tourism wollongong

annual report
2007-08
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2007-08 proved to be another successful year for the organisation. The team has been busy implementing the three key activity areas, Development, Marketing and Operations whilst continuing to raise the awareness of Wollongong and Grand Pacific Drive.

The key success highlights during 2007-08 were:

- Further acceptance of the marketing concept ‘Grand Pacific Drive - Sydney to Wollongong and beyond’ by international and domestic markets and the local, state and federal bureaucracies.
- The official launch of the Grand Pacific Drive directional signage by Federal Minister for Tourism, The Hon. Martin Ferguson on August 19.
- The first year of the newly formed South Coast Regional Tourism Organisation.
- The opening of the Medina Executive Apartments, Best Western Wollongong and Illawarra Fly Tree Top Walk in 2008.
- Increased effort in international marketing into North and South East Asia, New Zealand and investment in new international markets including India, UK, Europe and the Americas.
- The success of the Grand Pacific Drive integrated marketing and promotional campaign during January and February.
- The commitment and support by the organisation and the industry to the Wollongong Conference & Events project enabling Tourism Wollongong to develop this important market for Wollongong.
- Our staff rewarded with General Manager, Greg Binskin winning ‘Outstanding Contribution to Regional Tourism by an Individual’ award at the 2007 NSW Tourism Awards. He was again rewarded ‘Outstanding Contribution by an Individual’ at the 2007 Illawarra Tourism Awards with Melissa Davis winning the ‘Young Achiever in Tourism’ award.

The key success highlights have assisted in developing Wollongong into a tourist destination with credibility and improved our profile in the daytrip, short break, inbound and conference markets.

The efforts of Greg and his team has had a positive impact on visitor growth with international overnight visitors - up by 39% on year ending June 2007 and visitors spending nearly 1.5 million nights in the region - up by 20.1% on year ending June 2007. These efforts are pleasing considering the ongoing issues facing the industry.

The recent growth of the industry, especially the number of new hotel rooms and the current difficult economic times will prove to be challenging for the organisation and the industry in the next twelve months. We will have to all work consistently and relentlessly to overcome the challenges and cutting our marketing budgets is not an option during the next twelve months. The board has every confidence in the team to continue delivering positive outcomes for the region.

Greg Binskin and the team have performed above their weight in integrating the Grand Pacific Drive brand into our marketing campaigns and public relations activities throughout the year. The organisation has had a number of human resource changes during the year however has continued to achieve success evidenced by the strong growth and increased visitor numbers.

Our special thanks to the executive committee Stuart Barnes, Vicki Tiegs and Adam Morgan-Monk for their continued efforts and advice over the last twelve months. The board has maintained their support to the executive and staff and their guidance and counsel has been welcome and appreciated.

The continuous support from Wollongong City Council is vital for this organisation, in particular the direction and support from Sue Baker-Finch and other key staff members which has been crucial to our success. We value and appreciate the advice and support of David Farmer since his appointment as the city’s General Manager.

On a sad note, I would like to acknowledge the passing of a former long serving Tourism Wollongong staff member Michael Kelly in June 2008. Michael was dedicated and passionate about his job and will be sadly missed.

Finally as a member based organisation we would not exist without the continued support of our members. We look forward to working with you during 2008-09.

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James Eddy
Chairman
The past twelve months was undoubtedly our busiest year ever for the Tourism Wollongong Team. With the ongoing marketing and promotion of Grand Pacific Drive, launch of the directional and interpretive signage, under the Federal Government Australian Tourism Development Program funding, opening of two new accommodation properties, investment in attractions and the development of a new APT day tour out of Sydney.

The above achievements have paved the way for the organisation to positively move forward and continue to develop the region as a business and leisure tourist destination.

In 2007-08 the organisation focused on three key activity units - Marketing, Operations and Development, which has seen a number of successes:

- The overwhelming acceptance of Grand Pacific Drive as a major touring route.
- Our sixth consecutive win at the 2007 Illawarra Tourism Awards for the Marketing and Promotion of Grand Pacific Drive.
- The opening of Medina Executive Apartments, Best Western Wollongong and Illawarra Fly Tree Top Walk.
- The print media value of $2 million with a notional value of $6 million as a direct result of our PR activity.

We continuously work closely with our key industry partners including South Coast Regional Tourism Organisation, Tourism NSW and Tourism Australia to maintain business relationships and ensure the awareness of the city continues to grow. We are also working cross regionally with our neighbouring counterparts as a way of collectively showcasing the Grand Pacific Drive ‘Beyond’ to regions of the South Coast, Southern Highlands and Canberra.

Membership services are an integral part of the organisation and we continue to provide services and opportunities to all members to further promote all businesses to markets that would not be attainable.

Remember...by working together we can get results.

Greg Binskin
Tourism Wollongong - General Manager
Performance Highlights

1. Strategic Planning
In 2007-08 Tourism Wollongong identified and focused on three areas, Marketing, Operations and Development. These areas assist the organisation in further developing the local tourism industry through the management of membership services, development of marketing strategies and key relationships. In addition the ongoing promotion of Grand Pacific Drive in domestic and international markets continues to grow.

Over the past several years the domestic market has remained flat with weekend visitation growing, hence the need to concentrate on developing mid-week visitation through international marketing initiatives and business tourism.

Tourism Wollongong had a successful year in 2007-08 with achievements in a number of areas, such as; growth in accommodation revenue, visitation, public relations, media, development of key relationships and the ongoing unprecedented success of Grand Pacific Drive.

Tourism Wollongong will continue to focus on the implementation of the Grand Pacific Drive Scoping Study and Master Plan.

2. Domestic Marketing
Tourism Wollongong continues to find innovative ways to market the city to the domestic market. The growth of the region is ensured by continually undertaking marketing activity through Grand Pacific Drive and public relations to reinvent Wollongong as a short breaks destination whilst also raising the awareness of this scenic coastal drive in the domestic market.

Strategically, we are continuing to promote Grand Pacific Drive as the preferred tourist drive for NSW for overnight and day visitation via ‘Sydney’s Best Escape Route’. Wollongong’s key target areas are Sydney (primary), intrastate (secondary) and interstate (tertiary) focusing on short breaks, self drive and fly drive markets.

In 2007-08 Wollongong and Grand Pacific Drive was showcased in over 169 Australian publications, including, Open Road, The Sunday Telegraph, Coast and Country Magazine, Sydney Morning Herald, Holidays with Kids and Mice.net. The variety of publications represents the success of the ongoing marketing activity. Tourism Wollongong was also an active participant in Tourism NSW ‘Sydney Surrounds’ and ‘South Coast’ domestic campaigns.

Tourism Wollongong has formed ‘non-traditional’ partnerships with M7 Westlink and NRMA to further promote Grand Pacific Drive to markets that potentially would not be attainable.

The ongoing domestic marketing has had a positive impact on the domestic visitation with a 1.7% increase in domestic overnight visitors on year ending June 2007 and domestic daytrip visitors up 0.4% on year ending June 2007.
This activity is highlighted in the graph opposite with examples of media exposure on previous page.

2.1 Niche Markets

2.1.1 Bus and Coach Market

The Coach and Group market is an important market segment delivering volume business to attractions, accommodation and food outlets whilst providing greater exposure of the city.

Since the introduction of Grand Pacific Drive we have experienced increased interest from coach operators to incorporate the drive into itineraries (i.e. adding a coastal flavour to the Sydney to Canberra trip).

In June 2008, one of Australia’s biggest and most established touring companies, Australian Pacific Touring [APT], formed a day tour taking in parts of the South Coast via the exciting Grand Pacific Drive coastal touring route. The tour departs Sydney and takes in standout attractions including Bald Hill Lookout, Symbio Wildlife Park, Sea Cliff Bridge, Flagstaff Hill, Five Islands Brewing Company, Illawarra Fly Tree Top Walk and the Bradman Museum of Cricket before returning to Sydney. The tour is the first of its kind for the region and has come about because growing numbers of visitors want to experience Grand Pacific Drive.

Tourism Wollongong continues to support this niche market as it is vital for the progression of Grand Pacific Drive.

2.1.2 Backpacker and Adventure Market

The backpacker and adventure market has continued to show steady growth in 2007-08 with potential, products and services being developed that are targeted to this market. They are Hang gliding, Harley Rides with Just Cruisin Motorcycle Tours, Five Islands Brewery, Illawarra Fly Tree Top Walk and with Skydive the Beach now being the largest commercial skydiving operation in Australia.

Tourism Wollongong continues to support the growth and seek opportunities in the backpacker and adventure market with co-operative initiatives i.e. through public relations, advertising opportunities, attending the annual Sydney Backpacker and Adventure show and developing new product.

2.1.3 Co-operative Marketing

In this competitive environment Tourism Wollongong has provided many co-operative opportunities to members to increase their profile in the market place.

In January 2008, Tourism Wollongong partnered with Tourism NSW and the regions tourism operators to promote Grand Pacific Drive by offering excellent packages to attract overnight visitors to the South Coast. The $300,000 Grand Pacific Drive campaign was the largest integrated marketing and promotional campaign ever undertaken by the region, covering television, print, online marketing, a new website and an opportunity for visitors to ‘WIN an Escape Dream Day’ experience on the coast. The co-operative partners were Novotel Wollongong Northbeach, Hotel Ibis Wollongong, Rydges Central City Wollongong, Belmore All Suite Hotel and Jamberoo Action Park.

Tourism Wollongong was again an active participant in the Tourism NSW initiatives of the ‘Sydney and Surrounds’ and ‘South Coast’ campaigns in 2007-08. These co-operative funded campaigns have raised the profile of the region and products within the region. Through effective distribution, Tourism Wollongong is building a stronger product mix for Tourism NSW to promote to the domestic and drive markets.

The ongoing co-operative support from operators throughout the year for industry familiarisations, Visiting Journalists Program (VJP) and the international program is imperative to the continued success
Co-operative marketing opportunities which Tourism Wollongong was involved in throughout 2007-08 include:

- Grand Pacific Drive integrated marketing and promotional television campaign
- Reproduction of 50,000 of each Accommodation, Eating Out and Recreation guides
- Providing a ‘packaged product’ under the brand “Grand Pacific Drive”
- Hot Deals on the Tourism Wollongong and Grand Pacific Drive websites (seasonal deals)
- Tourism NSW, South Coast and Sydney & Surrounds campaigns
- A series of distress space advertising in Sunday Travel inserts
- Adventure & Backpackers Expo
- Attending trade and consumer shows in Sydney, Melbourne and regional NSW
- APEC deals for the ‘bonus long weekend’ in September 2007

3. International Market

Tourism Wollongong has seen great success in the international market in 2007-08 and has invested in over $70,000 into international marketing, with additional in-kind support provided. This investment has led to visitation growth with international overnight visitors - up by 39.0% on year ending June 2007 and visitors spending nearly 1.5 million nights in the region - up by 20.1% on year ending June 2007.

Actions and initiatives to achieve the international marketing objectives include;

- In-kind support towards sales, marketing and business development
- Trade relations with government agencies (Tourism NSW and Tourism Australia)
- Co-operative advertising and forming strategic alliances
- Marketing via online and other channels of communication
- Business development and sales in market
- Trade events and missions
- Familiarisations

Grand Pacific Drive has made significant inroads in the past twelve months having managed to further penetrate into the international markets of China, Hong Kong, Singapore, Malaysia and New Zealand. Efforts were made to move in to developing markets of India, Thailand, Korea, Taiwan, USA and also the European continent throughout the financial year by maintaining communications, packaging the destination and ensuring a presence at trade events in market. Throughout the year we worked closely with Tourism Southern Highlands leveraging the Bradman Museum of Cricket into the Indian market at the 2007 India Mission, Tourism NSW ‘Focus on India’ workshop and ATE 2008, incorporating the product into a ‘self drive’ tourism niche highlighting the Grand Pacific Drive route commencing one hour south of Sydney International Airport.

In targeting international markets, we rely on the strength of our partnerships with the ‘in market’ offices of Tourism NSW and Tourism Australia to assist in facilitating our strategic goals. This partnership assists with the development of the Visiting Journalist Program (VJP), inclusion in product planners and travel agent programs to showcase and package our products and destination.

Tourism Wollongong also invested in co-operative marketing with the ‘Sydney to Melbourne Coastal Drive’ campaign. Through effective coordination of information, packages and footage for Tourism NSW on behalf of the South Coast we effectively raised the profile of the region and built a stronger product for Tourism NSW to promote to international markets and grow region/state visitation.
Performance Highlights

Tourism Wollongong attended a number of trade shows and missions hosted by Tourism Australia and Tourism NSW throughout the financial year with additional media exposure now valued at approximately $1 million.

4. Visiting Journalists Program and Trade Familiarisations

Tourism Wollongong in partnership with South Coast Regional Tourism Organisation, Tourism NSW, Tourism Australia and MG Media have implemented a strategic plan of attracting visiting journalists through the Visiting Journalist Program. In 2007-08 we hosted over 218 journalists and agents in 25 familiarisations between July 2007 and June 2008, with journalists from North Asia, South East Asia, New Zealand, Europe/UK and major Australian publications.

Along with journalist familiarisations, travel agents worldwide were invited to experience the region on an educational escorted by Tourism Wollongong representatives. As a result, the creation of awareness and flow on effect of bookings made from the agents who visited, resulted in visitation of over 12,000 passengers from Asian tour groups to the Five Islands Brewery, an operator included in the familiarisation itinerary. To add, the strategy also saw positive reporting come from the local hotel industry with additional nights throughout the year being occupied by the Chinese market.

The value of such familiarisations and their success is attributed to the co-operation and assistance of our local tourism operators and our partnership with Tourism NSW and Tourism Australia.

These familiarisations benefit the local economy, in particular the regions employment, which continues to evolve into the future. We would like to thank all our operators who have assisted in growing our awareness as a destination by participating in the VJP and travel agent familiarisations; your assistance is greatly appreciated.

5. Media Valuation

As a result of the public relations strategy and Visiting Journalist Program, Wollongong and Grand Focus on India Fam' - 2007

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<tr>
<th>Date</th>
<th>Organisation/Agent</th>
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<tbody>
<tr>
<td>3 July 2007</td>
<td>Tourism NSW Trainee</td>
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<tr>
<td>6 July 2007</td>
<td>Tourism NSW Trainee</td>
</tr>
<tr>
<td>11 July 2007</td>
<td>Get Familiar with the Grand - Northern Suburbs</td>
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<tr>
<td>25-26 August 2007</td>
<td>Canberra Times</td>
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<tr>
<td>17 October 2007</td>
<td>Get Familiar with the Grand - Southern Suburbs</td>
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<tr>
<td>20-23 January 2008</td>
<td>Deborah Dickson Smith</td>
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<td>24 January 2008</td>
<td>Sarah Vickery - MG Media Communications</td>
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<tr>
<td>29 February - 1 March 2008</td>
<td>Local trade and media</td>
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<tr>
<td>11 March 2008</td>
<td>YHA</td>
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<td>30 April 2008</td>
<td>Industry Member</td>
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<tr>
<th>Date</th>
<th>Organisation/Agent</th>
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<tr>
<td>24-25 August 2007</td>
<td>Focus on India</td>
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<td>16-18 September 2007</td>
<td>China Southern Airlines</td>
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<td>22 September 2007</td>
<td>Hong Kong Media</td>
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<td>27 September 2007</td>
<td>Tourism NSW Short Breaks Promotional</td>
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<tr>
<td>19-21 October 2007</td>
<td>Viva Macau Trade and Media</td>
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<tr>
<td>24-25 November 2007</td>
<td>Corroboree Down Under</td>
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<tr>
<td>3 December 2007</td>
<td>Tourism NSW Short Breaks Promotional</td>
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<td>8 December 2007</td>
<td>Ms Yue-Chang and Family</td>
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<tr>
<td>12-13 January 2008</td>
<td>WIN Tours</td>
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<td>6-8 April 2008</td>
<td>Tourism NSW/AOT Air Mauritius</td>
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<tr>
<td>24 April 2008</td>
<td>APT Coach Simulation</td>
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<td>13 May 2008</td>
<td>New Asia Pacific Travel</td>
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<tr>
<td>9 June 2008</td>
<td>Tourism NSW International Manager</td>
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<td>18-19 June 2008</td>
<td>Thailand Premier Specialist Agents</td>
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<tr>
<td>18-19 June 2008</td>
<td>AJ Tourism Australia - India</td>
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Pacific Drive has again attracted a significant amount of media both domestic and international, as is shown in our media valuation for 2007-2008.

The overall advertising value of domestic print media was $2 million with a notional value of $6 million in 598 print media items.

The overall advertising value of Grand Pacific Drive is $1.2 million with a notional value of $2.4 million and the advertising value of International print media is approximately $1 million.

We continue to use the Visiting Journalist Program to drive our PR exposure and the success of this activity is seen when measuring the value of the media material which this produces.

6. Trade and Consumer Shows

In 2007-08 Tourism Wollongong attended 15 trade and consumer shows to continue building the awareness of Wollongong and Grand Pacific Drive in both the domestic and international markets.

We recognise the value of strong local representation at trade and consumer shows, hence we have developed a strategy when being invited to attend Tourism Australia and Tourism NSW missions. We strategically target domestic consumer shows to ensure they fit our key developing domestic markets, whilst showcasing local businesses in markets that would not be attainable.

Tourism Wollongong attended several of the shows in joint partnership with the South Coast Regional Tourism Organisation during the 2007-08 period, they are listed below.

7. Visitor Information and Member Services

7.1 Visitor Information Centre

Since 1982, Tourism Wollongong has operated the largest, level 1 Visitor Information Centre (VIC) in the Illawarra. Located in Wollongong’s CBD, the VIC assisted over 69,000 face to face visitors in 2007-08, with information on Wollongong, South Coast and NSW. In addition to this, Tourism Wollongong also co-ordinates 3 satellite level 3 VIC’s which are strategically placed at key locations including Symbio Wildlife Park, Articles Fine Art Gallery and Thirroul Newsagency. These northern locations were chosen to guide the Sydney visitors along Grand Pacific Drive and into Wollongong.

Tourism Wollongong employs 2 full time staff in the VIC. All employees are passionate about selling the destination, with the central role of the Wollongong VIC to provide a ‘one-stop-shop’ for visitor information in the region. Stocking over 160 members’ products from across the region, the VIC offers expert advice on not only the region itself, but also the multitude of experiences within it.

The Visitor Information Centre plays a central role in the distribution of collateral. Working under a distribution strategy, staff manages and dispenses Tourism Wollongong collateral locally, nationally and internationally. Staff also services all email and phone enquiries, represents the call to action for marketing campaigns via the websites and in addition operates the online booking system.

To increase the availability of accommodation bookings across Wollongong and neighbouring regions, an affiliate partnership with Australia’s number one online accommodation provider, Wotif.com was formed. The staff in the VIC can now book accommodation for

<table>
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<tr>
<th>DOMESTIC</th>
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<tr>
<td>14-16 September 2007</td>
<td>Penrith Caravan &amp; Camping Show</td>
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<td>19-21 October 2007</td>
<td>The Canberra Times Spring Home and Leisure Show</td>
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<tr>
<td>9-11 November 2007</td>
<td>Sydney Backpacker and Adventure Expo</td>
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<td>3 February 2008</td>
<td>Wagga Travel Show</td>
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<td>4 February 2008</td>
<td>Albury Travel Show</td>
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<td>7-9 March 2008</td>
<td>Illawarra Caravan Camping 4WD Boat Show</td>
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<tr>
<td>29 March - 6 April 2008</td>
<td>Sydney Caravan and Camping Show</td>
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<td>23 - 28 April 2008</td>
<td>Melbourne Caravan and Camping Show</td>
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<tr>
<th>INTERNATIONAL</th>
<th>2007-08</th>
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<tr>
<td>July 2007</td>
<td>Singapore/Malaysia Mission</td>
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<td>August 2007</td>
<td>Focus on India Workshop</td>
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<td>September 2007</td>
<td>India Mission</td>
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<td>October 2007</td>
<td>China Mission</td>
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<td>October 2007</td>
<td>Taiwan and Hong Kong (sales calls)</td>
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<td>April 2008</td>
<td>O2Talk New Zealand</td>
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<td>April 2008</td>
<td>NZ Roadshow</td>
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<td>June 2008</td>
<td>ATE - Perth [Eastern and Western Module]</td>
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</table>
Performance Highlights

Consumers’ from live inventory via the ‘Wotif.com’ booking system from the Tourism Wollongong and Grand Pacific Drive websites 24 hours a day seven days a week.

The location of the VIC enables Tourism Wollongong to collect important customer research on a monthly basis. The key visitor markets and visitation for the VIC are below.

**SOURCE MARKETS FOR WOLLONGONG**
Source: Tourism Wollongong VIC 2007-08

- **International** 19%
- **Sydney Metropolitan** 26%
- **Interstate** 19%
- **Intrastate** 22%
- **Local** 14%

### 7.2 Membership and Services

The importance for tourism and business operators to be members of Tourism Wollongong is a key element of the organisation in order to work together for the growth of the City of Wollongong and the region.

We are continuing to expand our distribution of operator information while still providing the essential services such as:

- Seven day a week representation in the Visitors Information Centre
- Own webpage on www.tourismwollongong.com providing a 24 hour online shopfront for your business
- Online accommodation bookings via Wotif.com on Grand Pacific Drive and Tourism Wollongong websites
- Exposure to new markets globally
- Representation at domestic and international trade and consumer shows and events
- Networking and creating synergies with other members
- Print and Television media exposure

- **Tourism Help Desk service**
- **Participation in educational familis**
- **Participation in ‘Talking Tourism’ networking functions**
- **Opportunity to advertise in our Accommodation, Eating Out and Recreation guides**

Membership revenue for the 2007-08 period was $88,793 with a holding of 169 members.

Tourism Wollongong would like to thank all their members and we look forward to working closely with them to further develop tourism in Wollongong and the region.

**MEMBERSHIP CATEGORIES 2007-08**

- **Accommodation** 38%
- **Attractions** 30%
- **Restaurants** 20%
- **Business/Services** 12%

### 7.3 Local Industry Familiarisations

To enhance industry knowledge of local tourism products, Tourism Wollongong continues to undertake industry familiarisations covering all areas of the region and showcasing operators’ products to their peers.

It’s a great opportunity to see first hand other tourism products whilst networking with potential partners.

In 2007-08 we hosted 3 local industry familiarisations with over 55 people attending in total. Feedback received from members has been positive and we will continue to co-ordinate these familiarisations in 2008-09.

### 7.4 Print Material

The Visitor Information Centre offers an extensive amount of information on Wollongong for our visitors through the support of printed material, including the Grand Pacific Drive brochure and map, International Product Manual, Wollongong Conference and Events brochure, Accommodation, Eating Out and Recreation guides and City Walk and Cycle Maps.
Grand Pacific Drive has produced a ‘family’ of marketing collateral to cater for the diverse target markets, both domestic and international. All Grand Pacific Drive collateral has a consistent design to maintain a brand standard.

For the international market we have produced a series of multilingual A4 double sided flyers that have been used as inserts to collateral for international sales missions. These have included itineraries, ‘must see and do’ attractions and accommodation options along the drive.

Domestically we use our affiliation with NSW Visitor Information Centres to distribute each of the Wollongong specific brochures. We also distribute to our local accommodation, attraction and eating out properties, domestic and international trade and consumer shows, Tourism Australia and Tourism NSW offices and ITO’s through sales calls.

These pieces of collateral contribute to the Wollongong tourism experience by providing a wealth of information for visitors, showcasing the variety of products in the region.

7.5 Websites

The websites represent one of our key communication tools within the marketing mix for Tourism Wollongong giving consumers all the relevant information required for the destination. It serves as a directory for our financial members and provides primary information to our visitors.

Between July 2007 and June 2008, average monthly visitors to the Tourism Wollongong website was 40,500 with a total of almost 486,000 visitors to the site; further substantiating the value of this information tool.

2008 will see a new and improved Tourism Wollongong website which will be integrated with the Grand Pacific Drive website.
The Grand Pacific Drive website has been updated coinciding with the integrated marketing and promotional campaign in January 2008. During the campaign the Grand Pacific Drive website received 15,442 unique visitors with 48.36% being direct traffic to the site. The website is the only call to action on all of our advertising and marketing activity. The Grand Pacific Drive website is an invaluable marketing tool and has been integral to the development of domestic and overseas markets; it contains sample itineraries, accommodation bookings via Wotif.com, maps, brochures, blogs, and downloadable images. There were a total of 43,600 visitors to the site within the 2007-08 financial year; a fair amount of visitations considering the interest has been generated by collateral referrals, a number of domestic and international print advertisements and several television campaigns.

7.6 E-newsletter
The monthly e-newsletter is a great source of information for our industry and partners and continues to be successfully distributed to the public, media, tourism trade and local tourism operators. The very effective communication tool highlights the latest news about our destination, upcoming events and activities undertaken over the past month. We make sure we are addressing a local, state, national and international level by ensuring that the most up to date information about our destination is being sent into the marketplace.

The Tourism Wollongong e-newsletter is distributed to 3,000 contacts in the tourism industry and general business community with Wollongong Conference and Events e-newsletter distributed to 4,000 corporate and industry contacts and local investors.

8. Projects
8.1 Grand Pacific Drive - Sydney to Wollongong and Beyond Activity
Tourism Wollongong developed a Working Action Plan which outlined the key strategies for the project in 2007-08. The activities undertaken are aimed at creating awareness about the drive;

- Development and distribution of collateral
- 23 page brochure - 150,000 printed
- Fold out pocket size map - 100,000 printed
- Implementation of directional and interpretive signage
- Development of website - www.grandpacificdrive.com.au
- Developed and implemented an integrated marketing and promotional campaign

- Representation of Grand Pacific Drive at domestic and international trade events and at various consumer shows
- Print advertisement and advertorial through a comprehensive Visiting Journalist Program for both domestic and international publications

Key Outcomes
Development of key relationships
Tourism Wollongong has invested a substantial amount of time in developing relationships with key stakeholders within the tourism industry, with the aim of assisting the acceptance and support of Grand Pacific Drive as a major touring route in NSW and Australia.

As a result, we have gained the support of the following groups;

- Regional operators
- Local councils including Wollongong City Council, Shellharbour City Council, Kiama Municipality Council, Shoalhaven Council and Wingecarribee Shire Council
- Local and regional tourism bodies including South Coast Regional Tourism Organisation, Tourism Shellharbour, Tourism Kiama, Tourism Shoalhaven, Tourism Southern Highlands and Australian Capital Tourism
- Tourism NSW and Tourism Australia
- Members of the industry including, trade and media (domestic and international)
- Local, state and federal politicians

Grand Pacific Drive Scoping Study/ Master Plan
The Grand Pacific Drive Scoping Study and Master Plan was a joint initiative with the Illawarra Regional Development Board and Wollongong City Council, it was supported by Shellharbour City Council, Kiama Municipality Council, Shoalhaven City Council and Wingecarribee Shire Council.

Tourism Wollongong continues to implement the key outcomes outlined in the Master Plan.
Outcomes

• Completion of Federal Government Australian Tourism Development Program (ATDP) funding - $499,700.
• The 2007-08 overall advertising value of Grand Pacific Drive is $1.2 million with a notional value of $2.4 million.
• Grand Pacific Drive secured $100,000 from Tourism NSW to promote ‘short breaks’, with an additional $30,000 from our local operators for the summer campaign.
• Obtaining $30,000 State Government funding from Tourism NSW.
• Financial support obtained for the development of collateral by South Coast Regional Tourism Organisation, Australian Capital Tourism, Tourism Southern Highlands, Tourism Shellharbour, Tourism Kiama and Shoalhaven Tourism.
• Installation of directional and interpretive signage along the drive.
• Inclusion of Grand Pacific Drive in APT 2008 winter brochure as a day tour option.
• Success of summer integrated marketing and promotional campaign.
• Increase in visitor numbers and enquiries regarding Grand Pacific Drive.
• Speed of penetration into international markets including China, Hong Kong, Singapore and India.
• Substantial number of familiarisations undertaken with domestic and international agents and media representatives.

Launch of Directional and Interpretive Signage

The unveiling of the 180 directional signs and 12 interpretive signs was completed by the Minister for Tourism, Resources and Energy, the Hon Martin Ferguson AM MP on August 19, 2008.

The themed directional and interpretive signage was installed to provide assistance to visitors whilst also creating awareness of the drive. There are approximately 180 directional and 12 interpretive signs starting at the entrance to the Royal National Park and finishing in Nowra.

The signage has been deemed so successful by the Tourist Attraction Signposting Assessment Committee (TASAC), that they are now using it as a demonstration project for future themed tourist routes throughout New South Wales.

The installation of these signs is just one of the new initiatives resulting from a $499,700 Australian Tourism Development Program grant from the Federal Government.

**Australian Tourism Development Program (ATDP) Funding**

In December 2006, Tourism Wollongong received a $499,700 grant from the Federal Government under the Australian Tourism Development Program. The funding was spent on marketing the drive and the installation of directional signage.
and interpretive signage along the route. The funding finished on April 30, 2008 with all reporting now being complete.

**Grand Pacific Drive Integrated Marketing and Promotional Campaign**

A key action from the Grand Pacific Drive Scoping Study and Master Plan identifies the need to build the profile and awareness of Grand Pacific Drive. Grand Pacific Drive boosted the region’s summer trade and increased its awareness with the launch of an integrated marketing and promotional campaign. As part of the Federal Government grant from AusIndustry Australian Tourism Development Program, Tourism Wollongong partnered with Tourism NSW and the regions tourism operators to offer excellent packages to attract overnight visitors to the South Coast.

This campaign was the largest integrated campaign ever undertaken by the region, covering television, print, online marketing, a re-developed website and an opportunity for visitors to ‘WIN an Escape Dream Day’ experience on the coast.

The campaign included a 4 week television campaign in Sydney, Canberra and regional NSW which is enhanced by print advertising in Western Sydney, a promotion with Westlink M7, online-marketing combined with a competition.

The NSW Minister for Tourism, Matt Brown MP, launched the campaign in January with print advertising having commenced on Sunday 6 January and TV commencing on Sunday 13 January running until Saturday 9 February 2008.

During the campaign period the following statistics were recorded:

- Total of 15,442 unique visitors to the new website with 48.36% direct traffic.
- 769 entries for the competition during the reporting period. Of the 769 entrants, 42% were from West Sydney.
- Jamberoo Action Park received 2% redemption with nearly 3,000 discounted entry (based on distribution of 120,000 coupons).

**The Way Forward**

Tourism Wollongong will continue to implement the Working Action Plan which is in line with the Grand Pacific Drive Scoping Study and Master Plan. We will continue to increase awareness about the drive domestically and internationally with the aim of making it the best coastal drive in NSW and Australia.

**8.2 Wollongong Conference and Events (WC&E)**

Tourism Wollongong has played an active role in the business, event and sporting tourism sectors through the Wollongong Conference and Events project.

The project has one full-time and one part-time staff member actively working on sales and marketing activity to attract conference and event tourism to the city. The key target markets include associations, corporate and government business tourism as well as community, sporting and special events with a key focus on events that bring 200+ delegates to the city.

The activity undertaken by Wollongong Conference and Events is funded through investment and support from the local industry.

Wollongong Conference and Events saw a 94% growth in direct business opportunities resulting in 84 sales leads, $4.5 million in economic benefit to the region with $4.4 million in opportunities pending. The events range from small to large and will be held over the next 3 years.

**8.3 South Coast Regional Tourism Organisation**

In 2007 Illawarra Tourism joined forces with the South Coast Regional Tourism Organisation.

The two organisations now form a new South Coast Regional Tourism Organisation (covering the coastal strip from the Royal National Park to Eden), that strives to boost tourism in the Illawarra and South Coast through its larger marketing budget, strategic focus and improved operational efficiency.

We look forward to working more closely with our southern counterparts to enhance and magnify the human and financial resources.

**Performance Highlights**

- Total of 15,442 unique visitors to the new website with 48.36% direct traffic.
- 769 entries for the competition during the reporting period. Of the 769 entrants, 42% were from West Sydney.
- Jamberoo Action Park received 2% redemption with nearly 3,000 discounted entry (based on distribution of 120,000 coupons).

9. **Funding**

Tourism Wollongong would like to extend their gratitude to Wollongong City Council for the support they offer to the industry by providing an annual contribution for the operations of Tourism Wollongong. The funding...
facilitates the provision of visitor services, product development and marketing of the destination. Other funding comes from membership and co-operative marketing campaigns.

We would also like to thank Illawarra Regional Development Board (IRDB), in particular the Board and Peter Pedersen, for their continued investment in tourism projects such as the Grand Pacific Drive Scoping Study and Master Plan, annual tourism awards and support for the international market which significantly benefit the region.

Grand Pacific Drive secured $100,000 from Tourism NSW to promote ‘short breaks’, with an additional $30,000 from our local operators and $100,000 of funding from ATDP for an integrated co-operative marketing and promotional campaign in January/February 2008.

10. Tourism Awards (State and Regional)

The 2007 Illawarra Tourism Awards saw the organisation take out the Marketing and Promotion award for the sixth successive year, the second time for Grand Pacific Drive.

The successful role continued with General Manager Greg Binskin winning the ‘Outstanding Contribution by an Individual’ and Melissa Davis winning the ‘Young Achiever in Tourism’ awards. Greg Binskin was again honoured when he won the ‘Outstanding Contribution to Regional Tourism by an Individual’ award at the 2007 NSW Tourism Awards for his contribution to the tourism industry.

11. Infrastructure Development

11.1 Southern Gateway Centre

The Southern Gateway Centre at Bulli Tops (Wollongong) will operate a new Level 1 Visitor Information Centre that will be a ‘Shop Front’ to the city for business and leisure visitors to the region. We have been working closely with project partners (including Tourism NSW and Wollongong City Council) in the development of the Southern Gateway Centre. We have been instrumental in lobbying for the Southern Gateway Centre to receive $1.3 million in Federal funding for the construction and will manage the VIC, showcasing Wollongong, the Illawarra and neighbouring regions’ tourism products.

The centre will have significant impacts on the local tourism industry, through providing visitors with state of the art methods of information provision, offering an outstanding ‘shop front to the city’ and focus on selling tourism products.

2008-09 will see the implementation of our business plan to employ experienced sales staff, whose aim will be to encourage longer visitor stays in the area, therefore having direct impacts on visitor nights and tourism expenditure. The centre will also provide a boost to tourism through an indigenous experience, viewing platforms and restaurant/café facilities, adding another experience for Grand Pacific Drive.

The Southern Gateway Centre funding is a private/public partnership with Wollongong City Council, the Federal Government, the Illawarra Aboriginal Corporation (IAC), Mid-Link Australia and the State Government. The complex will house a state of the art Visitor Information Centre, restaurant/café and an Aboriginal tourist attraction. An estimated 200,000 visitors per year are expected to stop at the site and get ‘first hand’ information on Wollongong and the South Coast.

11.2 New Developments

Tourism Wollongong continues their strong involvement in a number of key projects that are having a direct impact on the regions tourism industry.

We recognise the importance of having international tourism brands in the region and Tourism Wollongong has assisted in the lobbying process to encourage hotel developers to invest in the region. In 2007-08, we have assisted Best Western Wollongong (54 apartments) and Medina Executive Apartments (71 apartments) during their opening and this will be boosted with Mantra City Beach Hotel, currently under construction, due to open in 2008. Our focus now is to work cooperatively with these brands to utilise their sales and marketing team, marketing budgets and distribution through cooperative advertising and packaging to further enhance Wollongong and Grand Pacific Drive.

The Illawarra Fly Tree Top Walk opened in March 2008 and since has been a major draw card in attracting visitors to the region.

In addition to the above developments, there has been ongoing reinvestment in existing attractions, such as, Symbio Wildlife Park, Jamberoo Action Park, Skydive the Beach, Five Islands Brewing Company, Just Cruisin’ Motorcycle Tours and the Science Centre and Planetarium. The main focus is to increase their capacity and ability to attract new business to enhance the regions profile in both domestic and international markets while taking advantage of the marketing initiative of Grand Pacific Drive.

Remember... by working together we can get results.
Wollongong City of Innovation Ltd
acn 002 291 590

STATEMENT OF CASH FLOWS

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2007</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash Flows from Operating Activities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receipts from members/fees/sales</td>
<td>1257128</td>
<td>960114</td>
</tr>
<tr>
<td>Payments to suppliers and employees</td>
<td>1567771</td>
<td>764405</td>
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<tr>
<td>Interest Received</td>
<td>33590</td>
<td>14524</td>
</tr>
<tr>
<td>Interest Paid</td>
<td>1439</td>
<td>1439</td>
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<tr>
<td><strong>Net cash provided from operating activities</strong></td>
<td>21680</td>
<td>210272</td>
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<tr>
<td><strong>Cash Flows from Investing Activities</strong></td>
<td></td>
<td></td>
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<tr>
<td>Loans Received</td>
<td>0</td>
<td>0</td>
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<tr>
<td><strong>Cash Flows from Financing Activities</strong></td>
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<td></td>
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<tr>
<td>Loan Repayments</td>
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<td>-8863</td>
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<tr>
<td>Plant/Plant Equipment</td>
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<td>-696</td>
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<tr>
<td>Loan Received</td>
<td>0</td>
<td>906</td>
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<tr>
<td><strong>Net change in cash</strong></td>
<td>-9014</td>
<td>-9056</td>
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<tr>
<td>Add opening balance</td>
<td>12494</td>
<td>209237</td>
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<tr>
<td><strong>Cash as at 30 June</strong></td>
<td>261016</td>
<td>51779</td>
</tr>
</tbody>
</table>

Reconciliation of cash from operations with operating profit:

Operating Profit/Loss | -1400 | -7077 |
Non cash flows in operating profit:

Depreciation           | 7671  | 7671 |
Grant in Advance       | 7731  | 202370 |
Lease Provision        | 4328  | 8550 |
Payables               | 11308 | -15466 |
Prepayments            | -4294 | 13217 |
**Total**              | 21528 | 279299 |

The accompanying notes form part of the financial statements.

Signed
C.A. Neaves - Regd Company Auditor
Firm: CA & DA Neaves
Date: 12/03/08
Address: C/A: David Neaves Pty Ltd 29 Princess Hwy, Fairy Meadow NSW

The above statements are made in accordance with the Corporations Act 2001 and the Corporations Regulations 2001.
Wollongong City of Innovation Ltd
ACN 002 291 590

Statement of Financial Performance for the year ended 30/6/2008

<table>
<thead>
<tr>
<th>INCOME</th>
<th>This period</th>
<th>Last period</th>
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<tbody>
<tr>
<td>Sales</td>
<td>4570</td>
<td>4677</td>
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<tr>
<td>Less cost or goods sold</td>
<td>2299</td>
<td>2194</td>
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<tr>
<td>Gross Profit</td>
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<td>2483</td>
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<tr>
<td>Commissions</td>
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<td>2090</td>
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<tr>
<td>Grant - WCC</td>
<td>440343</td>
<td>459730</td>
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<tr>
<td>Grant - Grand Pacific Drive</td>
<td>555774</td>
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<tr>
<td>Interest</td>
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<td>14534</td>
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<td>Rates</td>
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<td>87705</td>
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<tr>
<td>Service Fees &amp; Sundry</td>
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<td>16766</td>
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<tr>
<td>TOTAL INCOME</td>
<td>1220245</td>
<td>719678</td>
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<td>EXPENDITURE</td>
<td>EXPENDITURE</td>
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<td>Audit Fee</td>
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<td>Bank Fees</td>
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<td>Cleaning</td>
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<td>Depreciation</td>
<td>7671</td>
<td>7671</td>
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<tr>
<td>Electricity</td>
<td>6290</td>
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<td>Gateway Centre expenses</td>
<td>7159</td>
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<tr>
<td>Marketing/Promotions</td>
<td>130755</td>
<td>155373</td>
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<td>Marketing/Grand Pacific Drive</td>
<td>556546</td>
<td>41722</td>
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<td>International Marketing</td>
<td>29666</td>
<td>16031</td>
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<tr>
<td>Insurance</td>
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<td>9464</td>
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<tr>
<td>Meeting Expenses</td>
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<td>3932</td>
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<tr>
<td>Membership/Subscription</td>
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<td>19003</td>
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<td>Motor Vehicle</td>
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<td>Fringe Benefits Tax</td>
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<td>Postage</td>
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<td>Rent/Rates</td>
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<td>10</td>
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<tr>
<td>Repairs</td>
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<tr>
<td>Staff amenities</td>
<td>1240</td>
<td>935</td>
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<tr>
<td>Stationary/Printing/Photocopying</td>
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<td>9915</td>
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<td>Sundry</td>
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<td>Superannuation</td>
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<td>Telephone</td>
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<tr>
<td>Wages</td>
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<td>353265</td>
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<tr>
<td>Total Expenditure</td>
<td>1221640</td>
<td>726775</td>
</tr>
<tr>
<td>OPERATING PROFIT/LOSS</td>
<td>-1400</td>
<td>-7577</td>
</tr>
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</table>

Opening Balance Retained Funds | 28411 |
Transfer to reserves | 0 |
Closing Balance Retained Funds | 28411 |

The accompanying notes form part of the financial accounts.

Wollongong City of Innovation Ltd
ACN 002 291 590

Statement of Financial Position as at 30/6/2008

<table>
<thead>
<tr>
<th>CURRENT ASSETS</th>
<th>This year</th>
<th>Last year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash on Hand</td>
<td>150</td>
<td>150</td>
</tr>
<tr>
<td>Cheque Account</td>
<td>170287</td>
<td>4202</td>
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<tr>
<td>ANZ Cash Management a/c - WCC grant</td>
<td>71639</td>
<td>47336</td>
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<tr>
<td>IMES - Grand Pacific Drive a/c</td>
<td>31434</td>
<td>209328</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>61421</td>
<td>20570</td>
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<tr>
<td>Stock at Hand at cost</td>
<td>1000</td>
<td>400</td>
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<tr>
<td>Total Current Assets</td>
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<td>281966</td>
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<tr>
<td>NON CURRENT ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deferred Interest H/P Loan</td>
<td>3309</td>
<td>4915</td>
</tr>
<tr>
<td>Trademark at cost</td>
<td>3894</td>
<td>3843</td>
</tr>
<tr>
<td>Motor Vehicle at cost</td>
<td>34473</td>
<td>34473</td>
</tr>
<tr>
<td>Less Provision or Depreciation</td>
<td>-13356</td>
<td>-8176</td>
</tr>
<tr>
<td>Plant/Equipment at cost</td>
<td>46511</td>
<td>40364</td>
</tr>
<tr>
<td>Less Provision or Depreciation</td>
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<td>-35312</td>
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<tr>
<td>Total Non Current Assets</td>
<td>31007</td>
<td>40109</td>
</tr>
<tr>
<td>TOTAL ASSETS</td>
<td>374338</td>
<td>322095</td>
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<td>Less</td>
<td>CURRENT LIABILITIES</td>
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<tr>
<td>Loan Suburu</td>
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<tr>
<td>Accounts Payable</td>
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<tr>
<td>TPA Tax</td>
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<tr>
<td>GST</td>
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<td>9713</td>
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<tr>
<td>Grants in advance</td>
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<tr>
<td>Credit Card</td>
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<tr>
<td>Provision for Employee Leave Entitlements</td>
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<td>46950</td>
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<tr>
<td>Total Liabilities</td>
<td>347527</td>
<td>293684</td>
</tr>
<tr>
<td>NET ASSETS/LIABILITIES</td>
<td>27011</td>
<td>28411</td>
</tr>
</tbody>
</table>

represented by ACCUMULATED FUNDS

Retained Profits | 27011 | 28411 |
Reserves | 0 | 0 |
Total Accumulated Funds | 27011 | 28411 |

The accompanying notes form part of the financial accounts.
AUDITOR'S INDEPENDENCE DECLARATION UNDER SECTION 307C OF THE CORPORATIONS ACT 2001

TO THE DIRECTORS OF WOLLONGONG CITY OF INNOVATION LTD - ABN:002 291 590

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2008 there have been:

(i) no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and

(ii) no contraventions of any applicable code of professional conduct in relation to the audit.

Signed.  
C.A. Neaves  
Reg'd Company Auditor  
Firm: CA & DA Neaves  
Date: 30/07/08  
Address: C/- David Neaves Pty Ltd, 29 Princes Hwy, Fairy Meadow NSW

WOLLONGONG CITY OF INNOVATION LTD - ABN: 002 291 590

DIRECTORS' DECLARATION

The directors of the company declare that:

1. The financial statements and notes, are in accordance with the Corporations Act 2001; (a) comply with Accounting Standards and the Corporations Regulations 2001; and (b) give a true and fair view of the financial position as at 30 June 2007 and of the performance for the year ended on that date of the company.

2. In the directors' opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.

Director: 
V. Teigs  
Dated the 3rd day of September 2008

WOLLONGONG CITY OF INNOVATION LTD

DIRECTORS REPORT

Your directors present their report on the company for the financial year ended 30 June 2008.

DIRECTORS

The names of the directors in office at any time during, or since the end of, the year are:

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>James Eady</td>
<td></td>
</tr>
<tr>
<td>Stuart Barnes</td>
<td></td>
</tr>
<tr>
<td>Vicki Tegs</td>
<td></td>
</tr>
<tr>
<td>Adam Morgan-Mark</td>
<td></td>
</tr>
<tr>
<td>John Ross</td>
<td></td>
</tr>
<tr>
<td>Jay Kelly</td>
<td></td>
</tr>
<tr>
<td>Walter Immola</td>
<td></td>
</tr>
<tr>
<td>Matthew Davidson**</td>
<td></td>
</tr>
<tr>
<td>Jo-Anne Fahy*</td>
<td></td>
</tr>
<tr>
<td>Craig Newland</td>
<td>Michael Bolt</td>
</tr>
<tr>
<td>Jane Deegan</td>
<td>Glenn Moore</td>
</tr>
</tbody>
</table>

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated - ** held office until AGM, ** appointed AGM

OPERATING RESULTS

The profit or loss of the company for the financial year after providing for income tax and eliminating minority interest amounted to a loss of $1,400.

COMPANY SECRETARY

The following person held the position of company secretary at the end of the financial year:

VICKI TEIGS

REVIEW OF OPERATIONS

A review of the operations of the company during the financial year and the results of those operations found no material changes occurred in market demand or financial results.

FINANCIAL POSITION

The net assets of the company have decreased by $1,400.

SIGNIFICANT CHANGE IN STATE OF AFFAIRS

No significant changes in the state of affairs of the company occurred during the financial year.

PRINCIPAL ACTIVITIES

The principal activities of the company during the financial year were to promote the Wollongong region as a tourist destination, no change in the nature of these activities occurred during the year.

AFER BALANCE DATE EVENTS

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the company, the results of those operations, or the state of affairs of the company in future financial years. Funding from the Wollongong City Council for the ensuing year has been received.

FUTURE DEVELOPMENTS, PROSPECTS, AND BUSINESS STRATEGIES

Likely developments in the operations of the company and the expected results of those operations in future financial years have not been included in this report as the inclusion of such information is likely to result in unreasonable prejudice to the company.

ENVIRONMENTAL ISSUES

The operations of the company are not regulated by any significant environmental regulation under laws of the Commonwealth or of a state or territory.

DIVIDENDS

Dividends paid or declared since the start of the financial year are as follows: no dividends are paid.

INDEMNIFYING DIRECTORS OR AUDITOR

The company has paid insurance premiums during or since the end of the financial year, to indemnify directors of the company against claims and costs, the amount payable is included in the total insurance package.

EMPLOYMENT CONTRACTS OF SENIOR EXECUTIVES

Senior executives' employment conditions are governed by a fixed contract reviewed each year by the Board of Directors.

PROCEEDINGS ON BEHALF OF COMPANY

No person has applied for leave of Court to bring proceedings on behalf of the company or intervene in any proceedings to which the company is a party for the purpose of taking responsibility on behalf of the company for all or any part of those proceedings. A claim may be lodged against the company for the physical actions of a director that occurred during the year, insurance coverage is not likely against this claim. The company was not a party to any other such proceedings during the year.
Remember... by working together we can get results.
93 Crown Street, Wollongong
Telephone: 02 4228 0300 or 1800 240 737
Email: tourism@wollongong.nsw.gov.au
www.tourismwollongong.com