

# BENDIGO TOURISM BOARD INC.

## Annual General Meeting 2018

Monday 17 September 2018  
6.00pm – 7.00pm  
*Chateau Dore*

### AGENDA

1. Welcome to the Bendigo Tourism Board Inc. Annual General Meeting and welcome to the Chair of the Bendigo Tourism Board
2. Attendance and apologies
3. Minutes of 2017 Bendigo Tourism Board Inc. AGM
4. Annual Reports:
  - 4.1 Chair's Report
  - 4.2 Treasurer's Report
  - 4.3 Tourism Report
5. Announcement of the Bendigo Tourism Board Election Results
6. Media Prizes
  1. Bendigo & Heathcote Official Visitor Guide
  2. Bendigo Tourism Blog Package
  3. Bendigo Advertiser 'Out & About' advertising
  4. SASI Marketing & Communication half day design package
  5. Bendigo Magazine advertising
7. Kathryn Mackenzie Award for Outstanding Contribution by an Individual to Tourism
8. Close of AGM





# BENDIGO TOURISM BOARD

---



## **Kathie Bolitho - Chair**

After spending 20 years working in all areas of hospitality, restaurants and event management, Kathie Bolitho launched Tough Cookie Marketing in 2012 working specifically with service-based businesses, many connected to the tourism sector. Regularly liaising with a variety of businesses across the hospitality, retail and professional services sectors Kathie manages a variety of events in the city and believes strongly that collaborative development is the key to business success.



## **Bob Downing – Deputy Chair**

Bob and his wife Joy operate Downing Estate Vineyard, just north of Heathcote. Bob and Joy established the vineyard in 1995 and began producing wine from the 1999 vintage. They have been operating a commercial cellar door since 2003. Bob is a past Chair of the Bendigo Tourism Board and past President of the Heathcote Winegrowers Association.



## **Finn Vedelsby - Treasurer**

Finn was raised locally and has lived in both Melbourne and interstate, returning to Bendigo in 2006 after working in some of the county's best restaurants and bars. In 2013 Finn and his business partner returned Bendigo's first bank of the Goldfields to its former glory, repurposed into the stunning contemporary dining venue and bar, Rocks on Rosalind. Finn's genuine and charming hospitality makes him a formidable host. His provision of fine restaurant service, sommelier training and knowledge of beverages is exceptional, as is his commitment to representing the local hospitality industry to ensure it continues to thrive and grow, with national recognition.



## **Bruce Phillips - Secretary**

Bruce is a retired civil engineer, Government administrator and city Councillor. With his wife Sue, he operates a boutique bed and breakfast property at Maiden Gully, and a retail garden centre and nursery at Strathfieldsaye. He is currently the President of the Bendigo Regional Boutique Accommodation Association and Secretary of the Beefsteak and Burgundy Club of Bendigo – which patronises and encourages the region's restaurants and wineries.



## **Evonne Oxenham**

Evonne has been the Sales and Marketing Manager of Bendigo Heritage Attractions (BHA) since 2008. BHA plays a pivotal role in maintaining some of Bendigo's key tourist attractions including Central Deborah Gold Mine and the Bendigo Tramways. Evonne is a keen driver of BHAs vision which is to offer the most inspiring heritage story in Australia.



## **Paul Greblo**

Paul, together with his brother George and their partners own and operate Sandhurst Ridge Vineyard and Winery. Vineyard plantings began in 1989, with their first vintage produced in 1995. The partners operate a cellar door which is open daily, together with boutique accommodation in the vineyard. Paul is currently on the Bendigo Winegrowers Association Executive Committee, and has also been a past president of the same organisation.



**Sonia Anthony**

As well as 20 years of industry experience and a previous stint on the Board whilst owners of The Bridge Bendigo, Sonia along with her husband Nick, have owned and operated Masons for over 6 years now.

Sonia is looking forward to working with the Board to further showcase our tourism opportunities and potentials our region has to offer in new experiences, new ways of telling our stories, new collaborations and new connections.

**Katie Olesen**



Katie has extensive experience across accommodation, sport and events and aims to make a positive contribution to the initiatives and activities that will benefit the local and regional tourism industry. Her experience in destination marketing has been enhanced by the close working relationship she held with Tourism WA.

As Brand Manager for InterContinental and Crowne Plaza brands in Greater China, Katie believes she can contribute a strong commercial acumen in the accommodation category. An integrated approach to attracting major events is fundamental to a positive visitor inflows and experience.

**Colin Johnston**



With my wife Linda, I have owned and operated the Gold Nugget Tourist Park for the past 15 years.

As the immediate past Vice President of the Victorian Caravan Parks Association, and current President of the North Central Division of Vic Parks, I am in touch with the wider industry trends, and I bring experience in drawing together the many voices, opinions and concerns to come up with a common purpose and strategy.

I look forward to providing a caravanning and holiday perspective to the Bendigo Tourism Board in its deliberations.

**Cr Yvonne Wrigglesworth**



Cr Yvonne Wrigglesworth lives in Axedale and is currently the Strategy, Planning and Governance Director at Bendigo Health. As a first-time Councillor, she looks forward to being a hard-working, positive and enthusiastic leader. She is particularly interested in the areas of active transport, economic development and tourism, and will strive to ensure the recommendations of the Rural Communities Strategy are implemented and serve as a voice for residents in rural areas and small towns.

## DIRECTOR ATTENDANCE RECORD 2017-2018

Director	Eligible	Attended	Note
Kathie Bolitho	10	10	Council Appointed (February 2015)
Bob Downing	10	7	Council Appointed (July 2010)
Finn Vedelsby	10	6	Elected in Oct 2016 for 2 year term (up for re-election in 2018)
Bruce Phillips	10	8	Re-elected in Oct 2016 for 2 year term (up for re-election in 2018)
Evonne Oxenham	10	9	Re-elected in 2016 for 2 year term (up for re-election in 2018)
Paul Greblo	10	8	Council Appointed (March 2014)
Sonia Anthony	10	8	Elected in Oct 2017 for 2 year term
Colin Johnston	10	9	Elected in Oct 2017 for 2 year term
Katie Olesen	10	8	Elected in 2017 for 1 year term (up for re-election in 2018)
Cr Yvonne Wrigglesworth	10	7	Council Appointed (November 2016)

The Board of Directors held ten formal meetings between 1 October 2017 and 31 August 2018. There was no meeting conducted in January 2018. Attendance is up to and including the August 2018 meeting.

# A MESSAGE FROM THE CHAIR

---

## Welcome to the Bendigo Tourism Board's Annual report 2017/2018

In a new-look world of travel and tourism where the buzz words of the industry include *disruption, innovation* and *sharing-economy*, I am very proud to report that Bendigo Tourism, in conjunction with the Bendigo Tourism Board continues to shine, maintaining our enviable status as a destination of excellence, and a highly-successful public-private model of management that other regions aspire to emulate.

During the past year, the Bendigo Tourism Board has ticked off so many boxes from our list of must-do priorities, a true team effort of which draws on the experience of our individual representatives, their selfless, big-picture thinking and their devotion to achieving our vision of a truly exceptional industry. I know that I speak for every Board member when I say that this is just the beginning of a new and exciting period of opportunity, of which we can all – including you as a tourism partner, contribute to in a meaningful way.

In June, we finalised our new strategic plan. This is a significant piece of work that will shape the Board's vision and priorities for our industry, for the next five years. Your Board has been acutely aware of disruption, innovation and the sharing-economy throughout this process, and have applied our own principles to combat these areas.

- **Your Board promises to Disrupt** – to increase our advocacy and be heard on issues that mean something to you, and to our economic growth and safety. We also promise to do things differently, to step out of our comfort zone and work to deliver what is required, not just what is available.
- **Your Board promises to Innovate** - to think differently, strategically, and with purpose; and to champion you to have the opportunity to do the same. We will continue our grants for innovation and support your new ideas. You can be the change that the industry needs, and your Board is here to support it.
- **Your Board promises to Share** – let's create our own sharing economy. One that links new opportunity, support systems and knowledge to each other. Where we share connections to your peers and foster a culture of shared success and positive power in numbers, such as the newly facilitated Hospitality Industry Group. We are also co-funding a dedicated Membership Support Officer for the next 12 months, a shared commitment to ensuring you receive the best support available.

We must all remember that as individuals, we too are disruptors, and we are innovators. I have watched over the past 12 months as many of you continue to push boundaries and buck trends. Regionality is our strength – it's our alliance, our survival instinct, our ability to think differently and to recognise opportunity, turning a small idea into something magnificent sets us apart as both a destination and as an industry-leader.

I challenge every operator to put your hand up and be an industry player. Put your hand up and push the Board's boundaries as well as your own. Put your hand up and challenge your Board to assist you - to solve problems and to advocate for you - on the issues that are most important.

Put your hand up and call out the industry trends that you don't agree with, but also remember to evolve if you need to. Don't remain stagnant just because something isn't the way it used to be. Embrace disruption and innovation. Become part of our own knowledge-sharing economy.

I would like to sincerely thank two Board members who have put their hand up for our industry for more than eight years, as former Bendigo Tourism Board Chair and current Vice-Chair Bob Downing, and our Public Relations Officer Evonne Oxenham say goodbye. Their knowledge, vision and guidance will be missed; Bob's analytical, decisive and consistently fair governance, and Evonne's strategic thinking, and dedication to ensuring our industry is recognised by our community for our economic contribution.

Finally, thank you - our 250+ Bendigo Tourism partners. Your consistent support to be a better and stronger industry is the true backbone to our success.

A handwritten signature in black ink, appearing to read 'Kath Bolitho', with a wavy tail extending to the right.

Kath Bolitho  
Chair  
Bendigo Tourism Board

# PARTNERS 2017-2018

---

## **Group/Regional Members**

Bendigo Winegrowers  
Central Goldfields Shire Council  
Heathcote Winegrowers  
Loddon Visitor Information Centre  
Mount Alexander Shire Council

## **Premium Members**

All Seasons Hotel Bendigo  
Balgownie Estate Bendigo  
Balloon Man  
Bendigo Art Gallery  
Bendigo Corner Store Café &  
Spring Gully General Store  
Bendigo District RSL  
Bendigo Heritage Attractions  
Bendigo Holiday Rentals  
Bendigo Marketplace  
Bendigo Pottery  
Bendigo Stadium  
Bendigo Wholefoods &  
Wholefoods Kitchen  
Best Western Cathedral Motor Inn  
Best Western Crystal Inn  
Big 4 Ascot Holiday Park Bendigo

Borchelli Ristorante  
Byronsvale Vineyard & Accommodation  
Capital Venues & Events  
Comfort Inn Julie-Anna  
Custom Coffees  
Flynn's Wines  
Gold Nugget Tourist Park  
Golden Dragon Museum  
Grill'd (Bendigo)  
Handle Bar Bendigo  
Jools for Jim  
Kip's Cottage  
La Trobe Art Institute  
LynneVale Estate  
Malayan Orchid Restaurant  
Masons of Bendigo  
National Hotel

Oval Motel  
PepperGreen Farm  
Quest Bendigo & Quest Bendigo Central  
Quest Schaller Hotel Bendigo  
Ray White Bendigo  
Rocks on Rosalind  
Sandhurst Ridge  
Simply Tomatoes  
Sutton Grange Winery  
The Shiraz Republic  
The Woodhouse Restaurant  
The Zone Fun Park  
Tooborac Hotel Brewery  
Valentines Antique Gallery  
Wine Bank on View

## **Essential Members**

Abide on Beischer  
Accommodating People  
Alexandra Place  
A-Line Holiday Village  
Allawah Bendigo  
Antoinette's Bed & Breakfast  
Arnold Street Gallery  
Avondel Caravan Park Pty Ltd  
Axedale Farm Cottage & Barkly B&B  
Banksia Heights  
Barclay on View  
Beechworth Bakery  
Bendigo Airport Service  
Bendigo Backpackers  
Bendigo Book Mark  
Bendigo Bowling Centre  
Bendigo Central Accommodation  
Bendigo Coachlines  
Bendigo Cottages  
Bendigo Gallery Café  
Bendigo Goldfields Motor Inn  
Bendigo Guesthouse  
Bendigo Hat Shop  
Bendigo Jockey Club  
Bendigo Mclvor Motor Inn  
Bendigo Walking Tours  
Bendigo Welcome Stranger Motel

Bendigo's Park Lane Holiday Park  
Benstay Accommodation  
Bespoke Wine Tours  
BIG4 Bendigo Marong Holiday Park  
Bishopscourt Bed & Breakfast  
Book Now  
Bress Wine Cider & Produce  
Bright House Bendigo  
Buda Historic Home & Garden  
Campaspe Run  
Central Deborah Motel  
Chateau Dore Winery  
Cherish Thy Flootation & Wellness  
Centre  
City Centre Motel  
City Haven  
Clogs  
Coach Tours of Australia  
Cobb and Co Carriages Victoria  
Confectionery Capers  
DeBeers Townhouses  
Downing Estate  
Discovery Science & Technology Centre  
Eaglehawk Bakery Caffe  
Edwards Providore  
El Gordo  
Ellesmere

Elm Motel  
EmRelle Guesthouses  
Emrow Bus Lines  
Fortuna Villa  
FOS Kitchen & Bar  
Gail Tavener Studio  
Glenwillow Wines  
Golden Reef Motor Inn  
Golden Square Motor Inn  
Goldfields Revegetation Native Nursery  
Goldmines Hotel  
Harvest Food & Wine  
Heathcote Estate Cellar Door  
Heathcote Grape Escape Tours  
Heathcote Harvest  
Heathcote Winery  
House of Khong  
Hustler's Reef  
Imperial Palace  
Indulge Fine Belgian Chocolates  
Ironbark Riding Centre  
Jamar Lodge  
Jennalee  
Killiecrankie Wines  
Lakeview Motor Inn  
Lazenby Farm Retreat  
Learmonth's Place

Living Quarters & LQ Market  
Maggies Cottage Accommodation  
Mandurang Holidays Cottage  
Mandurang Valley Wines  
Mclvor Estate  
Merindoc Cellar Door & Bistro  
MillDuck StrawBale Bed & Breakfast  
Mimi The Label  
Nabilla  
Neangar House  
Number 12 Brougham Street  
Old Boundary Hotel  
Oliver Birch  
Pengallie  
Pepperton Homestead  
Percy & Percy

Piyawat Thai Restaurant  
Pownall's Cottage  
Quality Inn Colonial  
Ravenswood Retreat  
Rising Sun Hotel  
River Gardens Axedale  
Rosa May Cottages  
Rowan House  
Sandhurst Motor Inn Bendigo  
Sangria Spanish Tapas Bar  
Sanguine Estate  
Silver Spoon Estate  
Stays on Forest  
Stonehaven on Monsants  
Tea House Motor Inn & Apartments  
The Basement Bar

The Boardwalk Bendigo  
The Chocolate Lily B&B  
The Dispensary Bendigo  
The Eaglehawk Country House  
Hotel - Maldon  
The Good Loaf Sourdough Bakery & Cafe  
The Great Stupa of Universal Compassion  
The Little Bird House  
The Suites, Villa Belgravia  
Three Farmers – Home Flat House  
Twothreethree  
Victorian Goldfields Railway  
View Street Bazaar  
Yalooka Farm

### **Tourism Supporters**

Bendigo Advertiser  
Bendigo Agricultural Show Society Inc  
Bendigo Dry Cleaners P/L  
Bendigo Magazine  
Bendigo Party Hire  
Brochures Distribution Management

Eaglehawk Dahlia & Arts Festival  
Hebron Films  
Power AV  
Prestige Jayco Bendigo  
SASI Marketing  
Schnitz Bendigo

Stay Social  
The Heritage Bendigo  
Tough Cookie Marketing  
Uptake Solutions  
Virtually JAG

### **Taste of Tourism**

Sifty Boutique Studio  
Axedale Tavern  
Bendigo Beer  
Bendigo Brittle  
Bob Boutique  
Bridgeward Grove  
Café Cortille  
Design Precinct Bendigo  
Flight Bar & Bottleshop  
Get Naked Espresso Bar

Hoo-Gah  
Mad Hatter Tea Shop  
Made in Common  
Make Your House A Home  
Master Kuts  
Mister Grimsby Coffee  
Mon Coeur  
Organise My .....  
Passion for Design  
Quarry Hill Cafe & Larder

Rifle Brigade Pub Brewery  
Robe  
Rob's Jeanery  
Sim'R  
Star Cinema  
Taylor'd tours  
The Meadow & Gathered  
The Pepperpot

### **Bendigo Visitor Centre Volunteers**

Lewis Adams  
Rob Aitken  
Maryan Andrea  
Lila Andrews  
Ted Barkmeyer  
Ernie Bell  
Robyn Birchmore  
Bruce Broadway  
Peta Brown  
Peter Browne  
Joy Bruce  
Ron Buchan  
Jenny Cameron  
Wayne Cameron  
Joy Carr  
David Castles  
Neil Clark  
Michael Claven  
Pauline Crouch  
Rose Curnow

Sandra Dawson  
Shirley Dawson  
Max Day  
Val Deed  
Nola Dolman  
John Dullard  
Joy Eeles  
Trinette Every  
Brenda Fielding  
Joan Foley  
Kay Galvin  
Ross Galvin  
Len Gaskell  
Marg Gaskell  
Pam Godwin  
Lynette Heywood  
Joan Hoppe  
Jenny James  
David Logan  
Ann Lorenz

Pam Martin  
Kim Mawson  
Lynley McDonald  
Deidre McDougall  
Trish McGrath  
Christine McLeod  
Marg McPherson  
Angela Murphy  
Lorna Neivandt  
Anne O'Shea  
Rose Pearson  
Craig Perry  
Judi Perry  
Michelle Perry  
Glenis Pitson  
Sue Price  
Trish Randles  
Ted Rankins  
Shirley Richards  
Noel Ridge

Judy Ross  
Ken Shields  
Sharyn Smith  
Cas Stedwell  
Robert Trewin  
Rob Upson  
Lyn Vine  
Sue Watkins  
Helen Webb  
Gary Wescott  
Janice West  
John Williams  
Maggie Williams  
Ross Wood  
Fran Wright  
Marg Yarrington



## **Volunteer Retirements**

Ann Timberlake  
Dianne Abrahams  
Grant King  
Glenda Miller

Pauline Wilson  
Trudy Allsopp  
Michelle Davies  
Jan Pianta

Stephanie Sutton  
Bob Vine

# 2017 ANNUAL GENERAL MEETING

---

## **BENDIGO TOURISM BOARD INC.**

### **Minutes of Annual General Meeting**

**Monday 25 September 2017**

Fortuna Villa, 6.00pm

#### **1. WELCOME**

Master of Ceremonies, Terry Karamaloudis welcomed members and guests to the 2017 Bendigo Tourism Board Annual General Meeting and acknowledged the local Dja Dja Wurrung and Tungurung community.

Chair Kathie Bolitho opened the meeting and guests in the room were again acknowledged.

#### **2. ATTENDANCE RECORD**

Cr Jennifer Alden, Sonia Anthony, Nick Anthony, Rony Argente, Cath Armstrong, Graeme Barker, Lois Barker, Dennis Berlowitz, Kathie Bolitho, Jim Brennan, Arrisje Burnside, Amanda Cahill, Andy Campbell, Sharon Carlson, Tanya Cavallaro, Amy Clark, Torin Coakley, Chris Corr, Alyce Crosbie, Brent Curran, Jody Curran, Daniel de Vries, Bob Downing, Joy Downing, Jo Doye, Chris Earl, David Field, Diane Gee, Paul Greblo, Gillian Hanlon, Peter Hargreaves, Glenn Harvey, Cr Julie Hoskin, Claire Hull, Anita Jack, Colin Johnston, Linda Johnston, Travis Johnston, Ben Joske, Terry Karamaloudis, Rodney Lakey, Doug Lougoon, Monica Lougoon, Kathryn Mackenzie, Jacinta Mangan, Melanie May, Jane McDermott, Tony McDowell, Kathleen McIvor, Max Mollard, John Monteath, Amy Moylan, Elizabeth Murphy, Katie Olesen, Nathan O'Neill, Bernie O'Sullivan, Evonne Oxenham, Brett Peters, Deb Peters, Bruce Phillips, Sue Phillips, Nicole Pretty, Cynthia Quint, Dustin Schilling, Marie Scholtes, Kristyn Slattery, Izabelle So, Karen Sorensen, Chris Stirton, Jeremy Stokes, Hayley Tibbett, Colin Thompson, Pamela Vine, Wes Vine, Virginia Weaving, Peter Weaving, Ashleigh Wilkinson, Bradd Worrell, Cr Yvonne Wrigglesworth.

#### **APOLOGY RECORD**

Jacinta Allan MP, Peter Bingeman, Rod Bowles, Phil Brown, Rob Clohesy, Dannielle Downs, Bob Draper, Maree Edwards MP, The Hon John Eren MP, Dean Farrell, Cr George Flack, Deputy Mayor Cr Rod Fyffe, Julie Gardner, Lynne Habner, Claire Height, Carla Langley, Ian Lanyon, Marilyn Lanyon, Gordon McKern, Cr Andrea Metcalf, Ada Milley, Craig Niemann, Steve Oates, Mayor Cr Margaret O'Rourke, Danielle Pitcher, Paul Pitcher, Julius Porlai Jnr, Tim Ralph, Jonathan Ridnell, Christine Roberts, Fiona Rooke, Jacqui Sidwell, Lisa Smith, Gail Tavener, Rod Thomson, Sally Thomson, Julie Tresize, Prue Walduck, Cr James Williams, Neil Williams, Michael Van Haandel, Finn Vedeslby.

#### **3. MINUTES OF THE 2016 BENDIGO TOURISM BOARD INC. AGM**

It was moved Bob Downing and seconded Sharon Carlson that the minutes of the previous Annual General Meeting held on Monday 3 October 2016 as given be accepted.

Carried

## **4. REPORTS**

### **4.1 CHAIR'S REPORT**

Chair Kathie Bolitho presented this report (refer to the 2016-2017 Annual Report document). A number of achievements were recognised including:

- the establishment of the Web Portal, Tourism Grants Program and the Kathryn Mackenzie Award for Outstanding Contribution by an Individual to Tourism.
- educating local businesses and residents of the value of tourism via the delivery of the Board's marketing and communications plan.
- a new logo for the Bendigo Tourism Board.

K Bolitho acknowledged and thanked past and present Board members, City of Greater Bendigo Councillors and staff, and industry for their support over the last year.

Kathryn Mackenzie was also acknowledged for her years of service to tourism and Terry Karamaloudis was welcomed in his new role of Manager Tourism and Major Events.

It was moved Kathie Bolitho and seconded Sharon Carlson that the Chair's Report as given be accepted.

Carried

### **4.2 TREASURER'S REPORT**

Treasurer Tony Edgar was unable to be at the AGM therefore Vice-Chair Sharon Carlson presented the Treasurer's Report.

S Carlson spoke to the financial reports as referenced in the 2016-2017 Bendigo Tourism Board Annual Report. It was noted that:

- membership is stable.
- there was an increase in income of \$17k.
- the additional expense 'New Projects' was funds given under the Tourism Grants Program.
- advertising in the Dining & Shopping Guide was supported by an \$8k subsidy.

It was moved Sharon Carlson and seconded Evonne Oxenham that the Treasurer's Report as given be accepted.

Carried

### **4.3 TOURISM REPORT**

This report was presented by City of Greater Bendigo Manager of Tourism and Major Events, Terry Karamaloudis, and reflected on activities of the past 12 months (refer to the Highlights of the 2016/2017 Tourism Year document). T Karamaloudis shared that:

- Bendigo was the most searched destination in Australia by Australians on TripAdvisor in 2016.
- partnerships with event organisers continue to attract major events to Bendigo and the region.

- Bendigo continues to be a digital leader which leads to the success of marketing campaigns.
- International visitors to Bendigo and the region are gaining momentum.
- Bendigo received considerable publicity during the year.
- more than 100,000 people walked through the door at the Bendigo Visitor Centre and over 16,000 at the Heathcote Visitor Centre.
- the Bendigo Event Rewards program expanded exposing local tourism businesses to more than 120,000 major event visitors throughout the year.
- Bendigo shone at the 2016 Victorian and Australian Tourism Awards.

T Karamaloudis acknowledged and thanked Bendigo Tourism members, the Bendigo Tourism Board, the tourism team and volunteers who all assist in making Bendigo a leading destination.

A video was also presented highlighting the 2016/2017 year.

Carried

## **5. ANNOUNCEMENT OF BENDIGO TOURISM BOARD ELECTION RESULTS**

Four nominations were received for the three vacant industry elected positions on the Bendigo Tourism Board, therefore an election was held.

Following the election, Sonia Anthony (Masons of Bendigo), Colin Johnston (Gold Nugget Tourist Park) and Katie Olesen (Bendigo Stadium) were duly appointed to the Board, for a two-year term.

The Chair acknowledged and thanked all candidates that stood for election. Tony McDowell (Returning Officer) who oversaw the election process was also acknowledged and presented with a gift. Board member Bruce Phillips was also thanked for assisting.

Retiring Board members Sharon Carlson (Best Western Crystal Inn) and Amy Moylan (The Schaller Studio) were thanked for their time on the Board and were presented with a gift of appreciation. Tony Edgar (Bendigo Cottages) was also acknowledged.

## **6. MEDIA PRIZES**

1. Full page advertisement upgrade in the 2018 Bendigo and Heathcote Official Visitor Guide valued at \$1,850 – Campaspe Run
2. Bendigo Tourism blog package valued at \$395 – Sandhurst Ridge Winery
3. Bendigo Advertiser 'Out & About' magazine full-page ad valued at \$1,040 – The Chocolate Lily B&B
4. SASI Marketing & Communications half day design package valued at \$500 – The Great Stupa of Universal Compassion
5. Bendigo Magazine half page advertising valued at \$1,100 – Schnitz Bendigo

Chair Kathie Bolitho formally thanked the sponsors for their support.

**7. KATHRYN MACKENZIE AWARD FOR OUTSTANDING CONTRIBUTION BY AN INDIVIDUAL TO TOURISM**

Chair Kathie Bolitho introduced, provided a brief background and thanked the sub-committee for its work on the design of the award.

Kathryn Mackenzie was honoured to have such an award in her name. K Mackenzie spoke of her passion for tourism and acknowledged the Bendigo Tourism Board, tourism staff, industry and volunteers.

The winner of the inaugural Kathryn Mackenzie Award was announced with Colin Thompson (Bendigo Blues and Roots Music Festival) accepting the award. C Thompson thanked the Board for this award and everyone who makes the Bendigo Blues and Roots Music Festival happen each year.

**CLOSE**

Chair Kathie Bolitho thanked everyone for their attendance and formally declared the meeting closed at 6.55pm.

# AUDITORS REPORT

---

ACCOUNTING & MANAGEMENT CONSULTANTS PTY LTD  
A.C.N 054237884

Public Accountant

Registered Tax Agent

85 Wills Street  
Bendigo 3550  
Phone: (03)5444 0455

12.09.2018

## INDEPENDENT AUDIT REPORT

**To: Members of the Bendigo Tourism Board.**

### Scope

We have audited the attached Statement of Financial Performance and Statement of Financial Position of the Bendigo Tourism Board Incorporated for the year ended 30 June, 2018. The Committee of the Bendigo Tourism Incorporated are responsible for these financial reports. We have conducted an independent audit of the financial report in order to express an opinion on it to the Members of the Bendigo Tourism Board Incorporated.

The audit has been conducted in accordance with Australian Auditing Standards to provide reasonable assurance whether the financial report is free of material misstatement. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial report, and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion whether, in all material respects, the financial report is presented fairly so as to present a view which is consistent with our understanding of the Bendigo Tourism Board Incorporated's financial position, the results of its operations and its cash flows.

The audit has been carried out based on the books and records as produced by Bendigo Tourism Board Incorporated and does not extend beyond the information contained therein. Consequently, we do not provide an opinion on the completeness of monies banked as it is impracticable for us to ascertain all sources of cash receipts throughout the year. The Board's management are responsible for ensuring effective systems of internal control over receipts to ensure their accurate entry in the accounting records.

In our opinion, the Statement of Financial Performance and the Statement of Financial Position, for the year ended 30 June 2018, present fairly the transactions upon the Bendigo Tourism Board Incorporated.

  
Graham Watson FIPA FPA  
B Bus (Acc), Grad Dip M'ment, M Bus

# FINANCIAL REPORTS

---

## Statement of Financial Performance 1 July 2016 - 30 June 2017

	2018	2017
<b>Income</b>		
Membership Fees	\$254,678	\$257,245
AGM	\$2,227	\$3,818
Interest	\$1,554	\$3,760
Miscellaneous	\$1,068	\$0
<b>Total Income</b>	<b><u>\$259,527</u></b>	<b><u>\$264,823</u></b>
<b>Expenditure</b>		
City of Greater Bendigo - Marketing Services	\$100,000	\$100,000
AGM/Ambassador Passport launch	\$7,267	\$14,354
Partner Networking & Industry Development	\$7,028	\$7,660
Members Contribution - Visitor Guide	\$64,151	\$64,326
Membership	\$10,307	\$7,488
Finance	\$7,337	\$5,267
Board	\$1,843	\$1,141
D&S Guide Subsidy	\$0	\$8,000
New Projects	\$27,273	\$23,467
Resources	\$115	\$423
Miscellaneous	\$579	\$626
Bad Debts	\$580	0
<b>Total Expenditure</b>	<b><u>\$226,480</u></b>	<b><u>\$232,753</u></b>
<b>Net Profit(Loss)</b>	<b>\$33,048</b>	<b>\$32,070</b>

## Balance Sheet as at 30 June 2018

	2018	2017
<b>ASSETS</b>		
Operating Account	\$19,571	\$105,143
Investment Account	\$151,554	\$0
Debtors/Deposit	\$2,652	\$18,429
GST Refundable	\$12,985	\$19,968
<b>TOTAL ASSETS</b>	<b>\$186,762</b>	<b>\$143,539</b>
<b>LIABILITIES</b>		
GST Liability	\$212	\$1,659
Trade Creditors	\$1,876	\$440
COGB	\$10,186	\$0
<b>TOTAL LIABILITIES</b>	<b>\$12,273</b>	<b>\$2,099</b>
<b>NET ASSETS</b>	<b>\$174,488</b>	<b>\$141,441</b>
<b>EQUITY</b>		
Retained Earnings	\$141,441	\$109,371
Profit(Loss)	\$33,048	\$32,070
<b>TOTAL EQUITY</b>	<b>\$174,488</b>	<b>\$141,441</b>

---

## Statement of Cash Flows 1 July 2017 - 30 June 2018

Receipts	\$282,287
Payments	\$216,305
<b>Net Cash resulting from Operating activities</b>	<b>\$65,982</b>
Bank Balance 1/7/17	\$105,143
Bank Balance 30/6/18	\$171,125
<b>Net Increase in Cash Held</b>	<b>\$65,982</b>
Profit	\$33,048
Debtors Decrease	\$22,760
Creditors Decrease	\$10,175
<b>Net Cash Inflow from Operating Activities</b>	<b>\$65,982</b>

*These financial accounts represent the accounts of the Bendigo Tourism Board Inc and do not represent the total tourism spend of the City of Greater Bendigo.*