



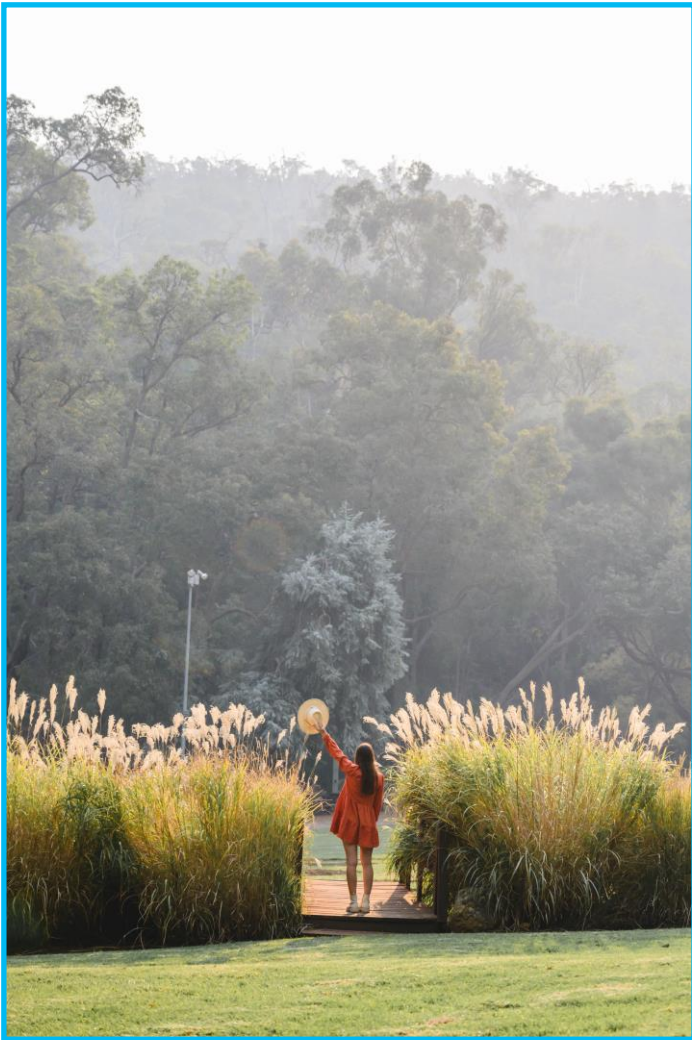
ANNUAL REPORT

2021-2022

DESTINATION
Perth

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BUSINESS OVERVIEW

Perth Region Tourism Organisation Inc is a not-for-profit incorporated association overseen by an elected and skill-based Board and managed by its Chief Executive Officer and staff. It was established in 2004 to act as the peak body for the marketing of Perth and the surrounding areas to market to domestic and international consumers, travel trade, media, and business.

The region comprises of the following six tourism precincts:

- Perth
- Fremantle and Rottnest Island
- Sunset Coast
- Peel and Rockingham
- Swan Valley and Darling Range
- Avon Valley

Funding for the Organisation is received from three main sources:

- Payment under contract from Tourism Western Australia (Tourism WA) to market the region
- Revenue secured from co-operative marketing activities with our members, strategic partners, Local Government Associations, and other stakeholders contained within the region
- Membership Fees

Our Vision

To establish the Perth region as the western gateway to Australia and a must-visit, world-class and experientially diverse destination.

Our Purpose

To work collaboratively with stakeholders to develop and facilitate cohesive destination marketing activities to increase visitation resulting in economic benefit.

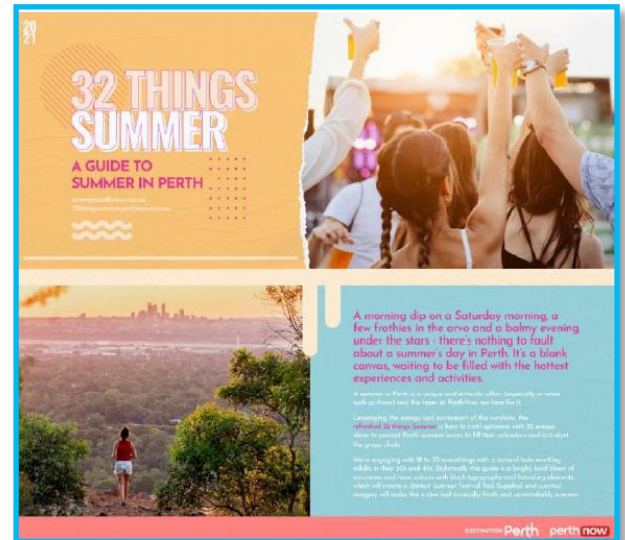
Our Goals



Our Marketing Activities

We undertake an annual program of strategic marketing activities designed to attract visitors to our region and to increase our region's international and domestic profile. We work in collaboration with our members and Tourism WA to promote the unique visitor attractions of our region. Our marketing activities include but are not limited to the following:

- Attendance at travel trade events (virtual or in person)
- Domestic and international brand/tactical advertising campaigns and features
- Production of destination collateral including an annual Holiday Planner
- Distribution of destination collateral and information to global consumers, trade, and media
- Annual program of digital marketing activities including digital advertising, social media, newsletters, and the maintenance of our high-quality website – destinationperth.com.au
- Educational familiarisations and activities for visiting domestic and international media and trade



Message from our Chairperson 2021/2022



The twelve-month period 1 July 2021 to 30 June 2022 was again another challenging year for the tourism industry generally and Destination Perth in particular.

Throughout this time our team had one goal and that was to help our members not only stay in business but increase their business. As we know, this was a difficult ask with the Covid-19 pandemic not easing up and creating havoc with businesses small and large.

For our accommodation providers and tourism operators in the Perth region there were two different outcomes. Whilst some hotels in Perth were kept busy

as either Quarantine or AFL Team Hotels, others just kept their business ticking over. Many of our tour operators took a hit, as they rely on interstate and international visitors to stay open. Overall, most businesses survived and by the end of the year things were looking more positive.

There were some highs, and the hosting of the AFL Grand Final held at Optus Stadium on Saturday 25 September 2021 shone a huge spotlight on Perth. The game itself was a spectacular event with industry and sporting colleagues saying it was 'the best yet'. Our businesses loved it.

There were also a number of changes in the governance of the tourism industry by the WA Government. At the start of the year (July 2021) Di Bain was appointed as Chair of the Board of Tourism Western Australia and she immediately set out to meet with, listen to and act on the concerns of the tourism industry. Then in October, Carolyn Turnbull was appointed the Managing Director of Tourism WA bringing much needed enthusiasm and leadership to the industry. In December we saw the appointment of a new Minister of Tourism, the Hon. Roger Cook. He breathed new life into our industry and lifted our industries visibility and impact, largely due to his dual role as Deputy Premier.

We work closely with Tourism Western Australia and now we have a strong leadership team in place to take our industry forward. At the start of the year Destination Perth, commenced its new five-year Marketing and Services Agreement and prepared a unified Strategic Plan for the period FY21 – FY25. During the year we completed many items on the plan and are currently ahead of schedule meeting our KPIs.

Our Chief Executive Officer, Tracey Cinavas-Prosser again led our organisation with distinction as she lobbied government, engaged with our Local Government Associations, served members, and ensured that Destination Perth was active, visible, and achieving its goal of marketing Perth and surrounds to intrastate, interstate, and international visitors. In this she excelled by securing a large amount of additional funding from the government for a range of campaigns which were then delivered with huge benefits for our members.

She was ably supported throughout the year by the staff of Jade Brown (Marketing Manager), Laura Anderson (Business Development Manager), Jill Barton (Administration and Membership Support) and Tamsin Furr (Membership and Marketing Manager). Staff currently on Maternity Leave are Jacqui Higgins and Rachel McGerr.

There were several Board Membership changes during the year. Early in the year we co-opted Michelle Reynolds, CEO, City of Perth as an Appointed Member to build better links with the City of Perth which has its own tourism mission under the banner of Visit Perth.

At our last AGM in October 2021, we farewelled Board Member Adam Saunders, Elected Member representing Swan Valley and the Darling Range, and Scott Alderson Appointed Member. Both members served the Board with distinction. At the AGM we welcomed Kate Gibson (Swan Valley & Darling Ranges) and Jamie Van Jones (Peel and Rockingham).

Following the AGM, I was appointed for a further two-year period whilst the Board appointed Amy Stutt as Deputy Chair, and Kate Gibson as Treasurer. In April 2022 we farewelled one of our long-standing Board Members, Jeromy Cotterill, who had served on the Board for 11 years and was Deputy Chair for many of them. Originally an Elected Member for the Perth Precinct he was co-opted again and again by us as an Appointed Member due to his huge knowledge of the industry, wide networks, and strong governance. Jeromy's contribution to Destination Perth has been massive and he continues to be a source of information and support for us.

I wish to thank my Board colleagues for their support of our members, our staff and myself throughout the year. This is most deeply appreciated. Finally, most of all I want to thank you as our members, for working with us to help keep tourism afloat in Perth, over what has been another difficult year.

As we move towards the close of 2022 and the start of a new year, I look forward to the future of tourism in Perth with much confidence and I am sure we will all have better times ahead as we move into a post pandemic period.

R K Dowling

Professor Ross Dowling AM
Chairperson - Perth Region Tourism Organisation



Chief Executive Officer Review and Operational Highlights

Perth Region Tourism Organisation (PRTTO) trading as Destination Perth, is committed to establishing the Perth region as the western gateway to Australia and a must-visit, world-class and experientially diverse destination. Our key purpose is to work collaboratively with stakeholders to develop and facilitate cohesive destination marketing activities to increase visitation resulting in economic benefit to all our stakeholders.

We began the financial year with a new membership structure and an increased team to support this structure, with Laura Anderson joining us in July. The introduction of a new corporate level of membership allowed for greater collaboration with our local government partners and major operators. The corporate membership allowed those who took up this level, access to matched funding for cooperative campaigns and increased reach for all parties, as we worked together to promote the destination to the intrastate market in the short term, with a goal to extend that reach as we prepared for borders to reopen.

Whilst membership had remained free the previous year, in July we reintroduced paid membership with over three hundred members renewing with two thirds opting for the paid levels, including the newly introduced Platinum level which sold out.

A new website platform was implemented in September which fully synchronised with our CRM Simpleview, allowing traceability of traffic from our site to members own websites for full visibility into conversion.

We continued to work closely with Tourism Western Australia to support operators with deals led campaigns, such as Phase 3 of Stay and Play, and in September an initiative in partnership with the Tourism Council of WA to support tour and experience providers in our region over the AFL Grand Final long weekend. The promotion which launched on the 6th of September through the WA Visitor Centre offered 50 per cent off participating tours and attractions including whale watching experiences, boat cruises, kayaking adventures, Segway tours, Rottnest ferries and walking and bike tours in Perth over the long weekend. This was promoted across Destination Perth's social channels and an enthusiastic response saw the total voucher allocation of \$40,000 snapped up in less than two weeks. The promotion provided an \$83,000 boost to Perth tour and experience providers.

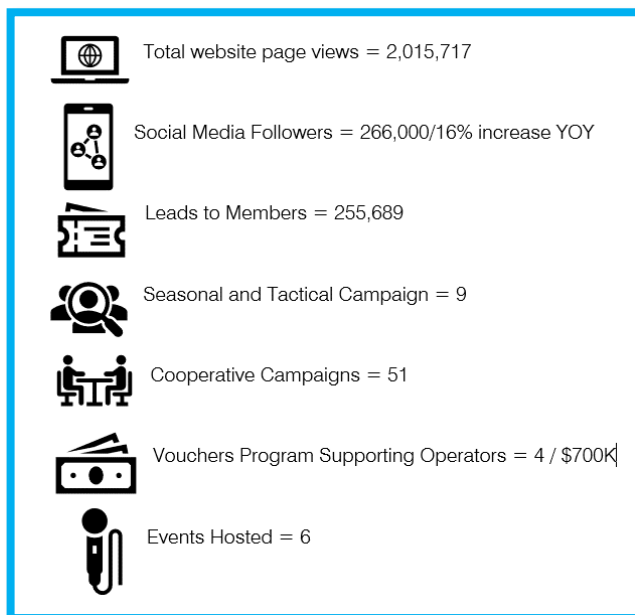


In November we partnered with Visit Mandurah to offer consumers a 50 percent discount off tours and attractions in the Peel region which supported operators during difficult times with subsidised tours during October and November 2021. This generated \$70,000 in spend for the region.

Following a successful Spring campaign, as the year ended our focus turned to Summer, the hope of borders opening and the opportunity to produce a Holiday Planner once again for 2022, as we had suspended production during the pandemic. It was also a time of change in the team, as Jacqui Roberts and Rachel McGerr left to expand their families and in January 2023, we welcomed two new team members to replace their vacant positions, Jill Barton, and Jade Brown.

As borders came down Destination Perth lobbied for further aid for our industry and Tourism WA responded by launching \$500K in support for the Surprise and Delight Campaign which saw thousands of experience vouchers distributed at Perth Airport on the 3rd of March – these funds supported multiple tour and attraction operators in the region.

We finished the year with a further two strong seasonal campaigns Awe-Inspiring Autumn and Winter Wandering.



Operational Highlights

Over the course of a twelve-month period in 21/22, we delivered over seventy projects, including tactical campaigns, asset creation, famils and trade programs. Our membership grew as did our following on both social media, and our core asset www.destinationperth.com.au.

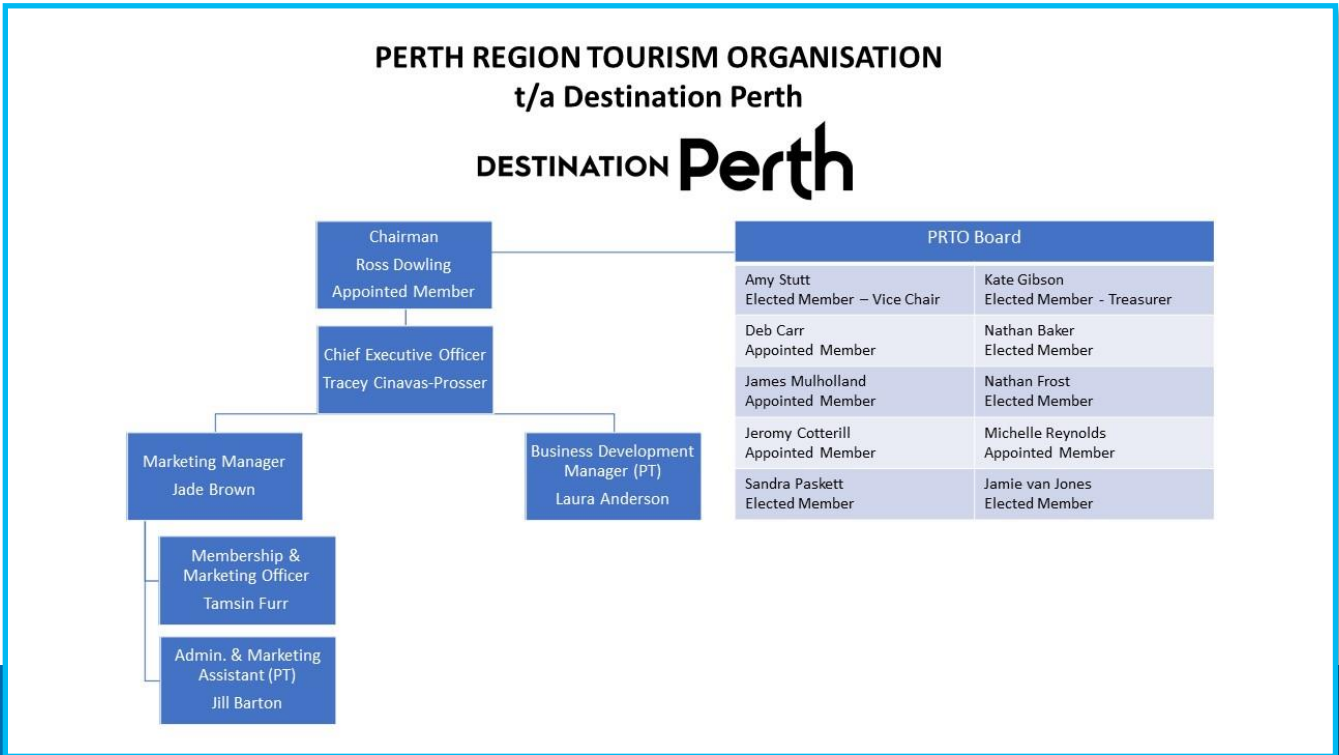
With a small team of just five staff, our output was beyond expectations and our ROI to members greater than any year before - with traffic to members sites up 126% in 2021 compared to 2020. This is a result of a clear focus on results driven campaigns, that meet members needs and we look forward to delivering another great year of results in 22/23.



Tracey Cinavas-Prosser
Chief Executive Officer - Perth Region Tourism Organisation

Organisational Structure

Destination Perth Team





Tracey Cinavas-Prosser – Chief Executive Officer

Tracey's role as Chief Executive Officer, is one she takes very seriously and leads the organisation with passion and commitment. She is instrumental in forging strong alliances with key stakeholders and in implementing new systems that garner increased return on investment for our members.

With a strong background in stakeholder relations, Tracey ensures her door and mind are always open. She fosters creativity and embraces new concepts which helps deliver results.

Jade Brown –
Marketing Manager

Jade stepped into the role when Jacqui Higgins left in 2021 to become a mum. Jade has settled in easily and is a valued member of the team.

With several years in marketing roles in a broad selection of industries including an agency background. Jade brings a fresh look at how we reach consumers and has introduced several new initiatives in the past eight months which have not only increased our reach but also increased visitation.

She is a quiet achiever who lets her work speak for itself!



" Our staff remain our biggest asset, despite 50% being with us less than a year, they have formed a strong team in this short space of time." – Destination Perth, CEO





Jill Barton – Administration and Membership Support

Whilst a second staff member, Rachel McGerr also took time off to deliver her second child, Jill stepped into Rachel's role this year, providing much need assistance to our members and the broader team.

With a background in business and finance, Jill's experience has ensured the smooth running of all areas of the business including membership liaison.

Tamsin Furr – Membership and Marketing Officer



Tamsin is the queen of content and managed not just our social media, but also website, member news and oversees all aspects of the Holiday Planner.

Having been with us now more than two years, Tamsin has grown with the role and works side by side with Jade to deliver exciting campaigns for the organisation.

She is also somewhat of a guru with Simpleview and helps members better understand how to utilise the system.

Laura Anderson – Business Development Manager

Laura joined us just over twelve months ago and has been a force to be reckoned with. She has earned the trust and respect of our key stakeholders and delivered over fifty projects for them - with the support of the team Laura will continue to build on these solid foundations in the year ahead.



Looking Ahead

Team WA – leveraging the Brand and building on past collaboration

Destination Perth continues to improve on its methods to deliver a high level of return on investment for not only its members, but also for its key stakeholders, Tourism Western Australia, and our local government investors.

For Western Australian and for our region, it's vital that we work together to cut through the sea of campaigns being served to consumers at present. We find ourselves in an overcrowded marketplace where only those destinations with a clear strong message, the desires of our target market at the heart of our messaging and a whole of destination approach, will we then achieve success.

Destination Perth will continue to work collaboratively in this space, embrace change whilst seizing the opportunities that the new Western Australian Brand will present.

We look forward to another busy year ahead, working side by side with our stakeholders to deliver increased visitation to our region.



REVIEW OF MEMBERS

Avon Valley Precinct

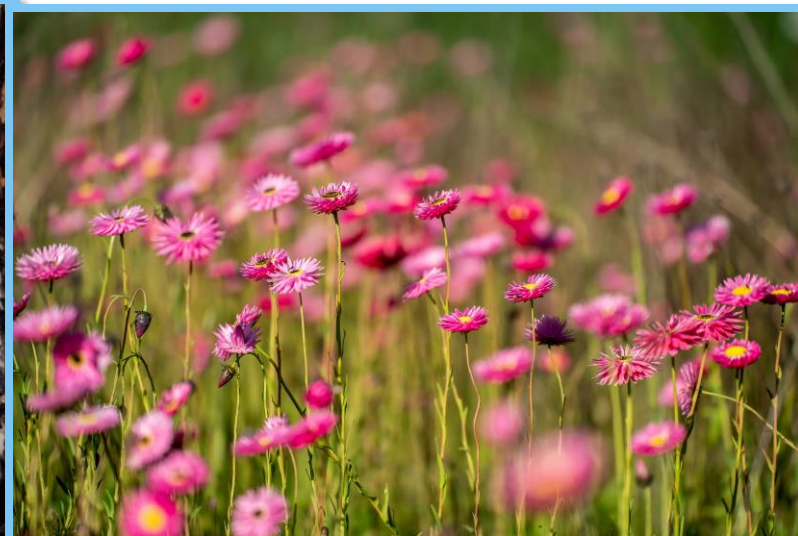
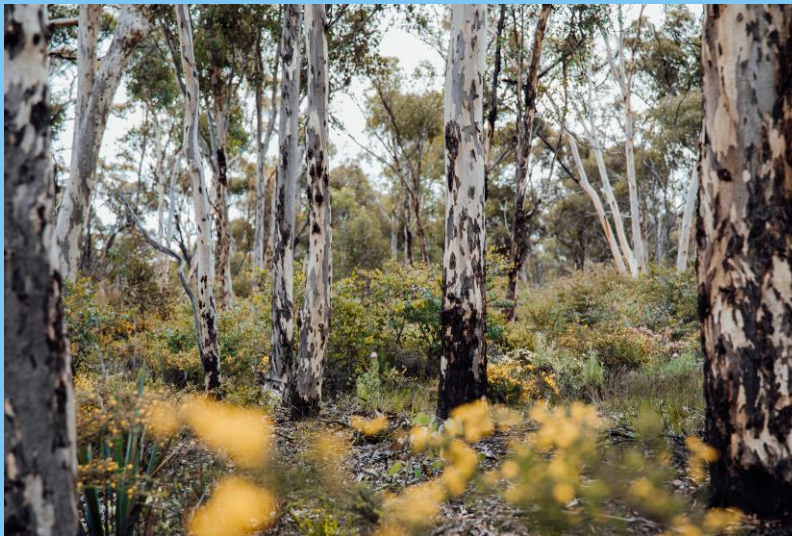
Your Elected Representative

Sandra Paskett,
Laurelville Manor



Member Businesses

Benedictine Community of New Norcia	Lavendale Country Retreat	Pecan Hill Bed & Breakfast
Beverley Visitor Centre	Liberty Balloon Flights	The Nosh & Nod
Coorinja Winery	Lifelong Learning	Toodyay Fairytale Farm
Heavenly Waters	Moondyne Country Conventions	Wheatbelt Luxury Escapes
Hoddywell Archery Park	New Norcia Museum and Art Gallery	Windward Balloon Adventures
Laurelville	Northam Race Club	York Cottages & Burnley House



Fremantle and Rottnest Island Precinct

Your Elected Representative

Amy Stutt
Skydive Geronimo

Member Businesses



Adventure World	Fremantle Chamber of Commerce	Perth Stand Up Paddle School
Art Marx Gallery	Fremantle Chocolate	Pirates Backpackers Fremantle
Be. Fremantle	Fremantle Fishing Boat Harbour	Rottnest Air-Taxi
Blue Destiny Boat Charters	Fremantle Markets	Rottnest Express
Boutique Cruise Dive & Charter	Fremantle Prison	Sailing Eventide
Bucket List Diver	Gallery Serviced Apartments	Samphire Rottnest
Char Char Restaurant & Bar	Glowing Rooms 3D Mini Golf	SeaLink Rottnest Island
Charter 1	Hello Perth	Skydive Geronimo
Cicerello's Fremantle	Hougoumont Hotel	Super Yachts Perth
Cicerello's Jet Adventures	Kailis Fishmarket Cafe	Talkabout Tours - Show on the Road
City of Cockburn	Kidogo Arthouse	The Artisan Store Fremantle
Cockburn Ice Arena	Kookaburra Air	The Left Bank
Discovery Holiday Parks - Woodman Point	Leeuwin Ocean Adventure	The National Hotel Fremantle
Dive Traveller's	Little Creatures	WA Maritime Museum
Esplanade Hotel Fremantle by Rydges	Maand Up	WA NT TOURS
Fly Rottnest Island	Nautica Residences by Seashells	Warders Hotel
Fremantle Bed & Breakfast	Ocean Cycles	Whale Watch Western Australia



Perth Precinct

Your Elected
Representative

Nathan Frost
Accor Hotels



Member
Businesses

4 Sistas Sip 'n' Paint	Fraser Suites Perth	Quay Perth Hotel
About Bike Hire	Fraser's Restaurant	Quest East Perth
Adina Apartment Hotel Perth	Funcats Watersports	Quest on Rheola
Adina Apartment Hotel Perth Barrack Plaza	G'Day Tour & Charter	Quest West End
Adventure @ Australia	Global Gypsies	RAC Arena
Adventure Hire Perth	Go Cultural Aboriginal Tours and Experiences	Ready Team One
Adventure Offroad Tours and Training	Go Running Tours Perth	Realmz Escape Game
Adventurous Women	GoGo Active Tours	Rendezvous Hotel Perth Central
Airport Apartments by Vetroblu	Gondolas on the Swan	Rivergods Kayak Adventures
Alex Hotel	Gramercy Bar & Kitchen	Riverside Cafe Bar & Restaurant
All Suites Perth	Great Eastern Motor Lodge	Road 2 Adventure
Allure Limousines	Hidden deTours	Rockpool Bar & Grill
Aloft Perth	Holiday Inn Perth City Centre	Sage Hotel West Perth
AmazingCo Experiences	Holiday Inn West Perth	Scitech
Apollo Motorhome Holidays	Hostel G Perth	Seabreeze Kitesurf School
Art Gallery of Western Australia	Hyatt Regency Perth	Seasons of Perth
Astrotourism WA	Ibis Perth	Segway Tours WA
ATG Downunder	ibis Styles East Perth	Sightseeing Pass Australia
Attika Boutique Hotel	InterContinental Perth City Centre	Sneakers & Jeans
Aussie Perth Tours	Ivy & Jack	Stand Up Paddle Central WA
Australian Pinnacle Tours	Kangaroo Inn	Stasher
Australian Tourlink	King Mini Bus Charter	Swan River Seaplanes
Beatty Lodge	Kings Park and Botanic Garden	Swan Valley Cruises
Best of Perth Tours	Laika Coffee	The Leederville Precinct
Brookfield Place Perth	Let's Go Motorhomes	The Lobster Pier
Captain Cook Cruises WA	Little Ferry Company	The Melbourne Hotel
Caravan and Camping Western Australia	Lodestar Waterside Apartments	The Nostalgia Box - Video Game Console Museum

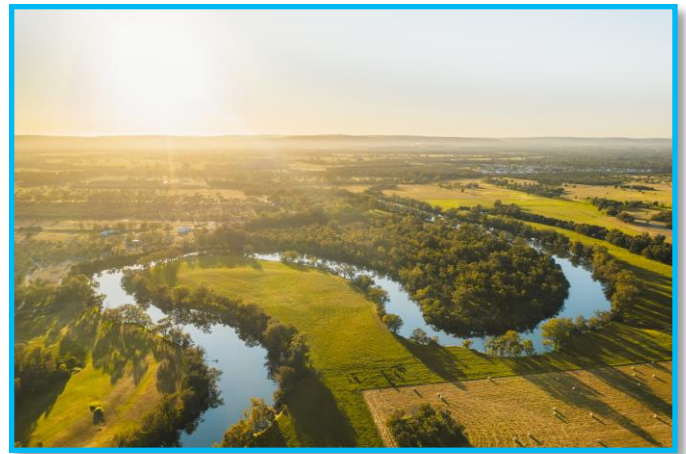
Citadines St Georges Terrace Perth	Love to Read Local Literacy Map of Western Australia	The Old Swan Barracks
City Gifts and Souvenirs	Lumber Punks Axe Throwing	THE OZONE
Citylights Hotel	Luxury Outback Tours	The Peninsula Riverside Serviced Apartments
Clarences Company Store	Makan Angin Tours	The Perth Mint
CMS Events	Matagarup Zip + Climb	The Point Bar and Grill
Coal River Farm - Perth	Mercure Perth	The Raft Perth
Collier Park Mini Golf	Metro Hotel Perth	The Ritz-Carlton, Perth
Comedy Lounge	Mindful in Nature	The Sebel East Perth
Comfort Inn & Suites Goodearth Perth	Mountway Holiday Apartments	The Westin Perth
COMO The Treasury	Nauti Picnics	Transwa
Corsaire Aviation	Nesuto Curtin Perth Hotel	Travel & Sports Australia
Costello's Jewellery	Nesuto Mounts Bay Perth Apartment Hotel	Travelodge Hotel Perth
Cosy Del's	Novotel Perth Langley	Tribe Perth Kings Park
Criterion Hotel Perth	Novotel Perth Murray Street	Two Feet & a Heartbeat Tours
Crown Metropol Perth	Oh Hey WA	Ultimate Watersports
Crown Promenade Perth	Otto Tours Australia	Venture Photography Workshops
Crown Towers Perth	Pagoda Resort & Spa	Vibe Hotel Subiaco Perth
Crowne Plaza Perth	Pan Pacific Perth	VR-Arrival
Crystal Swan Cruises	Parmelia Hilton Perth	WA Museum Boola Bardip
Djurandi Dreaming	Peddle Perth Rickshaw Taxi Tours	Warrang-Bridil
DoubleTree by Hilton Perth Northbridge	Perth Birds and Bush	Water Wanderers Kayaking
DoubleTree by Hilton Perth Waterfront	Perth Concert Hall	Weddings and Events Unlimited
Down under Motorcycle Tours	Perth Cultural Centre	West Australian Opera
Duxton Hotel Perth	Perth Explorer	Western Safari
Eat The Street Tours	Perth Premier Transfers	Western Travel Bug
Educated By Nature	Perth Racing	Whipper Snapper Distillery
Escape This	Perth Waterbike Adventures	Willie Creek Pearls at Elizabeth Quay
Escape to WA	QT Perth	Zamia Cafe
Four Points by Sheraton Perth	Quality Hotel Ambassador Perth	Zero Latency Perth



Peel and Rockingham Precinct

Your Elected Representative

Jamie Van Jones
Salt and Bush Eco Tours



Member Businesses

Aldemor Holiday Services WA	Mandjar Markets	Quest Rockingham
Capricorn Seakayaking	Mandurah Boat Charters	Ranger Red's Zoo & Conservation Park
Cee & See Caravan Park	Mandurah Caravan & Tourist Park	Rockingham Apartments
Cicerello's Mandurah	Mandurah Coastal Holiday Park	Rockingham Visitor Centre
Cohunu Koala Park	Mandurah Cruises	Salt and Bush Eco Tours
Drakesbrook Antiques & Collectables	Mandurah Houseboats	Salt and Mantra - Surf and Yoga Experiences
Drakesbrook Wines	Mandurah Ocean Marina Chalets	Seashells Mandurah
Dwellingup Adventures	Mandurah Performing Arts Centre	Skydive Perth Rockingham
E&J Soft Serve	Miami Bakehouse	Stag Watersports Jet Ski Hire
Epic Day Tours	Miami Holiday Park	The Cut Golf Course
Goolamwiin	Millbrook Winery	The Sebel Mandurah
Jarra Infusion	Peel Estate Wines	Treetops Adventure - Dwellingup
Jarrafall Bush Camp	Perth Wildlife Encounters	Twin Waters Caravan Park
Jet Ski Tours Perth	Pinjarra Bakery	Vanilla Sprinkles
Jetpack Perth	Pinjarra Golf Club	Wandoo Tours
Kaleidoscope Tours	Pirate Ship Mandurah	Waroona Visitor Centre
Lake Navarino Holiday Park	Private Properties Holiday Homes	Ways To Nature
Lost Eden Creative		Westralian Images



Swan Valley and Darling Ranges Precinct

Your Elected Representative

Kate Gibson
The Hike Collective



Member Businesses

Acclaim Swan Valley Tourist Park	Little Eeden Farm Honey & Apiary	Sin Gin Distillery
Alan & Eve's Eden B&B	Maalinup Aboriginal Gallery	Sittella Winery & Restaurant
Amaroo Retreat & Spa	Mondo Nougat	Spacechameleon Adventure Co
Araluen Botanic Park	Morish Nuts Swan Valley	Stringybark Winery & Restaurant
Armadale Reptile Centre	Motor Museum WA	Sunseekers Naturist Club
Avocados Perth	Mount Helena Tavern	Supa Golf and Adventure Putt
Banksia Tourist Park	Muchea Tree Farm	Swan Valley Adventure Centre
Baudin's Cottage	Mundaring Arts Centre	Swan Valley Cuddly Animal Farm
BIG4 Perth Midland Tourist Park	Myattsfield Vineyards	Swan Valley Oasis Resort
Black Swan Tours	Nathanael's Rest Retreat	Swan Valley Station
Calamunnda Camel Farm	Nesci Estate Wine Farm	Swan Valley Tours
Capture the Light Photographic Tours	Nikola Estate	Swan Valley Wagon Tours
Caversham Wildlife Park	Novotel Vines Resort Swan Valley	Talijancich Wines
Chidlow Tavern	Oakover Grounds	The Bibbulmun Track
Core Cider	Off The Beaten Track WA	The Colony at Mandoon Estate
Cumin Cook	Old Young's Distillery	The Henley Brook
Dingo Brewery	Olive Farm Wines	The Hike Collective
dVine Wine Tours	Out & About Wine Tours	The House of Honey
Elmar's in the Valley	Paintball Skirmish	The Orchard Perth
Explore Tours Perth	Parkerville Tavern	The Packing Shed @ Lawnbrook
Feral Brewing Company	Perth Hills Events	Tonon Vineyard & Winery
Funk 2.0 by Funk Cider	Perth Hills Mountain Bike Tours	Travelling Snack Restaurant
Garbin Estate Wines	Perth Luxury Tours	Twin Hill Wines
GranTurismo Private Tours	Perth Observatory	Two Bridges Accommodation
Gumleaf Cottage Farmstay	Perth's Outback Splash	Tyler's Vineyard
Hainault Vineyard & Cellar Door	Poplars Farmstay	Up Close and Local Tours
Harris Organic Wines and Spirits	Quest Midland	Upper Reach Winery
Kalamunda Farmers Markets	Rosebridae House Bed & Breakfast	Village Cafe
Kanyana Wildlife Rehabilitation Centre	Rove Charters	West Australian Reptile Park
Kookaburra Cinema	Sandalford Wines	Whistler's Chocolate Company
Lake Leschenaultia	Settlers Rest Farmstay, Swan Valley	Whiteman Park
Lamont's Winery		Wine Charters

Sunset Coast Precinct

Your Elected Representative

Nathan Baker
Vetroblu Hotels



Member Businesses

Acclaim Kingsway Tourist Park	Lancelin Beach Breaks	Quest Joondalup
AQWA - The Aquarium of Western Australia	Lancelin Community Resource & Visitor Centre	Ramada VetroBlu Scarborough Beach
Back to Nature Caravan Park	Landsdale Farm	Reel Force Charters
Chakra Restaurant	Latitude Air	Rendezvous Hotel Perth Scarborough
Chocolate Drops	Odyssea City Beach	Rottneest Fast Ferries
Executive Escapes	Palms Bed & Breakfast	Scarborough Beach Surf School
Experience Lancelin Holiday Park	Paul's ECO E Bike Tours	Seashells Scarborough
Floreat World of Travel	Perth Go Surf	Summer X Salt Markets
Gingin Visitor Centre	Perth Quad	The Marina Mindarie
Gravity Discovery Centre and Observatory	Perth-Tours WA	The Yanchep Inn
Hillarys Harbour Resort	Pronto Apartments	Treetops Adventure - Yanchep National Park
Joondalup Resort	Quality Resort Sorrento Beach	Wanneroo Botanic Gardens
Karrinyup Shopping Centre	Quest Innaloo	Yanchep National Park

Appointed Board Members

Deborah Carr, WA Australian Tourism Export Council

James Mulholland, Rottneest Fast Ferries & Pinnacles Tours

Michelle Reynolds, City of Perth

GOVERNANCE DISCLOSURES

Destination Perth Board Member Meeting Attendance for the total number of eligible meetings held throughout the year.

Position	Member	Attendance	Eligibility
Chair	Ross Dowling ¹	6	6
Deputy Chair	Amy Stutt	6	6
Treasurer	Kate Gibson ²	4	4
Member	Nathan Baker	5	6
Member	Deb Carr	5	6
Member	Jeromy Cotterill ⁴	5	5
Member	James Mulholland	3	6
Member	Sandra Paskett	6	6
Member	Jamie Van Jones ²	4	4
Member	Michelle Reynolds	4	4
Member	Nathan Frost ²	4	4
Member	Scott Alderson ³	2	3
Member	Adam Saunders ³	0	2

1. The Chair's Honorarium is \$26,000 per annum
2. Members who were elected on 28th October 2021
3. Members whose term finished on 28th October 2021
4. Term Extended to April 2022



AUDITORS REPORT



Financial Report

PERTH REGION TOURISM ORGANISATION INC
 ABN 52 954 492 460
 For the year ended 30 June 2022

Prepared by In focus Accounting Pty Ltd



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 Liability limited by a scheme approved under Professional Standards Legislation



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Income and Expenditure Statement

PERTH REGION TOURISM ORGANISATION INC For the year ended 30 June 2022

	NOTES	2022	2021
Other Income			
Grants Received		1,531,258	1,816,289
Co-Operative Marketing		114,191	51,720
Export Development Marketing Grant		15,000	51,501
Interest received		-	716
Industry Advertising		248,007	48,830
Membership Income		359,546	3,705
Jobkeeper Receipts		-	48,000
Sundry Income		8,692	736
Paid Parental Leave Received		27,820	-
ATO Cash Flow Boost		-	90,024
Total Other Income		2,304,514	2,111,520
Expenditure			
Audit & Accounting		13,523	12,483
Bank Charges		517	616
Computer Expenses		40,408	25,752
Depreciation		17,582	16,035
Superannuation Contribution		41,099	32,222
Increase/(Decrease) in provision for Annual Leave Pay		(4,471)	1,668
Increase/(Decrease) in provision for LSL pay		606	1,001
Insurance		10,133	8,337
Marketing & Promotional Expenses	2	1,602,344	1,470,173
Subscriptions & Memberships		3,445	4,628
Meeting Expenses		16,895	7,686
Postage		1,132	864
Printing & Stationery		5,080	3,062
Rent		47,417	46,333
Corporate Governance & HR		17,603	-
Staff Training & Welfare		2,548	6,569
Telephone		4,236	4,840
Travel Expenses		10,948	8,545
Wages	3	457,459	373,236
Motor Vehicle Expenses		4,605	-
Staff Recruitment		-	890
Total Expenditure		2,293,108	2,024,939
Current Year Surplus/ (Deficit)		11,406	86,581

The accompanying notes form part of these financial statements.

Assets and Liabilities Statement

PERTH REGION TOURISM ORGANISATION INC As at 30 June 2022

	NOTES	30 JUN 2022	30 JUN 2021
Assets			
Current Assets			
Cash and Cash Equivalents	4	832,596	632,217
Trade and Other Receivables	5	53,169	20,428
Prepayments		-	3,856
Total Current Assets		885,765	656,500
Non-Current Assets			
Property, Plant & Equipment	6	27,496	45,078
Total Non-Current Assets		27,496	45,078
Total Assets		913,261	701,578
Liabilities			
Current Liabilities			
Trade and Other Payables	7	20,241	20,574
Financial Liabilities	8	400,625	200,015
Total Current Liabilities		420,866	220,589
Total Liabilities		420,866	220,589
Net Assets		492,395	480,989
Accumulated Funds			
Retained Surplus			
Retained Surplus		480,989	394,408
Current Year Earnings		11,406	86,581
Total Retained Surplus		492,395	480,989
Total Accumulated Funds		492,395	480,989

The accompanying notes form part of these financial statements.

Notes to the Financial Statements

PERTH REGION TOURISM ORGANISATION INC For the year ended 30 June 2022

1. Summary of Significant Accounting Policies

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Act in Western Australia. The committee has determined that the association is not a reporting entity.

The financial statements have been prepared on an accruals basis and are based on historic costs and do not take into account changing money values or, except where stated specifically, current valuations of non-current assets.

The following significant accounting policies, which are consistent with the previous period unless stated otherwise, have been adopted in the preparation of these financial statements.

Income Tax

The financial report has been prepared on the basis that the entity is exempt from Income Taxation.

Property, Plant and Equipment

Office equipment, website development and vehicles are carried at cost less, where applicable, any accumulated depreciation.

The depreciable amount of all office equipment, website development and vehicles is depreciated over the useful lives of the assets to the association commencing from the time the asset is held ready for use.

Employee Provisions

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 provisions have been measured at the amounts expected to be paid when the liability is settled.

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 are measured at the best estimate of the amounts required to settle the obligation at the end of the reporting period.

Cash on Hand

Cash on hand 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.

Accounts Receivable and Other Debtors

Accounts receivable and other debtors include amounts due from members as well as amounts receivable from donors. 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.

The accompanying notes form part of these financial statements.

Notes to the Financial Statements

Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable.

Interest revenue is recognised when received.

Grant and donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

If conditions are attached to the grant that must be satisfied before the association is eligible to receive the contribution, recognition of the grant as revenue will be deferred until those conditions are satisfied.

All revenue is stated net of the amount of goods and services tax.

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 Taxation Office (ATO). Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the assets and liabilities statement.

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 association during the reporting period that remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

	2022	2021
2. Marketing and Promotional Expenses		
Coop Contestable Pool	395,820	-
Intrastate Matched Funding	200,209	-
Corobaree West (Trade)	20	-
TWA RTO UK Sales Mission (Trade)	5,504	-
Video Guides Production	10,164	-
AGM Expenses	4,718	4,203
Camping & Caravan Show East Coast	13,200	5,810
East Coast Road Show (Trade)	550	2,500
Sunset Coast	29,091	30,000
ATE Melbourne (Trade)	5,477	3,538
Swan Valley Marketing SV2SW (TWA)	-	74,820
Quarterly Campaigns (Non Digital)	159,889	161,499
Domestic Digital Campaign (South West Edge)	20,000	20,180
EDMG	-	5,150
Brochure Distribution	25,558	13,731

The accompanying notes form part of these financial statements.

Notes to the Financial Statements

Holiday Planner Production	89,491	2,299
Collateral Trade/Media/Membership	-	1,765
Artwork Production	-	3,842
Digital Marketing	97,534	64,870
Swan Valley Marketing	-	157,295
Familiarisations - Media	116	581
TWA Other Campaigns	474,542	852,544
Website Maintenance	62,460	64,546
Photography	8,000	1,000
Total Marketing and Promotional Expenses	1,602,344	1,470,173
	2022	2021

3. Wages

Chairperson's Fee	19,860	26,347
Wages & Salaries	437,598	346,889
Total Wages	457,459	373,236
	2022	2021

4. Cash on Hand

Bankwest Society Cheque 6436	72,961	177,583
Bankwest Zero Transaction 1452	759,634	454,634
Total Cash on Hand	832,596	632,217
	2022	2021

5. Trade and Other Receivables

Trade Debtors	24,520	3,645
Sundry Debtors	1,090	1,090
Rental Bond 33 Colin Street	-	15,693
GST Control	27,560	(283)
Total Trade and Other Receivables	53,169	20,145
	2022	2021

6. Property, Plant and Equipment

Office Equipment		
Office Equipment at Cost	63,352	63,352
Office Equipment Accum Dep'n	(61,905)	(60,904)
Total Office Equipment	1,448	2,449
Website Development		
Website Development	73,590	73,590
Website Accum Depn	(71,401)	(58,229)
Total Website Development	2,189	15,361
Motor Vehicles		

The accompanying notes form part of these financial statements.

Notes to the Financial Statements

Motor Vehicles at Cost	28,036	28,036
Less MV Acc Deprn	(4,177)	(768)
Total Motor Vehicles	23,859	27,268
Total Property, Plant and Equipment	27,496	45,078
	2022	2021

7. Trade and Other Payables

Bankwest Qantas 0063	1,000	-
Trade Creditors	7,673	10,976
Superannuation Payable	-	2,460
PAYG Withholding Payable	11,568	6,856
Total Trade and Other Payables	20,241	20,292
	2022	2021

8. Financial Liabilities

Income Received in Advance	371,538	167,063
Provision for Annual Leave	16,200	20,672
Prov for Long Service Leave	12,886	12,280
Total Financial Liabilities	400,625	200,015

The accompanying notes form part of these financial statements.

True and Fair Position

PERTH REGION TOURISM ORGANISATION INC For the year ended 30 June 2022

Annual Statements Give True and Fair View of Financial Position and Performance of the Association

The members of the committee of PERTH REGION TOURISM ORGANISATION INC, certify that -

The statements attached to this certificate give a true and fair view of the financial position and performance of PERTH REGION TOURISM ORGANISATION INC during and at the end of the financial year of the association ending on 30 June 2022.

Signed: Ross DOWLING
Ross DOWLING (Sep 20, 2022 13:44 GMT+8)

Chairperson

Dated:

Signed: Kate Gibson
Kate Gibson (Sep 21, 2022 15:20 GMT+8)

Committee Member

Dated:

Independent Auditor's Report
PERTH REGION TOURISM ORGANISATION INC
A.B.N. 52 954 492 460

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 judgment, 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 and fair presentation of the financial report, 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.



Name of Firm: **In Focus Accounting Pty Ltd**

Name of Director: **Andrew Lowry**

Auditor's address: Unit 9, 176 Main Street, Osborne Park WA 6017

Dated: 19 September 2022



In Focus Accounting

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Liability limited by a scheme approved under Professional Standards Legislation





In Focus Accounting Pty Ltd

ABN: 16 009 252 019

CHARTERED ACCOUNTANTS, AUDITORS & BUSINESS ADVISORS

DIRECTORS:
ANDREW LOWRY CA
LEONARD TEBBUTT CA

Independent Auditor's Report

PERTH REGION TOURISM ORGANISATION INC

A.B.N. 52 954 492 460

Report on the Financial Report

We have audited the accompanying financial report, being a special purpose financial report, of PERTH REGION TOURISM ORGANISATION INC (the association), which comprises the Assets and Liabilities Statement as at 30 June 2022, Income and Expenditure Statement, a summary of significant accounting policies, other explanatory information and the statement by members of the committee.

Auditors' Opinion

In our opinion, the financial report presents fairly, in all material respects the financial position of PERTH REGION TOURISM ORGANISATION INC as at 30 June 2022 and its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements, and the requirements of the Associations Incorporation Act Western Australia 2015.

Emphasis of Matter

Without modifying our opinion, we draw attention to Note 1 to the financial statements, which describes the basis of accounting. The financial report has been prepared to assist PERTH REGION TOURISM ORGANISATION INC to meet the requirements of the Associations Incorporation Act Western Australia 2015. As a result, the financial report may not be suitable for another purpose.

Committee's Responsibility for the Financial Report

The committee of PERTH REGION TOURISM ORGANISATION INC is responsible for the preparation and fair presentation of the financial report, and has determined that the basis of preparation described in Note 1 is appropriate to meet the requirements of the Associations Incorporation Act Western Australia 2015 and is appropriate to meet the needs of the members. The committee's responsibility also includes 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.

J