

# ANNUAL REPORT

2024-25

TOURISM

**GEELONG  
AND THE BELLARINE**



## **ACKNOWLEDGEMENT OF COUNTRY**

**We acknowledge Geelong and The Bellarine is Wadawurrung Country.**

We welcome visitors to our region, a place we acknowledge has been cared for by the Wadawurrung people of the Kulin Nation for thousands of years.

The environment is a key reason visitors choose this destination.

Traditional Owners sharing the beauty and joy of these lands and waterways is a privilege, one we repay with respect for their country, Elders and people.



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## WHO WE ARE



**Tourism Greater Geelong and The Bellarine is the regional tourism organisation spanning from Little River around Meredith and Inverleigh to Armstrong Creek including Geelong, The Bellarine, Queenscliff and Moorabool Valley.**

We are a partnership between the tourism industry and government. Our founding local government partners are the City of Greater Geelong, Borough of Queenscliffe and Golden Plains Shire. We operate as a Visitor Economy Partnership recognised by the Victorian Government.

### OUR VISION

Geelong and The Bellarine is a place to do, not simply see. It's an accessible destination that inspires visitors to immerse themselves in authentic experiences, create lasting memories and depart with a desire to return.

### HOW WE WILL GET THERE

We will advocate for and showcase our region by providing exceptional service to our visitors, members, industry, and community so they have the knowledge, tools and capability to benefit from a sustainable visitor economy.

### WHAT WE DO

We build strong partnerships that connect our vibrant community, industry and visitors. We advocate for sustainable and accessible tourism that showcases our region's diverse attractions. Through responsible tourism, we foster community pride, create authentic experiences, and develop a resilient visitor economy we can all be proud of.

### WHY WE DO IT

To build a thriving and sustainable visitor economy that is valued and celebrates our region, creating a community where we are proud to live, work, and play.

# A NOTE FROM THE CHAIR AND EXECUTIVE DIRECTOR

**It's been a productive year of achievement for Team Tourism. And a lot has been accomplished by our small but mighty team.**

We clinched gold at the Victorian Tourism Awards for our Everyone's an Influencer VFR campaign; delivered a brand new 4-year Corporate Plan; inducted four new locations-based board members; and launched a brand-new consumer website.

We hosted the Australian Tourism Export Council's (ATEC) Explore Victoria trade event, and welcomed 40 key decision makers to our region. Our volunteers said g'day to four cruise ships that brought in a combined total of 3,100 passengers and injected \$1.2M into our local economy.

And there's been significant cut-through with international visitation, with latest stats from Tourism Research Australia (TRA) recording growth across total international visitors (+49%), visitor nights (+57%) and spend (+142%).

But that's not all. Between the pages of this annual report, you'll find achievements spanning the entire department. Because alongside the big ticket items, the quiet operational achievements are also worth celebrating. Because here at Team Tourism, we recognise that every person's contribution is valuable.

Over on the waterfront, great progress is being made on the development of *Nyaal Banyul Geelong Convention and Event Centre*, and our business events team is gearing up for its opening in 2026.

Interest in Nyaal Banyul is already building strong momentum, with a significant number of proposed events in the pipeline, and tens of thousands of attendees expected in the first two years. Demand from sectors such as medical, education and professional business services is particularly high, aligning closely with the City's economic priorities.

Per annum, *Macropian* conservatively estimates Nyaal Banyul will bring in 119,000 equivalent day visits and approximately 78,000 visitor nights. Which is why we highlighted the need to place greater emphasis on business events as a strategic priority in our new Corporate Strategy.

The future looks bright for Geelong and The Bellarine, and we're excited about what's to come.

As always, a massive thanks goes out to our Board and Team who have approached every challenge this year with dedication and pride. Growing our visitor economy is at the heart of everything we do - and it's clear that every single one of you share the same vision.

A thank you also to our municipal partners the City of Greater Geelong, Golden Plains Shire and the Borough of Queenscliffe, who have signed a new 4-year Memorandum of Understanding to continue collaborating on tourism outcomes with us. As the saying goes, 'a rising tide lifts all boats' - by working together, sharing our knowledge, networks and resources, we are better positioned to create stronger outcomes for our region, and the broader visitor economy.

And finally, thank you to our members, who continue to place their trust in us. We are immensely proud to represent you and this sector in what looks to be a very promising future indeed.



**BILL MITHEN**  
Chairperson



**TRACY CARTER**  
Executive Director

# MEET THE BOARD



**BILL MITHEN**  
Chairperson



**TOM WARD**  
*Murphy's, Queen of the West*  
Skills-based Finance



**VARIA MITCHELL**  
*Vue Apartments and R Hotel*  
Skills-based Marketing



**LARELLE FITT**  
Skills-based Business Events



**KATIE TINETTI**  
*Nyaal Banyul Geelong Convention Event Centre*  
Location-based Board Member: Geelong



**MARIE CLAIRE TROTTER**  
*The Q Train*  
Location-based Board Member: Bellarine



**PETER WALLACE**  
*Searoad Ferries*  
Location-based Board Member: Bellarine



**TENNILLE MOISEL**  
*Splatters Cheese Bar*  
Location-based Board Member: Geelong



**CR TRENT SULLIVAN**  
City of Greater Geelong



**CR DI RULE**  
Borough of Queenscliffe



**CR DOM COOK**  
Golden Plains Shire

# MEET THE TEAM

## EXECUTIVE



**TRACY CARTER**  
Executive Director



**JARRED PARSONS**  
Strategy and Operations  
Manager



**CARLA GARNER**  
Industry Strengthening  
Officer



**BONNIE TAI - VAN  
DORP**  
Industry Communication  
Officer



**FELICITY MCKENZIE**  
Senior Dept  
Administration Officer

## BUSINESS EVENTS GEELONG



**TAMIE RYAN**  
Business Events and  
International Manager



**CLAUDIA BARANSKI**  
Business Development  
Manager



**CLAIRE STEELE**  
Marketing and  
Communications  
Coordinator



**ABBEY JONES**  
Membership Engagement  
Officer



**FIONA TUDDENHAM**  
Membership Engagement  
Officer

## MEMBERSHIP

## VISITOR INFORMATION CENTRES



**JOSHUA HARRIS**  
Visitor Services  
Coordinator



**FIONA RUSHBROOK**  
Visitor Services  
Officer



**ANNIE ZHANG**  
Visitor Services  
Officer



**ISLA FOY**  
Student Engagement  
and Project Manager



**BROOKE JAWORSKI**  
Trade and Partnership  
Manager

## STUDY GEELONG

## INTERNATIONAL

## MARKETING



**AMANDA SHERRING**  
Tourism Marketing  
and Communications  
Manager



**ELISE RIGA**  
Digital Marketing Officer



**YAS PATON**  
Marketing and  
Communications Officer

# VISITOR ECONOMY SNAPSHOT

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## THE STATS 2024-25

### DOMESTIC YE 2023 VS YE DEC 2024

DOMESTIC OVERNIGHT VISITORS			DOMESTIC DAY VISITORS		
2023	2024	CHANGE	2023	2024	CHANGE
1.755M Visitors	1.768M Visitors	▲ 0.8%	4.533M Visitors	4.519M Visitors	▼ 0.3%
4.773M Nights	4.457M Nights	▼ 6.6%	-	-	-
\$1,014M Spend	\$1,001M Spend	▼ 1.3%	\$775M Spend	\$628M Spend	▼ 19%

### LONGER TERM DOMESTIC YE DEC 2020 VS YE DEC 2024

DOMESTIC OVERNIGHT VISITORS			DOMESTIC DAY VISITORS		
2020	2024	CHANGE	2020	2024	CHANGE
936,000 Visitors	1.768M Visitors	▲ 88.8%	2.509M Visitors	4.519M Visitors	▲ 80.1%
3.037M Nights	4.457M Nights	▲ 46.8%	-	-	-
\$404M Spend	\$1,001M Spend	▲ 147.5%	\$230M Spend	\$628M Spend	▲ 173.4%

## INTERNATIONAL YE DEC 2023 VS YE DEC 2024

INTERNATIONAL VISITORS		
2023	2024	CHANGE
49,000 Visitors	74,000 Visitors	▲ 49%
821,000 Nights	1.292M Nights	▲ 57.4%
\$46M Spend	\$111M Spend	▲ 142.2%

*Note: Due to the pandemic, international overnight travel results for regional destinations were not published for YE Dec 20 to YE Sep 23. Subsequently, longer term total travel results could not be produced for this period.*

TOTAL TRAVEL TO GEELONG & THE BELLARINE			
	2023	2024	CHANGE
Visitors	6.337M	6.361M	▲ 0.4%
Nights	5.594M	5.749M	▲ 2.8%
Spend	\$1,835M	\$1,740M	▼ 5.2%



**The latest Tourism Research Australia (TRA) data for the year ending December 2024 provided valuable insights into the performance of our region. The following results are comparative to the year ending December 2023.**

**Overall Observations:**

While there's been strong international visitor growth, the domestic market presents some challenges in the current economic environment, particularly for day trip expenditure as domestic visitors become increasingly 'value' driven.

Total visitor numbers to the region remained steady compared to the previous year, with a marginal increase of 0.4%. Total visitor nights increased by 2.8%.

China re-emerged as the largest source market for overnight international visitors (14.3%).

New Zealand (11.4%) was the second biggest contributor, followed by Germany (10.9%) and USA (9.2%).

India is now the top contributor to visitor nights at 26.6% (up from just 4.3% in the previous year). United Kingdom (14.8%) was the second biggest contributor, followed by China (10.8%) and Germany (8.3%).

*Sources: National Visitor Survey, International Visitor Survey & Regional Expenditure Model, Year Ending Dec 2024, Tourism Research Australia.*



# 2024 - 2025 IN REVIEW

2024

## JULY

TripAdvisor Traveller's  
Choice Award



## DECEMBER

Visual Identity Rebrand for  
Tourism Greater Geelong  
and The Bellarine and  
associated sub brands



## AUGUST

Coffee catch ups held in six  
locations across the region



## NOVEMBER

Team Tourism scores  
GOLD at the Victorian  
Tourism Awards in the  
Tourism Marketing  
Campaigns category



## OCTOBER

Hospitality and  
Tourism Jobs Expo held in  
Partnership with The Gordon  
/ Workforce Australia



## SEPTEMBER

Bookings open for  
Nyaal Banyul Geelong  
Event Centre



# 2025

## JANUARY

New Visit Geelong and The Bellarine Consumer website launched



## FEBRUARY

- Tourism Together Conference held in collaboration with Great Ocean Road Regional Tourism



- Hosted Australian Tourism Export Council's (ATEC) Explore Victoria trade event

- Along with our members, Business Events Geelong spruiked our region to international buyers at the Asia Pacific Incentives and Meetings Event (AIME)

## MARCH

Held First Members Forum of the year



## JUNE

Portarlington announced as a finalist in Top Tourism Town Award



## MAY

*Off Peak, On Point:* new seasonal campaign launched



## APRIL

Team Tourism arrived in Brisbane for the 2025 Australian Tourism Exchange (ATE), Tourism Australia's largest business-to-business event connecting tourism businesses with global distribution partners



# DESTINATION MARKETING

Strengthen the brand and people's connection to the region to inspire a greater journey.

## OBJECTIVE 1

Develop our reputation as a distinctive and desirable destination that inspires the world to visit.

### HIGHLIGHTS:

- > Celebrated a record-breaking \$11 million of earned media value through our PR strategy.
- > Launched new Visit Geelong Bellarine consumer website.
- > Underwent an organisation-wide visual identity rebrand to unify branding and naming conventions.
- > The marketing team clinched gold at the 2024 Victorian Tourism Awards for *Everyone's An Influencer* campaign.
- > Nominated Portarlington in the Victorian Top Tourism Town awards.

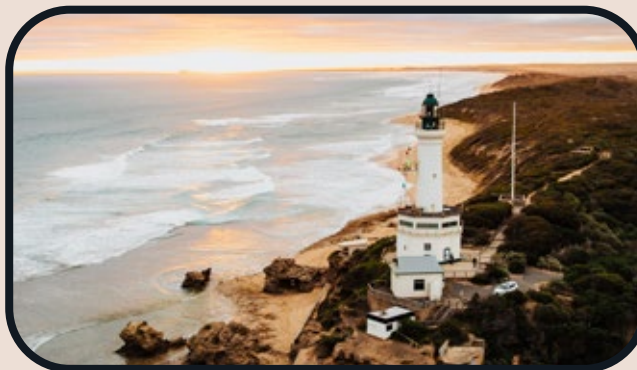
### RESULTS:

- > Visit Geelong and The Bellarine consumer EDM open rate at 29% - nearly 35% higher than the industry average.
- > Increased social media followers across social media channels by 10%.
- > 491,000 page views, representing a 51% increase compared to FY23/24.
- > Bellarine Taste Trail's social media reach grew 17%.
- > Delivered the visual identity rebrand on time and within budget, with assets rolled out across all channels including web, social, and branding at Visitor Information Centres.
- > Portarlington named Finalist in the Top Tourism Town Awards.

SECURED A RECORD

**\$11million**

WORTH OF PR  
COVERAGE ACROSS  
TARGETED LOCAL AND  
NATIONAL OUTLETS.



## OBJECTIVE 2

Capitalise on the region's strong visiting friends and relatives' market to drive greater yield.

### STUDY GEELONG HIGHLIGHTS:

- > Engaged 140 international students in Welcome and End of Year Study Geelong Functions.
- > Vishrut Goswami was appointed as a Study Geelong Ambassador and quickly became a valuable asset. His contributions to International Student online platform Insiders Guide as well as his social media reel promoting Geelong and The Bellarine reached more than 300,000 views.
- > Student ambassadors undertook 6 famils experiencing Geelong and The Bellarine to promote on Study Geelong's social channels.

### MARKETING HIGHLIGHTS:

- > Delivered the *Off Peak, On Point* seasonal campaign to capitalise on the visiting friends and relatives market by encouraging locals to use their influence and bring their loved ones to the region.

### RESULTS:

- > Off Peak, On Point campaign delivered impressive outcomes including:
  - 781,632 Meta impressions (target: 750,000)
  - 255,576 Meta reach
  - 10,764 Click Through Rate
  - 103,000 website visits (target: 70,000)
  - 7,600 key events (target: 5,000)
  - 12,659 Google impressions with interaction rate of 13.04%
- > Study Geelong followers increased 10% on Instagram, while Facebook numbers remained steady.

## OBJECTIVE 3

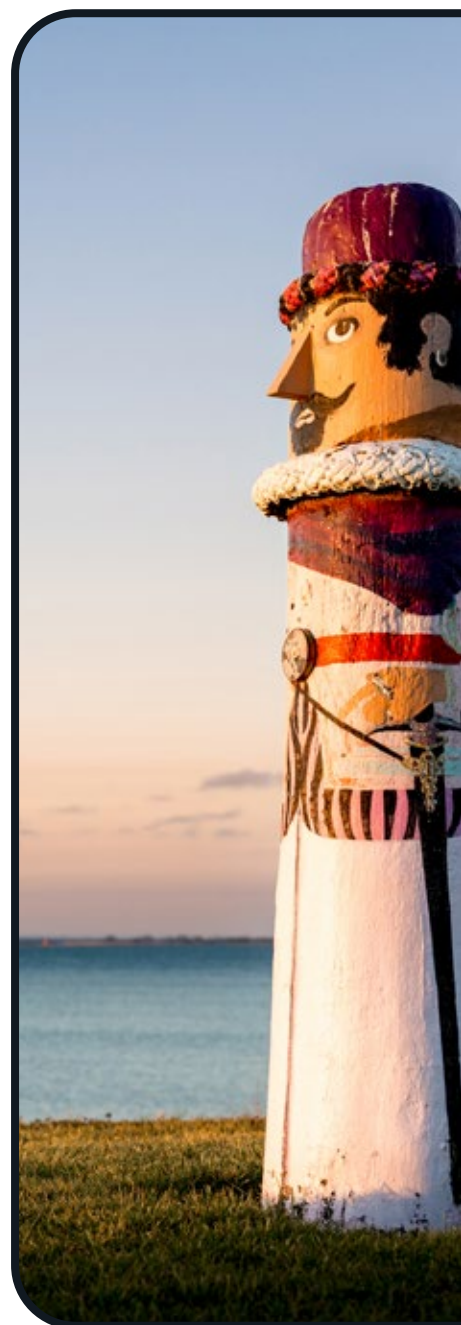
Grow the mid-week and shoulder seasons to reduce the impacts of seasonality.

### BUSINESS EVENTS GEELONG RESULTS HIGHLIGHTS:

- > To support the growth of business events in the region, Business Events Geelong took part in six key industry tradeshows, engaging in more than 400 in-person meetings.
- > Meet Geelong significantly increased its destination showcasing efforts by hosting seven familiarisation tours throughout the year - more than tripling the activity compared to the previous year.
- > Delivered two highly successful in-market events in Melbourne and Sydney, providing direct engagement with a strong cohort of highly qualified event organisers.

### RESULTS:

- > 30% increase in business event leads and a 30% uplift in confirmed events compared to the previous year.
- > 28 business events secured, delivering an estimated economic impact of \$8.5 million to the region, reflecting strong growth and the ongoing appeal of the destination for business events.





## OBJECTIVE 4

Engage with the region's strong domestic and seasoned visitor markets to stay longer and experience more.

### HIGHLIGHTS:

- > Following the rebrand, new road signage was installed directing tourists to the Waterfront Visitor Information Centre (VIC). New wayfinding was also installed around Geelong City Hall.
- > Obtained official accreditation for Waterfront Visitor Information Centre, which is co-located with The Carousel.
- > The VIC team undertook four familiarisation programs through the region, expanding knowledge of product available for consumers.
- > Volunteers greeted thousands of passengers disembarking from three cruise ships at Wangim Walk in Dec, Jan and May.

### RESULTS:

- > Recorded 59,195 visitors to the Geelong and Queenscliff Visitor Information Centres, rising to 62,625.
- > In partnership with neighbouring Wyndham City Council, volunteers directly assisted more than 1,800 visitors who attended the Avalon Airshow 2025 and distributed 4,267 information packs to the event.
- > 7,800 volunteer hours invested in to visitor servicing.
- > The Visitor Information Centre at Geelong City Hall was awarded a TripAdvisor Traveller's Choice Award in 2024, making it amongst the top 10% of things to do worldwide.



## The Visitor Information Centre

**AT GEELONG CITY HALL WAS AWARDED A TRIPADVISOR TRAVELLER'S CHOICE AWARD IN 2024, MAKING IT AMONGST THE TOP 10% OF THINGS TO DO WORLDWIDE.**

# SUSTAINABLE DEVELOPMENT

Plan for balanced growth that delivers economic, social, and environmental benefit for future generations to enjoy.

## OBJECTIVE 5

Ensure the region's visitor economy supports the collective interests of the community.

### HIGHLIGHTS:

- > Operated productively as a Visitor Economy Partnership following the successful transition to the model.
- > Brand new four-year MoU penned with the City of Greater Geelong, Golden Plains Shire and the Borough of Queenscliffe, to continue collaborating on tourism outcomes.

### RESULTS:

- > Welcomed four new location based Board members, ensuring strong industry voices drive tourism priorities.

## OBJECTIVE 6

Strengthen the connection to the history and culture of the region's Traditional Owners with visitors and industry alike.

### HIGHLIGHTS:

- > Invited Federation University Australia's Shannen Mennen, a proud Wadawurrung woman, to present at our Tourism Together conference on the topic of working with Wadawurrung Traditional Owners Aboriginal Corporation (WTOAC) and the economic opportunities and challenges surrounding Cultural Tourism.
- > Feasibility Study and Cultural Tourism Plan in progress.

## OBJECTIVE 7

Enable businesses to succeed and grow, which benefits locals through stable, year-round employment.

### HIGHLIGHTS:

- > Partnered with Gordon TAFE, Skilling The Bay and Workforce Australia to deliver a Hospitality and Tourism Jobs Expo to address the workforce shortages in the hospitality and tourism sector.
- > To address the challenges facing the hospitality sector, we delivered an inaugural Hospitality Mentoring Program which involved 1:1 tailored guidance with an industry expert to address specific business needs such as improving profitability, optimising operations, or sourcing local produce.
- > Delivered Tourism Together regional tourism conference at GMHBA Stadium in partnership with neighbouring Great Ocean Road Regional Tourism.

### RESULTS:

- > 230 jobseekers attended the Hospitality and Tourism Jobs Expo - a new record.
- > 50% of exhibitors surveyed reported they hired someone they met / interviewed at the Expo.



# STRATEGIC ENGAGEMENT

Working together, deliver exceptional value and benefit to our members, visitors, Community, and destination.

## OBJECTIVE 8

Ensure tourism continues to be a significant contributor to the local economy that celebrates the unique social and environmental fabric of the region.

### HIGHLIGHTS:

- > The 2032 Sustainable Destination Master Plan (SDMP) is in its third year, and in FY24/25 we delivered 64 letters of support for opportunities aligned to strategic priorities, and engaged in 12 meetings with potential investors and developers.
- > The arrival of two brand new Spirit of Tasmania ships expected to bring a major tourism boost to the region.

### RESULTS:

- > At YE **December '24** our visitor economy is worth \$1.74B (Tourism Research Australia data YE DEC 2024), putting us on track to achieve our \$2.1B target by 2032.

## OBJECTIVE 9

Operate as the peak tourism organisation for Geelong and The Bellarine.

### HIGHLIGHTS:

- > Membership structure overhauled and redesigned to ensure best value continues to be delivered to members at all levels. The new structure makes the most out of the new website and other opportunities including marketing, networking and development.
- > 894 Members attended 9 Industry Development events including Members Forums, Coffee and Sector Catchups, as well as capacity-building workshops.
- > *Simpleview* CRM adoption among the team is high, leading to better reporting for member engagement including attendance at training and networking events.

- > Delivered a **Four-year Corporate Strategy** introducing refined KPIs to better measure direct, influenced, and external outcomes. Organisation values were also strengthened through a collaborative planning day, with data collection and insights added as a new key action.
- > Received 'Highly Commended' at the Victorian Tourism Awards in the Local Government Category.

### RESULTS:

- > In tourism development and performance, we scored 63pts in the **2025 Local Government Community Satisfaction Survey** - significantly better than Victoria's average (60pts) and other regions (59pts).



## OBJECTIVE 10

Maximise opportunities through strategic partnerships that provide value for industry and support the growth of the local visitor economy.

### HIGHLIGHTS:

- > Used the Sustainable Destination Master Plan to underpin advice and support for tourism businesses and investors seeking funding through the Victorian Government Enabling Tourism Fund, Regional Tourism Investment Fund and Regional Events Fund.

### RESULTS:

- > 64 letters of support provided to existing and potential tourism operators and events.
- > International visitation grew 49%, total visitor nights up 57%, and International Spend increased 142% (TRA Y/E Dec 24).
- > Welcomed 4 cruise ships with a combined total of 3,100 passengers and an estimated economic benefit of \$1.2 million.

### INTERNATIONAL HIGHLIGHTS:

- > Represented the region at 6 trade events, connecting with over 300 travel trade decision makers.
- > Hosted 10 famils showcasing the region to key travel trade.
- > Provided access to market-specific training through ATEC's host program.
- > Hosted an Inbound Tourism Operator briefing in Melbourne.
- > Continued to be promoted via the Go Beyond Melbourne and Great Southern Touring Routes.
- > Hosted ATEC's Explore Victoria Trade Engagement event, which saw over 40 key decision-makers converge in our region.



#### HOSTED ATEC'S

## Explore Victoria Trade Engagement

**EVENT, WHICH SAW OVER 40 KEY DECISION-MAKERS CONVERGE IN OUR REGION.**

# INDUSTRY CAPABILITY

Strengthen the capability of our region to flourish.

## OBJECTIVE 11

Support the growth and breadth of exceptional product and experiences to support visitor demand and market trends.

### HIGHLIGHTS:

- > Delivered an ongoing series of industry communication with a weekly newsletter, media engagement program, and regular posts on social platforms on industry initiatives, opportunities and celebrations.

- > Provided customised event and business impact reporting to members, providing intel on who their visitors are, how much they spend in the region, and where they come from.

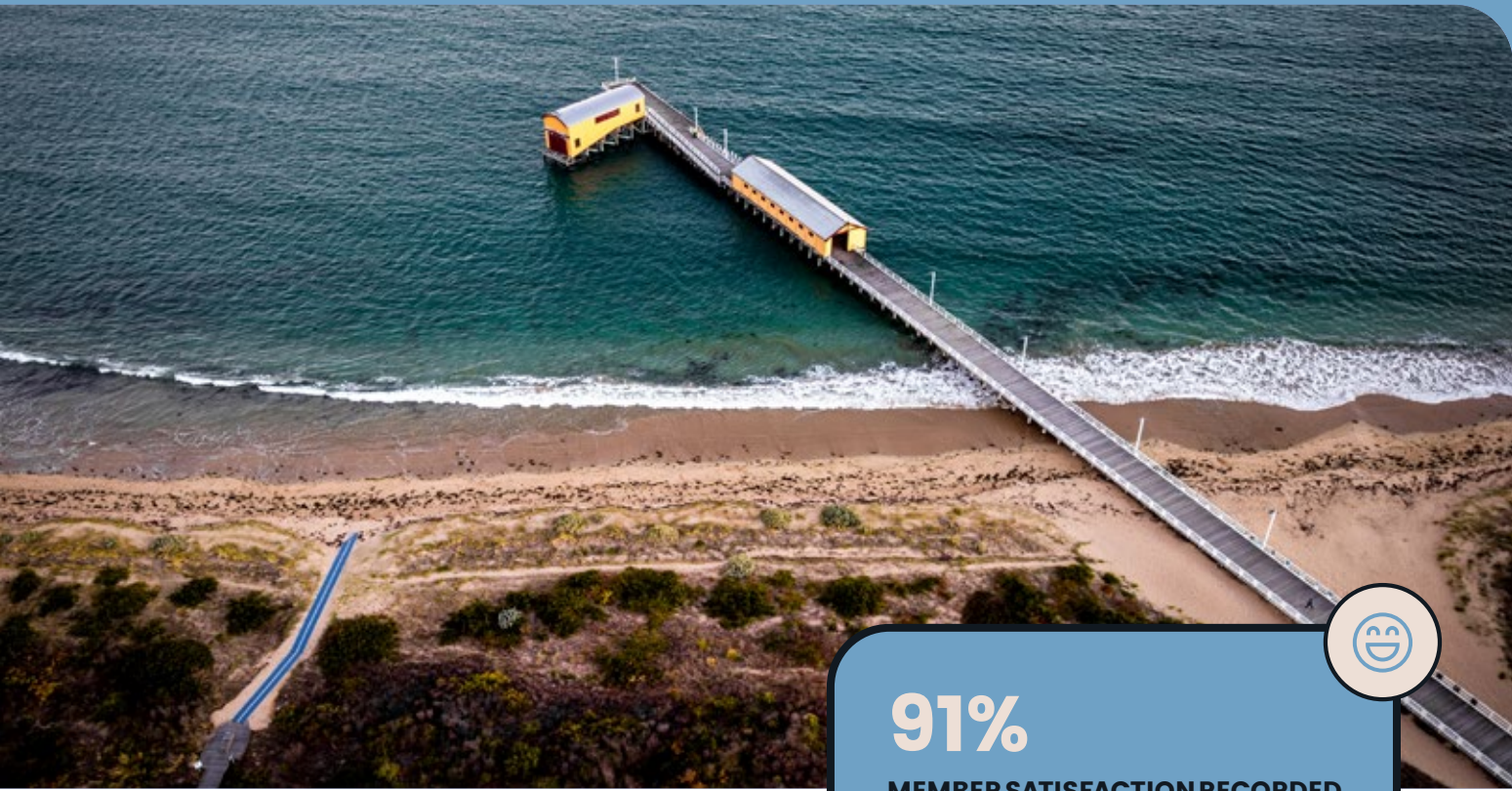
- > Secured a more comprehensive dataset from Localis from a joint regional tourism Partnership for more comprehensive data / reporting.

### RESULTS:

- > 77 newsletters sent to 1,600 subscribers with a 51.6% open rate - 17.6% higher than the industry standard of 34%.

- > Corporate Facebook page saw a 26.6% increase in visits.
- > Generated 11 pieces of positive news coverage about TGGB's various initiatives including the Hospitality Tourism Jobs Expo and commentary surrounding major events, Spirit of Tasmania, and the Memorandum of Understanding with Devonport.
- > Supported 8 members through the submissions process via a mentor for the Victorian Tourism Awards resulting in nine state awards, four of which won GOLD.





**91%**  
**MEMBER SATISFACTION RECORDED  
IN THE ANNUAL MEMBER SURVEY**

## **OBJECTIVE 12**

Ensure businesses have the knowledge and resources they need to meet the challenges of tomorrow.

### **HIGHLIGHTS:**

- > Hosted a series of industry networking events with topical speakers, information sharing and member engagement opportunities.
- > Delivered a series of hands-on industry-led frontline training, raising the skills and expertise of hospitality staff around the region.
- > Delivered a seasonal sector catch up process, pulling together operators and staff from specific experience types to share insights, collaborate, and provide feedback to TGGB on priorities and challenges.
- > A record 230 attendees at our Tourism Together industry conference, delivered in partnership with Great Ocean Road Regional Tourism.

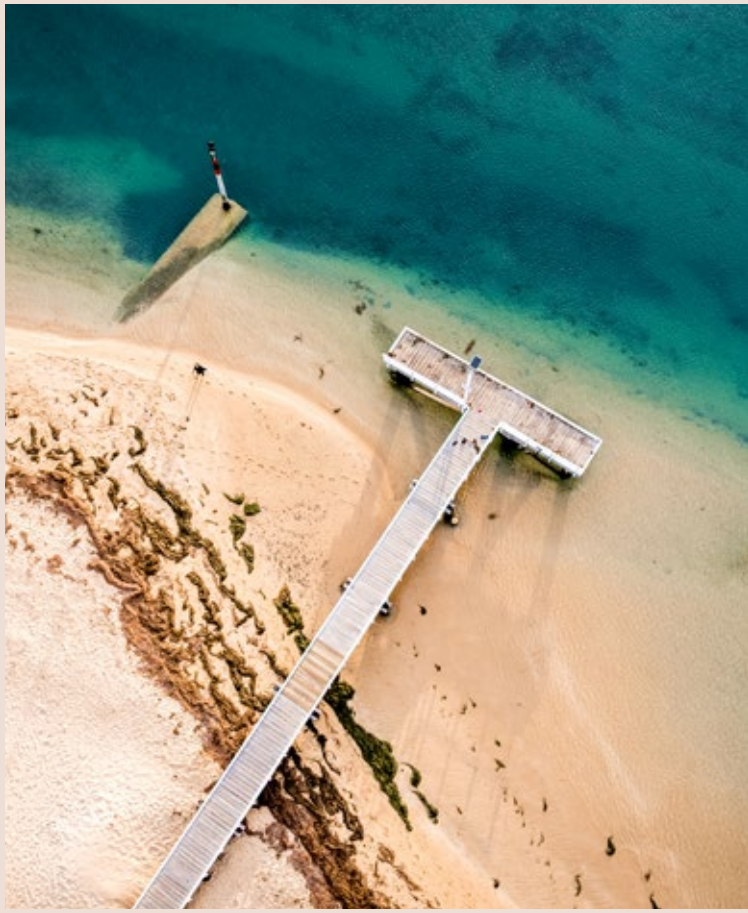
### **RESULTS:**

- > Expressions of Interest attracted 23 applications for the Hospitality Mentoring Program, with 8 candidates selected to participate through an interview process.
- > 91% Member Satisfaction rate recorded in the Annual Member Survey.
- > Record attendance at our industry training workshops which included Crafting Compelling Video Content (40 pax); and Digital Marketing Workshop (52).
- > 894 Members attended 9 Industry Development events including Members Forums, Coffee and Sector Catchups, as well as capacity-building workshops.



# REPORTS

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## INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF TOURISM GREATER GEELONG AND THE BELLARINE INC.

### Report on the Audit of the Financial Report

#### Opinion

We have audited the financial report of Tourism Greater Geelong And The Bellarine Inc. (the association), which comprises the statement of financial position as at 30 June 2025, the statement of profit or loss and other comprehensive income, the statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the association

In our opinion, the accompanying financial report Tourism Greater Geelong and The Bellarine Inc. is in accordance with the requirements of the *Associations Incorporation Reform Act 2012 (Vic)*, including:

- (i) giving a true and fair view of the association's financial position as at 30 June 2025 and of its performance for the year then ended; and
- (ii) that the financial records kept by the association are such as to enable financial statements to be prepared in accordance with Australian Accounting Standards.

#### Basis for Opinion

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

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

#### Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the association to meet the requirements of the *Associations Incorporation Reform Act 2012 (Vic)*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

#### Responsibilities of the Committee for the Financial Report

The committee is responsible for the preparation and fair presentation of the financial report in accordance with the financial reporting requirements of the *Associations Incorporation Reform Act 2012 (Vic)* and for such internal control as the committee determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

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

The committee is responsible for overseeing the association's financial reporting process.

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Liability limited by a scheme  
Approved under Professional  
Standards Legislation.



### Auditor's Responsibilities for the Audit of the Financial Report

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

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

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

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

### LBW CHARTERED ACCOUNTANTS

#### SRIPATHY SARMA

Principal

Dated this 23<sup>rd</sup> day of September 2025



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# FINANCIAL STATEMENTS

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# FINANCIAL STATEMENTS

## BOARD OF MANAGEMENT'S REPORT

Your committee members submit the financial report of Tourism Greater Geelong and the Bellarine Inc. for the financial year ended 30 June 2025.

## BOARD OF MANAGEMENT MEMBERS

The names of committee members from 1 July 2024 to 30 June 2025 were:

Mr Bill Mithen  
– Independent Chair

## MUNICIPAL REPRESENTATIVES

Cr Trent Sullivan  
– City of Greater Geelong

Cr Isabelle Tolhurst  
Cr Brendan Monahan  
Cr Di Rule  
– Borough of Queenscliffe

Cr Brett Cunningham  
Cr Gavin Gamble  
– Golden Plains Shire

## SKILLS BASED REPRESENTATIVES

Tom Ward – Finance  
Varia Mitchell – Marketing  
Larelle Fitt – Business Events

## LOCATION-BASED REPRESENTATIVES

Terry Jongebloed  
Lisa Cunningham  
Katie Tinetti  
Tennille Moisel  
– Geelong

Sophie Bone  
James Murphy  
Marie-Claire Trotter  
Peter Wallace  
– The Bellarine

A general election was held in the financial year ending 30 June 2025 to appoint location based board representatives.

## PRINCIPAL ACTIVITIES

The principal activities of the association during the financial year were to market, promote and develop tourism businesses in the Greater Geelong and The Bellarine in partnership with Local Government Stakeholders, Tourism Members and State/ Federal Tourism Organisations.

## OPERATING RESULT

A surplus of \$178,247 was recorded for the association after ordinary activities for the year ended 30 June 2025. The surplus for the association year for the year ended 30 June 2024 was \$22,040.

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



Mr Bill Mithen  
(Independent Chair)



Mr Tom Ward  
(Treasurer)

Dated this  
23rd day of September 2025

# FINANCIAL STATEMENTS

## STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the year ended 30 June 2025

	NOTE	2025 \$	2024 \$
<b>INCOME</b>			
Memberships & Partnerships		284,120	293,855
Marketing & Communication		153,238	229,678
Business Events Attraction		46,946	287,000
Visitor Servicing		58,550	78,995
Strategy & Development		835,170	368,253
Business Management		42,675	37,854
<b>TOTAL REVENUE</b>		<b>1,420,699</b>	<b>1,295,636</b>
<b>EXPENDITURE</b>			
Memberships & Partnerships Expenses		202,398	170,622
Marketing & Communication Expenses		388,651	480,241
Business Events Attraction Expenses		283,189	294,307
Visitor Servicing Expenses		57,424	53,929
Strategy & Development Expenses		270,231	236,427
Business Management Expenses		40,559	38,070
<b>TOTAL EXPENSES</b>		<b>1,242,452</b>	<b>1,273,596</b>
(Deficit) / Surplus for the year before income tax		178,247	22,040
Income Tax	1b	-	-
(Deficit) / Surplus for the year after income tax		178,247	22,040
Other Comprehensive Income		-	-
<b>Total Comprehensive Income after income tax</b>		<b>178,247</b>	<b>22,040</b>

The accompanying notes form part of this financial report.

# FINANCIAL STATEMENTS

## STATEMENT OF FINANCIAL POSITION

As at 30 June 2025

	NOTE	2025 \$	2024 \$
<b>CURRENT ASSETS</b>			
Cash	2	421,573	397,631
Receivables	3	93,019	367,255
<b>TOTAL CURRENT ASSETS</b>		514,592	764,886
<b>TOTAL ASSETS</b>		514,592	764,886
<b>CURRENT LIABILITIES</b>			
Payables	4	886	204,691
Deferred Income		21,123	245,859
<b>TOTAL CURRENT LIABILITIES</b>		22,009	450,550
<b>TOTAL LIABILITIES</b>		22,009	450,550
<b>NET ASSETS</b>		492,583	314,336
<b>MEMBERS' FUNDS</b>			
(Deficit) / Surplus for the year	5	492,583	314,336
<b>TOTAL MEMBERS' FUNDS</b>		492,583	314,336

The accompanying notes form part of this financial report.

# FINANCIAL STATEMENTS

## STATEMENT OF CHANGES IN EQUITY

For the year ended 30 June 2025

	RETAINED SURPLUS \$	TOTAL \$
Balance at 1 July 2023	292,296	292,296
Surplus for the year	22,040	22,040
<b>Balance as at 30 June 2024</b>	<b>314,336</b>	<b>314,336</b>
Balance at 1 July 2024	314,336	314,336
Surplus for the year	178,247	178,247
<b>Balance as at 30 June 2025</b>	<b>492,583</b>	<b>492,583</b>

The accompanying notes form part of these financial statements.

## STATEMENT OF CASH FLOWS

As at 30 June 2025

	NOTE	2025 \$	2024 \$
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>			
Receipts from ordinary activities		1,470,199	890,565
Payments to suppliers		(1,446,257)	(1,068,905)
<b>Net cash provided by (used in) operating activities</b>		<b>(23,942)</b>	<b>(178,340)</b>
Net increase (decrease) in cash held		(23,942)	(178,340)
Cash at beginning of year		397,631	575,971
<b>Cash at end of year</b>	2	<b>421,573</b>	<b>397,631</b>

The accompanying notes form part of these financial statements.

# FINANCIAL STATEMENTS

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2025

### NOTE 1: STATEMENT OF MATERIAL ACCOUNTING POLICIES

#### FINANCIAL REPORTING FRAMEWORK

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the *Associations Incorporation Reform Act 2012 (Vic)*. The committee has determined that the association is not a reporting entity. The entity is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

#### STATEMENT OF COMPLIANCE

The financial report has been prepared in accordance with *Associations Incorporation Reform Act 2012 (Vic)*, the basis of accounting specified by all Australian Accounting Standards and Interpretations, and the disclosure requirements of Accounting Standards AASB 101: *Presentation of Financial Statements*, AASB 107: *Cash Flow Statements*, AASB 108: *Accounting Policies, Changes in Accounting Estimates and Errors* and AASB 1054: *Australian Additional Disclosures*.

#### BASIS OF PREPARATION

The financial report has been prepared on an accrual basis and is based on historic costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The following material accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

##### a. Revenue Recognition

Revenue (sponsorship and otherwise) is recognised and brought to account on an accrual basis by the Association.

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.

#### Operating Grants Donations and Bequests:

When the entity received operating grant revenue, donations or bequests, it assesses whether the contract is enforceable and has sufficiently specific performance obligations in accordance with AASB 15.

When both these conditions are satisfied, the Entity:

- > identifies each performance obligation relating to the grant
- > recognises a contract liability for its obligations under the agreement

# FINANCIAL STATEMENTS

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2025

### NOTE 1: STATEMENT OF MATERIAL ACCOUNTING POLICIES (CONTINUED)

#### b. Income Tax

No provision for income tax has been raised as the entity has self-assessed to be exempt from income tax under Div. 50 of the *Income Tax Assessment Act 1997*.

#### c. Cash and Cash Equivalents

Cash and cash equivalents includes cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

#### d. 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 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.

#### e. Comparative Figures

Where appropriate, comparative figures have been adjusted to conform with changes in presentation for the current financial year.

#### f. Action Plan Activity Categorisation

The activities of TGGB as outlined in the Annual Action Plan are categorised under the pillars of Promotion, Development and Leadership as per the four-year Visitor Economy Strategy.

#### g. Key Judgements

Performance obligations under AASB 15.

To identify a performance obligation under AASB 15, the promise must be sufficiently specific to be able to determine when the obligation is satisfied. Management exercises judgement to determine whether the promise is sufficiently specific by taking into account any conditions specified in the arrangement, explicit or implicit, regarding the promised goods or services. In making this assessment, management includes the nature/ type, cost/ value, quantity and the period of transfer related to the goods or services promised.

#### h. Trade Payables

Trade 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.

#### i. Trade and Other Receivables

Trade receivable and other receivables include amounts due from customers. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets. Trade receivables are generally due for settlement within 30 days.

# FINANCIAL STATEMENTS

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended 30 June 2025

	<b>2025</b> \$	<b>2024</b> \$
<b>NOTE 2: CASH</b>		
Cash on Hand	300	300
Cash at Bank	421,273	397,331
	<b>421,273</b>	<b>397,631</b>

<b>NOTE 3: RECEIVABLES</b>		
Accounts Receivables	87,702	361,938
GST Receivable	5,317	5,317
	<b>93,019</b>	<b>367,255</b>

<b>NOTE 4: PAYABLES</b>		
GST Payable	886	597
Trade Creditors	-	204,094
	<b>886</b>	<b>204,691</b>

<b>NOTE 5: RETAINED PROFITS</b>		
Retained Surplus	314,336	292,296
Surplus/(Defecit) for the year	178,247	22,040
	<b>492,583</b>	<b>314,336</b>

# FINANCIAL STATEMENTS

## ANNUAL STATEMENTS GIVE TRUE AND FAIR VIEW OF FINANCIAL POSITION AND PERFORMANCE OF INCORPORATED ASSOCIATION

We, Bill Mithen and Tom Ward, being members of the Board of Tourism Greater Geelong and The Bellarine Inc, certify that –

The statements attached to this certificate give a true and fair view of the financial position and performance of Tourism Greater Geelong and The Bellarine Inc during and at the end of the financial year of the association ending on 30 June 2025.



Board Member:

Mr Bill Mithen  
(Independent Chair)



Board Member:

Mr Tom Ward  
(Treasurer)

Dated this 23rd day of September 2025

# GOVERNMENT PARTNERS

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**Borough of Queenscliffe**  
Queenscliff & Point Lonsdale, Victoria, Australia



**PREMIUM PARTNER**

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**Avalon Airport**



# THANK YOU

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TOURISM

# GEELONG AND THE BELLARINE

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