



SWAN HILL
Region HEART OF THE MURRAY

SWAN HILL INCORPORATED

ANNUAL REPORT 2022

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A LETTER FROM THE CHAIR

Swan Hill Incorporated (Swan Hill Inc.) is funded by a special rate that was introduced and supported by our members in 2002. Our purpose is to market the Swan Hill Region as a place to:

- Invest and do business
- Work
- Live a unique lifestyle within our region
- Shop and be serviced by our vast range of businesses
- Visit and enjoy in unique style

Over the years we have seen significant growth in visitations to our region and a number of new businesses have been brought to life.

Our marketing campaigns have evolved and been enhanced over the years. This ensures that we are reaching as many people as possible to encourage them to visit and see what we have to offer as a region.

We are fortunate to have excellent support from our members and a number of them have joined our respective committees to promote our wonderful region.

I would encourage members to consider joining our Board, Marketing Committee or the Traders Committee as we value member input and new ideas are always welcome.

To join a Committee, you must be a registered Swan Hill Inc. member. If you are the owner or the principal occupier of a premises that pays the special rate, you can join by completing an application form available from our marketing co-ordinator Tameeka Hankin by calling 0407 826 177.

Our Annual General Meeting is held in October each year. Information relating to the Annual Meeting is forwarded to our members by email and is also advertised in the local newspaper. I would encourage you to attend.

JOHN CHARLESON

Chair of Swan Hill Incorporated



ABOUT SWAN HILL INC.

Swan Hill Incorporated is responsible for developing a coordinated strategic plan and marketing strategy funded by a Special Marketing Rate which, after extensive consultation with the business community, has been applied from 1 July 2019 for a period of seven years. Swan Hill Incorporated also has the ability to raise additional funds to support the achievement of these strategic directions.

Since the declaration of the Special Rate back in 2002, Swan Hill Incorporated has matured and evolved. A structure has been developed that we believe will allow the organisation to complete its assigned charter and provide value to its members. It will encourage involvement from members in a way that is more convenient to them and will provide our members with further support that includes regular forums, networking and knowledge sharing to help grow our business community. The structure will consist of the following:

- Traders Committee
- Marketing Committee
- Business Support Committee

The organisational structure enables members with specific expertise and skills to be approached to assist with specific projects that they can have input into. We believe this is more aligned to supporting our members in an open and engaging way and has a strong focus towards the purpose of Swan Hill Inc, to market and promote the Swan Hill region.



Meet our Board

John Charleson

Chair of Swan Hill Incorporated
Bottle-o Swan Hill and Cellarbrations

Claire Billing

Swan Hill Disposals and Outdoor
Store.

Brendan McKenzie

Golconda Group

Greg Roberts

Deputy Chair of Swan Hill Inc.
Murray Downs Golf & Country Club,
Swan Hill Club & Spoons.

Colin Hayward

Stihl Shop Swan Hill

Nicole McKay

Council Representative

Adam Laughlin

Pooles Accountant and Tax
Specialists

Dale Whitfield

Whitfield Excavations &
Enviro Ex Solutions

Debbie Martin

Aspire Jewellery

Meet Our Committee's

Marketing Committee

Greg Roberts

Chair of Marketing Committee
Murray Downs Golf & Country Club,
Swan Hill Club & Spoons.

Janelle Earle

Pioneer Settlement

Reece Sutton

BIG4 Swan Hill Caravan Park

Marcia Pollington

Swan Hill Rural City Council
Economic Development

Jessica Warburton

Pioneer Settlement

Laura Ryan

Lady Augusta

Shaun O'Bree

Murray Downs Golf & Country Club

Retail Committee

Debbie Martin

Chair of Traders Committee
Aspire Jewellery

Carrie-anne Robins

Innocence and Attitude

Daniel Cleary

Premix King

Sarah Rogers

Swan Hill Rural City Council
Development Support Officer
Events & Administration Officer

Colin Hayward

Stihl Shop Swan Hill

Rebecca Orlando

Swan Hill Fishing and Shooting

Steve Colombo

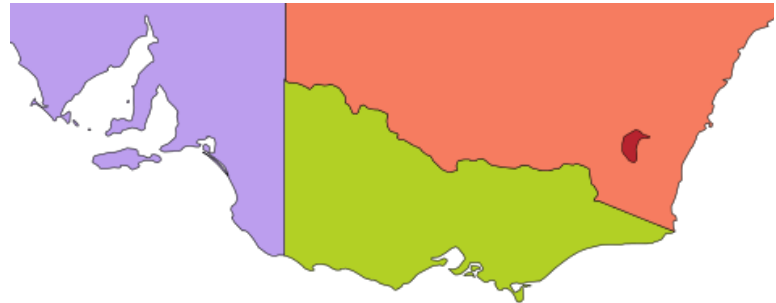
The Guardian

SWAN HILL REGION

VISITATION STATISTICS

Domestic Over Night Travel

The Swan Hill Region Received 312,000 domestic overnight visitors year ending March 2022. This was up 17.8% compared to YE March 2021. On average the length of stay was 3.7 nights which worked out that the standard visitor spend was \$110 per night equating to \$92 million put into our region up by 10.2% compared to YE March 2021.



59%

OF TOTAL VISITORS COME FROM REGIONAL VICTORIA

14.1%

OF TOTAL VISITORS COME FROM MELBOURNE

Domestic overnight travel			
	312 thousand	↑	17.8%
	840 thousand	↑	43.0%
	\$92 million	↑	10.2%

Total Domestic Travel

The Swan Hill region received 552,000 domestic visitors in the year ending March 2022. This is an increase of 11.1% on YE March 2021.

There was in an increase of 43.0% on the previous year of nights visitors spent in the region, with a total of 840,000 nights. In total domestic visitors spent \$132 million on travel to the Swan Hill region in the year ending March 2022.

All very positive numbers coming out of the height of the COVID 19 pandemic.

Domestic Day Trip Travel

Overall the Swan Hill Region received 239,000 day trip visitors to our region, this is an increase of 3.4% on the year ending March 2021. Holiday was the largest purpose for visitors to the Swan Hill Region making 31.2%, followed closely by visiting friends and relatives at 30.8%. The dominant origin of day trip visitors was regional Victoria at 86.2% and regional NSW at 10.1%.



MARKETING CAMPAIGNS

Swan Hill Incorporated's Marketing Committee have been working hard over the last year putting working on and developing new marketing strategies.

The committee invested in a full page sponsored content page in the April 2022 edition of MiNDFOOD AU. As well as the full page expose in the print edition the article also converted to a digital piece that was displayed on the MiNDFOOD website achieving amazing results with the average time on page for the online article being 7.32 minutes. This is an exceptional feat with the industry standard being 2-4 minutes.



To keep up to date with modern trends the Marketing Committee collaborated with social media influencers. We had the likes of Melbourne I Love You, Millymiss and Humans In Melbourne visit the Swan Hill Region and post blogs, posts and stories on their socials. With a collective following of over 400,000, Swan Hill was broadcast to the many as well as taking over our own Visit Swan Hill social platforms. It was a very positive experience keeping Swan Hill relevant and expanding our reach.

The marketing committee also continued with TV advertising with our current very successful campaign, My Hometown. A series of our iconic ads aired across the WIN Network from March to August in prime time slots, even during the 2022 Wimbledon Championships broadcasting.



The team continue to create new ideas to keep our region growing, have ideas you would like to submit, give our team a call on 0407 826 177 or send the Swan Hill Incorporated Marketing Coordinator an email at marketing@visitswanhill.com.au.



TRADERS COMMITTEE

Made up of various local business owners within Swan Hill, our Traders committee are committed to helping promote the Swan Hill Region as a place to Shop, Visit and Enjoy. Meeting monthly at the Swan Hill Information centre the committee discuss various topics that they put funding towards:

- Swan Hill Market Day
- Swan Hill Gift Card
- Swan Hill Christmas Decorations
- The Swan Hill Christmas Promotion
- EOFY Sale
- Mother Day Sale
- Business of the Month with ACE Radio
- Shopfront Initiative plus many more...



The Swan Hill Gift Card

The Swan Hill Gift Card is a new initiative that enables customers to redeem funds in all participating retail stores in Swan Hill and Lake Boga. Established in November 2019 the Swan Hill Gift Card has over 120 businesses involved and has helped keep over \$249,000 within our community.

There is absolutely no extra fees or charges for businesses involved or looking to come into the program as the Traders Committee incorporate the ongoing subscriptions and charges to their annual budget. If you are a business looking to join the Gift Card program head to www.swanhillincorporated.com.au or visit our office at the Swan Hill Information Centre.

If you are interested in joining the Traders Monthly Meetings give The Swan Hill Inc. Marketing Coordinator a call on 0407 826 177 or send an email to marketing@visitswanhill.com.au



SWAN HILL INC. PROJECTS AND EVENTS



Food and Wine Festival

Starting with humble beginnings the Swan Hill Region Food and Wine Festival is now one of the Swan Hill Region's biggest annual events.

Begin your March long weekend by joining us for a twilight cruise on the PS PYAP. Soak up the ambiance of the sensational setting and enjoy a stunning Mallee sunset with award-winning Andrew Peace wines and an impressive variety of tempting finger food.

Swan Hill's Pioneer Settlement comes alive with food, wine, cider, spirits and preserve offerings for your tasting pleasure. With all the best produce from the heart of Australia's food bowl, this is a treat like no other.

Don't miss our lineup of fantastic entertainers that have previously included acts like Thirsty Merc, The Black Sorrows, Diesel, Ross Wilson and Chocolate Starfish.

Entertainment kicks off at 11.30 am with the Grape Stomp, followed by local musical talent on display at various locations through out the day. We are continually working on making the event better than the last.

Swan Hill Market Days

This year's Easter Market Day was deemed a success. It provide a fun and entertaining environment for both locals and visitors. The Easter Market Day event was extended by the addition of the hosting of an outdoor cinema event at Riverside Park in the evening. Live music and face painting, along with the onsite food trucks were a big hit and were well received before the screening of the latest Spiderman film on the big screen. It was an enjoyable and family fun way to top of an amazing day.

Market Day is an annual event held in October that coincides with the Swan Hill Junior Basketball Tournament. The day always sees locals and visitors alike flooding the streets to enjoy a family day out whilst doing some early Christmas shopping, or sitting and enjoying a coffee and a bite to eat as the crowd passes.

There will be plenty of entertainment provided by local musicians & buskers as well as some super fun stuff for the kids including face painting, jumping castle, and much more!

The Swan Hill Youth Festival is held in conjunction with Market Day giving young people the chance to not only be recognised, but acknowledged, encouraged and affirmed as young people with a passion, talent or interest in the arts.



SWAN HILL INC. PROJECTS AND EVENTS

Swan Hill Shopfront Initiative

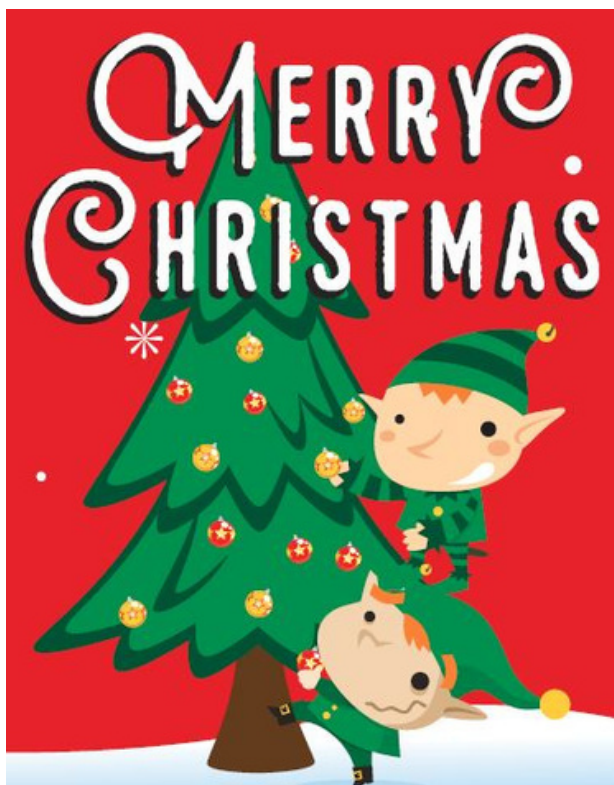
What started as an idea to clean up the empty shopfronts in the Swan Hill CBD has grown into an initiative to help promote businesses outside the major shopping area.

Starting with two shopfronts Swan Hill Inc. is continuing to work with local real estate agents to build the initiative into an ongoing project that will ensure any shopfronts in the area are kept clean and tidy.

Having only been implemented a short time, the Shopfront initiative has already seen great success with one of the first businesses involved taking on the lease of its display shop.



Christmas Promotions and Decorations



Swan Hill Incorporated is responsible for the Christmas Decorations that are used to create a festive atmosphere for Swan Hill and Lake Boga. After the Melbourne long weekend Swan Hill Inc. with the help of the Council Depot staff, install Christmas Trees, banners and bin signs through out the city of Swan Hill and Lake boga helping to bring our residents into the festive season and shopping locally.

Each year the Swan Hill Traders committee runs a Christmas promotion that enables shoppers to go in the draw to win one massive prize! Since 2019 Swan Hill Inc. has been offering a \$2,000 Swan Hill Gift Card as a major prize with 10x \$100 Gift cards.

Each year we receive over 30,000 entry forms that are plucked from out the back of ute that has been previously provided by Swan Hill Toyota or Holts Swan Hill.

Contact Directory



Swan Hill Incorporated

Email: marketing@visitswanhill.com.au

Phone: 0407 826 177

Swan Hill Rural City Council

Email: council@swanhill.vic.gov.au

Phone: 5036 2333

Swan Hill Economic Development Unit (EDU)

Email: ecodev@swanhill.vic.gov.au

Phone: 5032 3033

Small Business Victoria

Phone: 13 22 15

Environmental Health Officers

Email: health@swanhill.com.au

Phone: 5036 2591

Local Law

Email: locallaws@swanhill.vic.gov.au

Phone: 5036 2346

Planning Department

Email: planning@swanhill.vic.gov.au

Phone: 5036 2352

Fair Work

Email: 1300 799 675



SWAN HILL
Region HEART OF THE MURRAY

SWAN HILL INCORPORATED

SWAN HILL INCORPORATED

FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE 2022

SWAN HILL INCORPORATED

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SWAN HILL INCORPORATED

COMMITTEE'S REPORT

The committee member submits the financial report of Swan Hill Incorporated for the financial year ended 30 June 2022.

Committee Members

John Charleson is the Chairman in office at the date of this report.

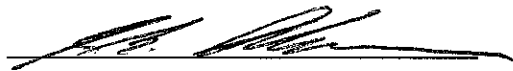
Significant Changes

No significant change in the nature of these activities occurred during the financial year.

Operating Result

The loss after providing for income tax amounted to \$5,487 (2021: \$93,529 Profit).

Signed in accordance with a resolution of the member of the committee:



Dated: 13-10-2022

SWAN HILL INCORPORATED

PROFIT AND LOSS STATEMENT
FOR THE YEAR ENDED 30 JUNE 2022

	Note	2022 \$	2021 \$
INCOME			
Market Day		671	1,366
Membership - Swan Hill Inc.		5,312	4,723
Special Rate Income		334,025	353,052
Swan Hill Region Food and Wine		90,426	89
		430,434	359,230
LESS EXPENDITURE			
Advertising and Marketing	2	283,083	130,498
Auditors' Remuneration		3,400	3,314
Bad Debts Write Off		-	3,535
Bank Charges		64	45
Business Support and Advocacy	3	3,749	13,344
Depreciation		-	573
Filing Fees		120	108
Insurance		3,928	2,995
Office Expenses	4	3,599	3,221
Postage		131	256
Printer Lease		1,499	1,255
Promotions	5	3,818	-
Salaries and Wages		56,925	56,332
Staff Training		369	371
Subscriptions		1,839	1,341
Sundry Expenses		-	1,444
Superannuation Contributions		5,671	5,352
Telephone		1,673	1,668
Traders	6	77,020	71,984
Worker's Insurance		-	568
		446,888	298,204
		(16,454)	61,026
OTHER INCOME			
Interest Received		174	139
Other Revenue		10,793	32,364
		10,967	32,503
NET OPERATING PROFIT (LOSS)		(5,487)	93,529
Retained Profits at the beginning of the financial year		207,731	114,202
TOTAL AVAILABLE FOR APPROPRIATION		202,244	207,731
RETAINED PROFITS AT THE END OF THE FINANCIAL YEAR		202,244	207,731

The accompanying notes form part of these financial statements.

SWAN HILL INCORPORATED
STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2022

	Note	2022 \$	2021 \$
Profit (loss) for the year		(5,487)	93,529
Other comprehensive income:		_____	_____
Total other comprehensive income for the year		_____ -	_____ -
Total comprehensive income (expense) for the year		<u>(5,487)</u>	<u>93,529</u>
Total comprehensive income (expense) attributable to members of the entity		<u>(5,487)</u>	<u>93,529</u>

The accompanying notes form part of these financial statements.

SWAN HILL INCORPORATED
STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2022

	Note	2022 \$	2021 \$
ASSETS			
CURRENT ASSETS			
Cash on hand	7	216,970	300,302
Accounts receivable and other debtors	8	12,949	1,337
Other current assets	9	92,550	-
TOTAL CURRENT ASSETS		<u>322,469</u>	<u>301,639</u>
NON-CURRENT ASSETS			
Property, plant and equipment	10	-	-
TOTAL NON-CURRENT ASSETS		<u>-</u>	<u>-</u>
TOTAL ASSETS		<u><u>322,469</u></u>	<u><u>301,639</u></u>
LIABILITIES			
CURRENT LIABILITIES			
Accounts payable and other payables	11	88,616	61,943
Borrowings	12	-	356
TOTAL CURRENT LIABILITIES		<u>88,616</u>	<u>62,299</u>
TOTAL LIABILITIES		<u><u>88,616</u></u>	<u><u>62,299</u></u>
NET ASSETS		<u><u>233,853</u></u>	<u><u>239,340</u></u>
MEMBERS' FUNDS			
Share Capital		31,609	31,609
Retained earnings		202,244	207,731
TOTAL MEMBERS' FUNDS		<u><u>233,853</u></u>	<u><u>239,340</u></u>

The accompanying notes form part of these financial statements.

SWAN HILL INCORPORATED
STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2022

	Retained Earnings \$	Total \$
Balance at 1 July 2020	145,811	145,811
Comprehensive income		
Profit for the year	93,529	93,529
Total comprehensive income for the year attributable to members of the association	<u>93,529</u>	<u>93,529</u>
Balance at 30 June 2021	<u>239,340</u>	<u>239,340</u>
Balance at 1 July 2021	239,340	239,340
Comprehensive income		
Profit (loss) for the year	(5,487)	(5,487)
Total comprehensive income for the year attributable to members of the association	<u>(5,487)</u>	<u>(5,487)</u>
Balance at 30 June 2022	<u>233,853</u>	<u>233,853</u>

The accompanying notes form part of these financial statements.

SWAN HILL INCORPORATED
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2022

	Note	2022 \$	2021 \$
Cash flows from operating activities			
Receipts from Operating Activities		337,064	398,836
Payments to Suppliers and Employees		(420,214)	(312,696)
Interest Received		174	139
Net cash provided by (used in) operating activities	13	<u>(82,976)</u>	<u>86,279</u>
Net cash provided investing activities		<u>-</u>	<u>-</u>
Cash flows from financing activities			
Net Repayment of Borrowings		(356)	(227)
Net cash provided by (used in) financing activities		<u>(356)</u>	<u>(227)</u>
Net increase (decrease) in cash held		(83,332)	86,052
Cash on hand at beginning of financial year		300,302	214,250
Cash on hand at end of financial year	13	<u>216,970</u>	<u>300,302</u>

The accompanying notes form part of these financial statements.

SWAN HILL INCORPORATED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2022

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the Associations Incorporation Reform Act 2012 Victoria. The committee has determined that the association is not a reporting entity.

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

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

(a) Property, Plant and Equipment

All property, plant and equipment except for freehold land and buildings are initially measured at cost and are depreciated over their useful lives to the association.

The carrying amount of plant and equipment is reviewed annually by the committee to ensure it is not in excess of the recoverable amount. The recoverable amount is assessed on the basis of expected net cash flows that will be received from the asset's employment and subsequent disposal. The expected net cash flows have been discounted to present values in determining recoverable amounts.

Freehold land and buildings are carried at their recoverable amounts, based on periodic, but at least triennial, valuations by the directors.

(b) Accounts Receivable and Other Debtors

Accounts receivable and other debtors include trade receivables. These amounts are expected to be collected within 12 months of the end of the reporting period and are therefore classified as current assets.

(c) Cash on Hand

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

(d) Accounts Payable and Other Payables

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the association during the reporting period that remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

(e) Goods and Services Tax (GST)

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

Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the statement of financial position.

SWAN HILL INCORPORATED

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2022

	2022	2021
	\$	\$
2 Advertising and Marketing:		
Opportunistic Promotions	12,746	8,771
General Marketing Expenses	43,895	50,748
Murray Regional Tourism Board	47,592	7,800
Official Visitor Guide	3,960	-
Swan Hill Food and Wine Festival	51,286	1,122
Targeted Mainstream Campaign	121,425	60,005
Visitor Guide Distribution	1,808	1,636
Website Costs	371	416
	<u>283,083</u>	<u>130,498</u>
3 Business Support and Advocacy:		
Business Forums	1,773	3,861
Industrial Services Promotion	-	7,331
Media Communication	1,976	2,152
	<u>3,749</u>	<u>13,344</u>
4 Office Expenses:		
Printing	185	121
Stationery	828	-
Other Office Expenses	2,586	3,100
	<u>3,599</u>	<u>3,221</u>
5 Promotions:		
Opportunistic Promotions	909	-
Swan Hill Show	909	-
Food and Wine Festival	2,000	-
	<u>3,818</u>	<u>-</u>
6 Traders:		
Buy Swan Hill	2,000	2,001
Retail Promotions	22,619	21,049
Christmas Decorations	907	29,122
Christmas Promotions	5,205	8,391
Market Day	17,776	11,421
General Traders Expenses	3,920	-
Swan Hill Shopfront Initiative	12,325	-
Swan Hill Gift Card	12,268	-
	<u>77,020</u>	<u>71,984</u>

SWAN HILL INCORPORATED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2022

	2022	2021
	\$	\$
7. CASH ON HAND		
Petty Cash Imprest	270	270
Trading Account	166,062	249,899
Investment Account	50,186	50,133
Credit Card	452	-
	216,970	300,302
8. ACCOUNTS RECEIVABLE AND OTHER DEBTORS		
CURRENT		
Trade Receivables	2,538	1,337
Good and Services Tax	10,411	-
	12,949	1,337
9. OTHER CURRENT ASSETS		
CURRENT		
Accrued Income	92,550	-
	92,550	-
10. PROPERTY, PLANT AND EQUIPMENT		
Plant and Equipment	4,366	4,366
Less Accumulated Depreciation	(4,366)	(4,366)
Total property, plant and equipment	-	-
11. ACCOUNTS PAYABLE AND OTHER PAYABLES		
CURRENT		
Good and Services Tax	-	8,850
Wages Payable	3,654	3,589
Trade Creditors	34,962	(496)
Advance from SHRCC	50,000	50,000
	88,616	61,943
12. BORROWINGS		
CURRENT		
Credit Card	-	356
	-	356

SWAN HILL INCORPORATED

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2022

	2022	2021
	\$	\$
13. CASH FLOW INFORMATION		
(a) Reconciliation of Cash		
Cash on hand at the end of financial year as included in the statement of cash flows is reconciled to the related items in the statement of financial position as follows:		
Cash	270	270
Cash at Bank	216,970	300,032
Bank Overdraft	-	-
	217,240	300,302
	217,240	300,302
(b) Reconciliation of cash flow from operating activities with net current year profit		
Current year profit after income tax	(5,487)	93,529
Cash flows excluded from current year profit:		
Depreciation	-	573
Changes in assets and liabilities:		
(Increase) / Decrease in Receivables	(11,612)	7,242
(Decrease) / Increase in Payables	26,673	(15,065)
Increase / (Decrease) in Accrued Income	(92,550)	-
	(82,976)	86,279
Net cash provided by (used in) operating activities	(82,976)	86,279

SWAN HILL INCORPORATED

STATEMENT BY MEMBERS OF THE COMMITTEE

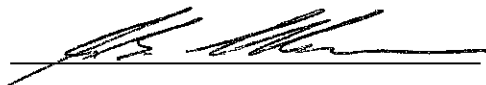
The committee has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

In accordance with a resolution of the committee of Swan Hill Incorporated, the members of the committee declare that the financial statements as set out on pages 3 to 11:

1. present a true and fair view of the financial position of Swan Hill Incorporated as at 30 June 2022 and its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements and the requirements of the Associations Incorporation Reform Act 2012; and
2. at the date of this statement there are reasonable grounds to believe that Swan Hill Incorporated will be able to pay its debts as and when they fall due.

This statement is signed for and on behalf of the committee by:

President



Dated:

13-10-2022

