263,116</u>
Retained earnings at the beginning of the financial year	1,218,707	955,591
Retained earnings at the end of the financial year	<u>1,241,079</u>	<u>1,218,707</u>



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