ANNUAL REPORT

2025-26



TOURISM GEELONG AND THE BELLARINE



ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Geelong and The Bellarine is Wadawurrung Country.

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

The environment is a key reason visitors choose this destination.

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

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WHO WE ARE

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

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

OUR VISION

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

HOW WE WILL GET THERE

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

WHAT WE DO

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

WHY WE DO IT

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

A NOTE FROM THE CHAIR AND EXECUTIVE DIRECTOR

A YEAR OF GROWTH, MOMENTUM AND PREPARATION

2025-26 has been a significant year for Tourism Greater Geelong and The Bellarine, marked by strong industry engagement, strategic planning and preparations for a new era of opportunity for our visitor economy.

Much of the year's work focused on ensuring the region was ready to maximise the opportunities that lie ahead. A major priority was preparing for the commencement of operations at Nyaal Banyul Geelong Convention and Event Centre, which officially opened shortly after the end of the 2025-26 financial year. Through targeted business events marketing, industry engagement, trade activity and destination promotion, we worked to strengthen the pipeline of future events and position Geelong and The Bellarine to capitalise on this transformational investment from day one.

Throughout the year, Meet Geelong and The Bellarine secured new business events, expanded industry relationships and significantly increased destination showcasing activity. The growing pipeline of conferences, meetings and incentive travel demonstrates the confidence event organisers have in our region and provides a strong foundation for future economic impact.

Another significant body of work during the year was the development and finalisation of the Agritourism Roadmap 2026-2029. Shaped through consultation with our members, industry stakeholders and government partners, the Agritourism Roadmap establishes a clear framework to support one of the region's most promising growth opportunities.

Industry participation and collaboration remained a key focus. More than 700 participants engaged in our industry development program throughout the year as we continued to invest in the people and businesses that are at the heart of our visitor economy.

The year also saw outstanding success at the Victorian Tourism Awards, with 12 of the region's 13 nominees achieving Gold, Silver or Bronze.

At the same time, our destination marketing activities continued to deliver strong results. The launch of our new destination campaign, Curious is Calling, provides a strong platform to support future marketing activity and encourage deeper exploration of the diverse experiences available across Geelong and The Bellarine. Dedicated public relations activity and digital content helped build the brand and connect the region with future visitors.

Thanks must go to our team. This annual report touches on a huge body of work and some truly outstanding results achieved by a committed, talented and dedicated staff, ably supported by the volunteers who are often the frontline for visitors.

This year's progress would not have been possible without the ongoing support of our members, government partners, tourism businesses, industry stakeholders and Board. The success of our destination is built on strong partnerships and a shared commitment to growing a sustainable visitor economy that benefits the entire region.

As we look ahead, we do so with confidence. Geelong and The Bellarine is well positioned to build on its momentum and realise the opportunities ahead.

We thank everyone who has contributed to another successful year and look forward to continuing this journey together.



BILL MITHEN
Chairperson



TRACY CARTER
Executive Director

MEET THE BOARD

As at 30 June 2026:

CHAIR



BILL MITHEN
Chairperson

SKILLS-BASED REPRESENTATIVES



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



VARIA MITCHELL
707 Marketing, Bayside Geelong
Skills-based: Marketing



LARELLE FITT
Novotel Geelong
Skills-based:
Business Events

LOCATION-BASED REPRESENTATIVES



TENNILLE MOISEL
Splatters Cheese Bar, Platform Arts
Location-based:
Geelong



JUNE O'BRIEN
Epic Taste Experiences
Location-based:
Geelong



MARIE-CLAIRE TROTTER
The Q Train
Location-based:
Bellarine



PETER WALLACE
Searoad Ferries
Location-based:
Bellarine

MUNICIPAL REPRESENTATIVES



CR TRENT SULLIVAN
City of Greater Geelong



CR DONNIE GRIGAU
Borough of Queenscliffe



CR DOM COOK
Golden Plains Shire

MEET THE TEAM

EXECUTIVE



TRACY CARTER
Executive Director

MEMBERSHIP



CLAUDIA BARANSKI
Membership and Partnerships Manager



ABBEY JONES
Membership Engagement Officer



FIONA TUDDENHAM
Membership Engagement Officer

STRATEGY AND DEVELOPMENT



JARRED PARSONS
Strategy and Operations Manager



CARLA GARNER
Industry Strengthening Officer



MONICA ARKLAY
Corporate Communications Officer



FELICITY MCKENZIE
Senior Department Administration Officer

MARKETING



AMANDA SHERRING
Marketing and Communications Manager



ELISE RIGA
Digital Marketing Officer

STUDY GEELONG



YAS PATON
Marketing and Communications Officer



ISLA FOY
Student Engagement and Project Officer

BUSINESS EVENTS



TAMIE RYAN

Business Events Manager



DANA BROEKHUIZEN

Business Development Manager

INTERNATIONAL



CLAIRE STEELE

Marketing and Communications Coordinator



BROOKE JAWORSKI

Trade and Partnerships Executive

VISITOR INFORMATION SERVICES



FIONA RUSHBROOK

Visitor Services Coordinator



ANNIE ZHANG

Visitor Services Officer

VISITOR ECONOMY SNAPSHOT



THE STATS 2025-26

DOMESTIC DAY TRAVEL

3.99
million
visitors

$610
million
spend

DOMESTIC OVERNIGHT TRAVEL

2.21
million
visitors

5.33
million
nights

$1.13
billion
spend

INTERNATIONAL OVERNIGHT TRAVEL

50.3
thousand
visitors

1.23
million
nights

$175
million
spend

TOTAL VISITOR ECONOMY

6.25
million
visitors

6.56
million
nights

$1.91
billion
spend

Source: Tourism Research Australia.



KEY OBSERVATIONS

Tourism Research Australia (TRA) data for the year ending June 2026 provides a refreshed view of visitation to Geelong and The Bellarine following the introduction of a new data collection methodology for domestic tourism statistics.

As a result, domestic visitor data is not directly comparable with previous, and should be considered a new baseline for future reporting.

While Victoria's tourism market experienced mixed conditions, particularly in domestic overnight travel, Greater Geelong and The Bellarine continues to perform strongly against other regional Victorian destinations and remains one of the state's leading visitor economies.

Regional Victoria's second-largest visitor economy

- **$1.91 billion** in total visitor expenditure accounting for 11.4% of all visitor spending in regional Victoria, and ranking 2nd in regional Victoria expenditure, behind only Mornington Peninsula.

One of Victoria's most visited tourism regions

- **6.25 million** visitors, the second most visited tourism region in regional Victoria behind Mornington Peninsula.

Strong overnight market performance

- **$1.126 billion** in domestic overnight visitor spend, ranking 3rd in Victoria behind Mornington Peninsula and Great Ocean Road.
- **2.21 million** domestic overnight trips, also ranking 3rd in Victoria.
- **6.6 million** total visitor nights, representing 10.9% of all nights spent in regional Victoria.

A standout international performer

- Geelong and The Bellarine was the number one regional destination in Victoria for international visitor expenditure, attracting **$175 million** in international spend, which was 22% of all international expenditure across regional Victoria.
- Ranked second in regional Victoria for international visitation, welcoming **50,300** international visitors, behind only the Great Ocean Road.

Strong daytrip market

- Almost **4 million** daytrip visitors, ranking 3rd across Victoria's tourism regions. **$610 million** in daytrip expenditure, ranking 2nd in regional Victoria.



Source: Tourism Research Australia.

PROGRESSING OUR STRATEGIC PRIORITIES



SUSTAINABLE DEVELOPMENT

Understand, prioritise and advocate for tourism development that makes a positive contribution to the region - its identity, its prosperity, its places and its people.

OBJECTIVES

1. Collaborate with Wadawurrung Traditional Owners Aboriginal Corporation in ways that support self determination to help realise tourism potential that positions culture as an intrinsic and meaningful part of the destination story.
2. Elevate the Sustainable Destination Master Plan as an aspiration for industry and community, and as an invitation to invest.
3. Encourage growth and enrichment with existing businesses and provide support for development of their infrastructure, workforce and experiences.
4. Advocate for improvements to the visitor experience in the Geelong CBD.

COLLABORATION WITH WADAWURRUNG TRADITIONAL OWNERS ABORIGINAL CORPORATION

- **28** members attended two walking tours in Geelong and the Bellarine, delivered by Wadawurrung Traditional Owners Aboriginal Corporation.
- Supported Wadawurrung Traditional Owners Aboriginal Corporation in the development of their Cultural Tourism Plan and Feasibility Study.

SUSTAINABLE DESTINATION MASTER PLAN

- The Sustainable Destination Master Plan has been updated to include progress.
- The SDMP underpinned business development conversations, planning recommendations and letters of support for **14** existing or proposed businesses.
- **27** letters of support provided for grant opportunities.

HOSPITALITY AND TOURISM JOBS EXPO

- Partnered with Gordon TAFE, Skilling The Bay and Workforce Australia to deliver a Hospitality and Tourism Jobs Expo to address the workforce shortages in the hospitality and tourism sector.
- **17** businesses exhibited and **180** job seekers attended the expo.
- Feedback from employers and attendees was highly positive, with **95%** of survey respondents reporting that the event met or exceeded their expectations.

CBD ADVOCACY

- We continue to contribute to programs, seek and provide insights and initiate advocacy efforts to support improved visitor experience in the Geelong CBD.
- **More than 5** formal contributions to Central Geelong Revitalisation initiatives, events and feedback opportunities were made.

INDUSTRY STRENGTHENING

Actively encourage greater breadth and depth of product and experiences while uplifting the capacity of the people who deliver them.

OBJECTIVES

1. Build and implement a framework that supports new tourism businesses and the implementation of ideas that align with destination master plan aspirations.
2. Connect the tourism workforce with opportunities to learn from a variety of sources, including each other.
3. Engage the industry in market research, opportunity identification and growth strategies.
4. Champion high achievers and support collaboration among tourism businesses.

BUSINESS SUPPORT

- Advocacy and advice provided to new tourism business operators.
- Agritourism Roadmap was developed following a Roundtable and 13 weeks of open feedback with industry stakeholders and members.

INDUSTRY COMMUNICATION AND ENGAGEMENT

- Delivered an ongoing series of industry communication with a weekly newsletter, media engagement program, and regular posts on corporate social platforms.
- **10%** increase in readership for This Week In Tourism (TWIT) newsletter.
- **40%** increase in visits to the Tourism Greater Geelong and The Bellarine Facebook page.
- **8%** increase in participation in the annual members survey.
- Research updates shared with members through corporate communication channels.

CHAMPION MEMBERS

- **More than 30** members featured across corporate communications channels including TWIT, LinkedIn and Facebook.
- **9** members mentored in the development of a quality Tourism Award submission.

INDUSTRY DEVELOPMENT

- There were more than 700 participants in the industry development program - a **30%** increase in attendance.
- Industry training workshops included Intellectual Property 101, Accessibility in Action, AI Training and Customer Service.
- **8** individuals mentored as part of the Hospitality Mentoring Program.
- Regular networking events were provided including Member Forums and Sector Catchups.
- **95%** satisfaction rating across the Industry Development Program.
- **More than 90%** of international members undertook product development training including workshops focused on Why International, International Product and Cruise opportunities.

94%

OVERALL MEMBER SATISFACTION RATE

in the annual member survey

VICTORIAN TOURISM AWARDS

The 2025 Victorian Tourism Awards Gala Ceremony was held on Thursday 27 November at CENTREPIECE at Melbourne Park. Twelve Tourism Greater Geelong and The Bellarine members brought home awards, making it one of the region's most successful Victorian Tourism Awards ceremonies ever.

GOLD WINNERS

- **The Q Train** in Tourism Restaurants and Catering Services
- **Avalon Australian International Airshow** in Hallmark Events
- **Port Phillip Ferries** in Major Tour and Transport Operators

SILVER WINNERS

- **Winter Glow at Adventure Park** in Festivals and Events
- **Werribee Open Range Zoo** in Ecotourism
- **Explore Australia** in Major Tour and Transport Operators
- **Hop It** in Tours and Transport

BRONZE WINNERS

- **Higher Mark at GMHBA Stadium** in Business Events Venues
- **Liberty Balloon Flights** in Adventure Tourism
- **Big4 Holiday Ingenia Holidays Queenscliff Beacon** in Caravan and Holiday Parks
- **Holiday Inn & Suites Geelong** in 4-4.5 Star Accommodation
- **City of Greater Geelong/Tourism Greater Geelong and The Bellarine** in Local Government Award for Tourism



STRATEGIC ENGAGEMENT

Build valuable collaborations that provide meaningful support to the tourism industry and that strengthen our voice as representative of this region and our sector.

OBJECTIVES

1. Build industry connections by growing participation rates through clear value propositions that support business growth in a destination-led context.
2. Commit to community engagement to inform activity, celebrate tourism and foster a sense of destination pride.
3. Prioritise collection and sharing of critical insights to support good decision making and better understanding of the realities of the regional visitor economy.
4. Ensure our collective industry and destination's best interests are advocated for and progressed through local engagement and external tourism partnerships.

MEMBERSHIP AND PARTNERSHIPS

- Member numbers increased by **8.4%.**
- The proportion of Base vs Premium members remained steady.
- All partnerships were retained.

RESEARCH AND INSIGHTS

- **8** research updates were provided to members.
- **10** bespoke research requests provided including visitor and spend data, accommodation, event-impacts and digital analytics.

ADVOCACY

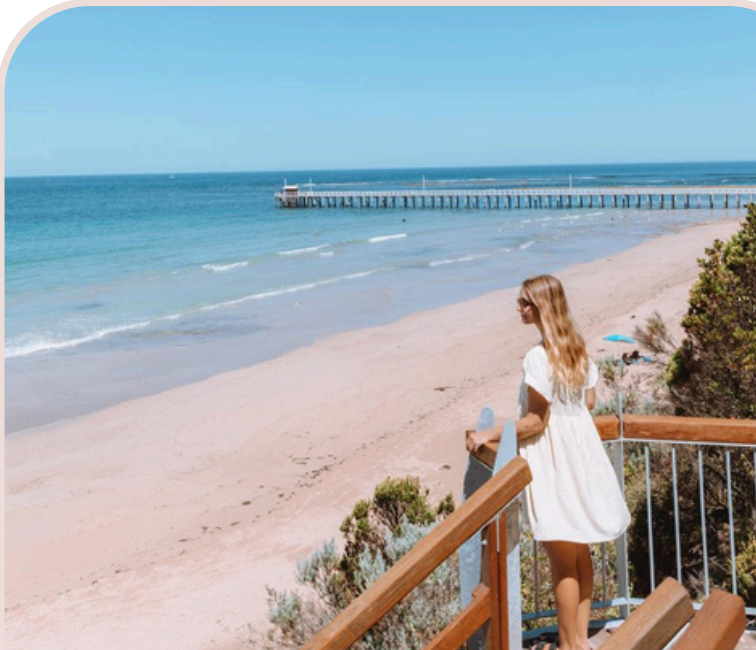
- We collaborated, participated and engaged with local and regional programs including the Barwon Regional Partnership and other opportunities with local advocacy groups.
- We supported and actively participated in strategic tourism opportunities, including Visit Victoria and VTIC programs and forums.
- TGGB Executive Director served as Chair of Go Beyond Melbourne Touring Route.
- We regularly presented to and met with government partners on trends, issues and opportunities.

LOCAL MEDIA

- Secured local media coverage including in Geelong Advertiser and Geelong Times including volunteers and Bronze in 2025 Top Tourism Awards.

TOP TOURISM TOWN AWARDS 2025

Portarlington
wins Bronze for Small Tourism Town 2025



DESTINATION MARKETING

Position the region in the hearts and minds of existing and potential markets as a desirable place to visit and help them make it happen.

OBJECTIVES

1. Build brand Geelong and The Bellarine as a place to do, not simply see.
2. Investigate established and emerging markets and invest resources in a balanced way that creates a pathway to purchase.
3. Cast the net wide and support tourism operators to reach further markets with destination context and experience-driven content.
4. Leverage the Business Events opportunity created by the opening of Nyaal Banyul Geelong Convention and Event Centre.
5. Focus on programs that address seasonality and midweek challenges.

DIGITAL LEISURE MARKETING

- Combined social following increased by **17%.** Combined followers across Visit Geelong and The Bellarine (VGB) Facebook and Instagram reached **67,000.**
- Achieved EDM average open rate **34.8%.**
- EDM subscribers increased by **10%** - now at **31,000.**
- Web traffic increased by **36.4%** YOY - total views **701,000.**
- New content captured, including in partnership with Visit Victoria.
- Bellarine Taste Trail social media following grew by **6%.**

PUBLIC RELATIONS

- **12** media famils hosted in the region.
- **More than 300** published media pieces across digital, print and broadcast media.

$12M

OF EARNED MEDIA

across travel and lifestyle publications

VISITOR SERVICING

- Accreditation maintained across two Visitor Information Centres.
- VICs achieved a **4.8** average star rating across two centres and review platforms.
- Our 46 amazing Visitor Information Centre volunteers contributed **8,444** hours of service, up **8.3%** on the previous year, helping connect visitors with local businesses, experiences and expert regional knowledge.
- Volunteer Ian Shimmen celebrated an extraordinary **35 years of service**, reflecting the dedication and community spirit that underpin our visitor servicing program.
- Volunteers served more than **42,237** visitors, a **20%** increase on the previous year. April 2026 was the strongest month with **5,221** visitors served.
- The Visitor Services team undertook **5** familiarisation programs through the region.

OFFICIAL VISITOR GUIDES

- Official Visitor Guides are now distributed in Melbourne Airport Visitor Information Centre. At end of June 2026, Geelong and the Bellarine was **the fastest moving regional Official Visitor Guide at Melbourne Airport.**

INTERNATIONAL MARKETING

- **26** operators in the international program.
- Represented the region at **5** trade events, connecting with more than **300** travel trade decision makers.
- Ongoing engagement with the cruise sector to grow opportunities for the region, including an industry workshop.
- Delivered an international product development training workshop.
- Continued partnership with the Go Beyond Melbourne Touring Route.
- Strengthened our presence in the China market through our WeChat channel and the development of a WeChat Mini Program (Chinese website).
- Expanded our engagement with the Indian market through the creation of a WhatsApp Business Platform.

STUDY GEELONG

- Study Geelong social media following grew by **7%.**
- Engaged **140** international students in Welcome and End of Year functions.
- Student ambassadors undertook **6** famils experiencing Geelong and The Bellarine to promote on Study Geelong's social channels.

INTERSTATE AND EMERGING MARKETS

- Dedicated paid media campaign promoting Golf and The Bellarine and the broader destination.
- Marketing initiatives targeted interstate audiences delivered, including in partnership with Visit Victoria.
- Featured in the Best of Regional Victoria bonus edition of Australian Traveller in summer 25/26, in partnership with Visit Victoria and other regions with **34** members featured. Achieved:
  - Print reach 182,000
  - Social Reach 1,650,974
- Continued collaboration with Great Ocean Road Regional Tourism, Mornington Peninsula Tourism and Phillip Island Regional Tourism on Drive Victoria campaign, which targets the self-drive market encouraging travel across the four regions.

MEET GEELONG AND THE BELLARINE

- A total of **30** business events were secured, up from 28 in the previous year, delivering an estimated **$19.87 million** in economic impact to the region, a **133%** increase on 2024/25.
- While the number of events remained relatively consistent year-on-year, the significant increase in economic impact reflects the larger scale of events secured, higher delegate numbers and greater overall value to the region.
- Meet Geelong and The Bellarine launched its new website and refreshed destination brand in October 2025, providing a contemporary platform to strengthen destination positioning, support business events attraction and enhance engagement with event planners and industry partners.
- Demand for destination familiarisations and site inspections continued to grow, with activity increasing by **35%** year-on-year, reflecting increased interest in Geelong and The Bellarine as a business events destination.
- Digital engagement also continued to strengthen, with LinkedIn traffic increasing by **12.9%** and Instagram by **6%**, expanding the destination's reach and visibility across key business events audiences.
- The opening of Nyaal Banyul Geelong Convention and Event Centre marked a significant milestone for the region, strengthening Geelong's capacity to attract larger conferences and events and supporting the destination's continued growth in the business events market.



LAUNCHED IN MARCH 2026 IN PARTNERSHIP WITH BALANCE AGENCY, THIS CAMPAIGN MARKS A NEW CHAPTER IN HOW WE PRESENT GEELONG AND THE BELLARINE TO THE WORLD.

It invites travellers to look closer, to discover the unexpected moments, makers and experiences that set our region apart. This is more than a creative idea. It is our always on marketing platform for the next few years.

Why this campaign? Why now?
Geelong and The Bellarine has experienced strong annual domestic visitation growth of around 20 percent between December 2020 and December 2024, outperforming the Victorian average.

We are no longer emerging. We are competing.

Curious is Calling challenges old perceptions and highlights the depth of what is here. A growing culinary scene. Diverse local produce. Cultural attractions. Memorable experiences you will not find anywhere else. The campaign positions the region as a place to explore, not just visit.

How the campaign is rolling out
The Curious is Calling campaign is a multi-year, always-on tourism campaign, largely digital, designed to capture attention and drive action over the next three years.

Activity includes:

- Targeted placements across Meta, YouTube and Google Display Network.
- Out of Home and national media.
- A strong SEO and AEO strategy.
- Influencer and media engagement to amplify awareness.

The goal is clear. Build brand awareness. Drive visitation. Strengthen our competitive position in both intrastate and interstate markets.

Performance
In just a span of four months, the Curious is Calling digital campaign achieved:

- **1.7 million impressions** on Google Ads across Search, Display, and YouTube targeting Melbourne and **850k impressions** across Search and Display targeting interstate.
- **2.5 million impressions** on Meta Ads targeting Melbourne and **1M impressions** targeting Interstate.
- Achieved a **video ThruPlay rate of 98%** on campaign creative when launched.

AUDITOR'S REPORT



Davidsons

/ EST.1905

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF TOURISM GREATER GEELONG & THE BELLARINE INC

Opinion

We have audited the financial report of Tourism Greater Geelong & The Bellarine Inc (the Association), which comprises the statement of financial position as at 30 June 2026, the statement of profit or loss, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of material accounting policies, and the certificate by members of the Committee.

In our opinion, the accompanying financial report presents fairly, in all material respects, the financial position of the Association as at 30 June 2026 and its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements.

Basis for Opinion

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

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

Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist to meet the requirements of the members. As a result, the financial report may not be suitable for another purpose. Our report is not modified in respect of this matter.

Responsibilities of the Committee for the Financial Report

The Committee of the Association is responsible for the preparation of the financial report that gives a true and fair view and has determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the members. The Committee's responsibility also includes such internal control as the Committee determines is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

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

Auditor's Responsibilities for the Audit of the Financial Report

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

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they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at: http://www.auasb.gov.au/Home.aspx. This description forms part of our auditor's report.

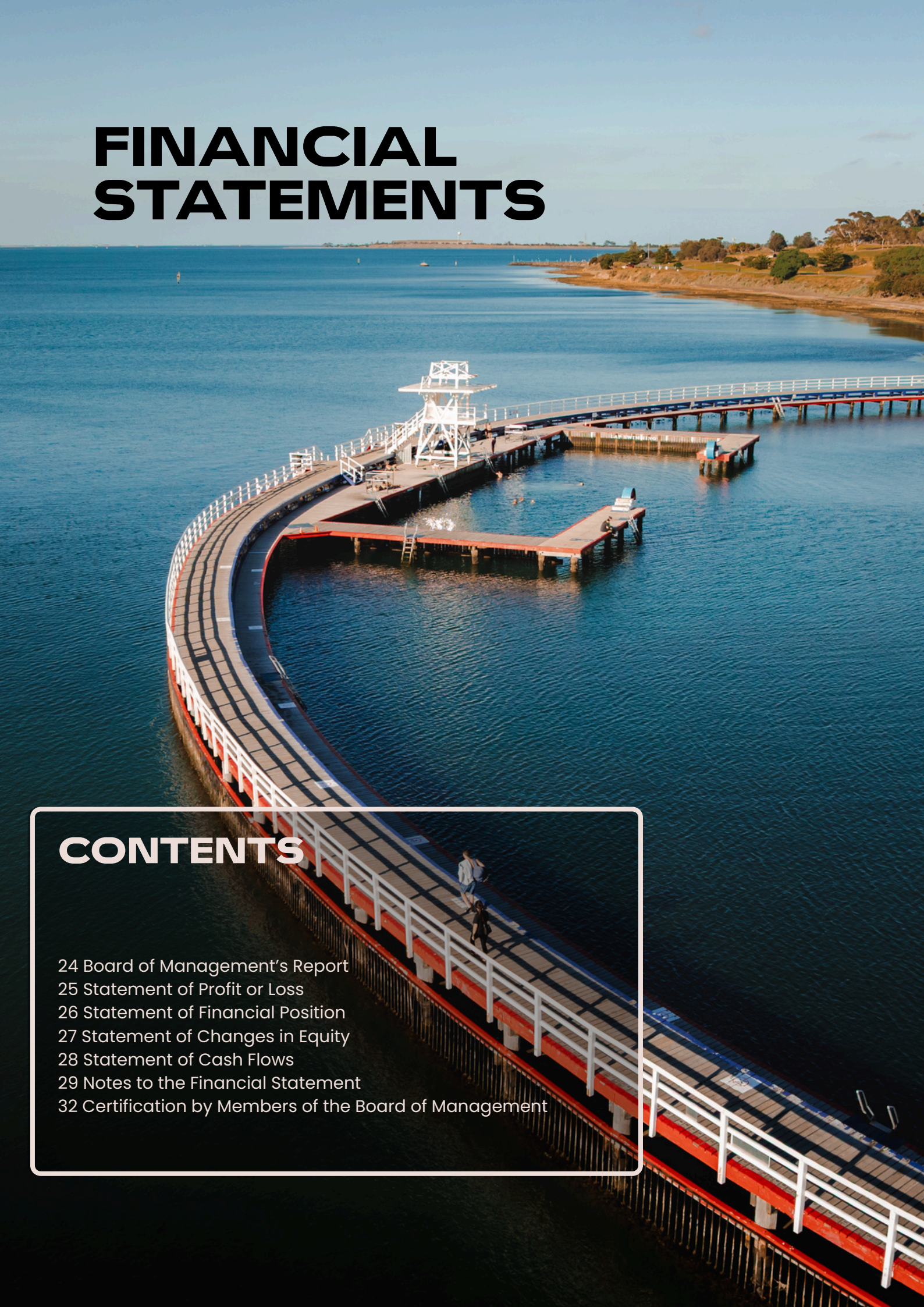


Stephen Kirtley
Director

Dated this 24th day of September, 2026

Davidsons Assurance Services Pty Ltd
101 West Fyans Street
Geelong, Victoria 3220

FINANCIAL STATEMENTS



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BOARD OF MANAGEMENT'S REPORT

Your committee members submit the financial report of Tourism Greater Geelong and the Bellarine Inc. for the financial year ended 30 June 2026

BOARD OF MANAGEMENT MEMBERS

The names of committee members during the period from 1 July 2025 to 30 June 2026 were:

Bill Mithen
– Independent Chair

MUNICIPAL REPRESENTATIVES

Cr Trent Sullivan
– City of Greater Geelong
Cr Donnie Grigau
Cr Di Rule
- Borough of Queenscliffe
Cr Dom Cook
Cr Gavin Gamble
- Golden Plains Shire

SKILLS-BASED REPRESENTATIVES

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

LOCATION-BASED REPRESENTATIVES

Marie-Claire Trotter
Peter Wallace
– The Bellarine
Tennille Moisel
June O'Brien
Kate Tinetti
- Geelong

PRINCIPAL ACTIVITIES

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

OPERATING RESULT

A deficit of $169,750 was recorded for the association after ordinary activities for the year ended 30 June 2026. The surplus for the association year for the year ended 30 June 2025 was $178,247.

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



Board member:
Mr Bill Mithen
(Independent Chair)



Board member:
Mr Tom Ward
(Treasurer)

Dated this 22nd day of September 2026

Tourism Greater Geelong & The Bellarine Inc

ABN: 26 990 691 173

Statement of Profit or Loss

For the Year Ended 30 June 2026

	2026 $	2025 $
Income		
Memberships & Partnerships	**294,837**	284,120
Marketing & Communication	**180,593**	210,184
Business Events Attraction	**250,538**	234,870
Visitor Servicing	**54,230**	58,550
Strategy & Development	**483,373**	590,300
Business Management	**56,433**	42,672
Total Income	**1,320,004**	1,420,696
Expenditure		
Memberships & Partnerships Expenses	**211,568**	202,395
Marketing & Communication Expenses	**575,002**	473,372
Business Events Attraction Expenses	**323,035**	253,937
Visitor Servicing Expenses	**55,221**	57,424
Strategy & Development Expenses	**255,920**	214,492
Business Management Expenses	**69,008**	40,829
Total Expenditure	**1,489,754**	1,242,449
Profit (loss) before income taxes	**(169,750)**	178,247
Tax	**-**	-
Profit (loss) after income tax	**(169,750)**	178,247
Total comprehensive income (loss) for the year	**(169,750)**	178,247

The accompanying notes form part of these financial statements.

Tourism Greater Geelong & The Bellarine Inc

ABN: 26 990 691 173

Statement of Financial Position

As At 30 June 2026

	Note	2026 $	2025 $
ASSETS			
CURRENT ASSETS			
Cash and Cash Equivalents	4	**360,647**	421,573
Trade and Other Receivables	5	**54,633**	93,019
TOTAL CURRENT ASSETS		**415,280**	514,592
TOTAL ASSETS		**415,280**	514,592
LIABILITIES			
CURRENT LIABILITIES			
Trade and Other Payables	6	**75,329**	886
Other Liabilities		**17,118**	21,123
TOTAL CURRENT LIABILITIES		**92,447**	22,009
TOTAL LIABILITIES		**92,447**	22,009
NET ASSETS		**322,833**	492,583
MEMBERS' FUNDS			
Retained Earnings		**322,833**	492,583
TOTAL MEMBERS' FUNDS		**322,833**	492,583

The accompanying notes form part of these financial statements.

Tourism Greater Geelong & The Bellarine Inc

ABN: 26 990 691 173

Statement of Changes in Equity
For the Year Ended 30 June 2026

	Retained Earnings	Total
	$	$
2026		
Balance at 1 July 2025	**492,583**	**492,583**
Loss for the year	**(169,750)**	**(169,750)**
Balance at 30 June 2026	**322,833**	**322,833**
2025		
Balance at 1 July 2024	314,336	314,336
Surplus for the year	178,247	178,247
Balance at 30 June 2025	492,583	492,583

The accompanying notes form part of these financial statements.

Tourism Greater Geelong & The Bellarine Inc

ABN: 26 990 691 173

Statement of Cash Flows

For the Year Ended 30 June 2026

	Note	2026 $	2025 $
CASH FLOWS FROM OPERATING ACTIVITIES:			
Receipts from customers		**1,489,824**	1,470,199
Payments to suppliers		**(1,550,750)**	(1,446,257)
Net cash provided by/(used in) operating activities		**(60,926)**	23,942
Net increase/(decrease) in cash and cash equivalents held		**(60,926)**	23,942
Cash and cash equivalents at beginning of year		**421,573**	397,631
Cash and cash equivalents at end of financial year	4	**360,647**	421,573

The accompanying notes form part of these financial statements.

Notes to the Financial Statements

For the Year Ended 30 June 2026

The financial statements cover Tourism Greater Geelong & The Bellarine Inc as an individual entity. Tourism Greater Geelong & The Bellarine Inc is a not-for-profit Association incorporated in Victoria under the *Associations Incorporation Reform Act 2012* ('the Act').

The principal activities of the Association for the year ended 30 June 2026 were to market, promote and develop tourism businesses in the Greater Geelong and The Bellarine in partnership with Local Government Stakeholders, Tourism Members and State/Federal Tourism Organisations.

The functional and presentation currency of Tourism Greater Geelong & The Bellarine Inc is Australian dollars.

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

1 Basis of Preparation

In the opinion of the Committee of Management, the Association is not a reporting entity since there are unlikely to exist users of the financial statements who are not able to command the preparation of reports tailored so as to satisfy specifically all of their information needs. These special purpose financial statements have been prepared to meet the reporting requirements of theAssociations Incorporation Reform Act 2012.

The financial statements have been prepared in accordance with the recognition and measurement requirements of the Australian Accounting Standards and Accounting Interpretations, and the disclosure requirements of AASB 101 *Presentation of Financial Statements*, AASB 107 *Statement of Cash Flows*, AASB 108 *Accounting Policies, Changes in Accounting Estimates and Errors* and AASB 1054 *Australian Additional Disclosures*.

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

Material accounting policy information is consistent with prior reporting periods unless otherwise stated.

The financial statements and material accounting policies all comply with the recognition and measurement requirements in Australian Accounting Standards.

2 Material Accounting Policy Information

(a) Revenue and other income

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

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

Grant revenue

When the Association receives operating grant revenue, donations or bequests, it assesses whether the agreement is enforceable and contains sufficiently specific performance obligations in accordance with AASB 15 Revenue from Contracts with Customers. Where these conditions are met, a contract liability is recognised for any unsatisfied obligations under the agreement and revenue is recognised as the associated performance obligations are satisfied.

Where an agreement is not enforceable or does not contain sufficiently specific performance obligations,

Notes to the Financial Statements
For the Year Ended 30 June 2026

2 Material Accounting Policy Information

(a) Revenue and other income

Grant revenue
revenue is recognised when the Association obtains control of the funds in accordance with AASB 1058 Income of Not-for-Profit Entities.

(b) Goods and services tax (GST)

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense.

Cash flows in the statement of cash flows are included on a gross basis and the GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.

(c) Cash and cash equivalents

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

3 Critical Accounting Estimates and Judgements

Management make estimates and judgements during the preparation of these financial statements regarding assumptions about current and future events affecting transactions and balances.

These estimates and judgements are based on the best information available at the time of preparing the financial statements, however as additional information is known then the actual results may differ from the estimates.

The significant estimates and judgements made have been described below.

Key judgements

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

4 Cash and Cash Equivalents

	2026	2025
	$	$
Cash on Hand	**300**	300
Cash at Bank	**360,347**	421,273
Total cash and cash equivalents	**360,647**	421,573

Notes to the Financial Statements

For the Year Ended 30 June 2026

5 Trade and Other Receivables

	2026	2025
	$	$
Trade Receivables	38,616	87,702
Other Receivables	16,017	5,317
Total trade and other receivables	54,633	93,019

6 Trade and Other Payables

	2026	2025
	$	$
Trade Payables	66,076	-
Other Payables	9,253	886
Total trade and other payables	75,329	886

Trade and other payables are unsecured, non-interest bearing and are normally settled within 30 days. The carrying value of trade and other payables is considered a reasonable approximation of fair value due to the short-term nature of the balances.

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

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

The statements attached to this certificate give a true and fair view of the financial position and performance of Tourism Greater Geelong and The Bellarine Inc during and at the end of the financial year of the association ending on 30 June 2026.



Board member:
Mr Bill Mithen
(Independent Chair)



Board member:
Mr Tom Ward
(Treasurer)

Dated this 22nd day of September 2026

GOVERNMENT PARTNERS

CITY OF GREATER GEELONG

GOLDEN PLAINS SHIRE

Borough of Queenscliffe
Queenscliff & Point Lonsdale, Victoria, Australia

VICTORIA State Government

PLATINUM PARTNER

Avalon™ Airport



TOURISM
GEELONG AND THE BELLARINE

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