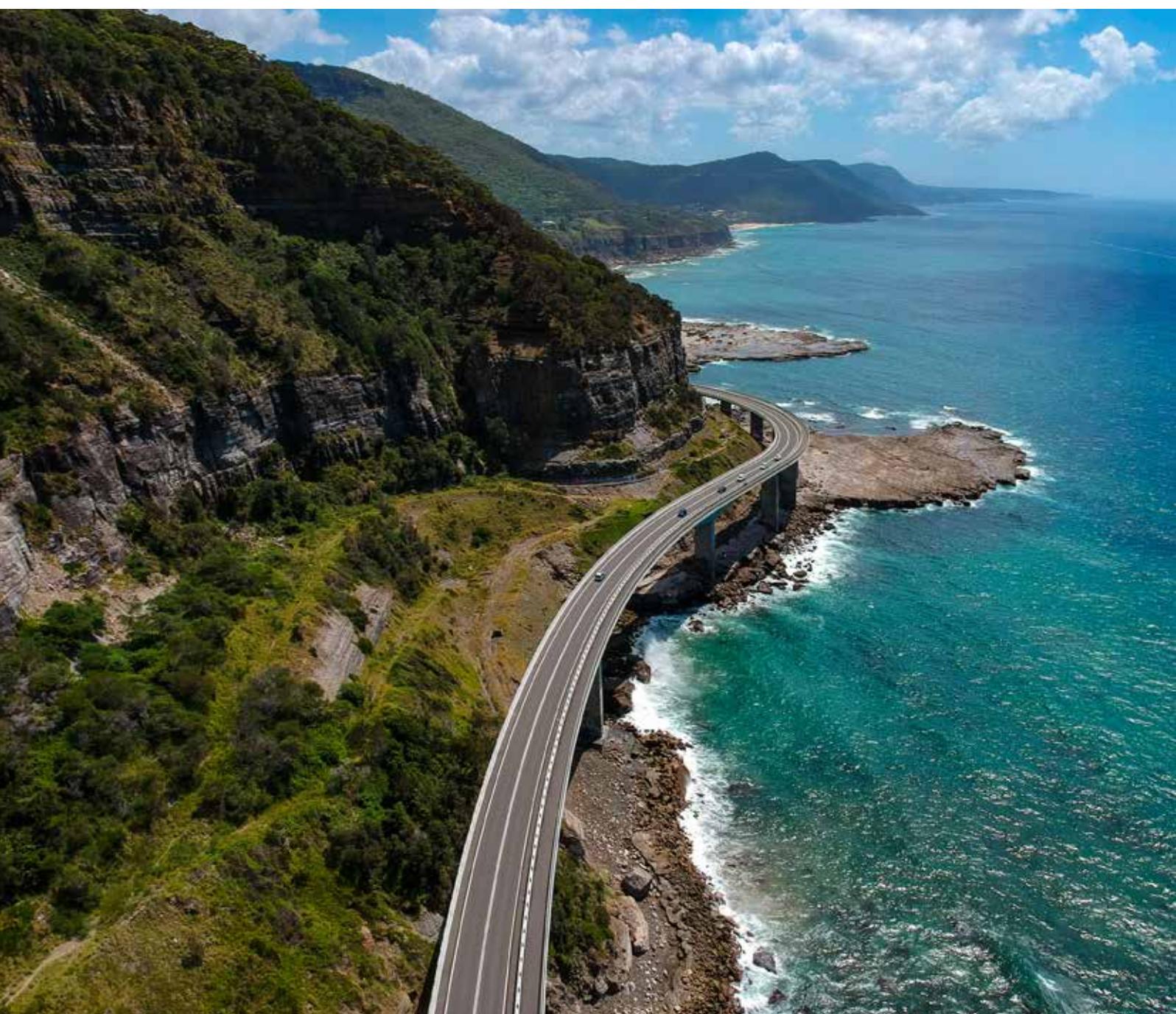


Destination Wollongong

annual report 2018-19



visitwollongong.com.au



Wollongong Harbour - Jorg Holper

Front cover image: Emily Parisi
 Adjacent Image: Yin Connections - Aunty Lorraine Brown & Narelle Thomas, Coomaditchie United Aboriginal Corporation.

ACKNOWLEDGEMENT OF DHARAWAL COUNTRY

We would like to acknowledge Aboriginal people and their cultural and spiritual connection to this land. Their stories are written in the land and hold great significance to Aboriginal people from the mountains to the sea. As you travel through the Illawarra immerse yourself in the natural beauty of Dharawal Country.

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CHAIRMAN'S REPORT

As I look back at another year of activity at Destination Wollongong, it is interesting to note that the value in promoting this city to visitors is as relevant as it ever was. Those 'in the know' have been aware of the inherent beauty of this area and the value of its sporting, cultural, recreational and lifestyle qualities. Our role at Destination Wollongong is to continue to make those unaware of these attributes – fully aware of what we can offer:

Destination Wollongong has been active throughout the year in identifying events, investment possibilities, marketing initiatives and ways in which various organisations within Wollongong can co-operate in making this city even greater.

Our programs have created improvements in our visitation with growth in Wollongong's visitor economy, including increases in total overnight visitation to Wollongong by 15% as of March 2019 and total visitor economy growth of 13.9%.

As we said during our 2018 Tourism Week "Tourism is everybody's business". It touches everyone in creating benefits for them and those in this business can be justifiably proud of what we do for the community.

Destination Wollongong will proudly launch a new Brand for Wollongong in November 2019. This process has involved all staff, the Board and many stakeholders of Destination Wollongong. It is my hope that this city can come together under this new brand and work collaboratively in ensuring that we propel the Wollongong message around the world.

As the promotion of Wollongong as a destination develops and grows momentum – it is also essential that the city considers investment in high quality accommodation, attraction and transport infrastructure. It is to be hoped that the various levels of government can see the benefits in investing in Wollongong and how with this infrastructure, we can ensure the economic development and the improvements in employment, that are available to us.

Destination Wollongong continues to develop its platforms for Destinations Marketing. In a world where many potential visitors make decisions on information they source through digital media – we must remain relevant to new Destinations Marketing platforms and programs – whilst ensuring that all ages and demographics can access what they need to know. We will continue to review and upgrade our services with a 'continuous-improvement' ethos.

It is pleasing that our identification and acquisition of Major Events is continuing. When large numbers of visitors are attracted to a location through events, conferences, cruises or the like – the benefits are substantial. With new major events continuing to be attracted – it shows that the organisers have faith in this city, and we will work hard with them to allow them to realise their event expectations.

The inaugural 3Fest – in early 2020 is a wonderful example of an international event that has chosen Wollongong for its expansion into Australia. I thank them for their confidence in Wollongong and I am sure that this cultural and technology event will grow over the years, to become a major international hallmark event.

Add to this, the 2022 UCI Roads World Cycling Championships, the first International Rugby League Test, a rapidly developing Music Festivals program and some other major events in the pipe-line – then the news of Wollongong's event potential can be seen to be widening. Rest assured Destination Wollongong will be there to promote this city and to bring various parties together when and where necessary.

I pass on my appreciation to the members of the Destination Wollongong Board and thank them for their commitment and involvement in really 'making a difference'.

To Mark Sleigh and the team at Destination Wollongong – please know that your contribution to the development of this city, through your work at Destination Wollongong, is appreciated and applauded.

I look forward to Wollongong realising its full potential and it being appreciated by others. I encourage all to work together and 'making the change happen', for the benefit of all.



Colin Bloomfield
Chairman

GENERAL MANAGER'S REPORT

It is with great pleasure that I look back on the last twelve months and celebrate another break out year for the local visitor economy.

The announcement that Wollongong will host the 2022 UCI Road World Cycling Championship is without doubt Wollongong's Olympic moment. 1,000 of the world's best cyclists, 300,000 spectators over eight days of competition, 1.5 billion social media mentions and 250 million watching the broadcast in 150 countries around the world. It doesn't get any bigger than this, and it's vital we are ready. Olympic cities build infrastructure to support the event which then become a legacy for the local community. We need to prioritise infrastructure projects and work together to ensure they are delivered prior to 2022. Scaffolding and half-finished projects will not do this opportunity justice.

This year also saw the release of the new destination brand for Wollongong, "Press Play". The brand was created in partnership with Wisdom Creative and we thank Mark, Scott and all of the team at Wisdom for the work they have put into it over the last twelve months.

This new brand taps into Wollongong's positioning as Sydney's playground. By highlighting the word "go", a simple and assertive message is linked to Wollongong, while incorporating the instantly recognisable "play" button aids consumer recall. #pressplay provides an interactive element, introducing a suite of sectors allowing consumers to choose their own adventure.

With the changes that have taken place in the city over the last five years, we felt it was time to share those changes with the world and we are very excited about where #pressplay will lead us over the coming years.

The brand project has been a real team effort but special thanks goes to Lydia who stepped in and managed the project at very short notice. We wish Lydia all the best as she heads off on maternity leave but are delighted to welcome back Angie and Melissa to lead the brand project forward.

Destination Wollongong are enabled by the long term strategic support of Wollongong City Council, and we thank Cr Gordon Bradbery AM and his team of Councillors for their ongoing support.

We work closely with Wollongong Council on a daily basis, and pass on our appreciation to Greg, Kerry, Sue, Mark and Emma especially for their support over the past twelve months. Greg has been a long term supporter of Destination Wollongong and we congratulate him on his recent appointment as General Manager.

My thanks to our Chairman, Col Bloomfield who has been instrumental in developing the strategic path for the organisation over the past three years and worked hard with the team on ensuring that the strategic plan is delivered.

Col is supported by another eight amazing directors who provide all of the support we require and allow us the freedom to turn our strategic plan into a reality. We know they are only a phone call away and are incredibly giving of their time and support. Thanks to each of you for your support and guidance throughout the year.

The incredible team at Destination Wollongong continue to excel. It's rare to work in such a selfless environment, everyone works together to deliver each other's projects and we enjoy a lot of laughs along the way.

Thanks to you all, it's been an incredible year!

Last but not least, to each and everyone one of our partners, thank you. The experiences and memories you provide our visitors make Wollongong such a vibrant and diverse destination to visit. Whether you are pouring beers, making beds or taking photos you are what makes a visit to Wollongong unique, and we thank you for making our job so easy.

#wollongongpressplay



Mark Sleigh
General Manager

I DESTINATION MARKETING



Helensburgh Tunnels - Emily Parisi

PR/MEDIA

Throughout the 2018/19 FY Destination Wollongong ran 10 domestic marketing campaigns which included a 12 Days of Christmas digital campaign, Hot Deals promotion through the Grand Pacific Drive website, A 3 Fest Launch Campaign and media spotlights in conjunction with Destination NSW. These campaigns resulted in 1,140 press articles with an estimated advertising equivalent of just over \$2.3million.

We hosted an extremely successful media briefing dinner in March 2019 with 27 representatives from local media outlets to inform them of Destination Wollongong's strategic direction and upcoming projects and events. This is an important local initiative to ensure the media are engaged and supportive of our marketing activities.

EMAIL NEWSLETTERS

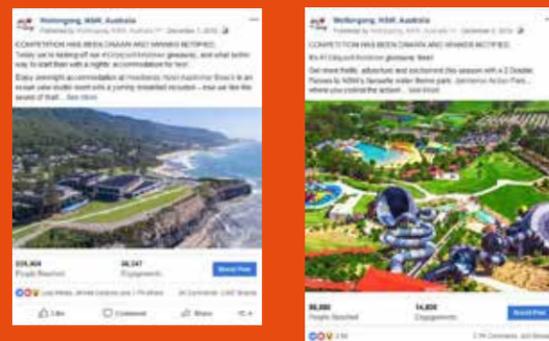
Destination Wollongong continues to deliver a monthly Consumer EDM to a database of 5,700+ subscribers and a quarterly corporate EDM specifically designed to inform partners of new initiatives in the tourism industry. Content in each EDM is targeted to the relevant market and covers a range of topics from trade news and industry updates to new products, events, research, seasonal specials and giveaways.

SOCIAL MEDIA

Destination Wollongong continues to use social media platforms as an ongoing form of regular communication with locals and potential visitors to our city. We saw total follower growth of 6% across our channels throughout 2018/19. We continue to engage with our followers across all platforms to facilitate the supply of user generated content.

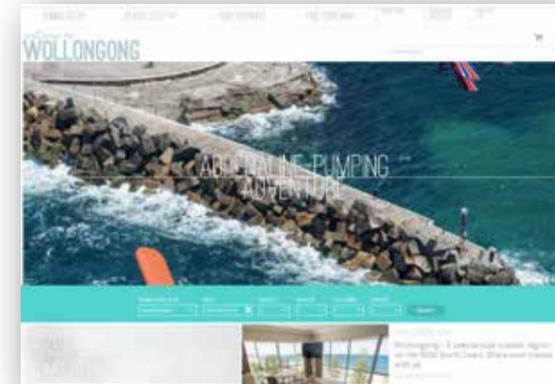
12 Days of Christmas Social Campaign

This digital campaign was in market throughout December 2018 and was aimed at increasing followers and engagement on our Facebook page as well as showcasing partner products as potential gift ideas in the lead up to Christmas. We engaged 21 partners in the campaign with a combined prize pool of almost \$6,000. The campaign reached a total of 460,210 people with an approximate advertising equivalent of \$115,000 (based on industry standards for social media engagement).



WEBSITE

Destination Wollongong continues to manage the visitwollongong.com.au website with the site experiencing an increase in visitation for the 2018/19 FY. The number of sessions increased by 25% (252,651 sessions), number of new users were up by 26% (197,134 visitors) and the number of page views increased by 25% (524,988 views). Throughout the financial year we were also working on a new website which will launch in November 2019 along with a new destination brand.



2019 VISITOR GUIDE

The 2019 Visitor Guide had a print run of 90,000 copies to cater for the many requests from business and major events secured for the City. Visitor Guides were also distributed to our partners as well as visitor information centres in major cities including Sydney and Canberra and throughout regional New South Wales.



INTERNATIONAL TRADE FAMILIARISATIONS

In partnership with Tourism Australia (TA) and Destination NSW (DNSW), Destination Wollongong hosted over 82 Key Travel Agents and Media from USA, China, Malaysia, Singapore, India and Japan on Familiarisations to the region. Please find below a breakdown of familiarisations hosted.

DATE	TRADE FAMILIARISATION	DETAILS
1 Sept 2018	Corroboree Chinese Famil 12 Aussie Specialist Agents	Corroboree Asia is a TA trade event that is held biennially. The event combined trade appointments and familiarisation visits that cater to qualified Aussie Specialist agents from key priority Asian markets. These qualified Aussie Specialists are front-line retail agents who actively sell Australia as a preferred long-haul destination.
3 Sept 2018	Corroboree Malaysian Famil 14 Aussie Specialist Agents	Malaysian two day post Corroboree South Coast famil.
19 Oct 2018	ESPN Cricket Info Media Famil	Cricketer Ed Cowan & ESPN Media Crew Filming along Grand Pacific Drive.
24 Nov 2018	Princess Cruises China 10 Key Agents	Key travel agents from Beijing, Shanghai and Guangzhou Cruise and Land experiences famil. This type of famil has been requested in-market due to the growth of the Chinese cruise passenger market and the need to create itineraries to cater for this type of travel and educate the buyers.
5 Dec 2018	American Airlines Luxury US Agents 7 Key Luxury US Operators	In partnership with DNSW and American Airlines, we had the opportunity to showcase Wollongong's high end products to seven key luxury US operators.
10 Dec 2018	Chan Brothers DJ Famil 2 Agents and 2 Media	Promoting Chan Brothers Singapore 8 Day Free & Easy, Self-drive, Sydney/Wollongong Itinerary.
27 March 2019	Focus on India Agents Famil 11 Agents	11 Key Indian Agents attending the Focus on India Workshop participated in a post workshop famil program to Wollongong and the South Coast.
27 March 2019	Astro Ria Chanel Undiscover Australia 12 Media	Media Visit from Malaysia. The programme will feature UnDiscover Australia where we are showcasing lesser known but amazing experiences. The series is a travelogue style programme focused on adventure, cities, coastal lifestyle, food and wine, journey and nature. Astra Ria has a national broadcast audience of 500,000 and is aimed at the 24-40 year old urban, middle-class Malaysians with high disposable income.
5 June 2019	Focus on Japan Agents Famil 12 Agents	12 Key Japanese Agents participated in a post famil to experience Wollongong and the Grand Pacific Drive.

TRADE EVENTS

Destination Wollongong under the Grand Pacific Drive banner, attended two international trade events during 2018/19 to promote Wollongong and the Grand Pacific Drive as a desirable destination to key outbound travel agents, wholesalers and online travel agencies from around the world.

- August 2018 – South East Asia Trade Mission in Singapore and Kuala Lumpur, Malaysia
- September 2018 – Greater China Trade Mission in Xi'an China



CO-OPERATIVE MARKETING CAMPAIGNS

Destination Wollongong partnered with DNSW, key distribution partners including wholesalers and airline partners throughout China, Malaysia, Singapore and India in co-op marketing campaigns. The campaign objectives are to increase visitation, length of stay, regional dispersal and overnight visitor expenditure in Sydney and NSW.

Media included: Outdoor, print, video, radio, social media, mobile app and extended through partner's own channels.



2 BUSINESS EVENTS



AIME 2019

Destination Wollongong continues to attract and support business events from a wide variety of industries.

Key Business Events held during 2018/19 included:

Conference	Date
23rd Australasian Conference on Information Security and Privacy	July 2018
3rd International Symposium Dynamic Hazards in Undergrounds Mines	July 2018
Safezone APAC Conference	August 2018
Australian College of Midwives State Conference	August 2018
State Conference - Catholic Women's League Australia	September 2018
2018 Annual Conference Mathematics Association	September 2018
Innovation Conference & Exhibition	November 2018
SSSI NSW Regional Conference	November 2018
ALAA Conference	November 2018
CAMS Conference	November 2018
LSAANZ Conference	December 2018
IEEE Conference (TALE 2018)	December 2018
2019 International Symposium on Future Materials	January 2019
Coal Operators Conference 2019	February 2019
THETA	May 2019

TRADE EVENTS

AIME 2019 – The Asia Pacific Incentives and Meetings Expo

AIME is the leading trade event in the meetings and events industry in the Asia Pacific region. It is the must-attend event launching the calendar year and setting the agenda for business for the region.

Destination Wollongong continues to invest and exhibit at this three day event to meet qualified buyers from Asia Pacific and the rest of the world fostering connectivity and commerce.

National Franchise Council Conference

Destination Wollongong exhibited at the National Franchise Convention 2018 (NFC18) in Melbourne during October. This is the must attend event on the Australian franchising calendar; attendees included franchisors and their senior decision makers.

The conference included significant brand exposure to the FCA database which consists of franchisors, franchisees and suppliers to the franchise sector across Australia through FCA's integrated marketing campaign, and face-to-face networking potential with clients increasing the opportunity to generate new leads for the destination.



AIME 2019

3 MAJOR EVENTS



Corona SunSets 2018

Destination Wollongong's major events portfolio for the 2018/19 financial year drove \$38.83 million of economic impact to the region. Corona SunSets and Tribal Clash reinforced Wollongong's ability to host globally recognised events, while the procurement of ground-breaking technology event, 3 Festival, to be curated by global media arts leader Ars Electronica, will be a game-changer for the region. Here's a snapshot of highlights and key initiatives.

EVENT HIGHLIGHTS

Corona SunSets

Millions worldwide had serious FOMO on December 1 when **Corona SunSets** threw the biggest beach party of the year on North Beach Wollongong. While international acts and Corona's trademark brand style saw the event sell out in mere hours, injecting \$1.9m into the local economy, the most significant benefit was the content (including a 10-hour live stream) shown around the world. Hosting this event was a ground-breaking initiative, with Wollongong joining the likes of London, Dubai and Ibiza on a global circuit.

Down Under CrossFit Championships

The lure of Wollongong proved too much for CrossFit, with the blockbuster event returning to the region for the sixth time, following a brief hiatus to Sydney last year. Feedback from both spectators and organisers agreed Wollongong was the preferred destination for the annual fitness event, thanks to our ongoing support, tailor-made efforts from retail partners and WIN Entertainment Centre's coastal location, where organisers incorporated a beach run for the first time.

Tribal Clash

Global fitness competition, Tribal Clash, held its inaugural southern hemisphere event at North Wollongong Beach, which was live streamed worldwide. The event was only one of four held globally – in England, Portugal, America and now Wollongong. Destination Wollongong also secured a multi-year deal with the organisers, which sits in the key 'Adventure' sector for the region, so expect to see fit bodies descend on Wollongong for the next few years!

Mass Participation Sporting Events

Large-scale sporting events provide scale to our portfolio and 2018/19 was no exception, with Touch NSW bringing its State Cup to Wollongong and Table Tennis Australia bringing its National Junior Championships here for the first time. Collectively, the events drew more than 80% of competitors from interstate and roughly 2,900 visitors over shoulder seasons.

KEY INITIATIVES

Australian Supercross Championships and Motorcycle Festival

Two wheels will be a very big deal in November 2019, with the Australian Motorcycle Festival, which previously alternated between Sydney and Melbourne, to dominate the foreshore from November 8 to 10, featuring the Australian Supercross Championships at WIN Stadium on the Saturday night. Motocross stunt legend Robbie Maddison, a Kiama lad now based in the US, will return to perform a trifecta of air, sea and land stunts as part of a spectacular weekend which is sure to draw a huge crowd to the foreshore, along with global social media attention.

2022 UCI World Road Cycling Championships

In October this year, Wollongong announced its biggest event ever, when the city was named host of the 2022 UCI World Road Cycling Championships. The elite event will attract 300,000 spectators and a phenomenal 200 million viewers worldwide. Significant lead-in events in the years before, conferencing components, extended stays for training and tourists, plus legacy projects are all part of the bigger picture.

3 FESTIVAL

It has taken a myriad of contacts, contracts and continents, but the inaugural **3 Festival** was announced in March amid much excitement. This technology and arts festival should be a game-changer for the region, with Austrian entity **ARS Electronica** contracted to deliver a diverse four-day program in May 2020, including media art, music, installations, conferencing, entrepreneurial and school programs. Free and ticketed events will feature across a number of venues. It's the first time Destination NSW, Council and University of Wollongong have come together on the same major event ticket.



4 PEOPLE AND ORGANISATION



Wollongong - Reese Bacon

TEAM MEETINGS

Following on from last year's implementation of a new team meeting structure, the team have had many successful meetings discussing projects, brainstorming sessions and general business updates.

Some of the meetings included:

- 2020 Strategic Planning
- 2019 Tourism Week
- 2019 Visitor Guide Brand Refresh
- 2019 Brand & Website Project
- Introduction of the Reconciliation Action Plan Project
- 2020 Partnership Strategy

The weekly staff meetings are an open forum for all team members to be involved by participating in the discussion and planning of Destination Wollongong's direction.

STAFF REVIEWS

The staff review process consisted of two meetings throughout the year:

The initial review focused on:

- Review of the previous 12 months
- Goal setting for the next 12 months
- Discussing training and personal development options
- Addressing any questions or concerns

The follow up meeting, less formal, targeted:

- How each staff member was tracking against their goals

- Refocused on targets for the remainder of the year
- Discussed any new projects that may have arose

This year saw one of our team members, Jessica Worlton, successfully complete a Certificate IV in Leadership and Management.

EMPLOYER OF CHOICE

Destination Wollongong continues to strive to be an employer of choice. Focusing on work/life balance, education and training, employee welfare and a collaborative working environment to ensure staff are supported throughout the year.

In 2018/19 Destination Wollongong introduced an Employee Assistance Program, recruitment of a maternity leave position, internal training for staff members, introduced a Reconciliation Action Plan and continued to offer a flexible working environment for employees.

PARTNERSHIP

Destination Wollongong continues to maintain strong relationships with 168 financial partners while working to acquire new business partnerships. The collaboration in marketing activities that stems from these partnerships continues to assist Destination Wollongong in promoting Wollongong and surrounds.

Destination Wollongong held three partner functions and two workshops throughout 2018/19, providing valuable networking opportunities and education content for partners ranging from digital media to a Meet in Regional NSW conferencing and events workshop in conjunction with Destination NSW.

TOURISM WEEK

Tourism Week 2018 was held from 24 November to 1 December 2018 with a slogan of 'Tourism – Everyone's Business'.

Wollongong Tourism Week was initiated for the first time in 10 years, to celebrate the benefits of tourism on the Wollongong, Illawarra and NSW economy and employment numbers, reinforcing everything that tourism contributes to make Wollongong the popular destination that it already is.

The week highlighted the need for a healthy visitor economy and an appreciation of 'Visitors', including leisure, business, sport, cultural, events and visiting friends and relatives.

The week was made up of a number of specific Destination Wollongong events (including a Partner Function, a 'Women in Tourism' Breakfast and a Members' Workshop), the launching of the 2019 Visitor Guide, external events – such as a Hawk's Home Game and Corona SunSets - and the mobilisation of the Wollongong Ambassadors in the Mall.

Each day Tourism Week media messaging concentrated on specific types of tourism and the benefits they created - and members became involved, by promoting their locations and attractions.

During the week we were able to engage with 'decision-makers' regarding strategic tourism decisions and garner support from the general public for local tourism activity.



Women in Tourism Breakfast



Women in Tourism Breakfast - Yoga Class

5 VISITOR INFORMATION CENTRES



OUR VISITOR INFORMATION CENTRES

The Wollongong Visitor Information Centres operate within the Southern Gateway Centre (SGC) at Bulli Tops (Level 1 AVIC accreditation) and the Wollongong iHub Visitor Information Centre in Crown Street (Level 3 AVIC accreditation).

Key operational initiatives included:

- Assisting a total of 53,583 visitors at our Visitor Information Centres;
 - 41,775 - SGC
 - 11,808 - iHub
- Providing visitor information and a range of specialised responses to visitors considering travelling to the region;
 - 4,093 - Phone call enquiries
 - 2,015 - Email enquiries
- Audit and monthly reports for the AVIC Network
- Continued partnership with Bookeasy to sell accommodation, event and attraction tickets;
 - Total Bookeasy sales generated \$65,150 in gross revenue
 - 160 Bookable Products on our system
 - 55 products for the region
 - 105 other relevant products

- Total bookings 262
- Average spend per booking \$228
- Percentage of online bookings 70% v VIC Front Desk bookings 30%
- Continued souvenir growth with a strong focus on locally made
 - Total retail, merchandise sales generated \$48,669 in gross revenue
- Distributed Visitor Guides throughout the state to;
 - 168 Financial Partners and local businesses
 - 110 key AVIC state and interstate
- Attended key events and product famils within the region;
 - Four Key Events
 - One Cruise Ship Welcome Day
 - 10 Product Familiarisations

6 BUSINESS & INVESTMENT - CRUISE WOLLONGONG



Explorer of the Seas

Continuing the program of Cruise Ship visits to Wollongong, as part of Cruise Wollongong, Wollongong hosted a visit by 'Explorer of the Seas' on Monday 11 February 2019.



In this third season of Wollongong hosting cruise ships, this visit was the seventh cruise ships, to be hosted by this city.

This visit brought the total regional economic benefit from the program to \$3.93 million, resulted in Wollongong welcoming close to 20,000 visitors off cruise ships and saw us deploying 930 ambassador volunteers for these visits.

Detail of the 'Explorer of the Seas' visit were:

CRUISE SHIP VISIT DETAILS	'EXPLORER OF THE SEAS' VISIT - Monday 11 February	
Ship Capacity - (Passengers & Crew)	5209	
Estimated Shoreside Visitation	3224 visitors (62% of capacity)	
Regional Economic Value - Using average spend of \$201/person*	\$678,024	
Visit Day Conditions	Warm Dry Day No rain and 25o	
Visitor Demographics	66% Australian	61 years + = 31%
	17% USA	41-60 years = 32%
	3% NZ	21-40 years = 22%
	3% UK	0-20 years = 15%
	2% Indonesia	
	2% Philippines	
	7% Other countries	

*Source: Economic Impact of the Cruise Shipping industry in Australia 2013/14 (AEC Group) – Regional port benefit. Includes Direct Benefits (such as shopping, transport, dining, tours etc) and Indirect benefits (such as port fees, shuttle buses, ship supplies, casual employees etc).

WELCOME PRECINCT

Once again, the Arts Precinct (outside the IPAC) was utilised as the Welcome Precinct, with Shuttle Buses, from the Port, bringing passengers (who were not taking ship-organised Shore Excursions) and crew. The Welcome Precinct acts as a transitional space – where visitors could take an easy walk into the retail sector; to the beaches or take a taxi or Gong Shuttle to other points of interest in Wollongong -however we continued to make it a more interesting as a space.

The Welcome Precinct was again activated this season with entertainment and a Makers Market - with stalls selling locally-produced wares, including two indigenous stalls (Gumaraa and Coomaditchie Artists). The Ambassador Shuttle Hosts provided a 'Welcome' – on the Shuttle Buses, in the Welcome Precinct and at various zones around the city.

Gumaraa provided a Welcome to Country and some very well-received Aboriginal entertainments of music and dance.

THE FRIENDLY PORT

It is pleasing to note that the assumed Brand of 'The Friendly Port' is being supported by the comments received from passengers –anecdotally (through phone calls and emails) and from the surveys undertaken with visitors returning to the ship.

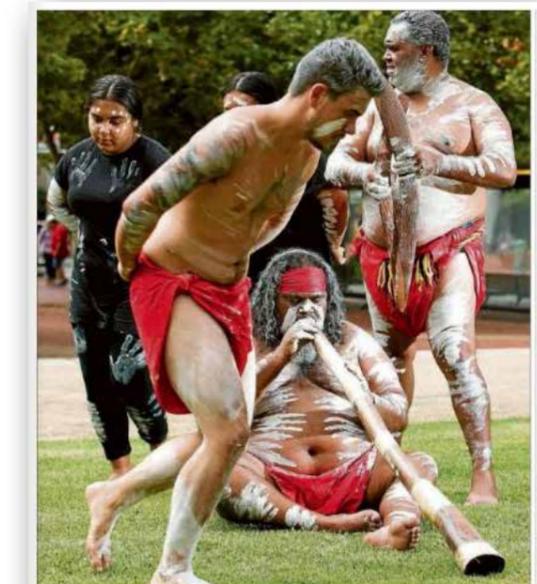
SHIP VISIT SURVEY RESULTS	
QUESTION	EXPLORER RESULTS 11/2/19
First time in Wollongong?	Yes 56.25%
Have you heard of Wollongong before?	Yes 68.6%
What is your impression of Wollongong?	Positive 96%
Did you enjoy your visit?	Yes 97.6%
Would you choose to come back?	Yes 95.5%
Top 4 Countries/Locations of passengers	Australia -66% USA – 17% New Zealand – 3% UK - 3%
Top 5 Activities in Wollongong	Shopping Gong Shuttle Beach Walked Around Food/Drink



2018/19 SEASON PARTNERS

Season 2018/19 saw Destination Wollongong maintaining the wide scope of partnerships in Cruise Wollongong. This had been a definite strategy to share the excitement, benefits and reach of hosting cruise ships in this region, creating mutually beneficial relationships.

- IRT Foundation
- Wollongong City Council
- Westpac
- Aceit
- GPT
- Rotary
- Cancer Council NSW
- TAFE NSW
- Gumaraa



WELCOME: Lenny Wright and Richard Campbell with dancers from the Gumaraa Aboriginal Experience at the Arts Precinct in Wollongong on Wednesday. Picture: Adam McLean

Killalea Indigenous group a big winner

A BIG winner from next thousands of passengers understanding," co-founder and is expected to bring more than \$500,000 in economic benefits. It will dock at Stan before leaving around 5pm.

The organisation – who man Indigenous walking tours and an art gallery at Killalea State Park - will give a traditional welcome to the

Moody's cruise ship visit to the Illawarra will be the Gumaraa Aboriginal Experience.

Dancers will perform traditional First Nations dances after a Welcome to Country in the Arts Precinct around 9.30am.

"For as it's about our culture and giving people an

understanding," co-founder Jodi Edwards said.

Ms Edwards created the group with Richard Campbell last year, with tours around Killalea and Minnamurra from November.

The Explorer of the Seas is the seventh cruise liner to visit the Illawarra since 2016.

plus volunteer ambassadors.

– DESIRE SAVAGE

7 STATISTICS



Wollongong - Dee Kramer

The tables below relate to the number of visitors, nights and expenditure for the total international and domestic overnight and day trip visitors to Wollongong LGA for the year ended March 2018 and March 2019.

VISITATION TO WOLLONGONG LGA			
INTERNATIONAL	YEAR ENDED MARCH 2018	YEAR ENDED MARCH 2019	% CHANGE 2019 VS 2018
Visitors (000)	69.4	80.4	15.9%
Visitor nights (000)	1,549.4	1,762.6	13.8%
Expenditure (\$Mn)	160.1	182.2	13.8%
DOMESTIC OVERNIGHT	YEAR ENDED MARCH 2018	YEAR ENDED MARCH 2019	% CHANGE 2019 VS 2018
Visitors (000)	810.2	952.9	17.6%
Visitor nights (000)	1,855.7	2,148.7	15.8%
Expenditure (\$Mn)	236.2	273.5	15.8%
DAYTRIP	YEAR ENDED MARCH 2018	YEAR ENDED MARCH 2019	% CHANGE 2019 VS 2018
Visitors (000)	2,835.7	3,139.9	10.7%
Expenditure (\$Mn)	229.9	254.6	10.7%
TOTAL	YEAR ENDED MARCH 2018	YEAR ENDED MARCH 2019	% CHANGE 2019 VS 2018
Visitors (000)	3,715.3	4,173.2	12.3%
Visitor nights (000)	3,405.1	3,911.4	14.9%
Expenditure (\$Mn)	626.2	710.2	13.4%

Source: Tourism Research Australia (TRA)'s International Visitor Survey and National Visitors Survey.

9 FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2019

Wollongong City of Innovation Limited
Trading As

Destination
WOLLONGONG

ABN 83 002 291 590

Financial Statements

For the Year Ended 30 June 2019

Wollongong City of Innovation Limited

ABN 83 002 291 590

Financial Statements

30 June 2019

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Wollongong City of Innovation Limited

ABN 83 002 291 590

Directors' Report

For the Year Ended 30 June 2019

Your Directors present their report on Wollongong City of Innovation Limited for the financial year ended 30 June 2019.

Information on directors

The names of each person who has been a Director during the year and to the date of this report are:

Colin Bloomfield

Office held	Chairman
Experience	4 years
Qualifications, experience and responsibilities	Bachelor of Engineering (Mining) Hons 1, Graduate Certificate in Management

Steven Savic

Office held	Deputy Chairman
Experience	5 years
Qualifications, experience and responsibilities	Bachelor of Hospitality Management, Diploma in Business

Sharon Arrow

Qualifications	Director
Experience	1 year
Qualifications, experience and responsibilities	London City and Guilds 706/1, 706/2 and 706/3 Catering & Hospitality, Diploma of Events Management, Certified Facilitator, Facilitator TAFE.
Appointed	25 July 2018

Tania Brown

Office held	Director
Experience	6 years
Qualifications, experience and responsibilities	Bachelor of Arts

Leigh Colacino

Office held	Director
Experience	8 years
Qualifications, experience and responsibilities	Diploma of Art

Wollongong City of Innovation Limited

ABN 83 002 291 590

Directors' Report

For the Year Ended 30 June 2019

Information on directors (continued)

Greg Doyle

Office held Director
Experience 4 years
Qualifications, experience and responsibilities Bachelor of Science, Masters of Policy, GAICD
Resigned 21 February 2019

Amy Harper

Office held Director
Experience 7 years
Qualifications, experience and responsibilities Bachelor of Commerce, Bachelor of Law, Master of Business Administration, Law Society of NSW Accredited Specialist in Business Law

Leigh Hingston

Office held Director
Experience 5 years
Qualifications, experience and responsibilities Master of Business (Sport Management), Foundation Certificate in Corporate Governance, Bachelor of Business Management in Tourism

Kerry Hunt

Office held Director
Experience 1 year
Qualifications, experience and responsibilities Bachelor of Arts, Master of Policy (Social)
Appointed 8 March 2019

Wayne Morris

Office held Director
Experience 7 years
Qualifications, experience and responsibilities GAICD ACIS AGIA MIPA AIMM AIFS AMP (Harv)

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

Wollongong City of Innovation Limited

ABN 83 002 291 590

Directors' Report

For the Year Ended 30 June 2019

Review of operations

The result of the Company was a surplus of \$ 103,604 (2018: deficit of \$ 128,792).

Principal activities

Destination Wollongong, enabled by the strategic long-term support of Wollongong City Council, is charged with delivering visitor economy growth by positioning Wollongong and surrounds as a premier regional tourism, events and conference destination.

The most recent National Visitor Survey for the Wollongong LGA was published in September 2018 reported that Wollongong received nearly 4 million visitors (up by 19% on September 2014) over the last twelve month period who spent over \$662 million in the local economy (up by 27% on September 2014).

Destination Wollongong operates under four strategic pillars:

People and Organisation

Our people, our partners and our networks are critical to the ongoing success of Destination Wollongong.

We strive to be an employer of choice, developing a collaborative, sales based culture in line with the expectations of our most important asset, our people.

Our interactions with our partners and networks will be based on integrity and focused on delivering mutually beneficial results.

Destination Marketing

In 2019/20 Destination Wollongong will work with partners to implement aggressive digital marketing and sales initiatives with the aim of increasing international, interstate and intrastate visitor numbers and total expenditure. The best of Wollongong will be showcased through appealing, authentic and high quality visitor experiences.

Our Visitor Information Service provides up to date information across multiple platforms to create positive experiences for our visitors. An interactive digital hub helps drive destination awareness and visitor engagement.

The way that visitors choose destinations and disseminate information whilst in region is constantly changing in the digital age. In the 2018/19 Destination Wollongong engaged industry experts, Sandwalk Partners to deliver a new visitor information strategy for the region which is currently being rolled out across the city.

Events

Wollongong, with its wonderful natural assets, public infrastructure and proximity to Sydney and Canberra is well placed to benefit from the economic impact and regional exposure that major events provide.

Wollongong City of Innovation Limited

ABN 83 002 291 590

Directors' Report

For the Year Ended 30 June 2019

Principal activities (continued)

Destination Wollongong is working hard to make Wollongong the premier "event hub" in regional NSW. Destination Wollongong's 2018/19 major events program supported 25 events generating \$39 million in economic impact for the region.

During the 2018/19 Financial year Destination Wollongong, in partnership with the State Government, Wollongong City Council and Cycling Australia announced the acquisition of the 2022 UCI Road World Cycling Championship, an event forecast to deliver over 300,000 visitors during the 8 days of competition. This is by far the largest event, both numbers and exposure wise, that Wollongong has ever hosted ensuring that visitors will continue to play a major part in the local economy for many years to come.

Business Events represents one of the highest yielding sectors in Australia's visitor economy. It is worth \$28 billion per annum to the Australian economy and in excess of \$15 million to the Wollongong economy. The acquisition of Business Meetings, Incentives, Conferences and Events (MICE) is a key strategic priority for Destination Wollongong. Through tailored packages and a range of strategic initiatives, Destination Wollongong is working to position Wollongong as the regional destination of choice for business events and conferences.

Business and Investments

The State Government has set the aspirational target of doubling the overnight visitor economy by 2020 and any attempt to achieve this goal will be driven by the creation of new commercial ways for visitors to spend money in the local economy.

Destination Wollongong provides advocacy for significant major projects in the local area including:

- the upgrade of the WIN Entertainment Centre into a purpose built Convention and Entertainment Centre;
- improved infrastructure and amenity along the Illawarra Escarpment;
- legalised mountain biking on the Illawarra Escarpment;
- the potential for Port Kembla to relieve pressure on Sydney Harbour by facilitating cruise ship turn arounds; and
- new hotel development which is crucial to continuing to grow the visitor economy.

No significant changes in the nature of the entity's activity occurred during the financial year.

Short and long term objectives

The Company's objectives are to contribute to the sustainable growth of a diverse and vibrant economy, including through:

- growing the Wollongong and the region's visitor economy;
- promoting and marketing Wollongong and the Illawarra region; and
- supporting the attraction of new investment and business into Wollongong and the Illawarra region.

Strategy for achieving the objectives

Please refer to accompanying information forming part of the annual report.

Wollongong City of Innovation Limited

ABN 83 002 291 590

Directors' Report

For the Year Ended 30 June 2019

Performance measures

The Company measures its performance in both the quantity and quality of services provided. Key performance measures of various indicators are used as a reference point for evaluation. The Company reports to Wollongong City Council on a quarterly basis, with regards KPI's which have been agreed as part of the five year funding agreement.

Members' guarantee

The Wollongong City of Innovation Limited is a Company limited by guarantee. In the event of, and for the purpose of winding up of the Company, the amount capable of being called up from each member and any person or association who ceased to be a member in the year prior to the winding up, is limited to \$10, subject to the provisions of the Company's constitution.

At 30 June 2019 the collective liability of members was \$ 1,730 (2018: \$ 2,000).

Meetings of directors

During the financial year, 6 meetings of Directors were held. Attendances by each Director during the year were as follows:

	Directors' Meetings	
	Number attended	Number eligible to attend
Colin Bloomfield	5	6
Steven Savic	4	6
Sharon Arrow	5	5
Tania Brown	5	6
Leigh Colacino	6	6
Greg Doyle	4	4
Amy Harper	5	6
Leigh Hingston	6	6
Kerry Hunt	2	2
Wayne Morris	6	6

Wollongong City of Innovation Limited

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Directors' Report

For the Year Ended 30 June 2019

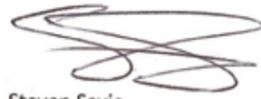
Auditor's independence declaration

The lead auditor's independence declaration in accordance with section 307C of the *Corporations Act 2001*, for the year ended 30 June 2019 has been received and can be found on page 7 of the financial report.

Signed in accordance with a resolution of the Board of Directors:



Colin Bloomfield
Chairman



Steven Savic
Deputy Chairman

Dated 17 October 2019



Auditor's Independence Declaration under Section 307C of the Corporations Act 2001 to the Directors of Wollongong City of Innovation Limited

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2019, 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.


Daley Audit


Michael Mundt
Partner

17 October 2019

Wollongong

Liability limited by a Scheme approved under Professional Standards Legislation.

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Wollongong

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Wollongong NSW 2520
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Bowral

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☎ 02 4862 1082
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daley.com.au

ABN 43 152 844 291
Liability limited by a
Scheme approved under
Professional Standards
Legislation.



Wollongong City of Innovation Limited

ABN 83 002 291 590

Statement of Profit or Loss and Other Comprehensive Income

For the Year Ended 30 June 2019

	Note	2019 \$	2018 \$
Revenue	4	1,980,199	2,032,580
Other income	4	3,261	2,817
Employee benefits		(1,005,303)	(1,019,191)
Major events		(222,550)	(473,620)
Marketing costs		(221,756)	(283,439)
Property costs		(148,057)	(148,267)
Visitor costs		(93,452)	(79,684)
Conference and events		(17,697)	(15,459)
Cost of sales		(21,153)	(24,145)
Depreciation		(20,367)	(27,243)
Other expenses		(129,521)	(93,141)
Result for the year		103,604	(128,792)
Other comprehensive income for the year		-	-
Total comprehensive income for the year		103,604	(128,792)

The accompanying notes form part of these financial statements.

Wollongong City of Innovation Limited

ABN 83 002 291 590

Balance Sheet

As at 30 June 2019

	Note	2019 \$	2018 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	5	170,111	66,971
Trade and other receivables	6	152,608	42,321
Inventories		11,865	15,651
TOTAL CURRENT ASSETS		334,584	124,943
NON-CURRENT ASSETS			
Property, plant and equipment	7	9,649	10,648
Intangible assets	8	27,528	23,526
TOTAL NON-CURRENT ASSETS		37,177	34,174
TOTAL ASSETS		371,761	159,117
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	9	250,078	155,172
Employee benefits		50,540	48,860
TOTAL CURRENT LIABILITIES		300,618	204,032
NON-CURRENT LIABILITIES			
Employee benefits		39,707	27,253
TOTAL NON-CURRENT LIABILITIES		39,707	27,253
TOTAL LIABILITIES		340,325	231,285
NET ASSETS		31,436	(72,168)
EQUITY			
Retained earnings		31,436	(72,168)
TOTAL EQUITY		31,436	(72,168)

The accompanying notes form part of these financial statements.

Wollongong City of Innovation Limited

ABN 83 002 291 590

Statement of Changes in Equity

For the Year Ended 30 June 2019

	2019	2018
	\$	\$
Balance as at 1 July	(72,168)	56,624
Result for the year	103,604	(128,792)
Balance as at 30 June	<u>31,436</u>	<u>(72,168)</u>

The accompanying notes form part of these financial statements.

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Wollongong City of Innovation Limited

ABN 83 002 291 590

Statement of Cash Flows

For the Year Ended 30 June 2019

	2019	2018
	\$	\$
Note		
CASH FLOWS FROM OPERATING ACTIVITIES:		
Receipts from local government grants	1,551,087	1,502,260
Receipts from customers, sponsors and supporters	500,871	645,662
Interest received	3,261	2,817
Payments to suppliers and employees	(1,938,709)	(2,121,517)
Net cash provided by operating activities	<u>116,510</u>	<u>29,222</u>
CASH FLOWS FROM INVESTING ACTIVITIES:		
Payments for property, plant and equipment	(13,370)	-
Net cash (used in) investing activities	<u>(13,370)</u>	<u>-</u>
CASH FLOWS FROM FINANCING ACTIVITIES:		
Net cash provided by financing activities	-	-
Net increase in cash and cash equivalents held	103,140	29,222
Cash and cash equivalents at the beginning of the year	66,971	37,749
Cash and cash equivalents at the end of the year	5 <u>170,111</u>	<u>66,971</u>

The accompanying notes form part of these financial statements.

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Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

The financial report covers Wollongong City of Innovation Limited as an individual entity. Wollongong City of Innovation Limited is a not-for-profit Company limited by guarantee, incorporated and domiciled in Australia.

The functional and presentation currency of Wollongong City of Innovation Limited is Australian dollars.

Comparatives are consistent with prior years, unless otherwise stated.

1. Basis of Preparation

The financial statements are general purpose financial statements that have been prepared in accordance with the Australian Accounting Standards - Reduced Disclosure Requirements and the *Corporations Act 2001*.

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.

Significant accounting policies adopted in the preparation of these financial statements are presented below and are consistent with prior reporting periods unless otherwise stated.

2. Summary of Significant Accounting Policies

(a) Revenue and other income

Revenue is recognised when the amount of the revenue can be measured reliably, it is probable that economic benefits associated with the transaction will flow to the Company and specific criteria relating to the type of revenue as noted below, has been satisfied.

Revenue is measured at the fair value of the consideration received or receivable and is presented net of returns, discounts and rebates.

Sale of goods

Revenue from the sale of goods is recognised at the point of delivery as this corresponds to the transfer of significant risks and rewards of ownership of the goods and the cessation of all involvement in those goods.

Grant revenue

Government grants are recognised at fair value where there is reasonable assurance that the grant will be received and all grant conditions will be met. Grants relating to expense items are recognised as income over the periods necessary to match the grant to the costs they are compensating. Grants relating to assets are credited to deferred income at fair value and are credited to income over the expected useful life of the asset on a straight-line basis.

In-kind contributions received under grant funding agreements are recognised at fair value and are taken up as revenue in the year to which the contribution relates.

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Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

2. Summary of Significant Accounting Policies (continued)

(a) Revenue and other income (continued)

Interest revenue

Interest revenue is recognised using the effective interest rate method, which for floating rate financial assets is the rate inherent in the instrument.

Rendering of services

Revenue in relation to rendering of services is recognised depending on whether the outcome of the services can be estimated reliably. If the outcome can be estimated reliably then the stage of completion of the services is used to determine the appropriate level of revenue to be recognised in the period.

If the outcome cannot be reliably estimated then revenue is recognised to the extent of expenses recognised that are recoverable.

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

(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).

Receivables and payable are stated inclusive of GST.

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) Property, plant and equipment

Each class of property, plant and equipment is carried at cost less, where applicable, any accumulated depreciation and impairment.

Costs include purchase price, other directly attributable costs and the initial estimate of the costs of dismantling and restoring the asset, where applicable.

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Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

2. Summary of Significant Accounting Policies (continued)

(c) Property, plant and equipment (continued)

Depreciation

Property, plant and equipment, excluding freehold land, is depreciated on a straight-line basis over the assets useful life to the Company, commencing when the asset is ready for use.

Leased assets and leasehold improvements are amortised over the shorter of either the unexpired period of the lease or their estimated useful life.

The depreciation rates used for each class of depreciable asset are shown below:

Asset class	Depreciation rate
Plant and Equipment	20%
Motor Vehicles	20%
Office Equipment	33%

At the end of each annual reporting period, the depreciation method, useful life and residual value of each asset is reviewed. Any revisions are accounted for prospectively as a change in estimate.

(d) Financial instruments

Accounting policy applied from 1 July 2018

Financial instruments are recognised initially on the date that the Company becomes party to the contractual provisions of the instrument.

On initial recognition, all financial instruments are measured at fair value plus transaction costs (except for instruments measured at fair value through profit or loss where transaction costs are expensed as incurred).

Financial assets

All recognised financial assets are subsequently measured in their entirety at either amortised cost or fair value, depending on the classification of the financial assets.

Classification

On initial recognition, the Company classifies its financial assets into the following categories, those measured at:

- amortised cost; or
- fair value through profit or loss (FVTPL).

Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

2. Summary of Significant Accounting Policies (continued)

(d) Financial instruments (continued)

Financial assets (continued)

Financial assets are not reclassified subsequent to their initial recognition unless the Company changes its business model for managing financial assets.

Amortised cost

Assets measured at amortised cost are financial assets where:

- the business model is to hold assets to collect contractual cash flows; and
- the contractual terms give rise on specified dates to cash flows are solely payments of principal and interest on the principal amount outstanding.

The Company's financial assets measured at amortised cost comprise trade and other receivables and cash and cash equivalents in the balance sheet.

Subsequent to initial recognition, these assets are carried at amortised cost using the effective interest rate method less provision for impairment.

Interest income and impairment are recognised in profit or loss. Gain or loss on derecognition is recognised in profit or loss.

Financial assets through profit or loss

All financial assets not classified as measured at amortised cost or fair value through other comprehensive income as described above are measured at FVTPL.

Net gains or losses, including any interest income are recognised in profit or loss.

Impairment of financial assets

Impairment of financial assets is recognised on an expected credit loss (ECL) basis for financial assets measured at amortised cost.

When determining whether the credit risk of a financial assets has increased significant since initial recognition and when estimating ECL, the Company considers reasonable and supportable information that is relevant and available without undue cost or effort. This includes both quantitative and qualitative information and analysis based on the Company's historical experience and informed credit assessment and including forward looking information.

Wollongong City of Innovation Limited

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Notes to the Financial Statements

For the Year Ended 30 June 2019

2. Summary of Significant Accounting Policies (continued)

(d) Financial instruments (continued)

Financial assets (continued)

The Company uses the presumption that an asset which is more than 30 days past due has seen a significant increase in credit risk.

The Company uses the presumption that a financial asset is in default when:

- the other party is unlikely to pay its credit obligations to the Company in full, without recourse to the Company to actions such as realising security (if any is held); or
- the financial assets is more than 90 days past due.

Credit losses are measured as the present value of the difference between the cash flows due to the Company in accordance with the contract and the cash flows expected to be received. This is applied using a probability weighted approach.

Trade receivables

Impairment of trade receivables have been determined using the simplified approach under AASB 9 which uses an estimation of lifetime expected credit losses. The Company has determined the probability of non-payment of the receivable and multiplied this by the amount of the expected loss arising from default.

The amount of the impairment is recorded in a separate allowance account with the loss being recognised in finance expense. Once the receivable is determined to be uncollectable then the gross carrying amount is written off against the associated allowance.

Where the Company renegotiates the terms of trade receivables due from certain customers, the new expected cash flows are discounted at the original effective interest rate and any resulting difference to the carrying value is recognised in profit or loss.

Other financial assets measured at amortised cost

Impairment of other financial assets measured at amortised cost are determined using the expected credit loss model in AASB 9. On initial recognition of the asset, an estimate of the expected credit losses for the next 12 months is recognised. Where the asset has experienced significant increase in credit risk then the lifetime losses are estimated and recognised.

Financial liabilities

The Company measures all financial liabilities initially at fair value less transaction costs, subsequently financial liabilities are measured at amortised cost using the effective interest rate method.

The financial liabilities of the Company comprise trade and other payables.

Wollongong City of Innovation Limited

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Notes to the Financial Statements

For the Year Ended 30 June 2019

2. Summary of Significant Accounting Policies (continued)

(d) Financial instruments (continued)

Accounting policy applied prior to 1 July 2018

Financial instruments are recognised initially using trade date accounting, i.e. on the date that the Company becomes party to the contractual provisions of the instrument.

On initial recognition, all financial instruments are measured at fair value plus transaction costs (except for instruments measured at fair value through profit or loss where transaction costs are expensed as incurred).

Financial assets

Financial assets are divided into the following categories which are described in detail below:

- loans and receivables; and
- available-for-sale financial assets.

Financial assets are assigned to the different categories on initial recognition, depending on the characteristics of the instrument and its purpose. A financial instrument's category is relevant to the way it is measured and whether any resulting income and expenses are recognised in profit or loss or in other comprehensive income.

All income and expenses relating to financial assets are recognised in the statement of profit or loss and other comprehensive income in the 'finance income' or 'finance costs' line item respectively.

Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. They arise principally through the provision of goods and services to customers but also incorporate other types of contractual monetary assets.

After initial recognition these are measured at amortised cost using the effective interest method, less provision for impairment. Any change in their value is recognised in profit or loss.

The Company's trade and other receivables fall into this category of financial instruments.

Significant receivables are considered for impairment on an individual asset basis when they are past due at the reporting date or when objective evidence is received that a specific counterparty will default.

The amount of the impairment is the difference between the net carrying amount and the present value of the future expected cash flows associated with the impaired receivable.

Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

2. Summary of Significant Accounting Policies (continued)

(d) Financial instruments (continued)

Financial assets (continued)

In some circumstances, the Company renegotiates repayment terms with customers which may lead to changes in the timing of the payments, the Company does not necessarily consider the balance to be impaired, however assessment is made on a case-by-case basis.

Available-for-sale financial assets

Available-for-sale financial assets are non-derivative financial assets that do not qualify for inclusion in any of the other categories of financial assets or which have been designated in this category.

All available-for-sale financial assets are measured at fair value, with subsequent changes in value recognised in other comprehensive income.

Gains and losses arising from financial instruments classified as available-for-sale are only recognised in profit or loss when they are sold or when the investment is impaired.

In the case of impairment or sale, any gain or loss previously recognised in equity is transferred to the profit or loss.

Losses recognised in the prior period statement of profit or loss and other comprehensive income resulting from the impairment of debt securities are reversed through the statement of profit or loss and other comprehensive income, if the subsequent increase can be objectively related to an event occurring after the impairment loss was recognised in profit or loss.

Financial liabilities

Financial liabilities are classified as other financial liabilities.

The Company's financial liabilities include trade and other payables, which are measured at amortised cost using the effective interest rate method.

Impairment of Financial Assets

At the end of the reporting period the Company assesses whether there is any objective evidence that a financial asset or group of financial assets is impaired.

Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

2. Summary of Significant Accounting Policies (continued)

(d) Financial instruments (continued)

Impairment of Financial Assets (continued)

Financial assets at amortised cost

If there is objective evidence that an impairment loss on financial assets carried at amortised cost has been incurred, the amount of the loss is measured as the difference between the asset's carrying amount and the present value of the estimated future cash flows discounted at the financial assets original effective interest rate.

Impairment on loans and receivables is reduced through the use of an allowance accounts, all other impairment losses on financial assets at amortised cost are taken directly to the asset.

Subsequent recoveries of amounts previously written off are credited against other expenses in profit or loss.

Available-for-sale financial assets

A significant or prolonged decline in value of an available-for-sale asset below its cost is objective evidence of impairment, in this case, the cumulative loss that has been recognised in other comprehensive income is reclassified from equity to profit or loss as a reclassification adjustment. Any subsequent increase in the value of the asset is taken directly to other comprehensive income.

(e) Impairment of non-financial assets

At the end of each reporting period the Company determines whether there is an evidence of an impairment indicator for non-financial assets.

Where this indicator exists and regardless for indefinite life intangible assets and intangible assets not yet available for use, the recoverable amount of the asset is estimated.

Where assets do not operate independently of other assets, the recoverable amount of the relevant cash-generating unit (CGU) is estimated.

The recoverable amount of an asset or CGU is the higher of the fair value less costs of disposal and the value in use. Value in use is the present value of the future cash flows expected to be derived from an asset or cash-generating unit.

Where the recoverable amount is less than the carrying amount, an impairment loss is recognised in profit or loss. Reversal indicators are considered in subsequent periods for all assets which have suffered an impairment loss.

Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

2. Summary of Significant Accounting Policies (continued)

(f) Leases

Lease payments for operating leases, where substantially all of the risks and benefits remain with the lessor, are charged as expenses on a straight-line basis over the life of the lease term.

(g) Intangible Assets

Trademarks

Patents and trademarks are recognised at cost of acquisition. Patents and trademarks have an infinite life and are carried at cost.

Software

Software has a finite life and is carried at cost less any accumulated amortisation and impairment losses. It has an estimated useful life of between one and three years.

(h) Cash and cash equivalents

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value.

(i) Inventories

Inventories are measured at the lower of cost and net realisable value. Cost of inventory is determined using the first-in-first-out basis and is net of any rebates and discounts received.

Net realisable value is the estimated selling price in the ordinary course of business, less the estimated costs of completion and the costs necessary to make the sale. Net realisable value is estimated using the most reliable evidence available at the reporting date and inventory is written down through an obsolescence provision if necessary.

Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

2. Summary of Significant Accounting Policies (continued)

(j) Employee benefits

Provision is made for the Company's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits that are expected to be wholly settled within one year have been measured at the amounts expected to be paid when the liability is settled.

Employee benefits expected to be settled more than one year after the end of the reporting period have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may satisfy vesting requirements. Cashflows are discounted using market yields on high quality corporate bond rates incorporating bonds rated AAA or AA by credit agencies, with terms to maturity that match the expected timing of cashflows. Changes in the measurement of the liability are recognised in profit or loss.

(k) Income tax

The Company is exempt from income tax under Division 50 of the *Income Tax Assessment Act 1997*.

(l) Going concern

This Financial Report has been prepared on a going concern basis which contemplates the continuity of normal business activities and the realisation of assets and settlement of liabilities in the ordinary course of business.

In the prior year, the Company experienced a significant trading loss of \$128,792 which resulted in the Company being in a net asset deficiency position of \$72,168 as at 30 June 2018. Current liabilities also exceeded current assets by \$79,089.

In the current year, the Company has achieved a trading surplus of \$103,604 resulting in a net asset position of \$31,436. This net asset position is less than 1.6% of total revenue in 2019.

The Company continues to take appropriate steps to ensure that it can continue to trade as a going concern.

The benefits of these actions continue to be realised as indicated by the return to a positive net asset position. It is anticipated that another surplus result will eventuate in the 2019/20 financial year.

Should the Company encounter a deficit similar to that incurred in 2018, and erode its net assets, or the Wollongong City Council withdraw its financial support [refer note 2(m)], then this will have a significant impact on the ability of the Company to continue as a going concern and therefore whether it will realise its assets and liabilities in the normal course of business and at the amounts stated in the financial report.

Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

2. Summary of Significant Accounting Policies (continued)

(m) Economic dependence

The Company is dependent on grant funds from the Wollongong City Council for a significant portion of its revenue (refer to note 4). At the date of this report Wollongong City Council remain committed to providing similar levels of grant funding under a formal agreement, through to June 2021. Additionally, Wollongong City Council have provided and continue to provide subsidised, in-kind accommodation (refer to note 4). Under this agreement, the Company is due to receive in excess of \$2.9m in funding over the next 2 years, which is typically received in advance of incurring the related expenditures. The balance in net assets represents only 1.1% of future secured funding. As at the date of this report, the Board of Directors have no reason to believe that Council will not continue to support the Company under this agreement, hence allowing it to pay its debts as and when they fall due [refer Note 2(l)].

Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

3. Critical Accounting Estimates and Judgments

The Directors 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 estimates - employee entitlements

As described in the accounting policies, provisions are measured at management's best estimate of the expenditure required to settle the obligation at the end of the reporting period. These estimates are made taking into account a range of possible outcomes and will vary as further information is obtained.

Key estimates - impairment of property, plant and equipment and intangibles

The Company assesses impairment at the end of each reporting period by evaluating conditions specific to the Company that may be indicative of impairment triggers. Recoverable amounts of relevant assets are reassessed using value-in-use calculations which incorporate various key assumptions.

Key estimates - useful lives of depreciable assets

Management reviews its estimate of the useful lives of depreciable assets at each reporting date, based on the expected utility of the assets. Uncertainties in these estimates relate to technical obsolescence that may change the utility of certain property, plant and equipment.

Key estimates - receivables

The receivables at reporting date have been reviewed to determine whether there is any objective evidence that any of the receivables are impaired. An impairment provision is included for any receivable where the entire balance is not considered collectible. The impairment provision is based on the best information at the reporting date.

Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

4. Revenue and Other Income

	Note	2019 \$	2018 \$
Revenue			
Local government grants	2(m)	1,410,079	1,375,691
In-kind contributions received	2(m)	153,000	153,000
Sale of goods		54,009	67,581
Marketing and sponsorship		362,281	429,719
Other revenue		830	6,589
		<u>1,980,199</u>	<u>2,032,580</u>
Other income			
Interest income		3,261	2,817
		<u>1,983,460</u>	<u>2,035,397</u>

5. Cash and Cash Equivalents

Cash on hand		1,903	1,600
Cash at bank		168,208	65,371
		<u>170,111</u>	<u>66,971</u>

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Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

6. Trade and Other Receivables

	Note	2019 \$	2018 \$
Trade and other receivables		96,923	42,321
Provision for impairment	(a)	-	-
		<u>96,923</u>	<u>42,321</u>
Prepayments		55,685	-
Total current trade and other receivables		<u>152,608</u>	<u>42,321</u>

(a) Provision for Impairment of receivables

The Company measures the loss allowance for trade receivables at an amount equal to lifetime expected credit loss (ECL). The ECL on trade receivables are estimated using a provision matrix by reference to past default experience of the debtor and an analysis of the debtor's current financial position, adjusted for factors that are specific to the debtors, general economic conditions of the industry in which the debtors operate and an assessment of both the current as well as the forecast direction of conditions at the reporting date.

There has been no change in the estimation techniques or significant assumptions made during the current reporting period.

The Company writes off a trade receivable when there is information indicating that the debtor is in severe financial difficulty and there is no realistic prospect of recovery, e.g. when the debtor has been placed under liquidation or has entered into bankruptcy proceedings or when the trade receivables are over a number of years past due, whichever occurs first.

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Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

7. Plant and Equipment

	2019	2018
	\$	\$
Office equipment		
At cost	48,364	48,364
Accumulated depreciation	(48,364)	(48,364)
	-	-
Motor vehicles		
At cost	34,388	34,388
Accumulated depreciation	(34,388)	(34,388)
	-	-
Plant and equipment		
At cost	121,894	118,524
Accumulated depreciation	(112,245)	(107,876)
	9,649	10,648
Total property, plant and equipment	9,649	10,648

(a) Movements in Carrying Amounts

Movement in the carrying amounts for each class of property, plant and equipment between the beginning and the end of the current financial year:

	Plant and Equipment \$
Balance at 1 July 2018	10,648
Additions	3,370
Depreciation expense	(4,369)
Balance at 30 June 2019	9,649

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Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

8. Intangible Assets

	2019	2018
Note	\$	\$
Patents, trademarks and other rights		
At cost	6,207	6,207
Computer software		
Cost	125,356	105,356
Accumulated amortisation	(104,035)	(88,037)
	21,321	17,319
2(g)	27,528	23,526

(a) Movements in carrying amounts of intangible assets

	Patents, trademarks and other rights \$	Computer software \$	Total \$
Balance at 1 July 2018	6,207	17,319	23,526
Additions	-	20,000	20,000
Amortisation	-	(15,998)	(15,998)
Balance at 30 June 2019	6,207	21,321	27,528

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Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

9. Trade and Other Payables

	2019	2018
	\$	\$
Trade and other payables	147,634	106,971
Deferred income	102,444	48,201
	<u>250,078</u>	<u>155,172</u>

10. Leasing Commitments

Operating leases

Minimum lease payments under non-cancellable operating leases:

- not later than one year	1,056	1,663
- between one year and five years	12,672	-
- later than five years	25,344	-
	<u>39,072</u>	<u>1,663</u>

Operating lease commitments relate to rental of plant and equipment.

11. Related Party Transactions

Transactions between related parties are on normal commercial terms and conditions no more favourable than those available to other parties unless otherwise stated.

There have been no related party transactions during the year.

12. Interests of Key Management Personnel

The total remuneration paid to key management personnel of the Company was \$ 146,288 (2018: \$ 147,575).

Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

13. Financial Risk Management

The Company's financial instruments consist mainly of deposits with banks, accounts receivable and payable, bank overdrafts and leases.

The totals for each category of financial instruments, measured in accordance with AASB 9 (2018: AASB 139) as detailed in the accounting policies to these financial statements, are as follows:

	Note	2019	2018
		\$	\$
Financial Assets			
Cash and cash equivalents	5	170,111	66,971
Trade and other receivables	6	96,923	42,321
Total financial assets		<u>267,034</u>	<u>109,292</u>
Financial Liabilities			
Financial liabilities at amortised cost			
Trade and other payables	9	147,634	106,971
Total financial liabilities		<u>147,634</u>	<u>106,971</u>

Net fair values

Fair value estimation

Fair values are those amounts at which an asset could be exchanged, or a liability settled, between knowledgeable, willing parties in an arm's length transaction.

Fair values derived may be based on information that is estimated or subject to judgment, where changes in assumptions may have a material impact on the amounts estimated. Areas of judgment and the assumptions have been detailed below. Where possible, valuation information used to calculate fair value is extracted from the market, with more reliable information available from markets that are actively traded. In this regard, fair values for listed securities are obtained from quoted market bid prices. Where securities are unlisted and no market quotes are available, fair value is obtained using discounted cash flow analysis and other valuation techniques commonly used by market participants.

14. Contingent Liabilities and Contingent Assets

In the opinion of the Directors, the Company did not have any contingencies at 30 June 2019 (30 June 2018: None).

Wollongong City of Innovation Limited

ABN 83 002 291 590

Notes to the Financial Statements

For the Year Ended 30 June 2019

15. Events after the end of the Reporting Period

The financial report was authorised for issue on 17 October 2019 by the Board of Directors.

On 19 July 2019, the Company received the first instalment of 2019/20 grant funding of \$397,446.

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.

Wollongong City of Innovation Limited

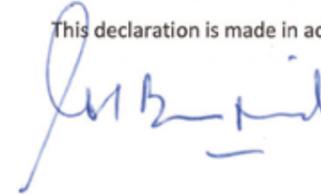
ABN 83 002 291 590

Directors' Declaration

The Directors of the Company declare that:

1. The financial statements and notes, as set out on pages 8 to 30, are in accordance with the *Corporations Act 2001* and:
 - a. comply with Australian Accounting Standards - Reduced Disclosure Requirements; and
 - b. give a true and fair view of the financial position as at 30 June 2019 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.



Colin Bloomfield

Chairman

Wollongong

17 October 2019



Stephen Savic

Deputy Chairman



Independent Audit Report to the members of Wollongong City of Innovation Limited

Report on the Financial Report

Opinion

We have audited the financial report of Wollongong City of Innovation Limited ("the Company"), which comprises the balance sheet as at 30 June 2019, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

In our opinion, the accompanying financial report of the Company is in accordance with the *Corporations Act 2001*, including:

- (i) giving a true and fair view of the Company's financial position as at 30 June 2019 and of its financial performance for the year ended; and
- (ii) complying with Australian Accounting Standards - Reduced Disclosure Requirements and the *Corporations Regulations 2001*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described as in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Company in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's *APES 110 Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

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

Material Uncertainty Related to Going Concern

We draw attention to note 2(l) in the financial report which indicates that as at 30 June 2019, there remains a net equity of \$31,436 representing less than 1.6% of total revenue. These conditions, along with other matters as set forth in note 2(l), indicate the existence of a material uncertainty that may cause doubt about the entity's ability to continue as a going concern. Our opinion is not modified in respect of this matter.

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Liability limited by a
Scheme approved under
Professional Standards
Legislation



Independent Audit Report to the members of Wollongong City of Innovation Limited

Information Other than the Financial Report and Auditor's Report Thereon

The Directors are responsible for the other information. The other information is the Directors' report accompanying the financial report, as well as all other information incorporated into the Annual Report of the Company.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of Directors for the Financial Report

The Directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the Directors determine is necessary to enable the preparation of the 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 Directors are responsible for assessing the Company'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 the Directors either intend to liquidate the Company or to cease operations, or have 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, 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: https://www.auasb.gov.au/auditors_responsibilities/ar4.pdf. This description forms part of our auditor's report.

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**Independent Audit Report
to the members of Wollongong City of Innovation Limited**

We also provide the Directors with a statement that we have complied with relevant ethical requirements regarding independence, and where applicable, related safeguards.

Daley Audit
Daley Audit

Michael Mundt
Michael Mundt
Partner

Wollongong

17 October 2019

Liability limited by a Scheme approved under Professional Standards Legislation.

DESTINATION WOLLONGONG PARTNERS FOR 2018/19

- | | | |
|--|---|---|
| Activate Events | Illawarra Museum Wollongong | Skydive Australia |
| Adina Apartment Hotel Wollongong | Illawarra Performing Arts Centre | SMART Infrastructure Facility |
| AGA Club Germania | Illawarra Retirement Trust | Solomon Inn |
| Altitude 1148 | Illawarra Surf Academy | South Coast Bike Hire |
| Appin Homestay B&B | Illawarra Taxi Network | South Coast Party Hire |
| Aquilla Fishing Charters | Illawarra Yacht Club - Boat Shed Café, Pizzeria & Brasserie | South Coast Sidecar Tours |
| Arena AV | Inside Industry | Southview Boutique Guest House and Hopetoun Villa |
| Australian Cycling Holidays | Jamberoo Action Park | St George Illawarra Rugby League Football Club |
| Beach Park Motel | Jervis Bay Wild | Stand Up Paddle Boarding Shellharbour |
| Bel Mondo Apartments | Jetty's by the Lake | Steamers Bar and Grill |
| Belmore All Suite Hotel | Just Cruisin' Motorcycle Tours | Steelers Club |
| Best Western City Sands | Just Looking Trike Tours | Stockland Shellharbour |
| BIG4 Easts Beach Holiday Park | Kells the Lawyers | Sublime Point Restaurant |
| Blue Juice Events | Kembla Grange Racecourse | Surf Beach Holiday Park |
| Boat Harbour Motel | Ken Finlayson Fine Arts | Surfrider Caravan Park |
| Boomerang Bikes | Kendall's Beach Holiday Park | Symbio Wildlife Park |
| Breakout Bar and Escape Rooms | Kennards Hire | TAFE NSW - Illawarra Institute |
| Bulli Beach Tourist Park | Kenny Escapes | Terralong Terrace Apartments |
| Calderwood Valley Golf Course | Kiama Harbour Cabins | The Archer Hotel Nowra |
| Canoe and Kayak Adventures | Kneading Ruby | The Australian Motorlife Museum |
| Cardno | Kramer Photography | The Builders Club |
| Caveau | Lagoon Seafood Restaurant | The Coffee Club |
| Chilby Photography | Lee & Me | The Currency Exchange |
| City Beach Function Centre | Leisure Coast Limousine Services | The Fraternity Club |
| City Central Laundry Services | levelone @ harbourfront | The Sebel Harbourside Kiama |
| Coal Coast Magazine | Levendi Fish & Chippery | The Shellharbour Club |
| Collegians Rugby League Football Club | Little Vietnam | The Showground Dapto |
| Comfort Inn Fairways - Towradgi Beach Hotel | Lower East Cafe | The South Coaster |
| Coolangatta Estate | Lyndon Haven | The Tops Conference Centre |
| Corrimal Beach Tourist Park | Mantra Wollongong | The Woolshed |
| Craft Digital Marketing | NAM Vietnamese Restaurant | Touchdown Helicopters |
| Culinarius Catering & Fine Foods | Nan Tien Institute | Towradgi Beach Hotel |
| Cycle Tours NSW | Nan Tien Temple | Tradies |
| Dandean Exports | Nightcap @ The Charles Hotel | Trees Adventure Nowra |
| Darkes Apple Shack | Northbeach Pavilion Pizza Restaurant, Bar & Takeaway | Unimoni |
| Darkes Forest Riding Ranch | Novotel Wollongong Northbeach | Waples Marketing Group |
| Deco on Market | Ocean Blue B&B | Warren Keelan Photography |
| Delano Specialty Coffee | Oxford Farm Horse Riding | Warrigal Charters Bus Hire |
| Diggies | Outback Steakhouse | Wave FM |
| Discovery Holiday Parks - Gerroa | Pai Tong Thai Restaurant | Werri Beach Holiday Park |
| Elders Real Estate | Peoplecare | Wesley Uniting Church on the Mall |
| Expedia | Premier Illawarra | Wests Illawarra |
| Flinders Motel | Project Contemporary Art Space | WIN Sports & Entertainment Centres (Venues NSW) |
| Fly Corporate - Regional Airline | Quality Suites Pioneer Sands | Windang Beach Tourist Park |
| Go Hire the Event People | Quest Wollongong Apartment Hotel | Wisdom Advertising + Design |
| Govinda Valley | Quotes Café | Wollongong Art Gallery |
| Hangdog Climbing Gym | Radio Doctor Illawarra | Wollongong Botanic Garden |
| Hangtime Trampoline Park | Red Square Wollongong | Wollongong Central Shopping Centre |
| Harbourfront Restaurant | Relativity Film Productions & Designs | Wollongong Pulse Ltd @ UOW - Aspire |
| HARS | Revolution Laser Arena | Wollongong Roller Hawks |
| Headlands Hotel | Rotary Club of Wollongong | Wollongong Serviced Apartments |
| Helensburgh Golf Driving Range & Putt Putt Complex | Sage Hotel Wollongong | Wollongong Surf Leisure Resort |
| His Boy Elroy | SantaFest Pub Crawl | Wollongong Town Hall |
| Illawarra Business Chamber | Seven Mile Beach Holiday Park | Wollongong Traditional Arts Society |
| Illawarra Fly Treetop Adventures | Shellharbour Village Motel | |
| Illawarra Folk Club | Sheppo's | |
| Illawarra Hawks | Sky Accommodation | |

Destination
WOLLONGONG



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visitwollongong.com.au