

FLINDERS ISLAND

Untamed Land. Untold Beauty.

Annual Report 2017

Dear Members,

Thank you for coming.

There is an important statistic that is so promising for the future of this Island and that is a population growth of 16 percent versus a state average of 0.8 percent across Tasmania. There are so many things that will have contributed to this upturn. It is impossible to single out one particular event or group. It could have been the hard work of Flinders Council or FIAAI or the School or the Lions Club or the long table lunch at Partridge Farm and the primetime TV coverage on Gourmet Farmer all those years ago. But regardless of how it came about it is a credit to all who strived to make it happen.

A collaborative approach has been one of our goals within our group and the Building Better Region funding success is an example of that. Flinders Council lodged the application with the full backing of the community and many support documents from separate groups. This will be a huge boon to our patch but the credit to Flinders Council and those people who represented in support of this successful application. I would like to single out the FIDHS Symposium and the resultant group that drove home our needs in the last hour by putting all community members in one room. Cheers to the students and teachers that made that happen. Telstra will be presenting a comprehensive summation of the upgrades prior to the next general meeting of FITBI on October 18th.

The destination Action Plan (DAP) has secured \$50,000 funding which will ensure that a comprehensive visitor survey is completed, new signage is implemented and that we develop a signatory event that will build the shoulder and quiet seasons as well expanding recognition to our target visitation market. I would like to congratulate Liz Frankham on her appointments to the board of the Tourism Industry Council of Tasmania and to the board of Tourism North Tasmania. Her impact within the inner sanctum of tourism and her long-term allegiance with Flinders Island is invaluable. She already has our upcoming program firmly in the eyes of those who matter.

The Marketing and Branding campaign is going from strength to strength and I would love to show appreciation to our major partners; Sharp Airlines, Flinders Island Aviation, Flinders Island Cabin Park, Roberts Limited, Ngarra, Flinders Council, Tasmanian State Government, Quoin Developments, Events Tasmania, Furneaux Distillery, Andrew Thompson Designs, Nautilus, Flinders Island Aviation, Sawyers Bay Shacks and Straitwater.

Thank you to the executive and the members who have contributed throughout the year. The Furneaux Islands are a great place to live!

Kind Regards,
Michael Grimshaw.

Below is a copy of the Tourism Tasmania Destination Marketing Submission that was entered in this year's awards.

14. DESTINATION MARKETING

This category recognises creativity and innovation in fully integrated destination marketing activities. This category is open to Regional Tourism Organisations, Local Tourist Associations, Visitor Information Centres, local government and organisations that are marketing on behalf of a destination.

1 BACKGROUND (20 points) Outline the rationale and objectives behind your marketing activity.

Tips: What were you trying to accomplish? You are encouraged to include measurable targets such as number of campaign partners, number of visitors, length of stay, regional dispersal, expenditure etc.

Flinders Island is part of the Furneaux Group of over 90 islands in Bass Strait between Tasmania and the Australian mainland. Situated in the famous „roaring forties“, it has a generally mild maritime climate. The island has about 800 permanent residents, who are engaged in rural production such as sheep and wool, cattle, lambs, fishing (crayfish, abalone and scale fish), tourism and support industries.

With a land area of 1,333 square kilometres, the island is 75 kilometres long and 40 kilometres wide, with 73 km of sealed roads and 312 km of gravel roads. Three main population centres are located at Whitemark, Lady Barron and Killiecrankie. There are daily commercial air services from Launceston in Tasmania and flights from Melbourne three times a week, as well as charter flights. A weekly freight ferry to Flinders Island operates from Bridport in northern Tasmania and cargo is also shipped to the Island from the port of Bell Bay.

The Strzelecki Peaks National Park (managed by the Tasmanian Parks and Wildlife Service) covers 4,216 hectares of rugged mountains rising to an altitude of over 700 metres in the south west of the island.



Etymology	Tobias Furneaux
Geography	
Location	Bass Strait
Coordinates	40°10'S 148°05'E
Total Islands	approx. 100
Major islands	Flinders Island, Cape Barren Island and Clarke Island
Area	2,010.3 km ² (776.2 sq mi)
Administration	
	Australia
State	Tasmania
Local government	Flinders Council
Demographics	
Population	795



Largest islands [\[edit \]](#)

The islands larger than 1,000 square kilometres (390 sq mi) are:^{[1][2]}

- Mainland Tasmania (Tas) 64,519 square kilometres (24,911 sq mi);
- Melville Island, Northern Territory (NT), 5,786 square kilometres (2,234 sq mi);
- Kangaroo Island, South Australia (SA), 4,416 square kilometres (1,705 sq mi);
- Groote Eylandt (NT), 2,285 square kilometres (882 sq mi);
- Bathurst Island (NT), 1,693 square kilometres (654 sq mi);
- Fraser Island, Queensland (Qld), 1,653 square kilometres (638 sq mi);
- Flinders Island (Tas), 1,359 square kilometres (525 sq mi);
- King Island (Tas), 1,091 square kilometres (421 sq mi); and
- Mornington Island (Qld), 1,002 square kilometres (387 sq mi).

Part of Tasmania, Flinders Island is administered by the Flinders Council. In its 2012 draft update of its Strategic Plan, the Council is seeking to maintain its unique island lifestyle while developing the island economy and attracting more residents. An increased high quality tourism offer is one of the island development aims, which also include cheaper energy (e.g. renewable energy); improved, affordable air and sea access; and improved business and agricultural and fishing opportunities.

The latest 2013 exit survey of Flinders Island visitors conducted by Tourism Tasmania estimated an annual total of 5,692 visitors visited the island by scheduled commercial air flights. This is 24% more than the 4,300 visitors estimated in the last reliable survey in 2009. It is a key priority to complete a new visitor survey in 2017-18. We have had discussions with Tourism Northern Tasmania to implement this however more support from industry would be helpful.

- Holiday or Leisure was the most common reason people visited Flinders Island. An estimated 36 per cent or over 2,000 adult visitors travelled to Flinders Island for a holiday during the 12 months to January 2014.
- Visitors travelling for business or employment engagements on the island were the next most popular reason for travel, at an estimated 31 per cent of all visitors.
- An estimated 27 per cent of all visitors came to spend time with family or friends who are residents of Flinders Island. A small proportion of trips (4.2%) to Flinders Island were made by people pursuing a special interest activity, or for some other reasons (about 2.3%).
- Total expenditure by visitors to Flinders Island during the year to January 2014 is estimated at almost \$5.1 million dollars (including airfares to and from Flinders Island). Over 50 per cent of all expenditure was spent by holiday visitors (\$2.6 million), who spent approximately \$1,269 per person during their trip. When looking at the total visitors (all purposes, not just holiday visitors) it was found that those who departed Flinders Island to Essendon have a higher average spend per person compared to those travelling to Launceston, at an estimated \$1,157 and \$786 per person respectively. Airfares accounted for an estimated 39 per cent of total visitor expenditure.



Snapshot of the 2013 -14 Visitor Survey Report. Flinders Island has the opportunity to create a ‘visitor led economy’. It is safe, welcoming, has a mild maritime climate, 52 islands and 120 beaches, AND is within 60 minutes of the major metropolitan city of Melbourne, being a major attribute for regional growth. The Flinders Council Strategic Plan identifies that population growth is a key strategic priority. With population growth comes greater sustainability and access to a greater range of choice for local services and goods; ongoing service delivery is also increased for essential activities associated with health, education,

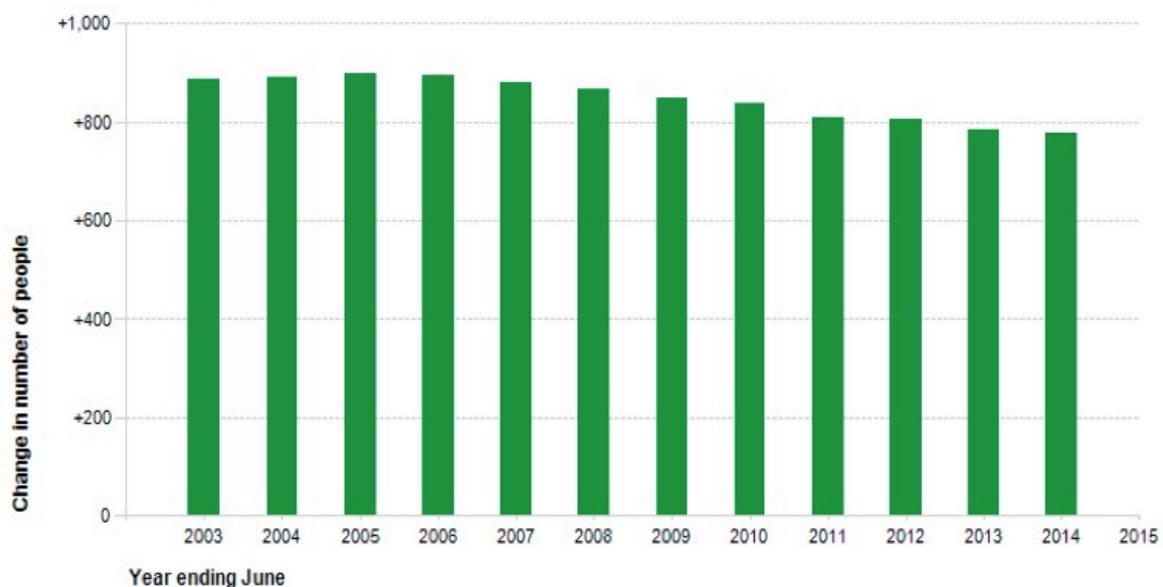
employment and enterprise. It is recognized that building the visitor economy has the potential to underpin population growth. Flinders Council Vision to retain our lifestyle and unique landscapes through positive leadership that encourages innovation, population growth, asset attraction, partnerships, and improved health and wellbeing for our community. (Flinders Council Strategic, 2015)

Opportunities to grow the tourism base are crucial and are expected to contribute to the future of the Furneaux Islands economy. To support business development there is a need for a targeted and strategic approach to overcome the limitations to innovation and broader entrepreneurial activity (e.g. remoteness) on the Furneaux Group. To help achieve these outcomes the Furneaux Group needs partners to help deliver the message to the world - a message that will generate awareness and lead to visitation and ultimately investment in the form of property and business development.

Currently the Furneaux Group has a declining population and this needs to be addressed. It is understood that population growth naturally follows increased visitation. Visitors, drawn to the islands through better marketing and the creation of more unique visitor experiences, add to the social and economic activity of the islands. With increased visitation comes more opportunity; a visitor led economic recovery has been proven to be successful in the larger Tasmanian island and it is one that Flinders Island intends to develop for its population growth.

Estimated Resident Population (ERP)

Furneaux Island Group

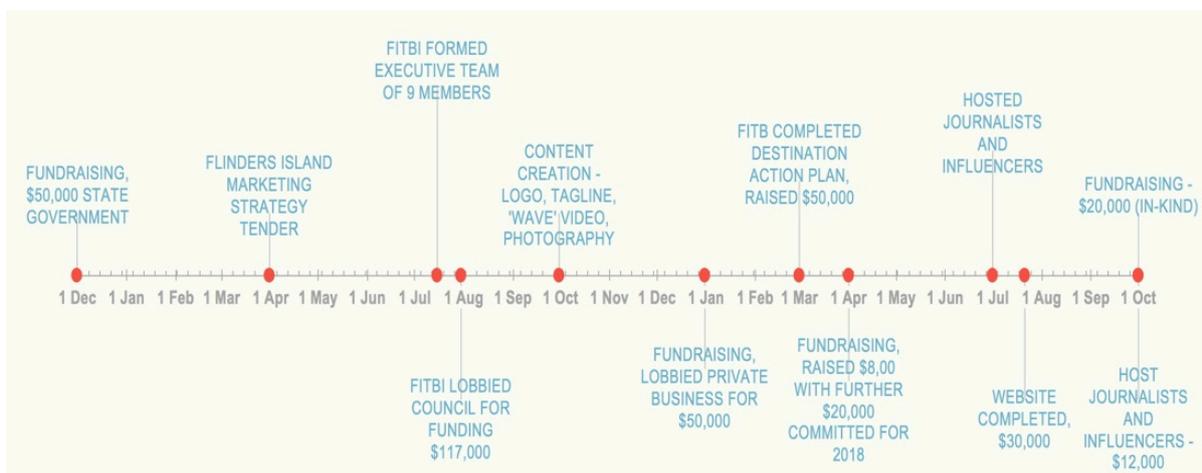


Source: Australian Bureau of Statistics, Regional Population Growth, Australia (3218.0). Compiled and presented by .id the population experts



It's the combination of tourism and the traditional industries such as fishing and agriculture that has the most potential for driving sustainable growth. The brand 'Flinders Island' has the potential to grow its premium tourism product offering and with more strategic development, the brand awareness will grow; people will pay for its produce, the cost of travelling to it, and become champions for it. The Flinders Island economic recovery aligns with the Tasmanian State Government's Population Growth Strategy. Mission: The Tasmanian Government will provide leadership to support long term, sustainable population growth through facilitating job creation and developing our workforce, promoting our enviable lifestyle and encouraging migration.

Flinders Island Destination Marketing Budget and Timeline of activities



2014-15- there was \$50,000 from the State Government paid to the Flinders Council for an election promise that was to be spent on Destination Marketing.

January to March 2016- Cost \$35,000 Flinders Council initiated a tender to present a 2016-2020 Flinders Island Marketing strategy. This Marketing strategy was to meet Council's Strategic Plan's- Key Performance Indicators (KPI's)

- Building the Flinders Island Brand and
- Value adding island commodities.

7 brand agencies from around Australia submitted a response to the tender and a Marketing Group was set up to score each application. Jim Jams was the successful agency in this process and they came to Flinders twice to interview key stakeholders and the community to formulate a four-year brand strategy. Jim Jams also engaged Wanderlust Union to submit a PR Strategy as key criteria was to increase awareness through media, partnerships, ambassadors and social media influencers.

July 2016 Flinders Island Tourism and Business Incorporation (FITBI) formed a new Executive team of 9 members all with a strong business and marketing skill set. All of these members have volunteered hundreds of hours to execute these strategies.

July 2016- Raised \$117,000 FITBI lobbied Council to fund some components of the project (up to the next Council election in 2018). 117,000 was committed to the PR and Marketing Strategy.

July to September 2016- Cost \$25,000 Creation of new content including a logo, tag line, 'Wave' video and photography for social media.

October to December 2016- Raised \$50,000 FITBI lobbied private businesses to contribute funds and in kind support.

February to March 2017 - Raised \$50,000 FITBI completed a Destination Action Plan (DAP) with key community stakeholders. The Premier was invited to Flinders to launch the DAP and announce the State Government would contribute a further \$50,000 to key activities such as a crayfish festival, signage and visitor survey.

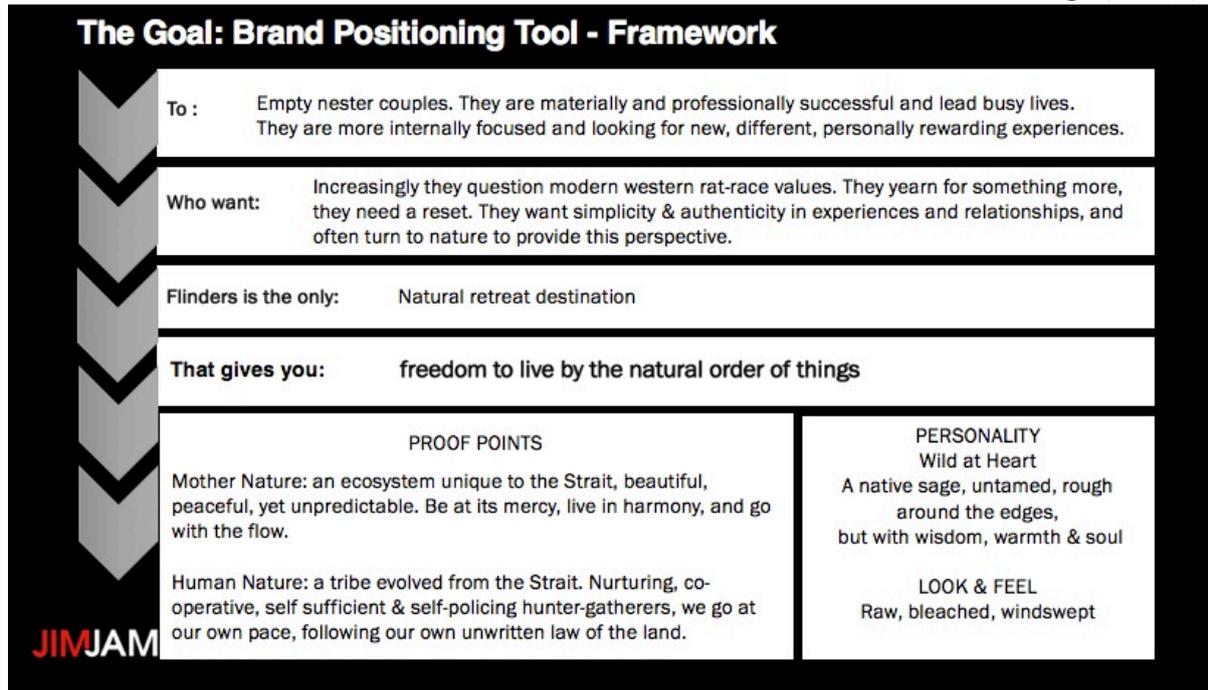
February to April 2017 - Raised \$8,000 and a further \$20,000 is committed for 2018 Events Tasmania funded a family to showcase of island produce from mutton birding (hosted by members of the aboriginal community), a beach side banquet and bonfire of crayfish, abalone, scale fish, and local honey comb and bush greens. This family video and photography will be used to promote the 2018 Crayfish Festival which has been scheduled for the 13-15 April 2018.

September to August 2017- cost \$30,000 Establish a brief and tender out website build. This will include a plan itinerary function, online bookings and new content for visitors. A national PR will be disseminated to launch the site.

June to July 2017- cost \$10,000 Host visiting journalists and Instagram influencers that showcase a wide range of the Islands attributes. Create and generate engaging social media content and report back to the members.

July to June 2018- Raised 20,000 (in-kind) Further in-kind sponsorship from Island businesses that include flights, helicopter and scenic flights, hosting, food, wine and produce.

June to July 2018- cost \$12,000 Host visiting journalists and Instagram influencers that showcase a wide range of the Islands attributes. Create and generate engaging social media content and report back to the members.



Flinders Island Brand Positioning Framework, formed from the Driving Meaning, Awareness and Wealth of Flinders Island as presented by Jim Jam Ideas.

The Flinders Island 4-year Brand and PR Strategy is projected to deliver more than \$2million dollars' worth of traditional and social media coverage and ultimately will increase visitation, business investment and population growth to Flinders Island. The Strategy is to incorporate visiting media, influencers and showcase a major crayfish festival with the aim of being the largest Flinders Island event targeted to a more affluent market from the Eastern Seaboard and Tasmania. The PR plan will lead with a strategic focus, generate great content that reflects the island stories and Wanderlust Union will leverage their key industry relationships to gain more dollar value

The minimum deliverables in each year will be;

- Pitching to media, short lead then long lead
- Arranging famils (VJP) and hosting where necessary
- Generating editorial in Australia's travel, lifestyle, food and wine and trade publications
- Generating editorial on Flinders Island key events
- Generating powerful social media traction through media and influencer visits
- Promoting the brand stories through the filters of the Island's new brand DNA
- Leveraging ambassadors and spokespeople to allow Flinders Island to share its own stories and increase awareness of the island
- Securing brand ambassadors including guest chefs etc. for key event/s i.e.: Crayfish

Festival

- Working with Tourism Australia and Tourism Tasmania communications teams to amplify the new FI brand messages & PR opportunities

Objectives

- Grow visitation numbers and population growth.
- Change the visitation market demographic to be more like Tasmania
 - 62% are 55+ for Flinders Island Vs 42% Tasmania
 - 19% earn over 104k for Flinders Island Vs 43% Tasmania
 - 5% earn over 200k for Flinders Island Vs 15% Tasmania
- Create development, investment and new infrastructure opportunities.
- Increase job and business opportunities for the next generation of islanders.
- Educate tourism businesses, monitor and evaluate the strategic marketing activities.
- Increase the Flinders Island brand net worth for the island community and businesses. This will be measured in social media and website audiences and engagement.

Flinders Island Tourism and Business Executive Group

An enormous amount of volunteer hours has been injected into the Flinders Island Destination marketing activities. This group has been formed to help carry out the marketing activities over the 4 years and with 4 members residing off island gives the Executive team a greater network and capacity to connect with Tasmania and Mainland Australia. There are a wide variety of skill sets across a number of professions.



MICHAEL GRIMSHAW (PRESIDENT)

Michael Grimshaw (Mick) serendipitously found Flinders Island in 2003 when he visited and never left. With his wife, Liz, and kids, Hector and Harriet, they ran Angus cattle on a farm at Launceston. Mick and Liz also have a business called Strawmate, and work in the world of organic glass bottles by offering quality filtered tap water in reusable glass bottles. Mick is a great ambassador for Flinders Island and regularly promotes it when he can. Mick is passionate about providing a future for the island's children while imposing livability for locals. He also tries about making Flinders Island business stronger by delivering an honest, defined, and quality tourism product.



ROWENA NICHOLLS (VICE PRESIDENT)

Rowena was born in Tasmania, grew up in Adelaide, and lived on the north island of New Zealand for 4.5 years. She has worked in various roles including a newspaper, food and beverage, wedding supervisor and financial advisor for Accor hotels at Roswell Wellington, New Zealand and Grand Mercure Mount Luffly House in South Australia. Rowena spent a couple of years studying a commercial degree with a major in accounting and later various courses at TAFE such as computerised bookkeeping. Rowena arrived on the island for a short-term family catch up in Jan 2020 when she was travelling up the east coast of Australia. Falling in love with the island, she decided to settle here and has been running Flinders Island Co's bank for the last 10 years with her husband, Justin. During this time, they have added the airport shuttle service, quad bike tours and just recently completed building Island Quarters - three, one bedroom apartments in WHitemark. Having visited the island from a young age, Rowena is very passionate about her island home, travel and tourism. She looks forward to watching it evolve and grow for the next generation to be able to find employment on the island in the future.



JO YOUL (SECRETARY)

Jo has an Angus cattle farm, north of Killarke with her husband Tom, daughter Alice and a baby set to arrive this November. Jo grew up on a sheep and cropping farm north of Melbourne and is a keen horse rider, previously representing Australia as a junior dressage rider in South Africa, North America, Germany and New Zealand. Jo has a background in agriculture and marketing and advertising where she worked for Bushbuckled Creative on brands such as Kellogg's, Victoria PowerFuels, Crayola, Sals Victoria and Musica Children's College. Since moving to the island four years ago, she has discovered a strong passion for improving the visitor experience and working towards telling the island's unique story to the rest of the world. Jo and her husband Tom submitted a Development Application in 2015 for high-end accommodation, and she is currently working on a business called 'Taste of Flinders', selling locally sourced produce and products.



DIANA DROOG (TREASURER)

Diana is a retired financial controller and business manager with a background in medical science, and has an interest in FI and the environment. Since the early 1980s Diana and her husband, Hugh 'Sargeant', have been visitors to Flinders Island. As a result of wanting to spend more time on the island in retirement, they have built a house (The Perch) at Blue Rocks. Normally living in Heathorn, Victoria, Diana and Hugh spend their time between Heathorn, South Gippsland (Recreation) and Launceston (work) and Flinders Island. Diana would like to help island businesses in the areas of promoting their services, succession planning, sustainability and IT, and has been the FITB Treasurer since March 2015.



ANNE-MAREE WILKINS

Anne-Maree Wilkins, aka Anne is the Owner and Chief of Angus Cattle as well as the Manager/Head Chef at Mountain Sea Arts and Wilkes Restaurant. Anne's involvement in tourism and hospitality stretches back almost 30 years and she has recently been awarded for her ongoing efforts by Tourism Northern Tasmania. Anne is looking forward to using her knowledge and experience to assist in the rest of the executive and marketing to build a bright and sustainable future for our island home.



MICK ROSE

Mick is a self-employed registered and licensed a pilot that has been significantly disadvantaged since moving to Flinders Island in late 2015 to operate the coast park with his wife, Marlene. Marlene and Mick have two daughters, Madly and Sam. After graduating from UTS in 1982 Mick gained employment in south east Queensland and discovered indoor cricket when it was firstly reported in some Australia. Mick set up one of the first indoor cricket centres in Tasmania in 1983 and was also actively involved in the State and Federal administration. Mick and Marlene are looking forward to enhancing the Flinders Island visitor economy and actively collaborating with all island businesses.



LIZ FRANKHAM

Liz and her son Art have a strong connection with Flinders with Art being an 8th Generation of the island through his last name Great Forebears. They still have their small sheep farm near Heathorn. Liz has interests in the arts, food and wine, tourism and economic development. Her Tasmanian career path covers working with an American outfit to set up and run a health retreat on Flinders Island, working with Tourism Tasmania Development (TDE) in the area of Economic Development, and as the General Manager of The Quarry State. During 2012 Liz also worked on a 6-month contract with MODA. Liz helped start MODA in the marketplace, as well as completing a comprehensive sales review for the museum. In 2014 Liz worked on the Junction Arts Centre building their awareness, sponsorship and relationships, she became a Board member in 2015 and Chair and President in March 2016. Since 2012 Liz has worked with Dr Andrew Price and has been single 'right' in regard to being Tasmania. Together they are helping Art begin to market and develop his business. Other clients have included The Elbow Press and Olive Tasmania. Recently Flinders Council contracted Liz to help build awareness and reputation growth for the island. In 2013 Liz joined the organizing committee to help deliver 'Newcomer Tasmania', a celebration of

NEW FLINDERS ISLAND TOURISM AND BUSINESS EXECUTIVE

This group has been formed to help carry out the marketing activities over the 4 years. With 4 members residing off-island, it gives the executive team a greater network, and capacity to connect with Tasmania and Mainland Australia. There are a wide variety of skill-sets across a number of professions.



DAMIEN NEWTON-BROWN

Damien Newton-Brown has a lifelong connection to the island and his family have been holidaying at their property at Blue Rocks since the mid 1960s. Today, he enjoys as much time as possible at his own property with his wife Rose and his three young children Digby, Jenna and Violet. When he is not on the island, Damien lives and works in Melbourne running McCalland Brown Group, a property and construction group with interests in general construction across Victoria and Western Australia, social and community infrastructure development and hospitality. Damien is passionate about the island and can usually be found on one of his beaches, at the end of a fishing rod or under the water. He brings to FITB his skills and experience in general business planning and strategic property construction and development.



PETER BARRON

Peter Barron, owner and operator of Flinders Island Aviation. Based with a strong family passion and alignment to aviation. Peter's goal was to follow the Barron tradition and join his family in the sky. Peter currently has in flight training with his wife Rachel and three daughters, Grace, Christy and Aileen. Before joining Air King Peter had a working career in the automotive industry throughout several management roles, including Regional Manager for Audi Australia. He brought his own in business management and customer experience. To this day, Peter still operates a consultancy company delivering customer focus and process training to several premium automotive brands, such as Audi, VW and Jaguar and Rover. Peter's goal is to create an aviation business that supports the growth of Flinders Island's Flinders Island Group, promoting the unique experience the region can deliver.



MICHAEL BUCK

Michael Buck offers a unique blend of creative thinking, business development, strategic human resources and public relations, along with a deep understanding of public issues through many years of practical experience. He has an intimate knowledge of all levels of Government and industry and has worked closely on a number of projects with key political and industry leaders. Michael has developed strong networks both in Tasmania and Melbourne in business and the political arena. As well as teaching, Michael along with his wife Ursula, has managed a small travel business (Flinders Island Travel Centre) for the past nine years. He moved back to his childhood island home nearly five years ago. Michael has served as Vice President and an immediate past President of FITB Inc. He shares a love of the outdoors, gardening, music and ballet.

Flinders Island Destination Action Plan (DAP) completed in February 2017.

Flinders Island Tourism and Business Inc., in conjunction with Tourism Northern Tasmania and with the support of the Department of State Growth and Flinders Council, has developed and working on implementing a Destination Action Plan to provide an actionable plan to recognise the potential of the region. The process brought together representatives from all stakeholder groups that benefit from the visitor economy; local government, state government agencies, industry and the community, to develop a plan. This Plan sought to identify the challenges and opportunities facing Flinders Island and to establish achievable, affordable priorities that if delivered would increase Flinders Island's competitiveness. The DAP was completed as a requirement to apply for more funding that would be put towards further marketing activities in 2017-18.

A core strategy is to recognise that visitors to the region are primarily attracted to destinations and experiences. Therefore, the development, marketing and management of the region's destinations are pivotal to the success of the whole region. The Destination Action Plan for Flinders Island identified priority strategies and actions which is implemented would enhance the competitiveness of Flinders Island as a primary visitor destination of the region.

The plan was prepared utilising a facilitated workshop process involving business and community representatives who considered and reached consensus on tourism development, marketing and management opportunities and challenges. The group then identified and agreed on the key priorities and actions that would make a positive difference to the growth and sustainability of the Flinders Island visitor economy and experience.

The key objectives identified by the development of the Destination Action Plan are:

1. To increase visitor numbers
2. To increase visitor length of stay
3. To increase visitor expenditure
4. To increase visitor dispersal
5. To increase visitor satisfaction

In the 12 months ending January 2014, the key performance metrics showed a positive growth compared to a data capture period from 2008-2009.

Performance Indicator	Year-end January 2014	Growth since 2008-2009 period
Visitor Numbers	5,692	+ 24%
Holiday	36%	
Business/Working	31%	
Visiting friends and relatives	26%	
Other	7%	
Visitor Nights	34,500	+ 28%
Average Length of Stay	6 nights	
Average spend per visitor	\$546	
Visitor Expenditure	\$3.1 million \$5.1 million including airfares	+ 2.8% *

* Although comparisons are possible from the previous surveyed period of 2008-2009, caution must be used when interpreting these given variations in survey methodology.

The Development Action Plan identified a number of high priority marketing actions and activities that have recently been completed, which form the basis for our Destination Marketing Award nomination. The key activities we wish to highlight and submit for consideration include:

- New Logo Branding
- Video Branding
- Website Branding The marketing efforts that produced each of the items above was a comprehensive, collaborative approach to rebranding the Flinders Island destination. The new brand represents the true Flinders Island identity and provides a seamless and consistent image across all media types.

2 RESEARCH (25 points) Who were your target markets, why and what research did you use to identify them?

Tips: This is a three-part question – make sure you answer a) who, b) why and c) what. Consider including geographic markets, demographics, psychographics, media preference, motivations for travel and purchasing patterns.

The Tasmanian State Government through Tourism Tasmania has identified Lifelong Learners' as a target audience. Tasmania is known nationally and internationally as a spectacularly pristine land and sea environment with a rich cultural heritage and a world-class food and wine offering. In today's increasingly noisy marketplace, with all the information that bombards consumers, it's getting harder to attract their attention. Tasmania's tourism brand provides a unique way to talk to consumers through the Go Behind the Scenery campaign. Tourism Tasmania states: 'The campaign weaves together the things for which Tasmania is well known, but also emphasises those 'behind the scenery' experiences - the nooks and crannies, the offbeat and original, and Tasmania's natural beauty set against the brutality of our convict past - all of which are a part of our brand story'.

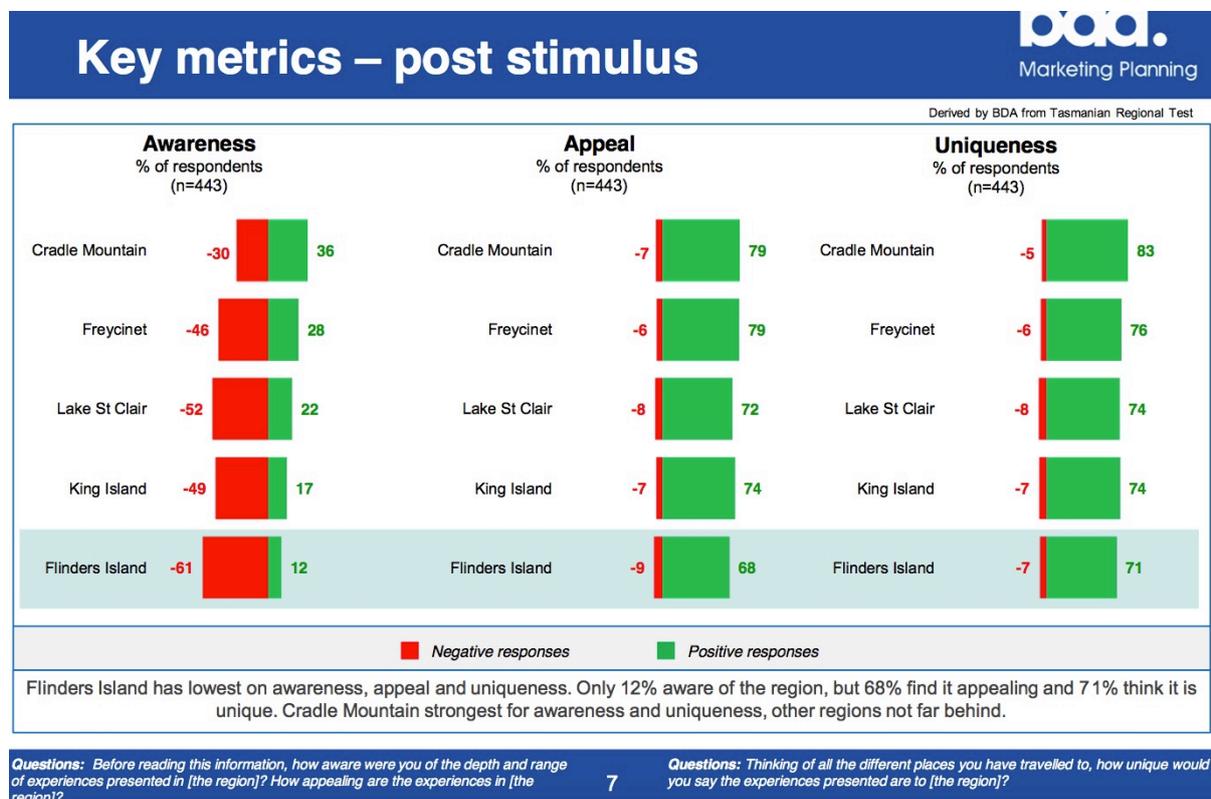
Sociographic: These people typically come from households that have higher than average household income, with a discretionary disposable income and are tertiary educated. The source markets are from the Eastern Seaboard of Australia, typically from Melbourne, Sydney and Brisbane. The domestic tourists are often travelling as Free Independent Travellers (FITs), in pairs, often husband and wife with the majority being 50+, children have Tourism Tasmania's domestic marketing targets a group of people they call Life Long Learners. The research shows they have an interest in exploring and learning more about world in which they live, have a positive outlook on life, and live mainly on Australia's eastern seaboard. Their reasons for taking a holiday are to discover and understand new people and places or to escape and spend time together and create new memories. left home, either professional, semi-professional or semi-retired with disposable income. They are often on a short break and have visited Tasmania before.

Psychographic: These leisure visitors are very similar to Tourism Australia's Experience Seekers and Tourism Tasmania's target market. They appreciate good food and wine and are motivated by seeking out the best experiences featuring good produce while travelling in Tasmania. They read the weekend papers and glossy magazines such as Feast, Delicious and Gourmet Traveller. Brag-ability is important to them, as they like to go home and tell their friends about the producers they have visited. Experienced travellers, they seek out and enjoy authentic personal experiences that can be subtly bragged about. They like to involve themselves in holiday activities, are sociable and enjoy engaging with the locals.

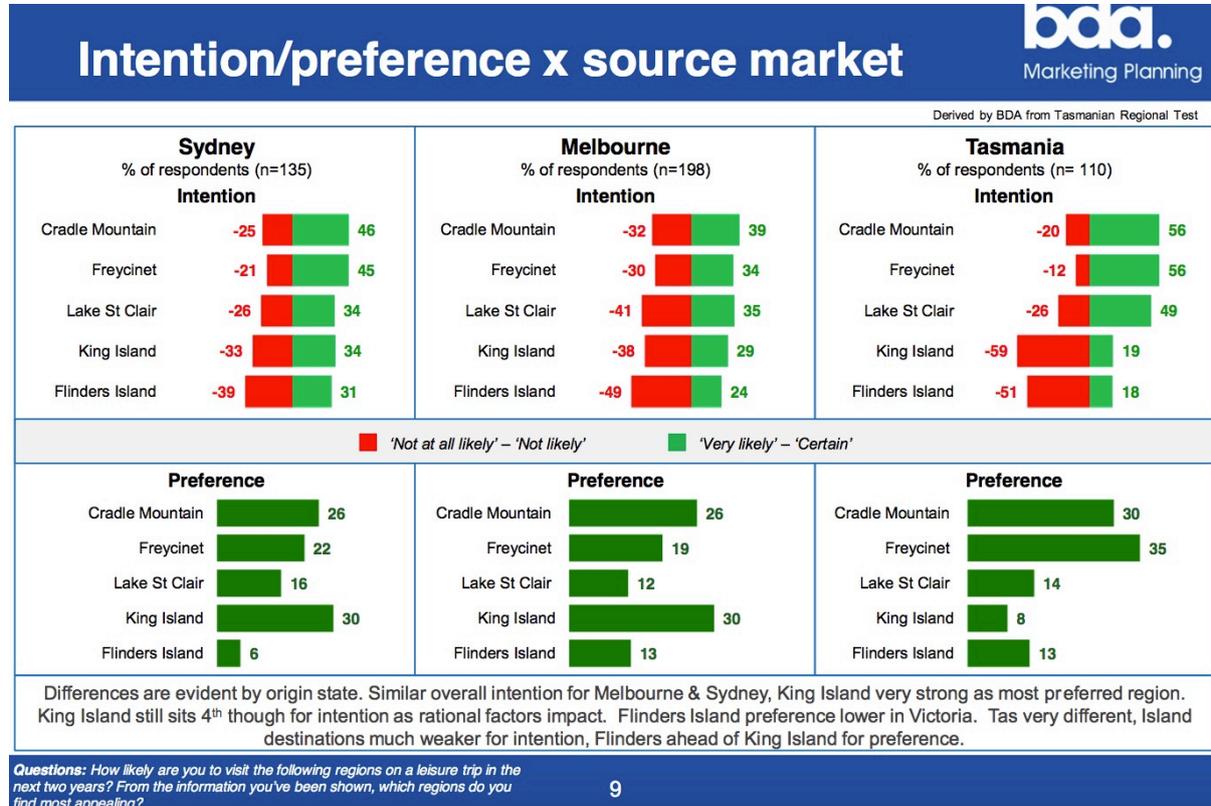
They are active in their pursuits and come away having learnt something, are somewhat adventurous and enjoy a variety of experiences on any single trip. These people place high importance on value and hence critically balance benefits with costs, plus they place high value on experiences that are different to their daily lives. They are open-minded opinion leaders within their social circles, have an interest in world affairs and are selective about their media consumption.

It was identified by everyone working on the Flinders Island brand that we need to directly link to the Tourism Tasmania campaigns as we share similar brand attributes and key target market. Also, the Tasmanian brand already resonates so well on a national and international stage. We are performance driven and the Tasmanian brand is performing, recording good tourism growth and becoming a State to visit, live and invest. We made the decision to work with Jim Jams and IdeasBanq as we knew that they helped evolve some of the Tasmanian 'go behind the scenery' strategy and creative.

One of the key points that came out of the research report was that Flinders Island has the lowest awareness of all the destinations. Awareness is something that takes time to grow and a consolidated marketing approach was an obvious objective for Flinders Island. The slide below is the key metrics for Flinders Island as a destination compared to other regions in Tasmania. Flinders is the lowest on awareness, appeal and uniqueness.



The next slide is breaking down the intention preference my market. The intention from each market aligns with our online google stats. More people are searching Flinders Island from Sydney and Melbourne then Tasmania. So, our marketing should be focused on reaching the East coast of Australia rather than just Tasmania.



The next two slides examine the intender profile of who would most likely come to Flinders. The target demographic aligns with Tasmania and are categorised as 'lifelong learners'. The profile of people visiting are more than like going to work full time, in the middle-income bracket and have a partner or spouse. The seasonality is in the warmer months and the time is 3-6 days. There is also not enough infrastructure on Flinders to host the market in the higher income bracket who desire great quality or luxury experiences.

Flinders Island is competing against so many other amazing nature based destinations such as Bruny and King Island. Cost of travel and other great nature based destinations being top of mind are the two main barriers for people not wanting to go.

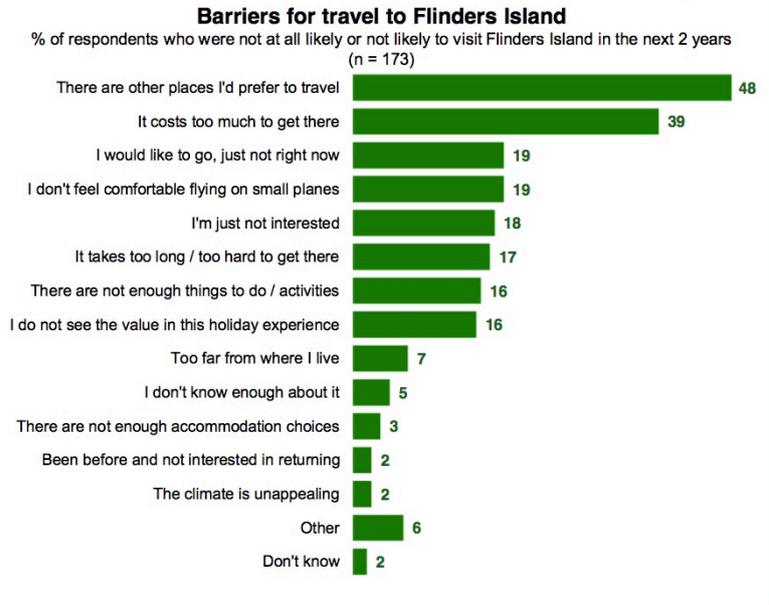
Flinders Island Barriers



Derived by BDA from Tasmanian Regional Test

Other preferred places most common

- The cost to get there was also a major barrier
- ~20% were not comfortable on small planes
 - ▶ Similar proportion put off by difficulty in getting there
- Climate & having been before least likely to be a problem



Questions: Why are you unlikely to visit Flinders Island?

We see online and PR as integral tools for planning and booking a trip to Flinders. As we do not have a large budget to spend on mass marketing, targeted tools have been developed in the brand strategy to reach our potential market. Further work will be carried out to ensure that we are disseminating our content through the right channels and we have a clear call to action that converts bookings.

3 CREATIVITY (25 points)

Describe the philosophy behind your creative strategy and demonstrate how you have integrated this philosophy into the actual creative.

Tips: Include images that illustrate your creative approach and explain how they linked to what you wanted consumers to think about your destination.

In conjunction with marketing agency JimJam Ideas, a complete re-branding of Flinders Island was undertaken. The rebranding started with extensive consultation with local stakeholders as well as familiarising JimJam Ideas with Flinders Island and her beauty. From here, brainstorming on the Island's true underlying meaning and values was conducted, with the results showing two major components to island life; Human Nature and Mother Nature.

DIFFERENTIATION



JIMJAM

Human Nature

Human nature on Flinders Island evolved from the remoteness of Bass Strait. Some of the key concepts unique to life on Flinders Island were discovered:

- Authentic & Unaffected
- Caring, Co-operative
- Our own way
- Hunter Gatherers From these thoughts and concepts, a statement of what human nature means to the residents of Flinders Island was developed.

“Evolved from the early settlers, alone in the Strait, we’re self-sufficient and self-policing. We nurture and co-operate, with a shared sense of responsibility. We go at our own pace, in our own way; our own unwritten law of the land. We exist as a tribe.”

Mother Nature

Mother nature has many unique elements in Bass Strait. These were identified as:

- Mountain & Seas
- Maritime
- Wildlife
- Highly Seasonal The elements we identified were combined to produce a statement about the natural elements of Flinders Island. “Mother Nature on Flinders is not passive. Raw, elemental, peaceful and breathtakingly beautiful.

Mother Nature in the Strait is milder... yet wilder. Powerful and unpredictable. We are forced therefore to be at its mercy. It's untameable, we need to be in harmony, just breath, and go with the flow."

The Natural Order

The natural order of Flinders Island is a harmonic combination of Human Nature and Mother Nature. Blending our findings on what these concepts mean to Flinders Island, resulted in a statement of the Natural Order of Flinders Island. "The self-importance of cities is reduced to the trivial under the rhythm of nature. Away from the heaviness of 'modern' life, allow nature to restore you to your true self. On Flinders, we have an unwritten law combining mother nature and human nature at its most raw, authentic and honest. When we commune with nature, people and food, honest, wild and native, we are finally free and as humans should be, in tune with the natural order of things."



The Flinders Island Brand

With a statement, as powerful as "The Natural Order", it was important to make a promise to Flinders Island, a promise that the brand will represent the true meaning of the island.

"Freedom to live by the natural order of things"

Logo Development

The goal of redeveloping the Island's logo was to modernise, simplify and refresh the Flinders Island brand. With all the work on defining what Flinders Island is, and should be, it was important to also respect the promise "Freedom to live by the natural order of things". The task, to develop a logo that represents the raw beauty of Flinders Island. The designers set to work and came up with several concepts for rugged, bold logos. In the end, it was decided that the last design, shown again below would be the most appropriate, as the design is simple, clean, yet somehow raw and untouched. The individual letter sizing gives the text a slightly random feel, echoing the mountainous terrain. Once the logo design was finalised, the designers suggested that a tagline below the logo may help to reinforce the concepts of human nature and mother nature, adding an extra depth and dimension to the brand image. Several taglines were trialed:

"Soul of the Earth" "Untamed Land. Untold Beauty" "Land of Untamed Beauty" "Find yourself at Flinders" "Where Good Nature is Second Nature"

In the end, the tagline "Untamed Land. Untold Beauty" won the race, as it was felt this tagline provided the most meaningful representation of the raw, untouched and wild beauty of Flinders Island.

The result of the logo development, a simple, clear, concise logo now provides a direction for all marketing activities for Flinders Island. With grey representing the colour of the granite that forms the mountainous terrain, and a burnt orange for the colourful lichen that grows on the Island's granite shores.



Untamed Land. Untold Beauty.

Wave Video

Through this branding experience, the two themes that were identified as being unique to Flinders Island were Mother Nature and Human Nature, the untouched beauty and ruggedness of the Island, and the welcoming warmth of the locals who inhabit it. The challenge was identified as, how do we communicate these themes effectively to people who have never experienced Flinders Island? The solution was a destination marketing video like no other! A video that highlights the incredible and varied scenery of the island, while focussing on a simple gesture unique to Flinders Island, the “Island Wave”.

A rough narrative was developed, which was only slightly modified for the final version of the video: “Welcome to Flinders Island, an untamed land of untold beauty. However, her true beauty lies with the locals. They’ll make you feel right at home. You just have to learn the island wave. That’s right, there’s the one finger wave to greet visitors; the passing wave; the wave in the mirror to make sure they saw it wave. There’s the long-time no see wave; the never seen you before in my life, but I’ll wave anyway wave. Then there’s the farmers wave; the fisherman’s wave; the my shout, no its your shout wave; the geez you should really taste this wave... and this... and definitely this.... Then there’s the check out these waves wave; and the stop and take a look at this wave. So please, don’t be too surprised by the island wave. Embrace it, and enjoy the old-school gesture. That’s the welcome to Flinders Island wave. Where good nature is second nature.”

The narrative provides a deep insight into the “Natural Order” statement developed in the marketing brief.

“The self-importance of cities is reduced to the trivial under the rhythm of nature. Away from the heaviness of ‘modern’ life, allow nature to restore you to your true self. On Flinders, we have an unwritten law combining mother nature and human nature at its most raw, authentic and honest. When we commune with nature, people and food, honest, wild and native, we are finally free and as humans should be, in tune with the natural order of things.” The narrative, paired with dramatically beautiful video footage, which encompasses both scenic landscape footage and footage of warm-hearted local characters, provides a true insight into what visitors can expect when arriving on Flinders Island. This video is set to feature on the redesigned website, and to be used in PR campaigns across all media types including Social Media and televised media where appropriate. The Wave video is featured on the homepage at www.VisitFlindersIsland.com.au

VIDEO BRAND

While Flinders Island itself is wild, untamed and rough around the edges, it has a unique charm and natural warmth you won't find anywhere else on earth.

To bring this to life, we tap into an insight that only Flinders can own. That is, their unique way of greeting each other via the well known 'Flinders Wave'.

The following video introduces viewers to this unique form of hospitality making them part of the Flinders island life.

Whether it's the natural beauty, the amazing fresh produce or the lovable locals, good nature on Flinders Island really is second nature.

This is what we intend to convey.

JINJAM

BRAND OPTION 1: Flinders Island - 'Home of the island wave.'

Open on stunning shots showing off the brutal beauty of Flinders Island in all its glory - from the beautiful mountains, the rugged coastlines and pristine beaches to the people and local produce that make Flinders so special.

NARRATOR: Flinders Island is an untamed land filled with untold natural beauty. However, her true beauty lies with the locals...

Cut to friendly islander Kate Mooney cuddling her baby wombats in hand-knitted pouches.

People like the wombat rescuer, who has an orphanage for baby wombats and hand knits pouches to make them feel at home. The locals will make you feel at home too...

Cut to Mick's shack. We see a range of fresh local seafood, lamb and beef being served up to hungry visitors.

You just have to learn the 'island wave'...

SUPER: WELCOME TO FLINDERS ISLAND - HOME OF THE ISLAND WAVE.

Cut to a series of shots of Flinders local producers, farmers, musicians and well known characters (as per shoot schedule) demonstrating the Flinders wave, each in well known locations around Flinders.

There's 'the one-fingered wave'... used to greet visitors...

'The long-time no see wave' (where you raise your finger like so.)

'The horizontal wave' for people you like... (your right hand leaves the wheel and you wave horizontally like so.)

And the one for those you don't... (hasn't been used since the war)

'Then there's the truck driver's wave'... (arms outstretched, so the whole palm is raised in a flat sort of motion.)

JINJAM

'The fisherman's wave'... (cut to a fisherman with a fresh catch holding both his arms out as if to say 'that big')

The 'see you at the pub' wave... (the raised right hand in the drinking motion.)

The 'my shout... no it's your shout' wave... (hand moving in circular fashion to suggest a round.)

The 'jeez you should try this lamb roast' wave... (a big thumb's up occasion.)

'The passing wave'

'The wave in the mirror to make sure they saw it wave.'

The 'check out these waves' wave.

And the **STOP, AND HAVE A LOOK AT THAT!! wave.** (Pointing towards beautiful views.)

So please don't be too surprised by the *Island Wave* when visiting. Embrace it and enjoy the old-school gesture.

Cut to a bunch of locals raising their fingers.

Locals: That's the 'welcome to 'paradise' wave... where good nature is second nature...

ALT - where the only good reception you'll get is from the people.

Cut to one local on a mountain comically trying to get reception on his iphone.

SUPER: FLINDERS ISLAND. WHERE GOOD NATURE IS SECOND NATURE.

Or - **FLINDERS ISLAND. AN UNTAMED LAND OF UNTOLD BEAUTY.**

JINJAM

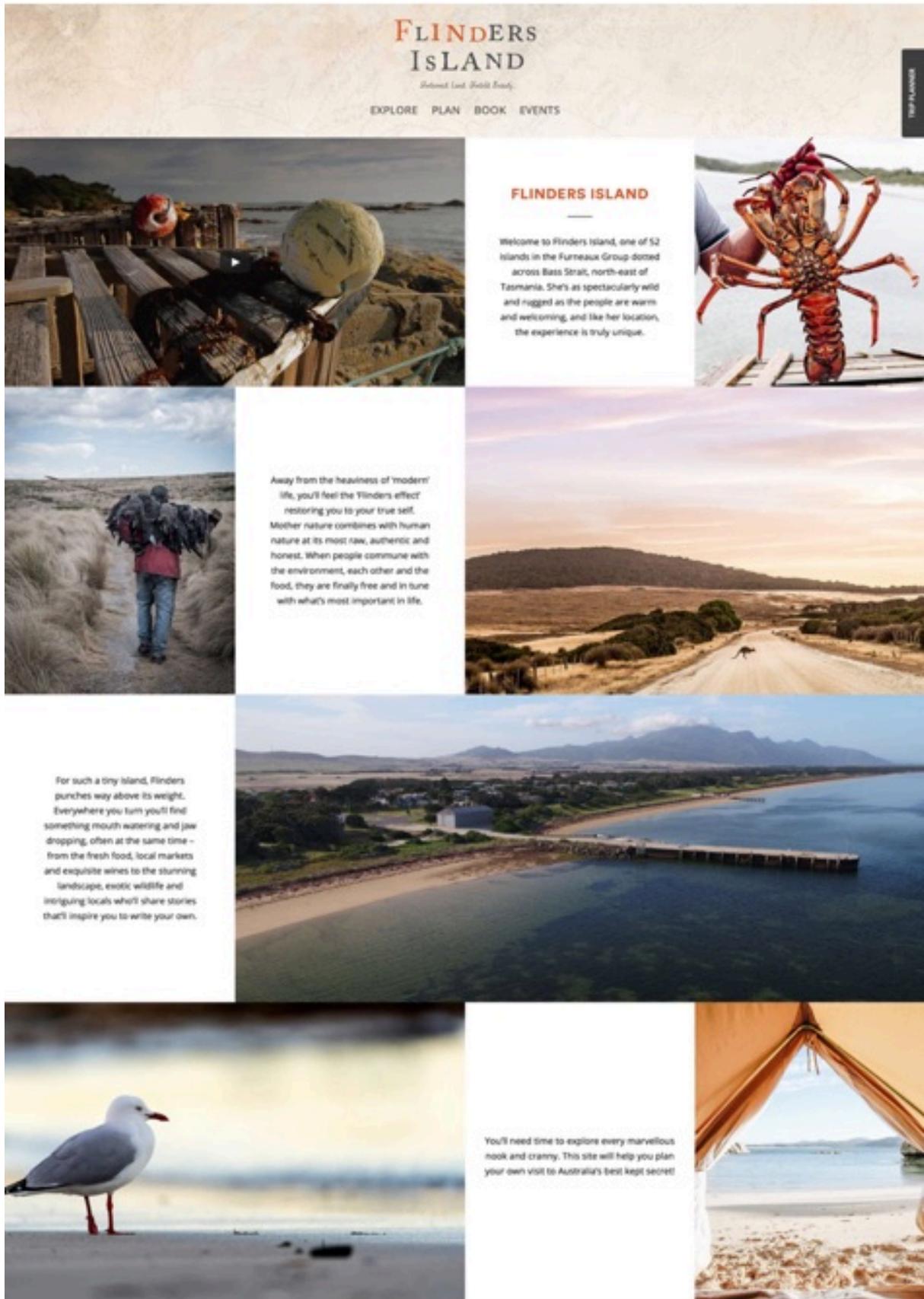
Website Branding

The creation of a new logo, and an incredible marketing video prompted the development of a fresh new website design. When analysing the existing VisitFlindersIsland.com.au website, a number of key requirements were identified:

- The site must be responsive and available on a wide range of devices.
- The site must reinforce the updated Flinders Island brand.
- The site should be integrated with the Australian Tourism Data Warehouse to draw

information on local listings into the site in a way that feels seamless for guests.

- The site should include an interactive itinerary planning tool to encourage users to take the next steps in planning their journey.
- The site should provide the functionality for guests to book available components of their trip directly with VisitFlindersIsland.com.au in order to encourage more visitors to the island. The website design, which focusses on powerful imagery draws guests in to explore what the island has to offer guests. The site's new design reflects the casual and informal style of the logo and branding design, whilst providing a unique and detailed user experience.



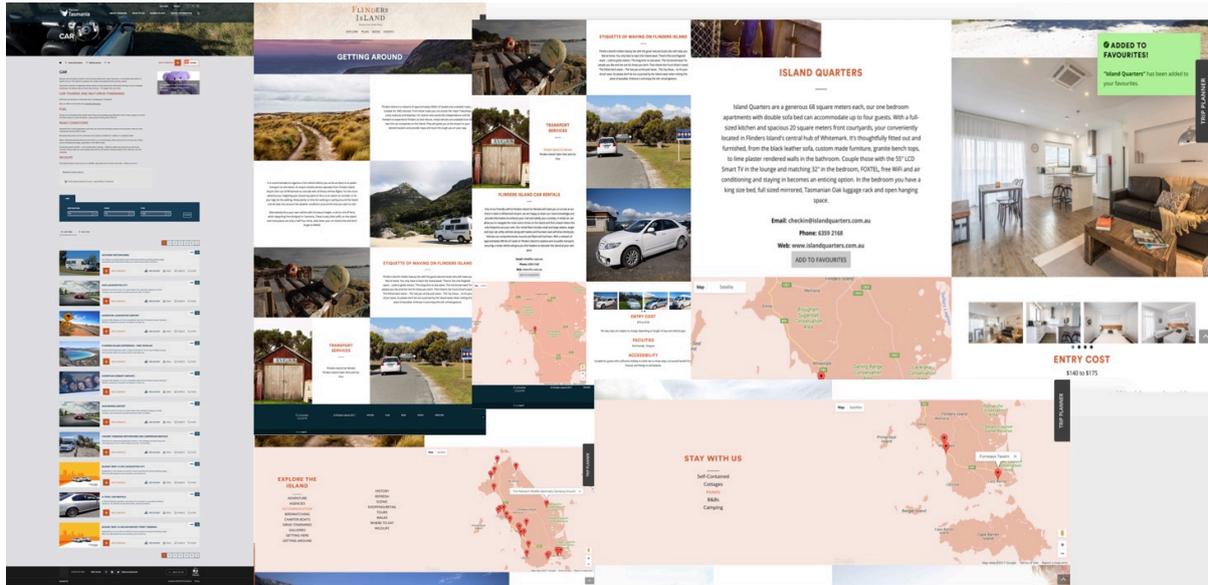
A small sample of the new VisitFlindersIsland.com.au website

Australian Tourism Data Warehouse (ATDW) Integration

One of the key requirements of the new website development was to directly integrate with the Australian Tourism Data Warehouse (ATDW) to automatically draw up to date information from that service for display on the VisitFlindersIsland.com.au site. The advantage of this approach to display information about local tourism providers is that the update and management of this information is managed directly by the tourism provider, and is monitored and curated by Tourism Tasmania (Or the relevant state tourism organisation in other states). This means that at any time a provider is able to update their information, product offerings, price guides and contact details, and have these changes applied to the VisitFlindersIsland.com.au website without having to contact the Flinders Island Tourism and Business Association (FITBI). FITBI also have the comfort of knowing that all of these changes to information have been screened, curated and approved by the state tourism organisation, ensuring information is suitable to be included on the website.

When researching other organisations who have integrated with the ATDW, it was noted that these integrations were quite generic and followed a standard or similar format to each other. Most, direct you to a separate page that displays all the provider details in a directory like page structure. The goal of the integration on VisitFlindersIsland.com.au was to seamlessly and covertly integrate the ATDW data throughout the site, to enhance the fixed content of the website without the user having to search for providers or load a new page to view the provider's information. The result, we believe is a very innovative and creative use of the ATDW Service.

“We have made it a priority to assist our members to register with ATDW. Some results of the member listings for Flinders Island accommodation providers we have 34 (vs 9 on King Island) and 33 activities/what to do (vs 10 on King Island). “Rowena Nicholls (Vice President FITBI). Below, we show examples of how the VisitFlindersIsland.com.au utilises ATDW information, in comparison to other similarly functioning tourism sites.



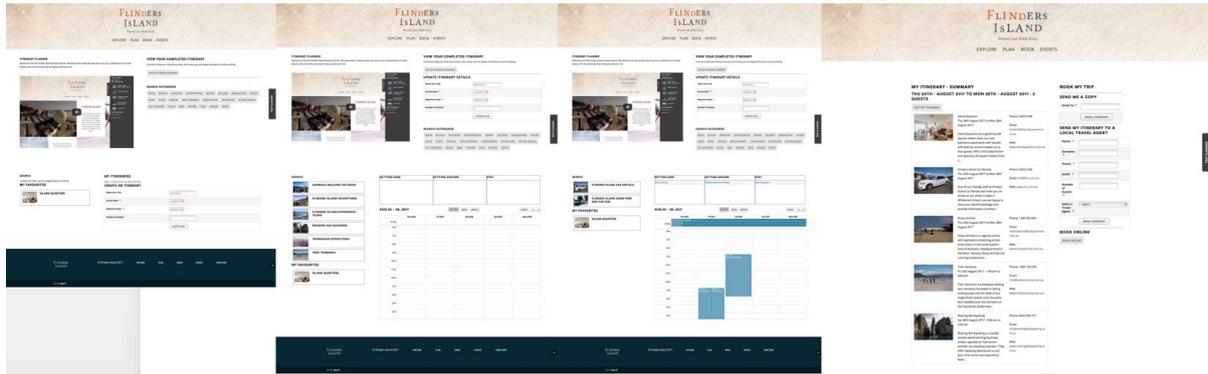
The VisitFlindersIsland.com.au ATDW Integration means that users can find providers and see information about providers without having to search or leave the content-flow of the website. It also gives providers an integrated look, fitting them directly in with the site's content and design. We thought this was a fairly creative way to improve the customer experience!

Integration with the ATDW has also provided us with the ability to visualise providers on Flinders Island. Utilising location data from the ATDW, we were able to generate interactive maps of the island, filtering providers by category in order to show guests exactly what they are looking for. We found two uses for these maps, one on our "Explore" page <https://visitflindersisland.com.au/explore> which shows all the categories of local businesses, which can be filtered by the user, and also on our "Stay" page which allows guests to visualise where each accommodation provider is located on the island, and allows guests to filter by accommodation style.

Guest Favourites

Extending on the functionality of our integration with the ATDW, it was decided that it was important to allow guests to save their favourite items, and keep them handy throughout their visit to VisitFlindersIsland.com.au

From a guest's perspective, all they need to do is click on the "Add to Favourites" button on a provider's listing that catches their attention. From there, the site saves this favourite for the user and provides easy access to see what they have saved using a simple sidebar. The feature does not require users to sign up or log in, however if guests do choose to sign up, the site will transfer their saved favourites to their account, allowing them to keep track of them for future visits.



VisitFlindersIsland.com.au Trip Planner, itinerary builder and booking sidebar with Favourites

Itinerary Planning Tools

During the analysis of requirements and needs for the development of the new website, it was identified that the existing VisitFlindersIsland.com.au website lacked a true call-to-action. There was no “next step” for guests to take after reading about Flinders Island and its offerings. This provided room for more creative marketing! To encourage guests to take the next steps towards booking, a simple trip/itinerary planner was developed and integrated with the site. The trip planner allows guests to specify the dates they wish to travel to the island, the number of guests that would be travelling, and to name their trip. From there, guests are shown a calendar with just the dates of their proposed trip showing. This calendar also provides guests with all of their saved favourites, which can be dropped onto the calendar to build an itinerary that suits them. Dropping flight providers, car hire providers and accommodation providers onto the calendar fills in spaces labelled “Getting Here”, “Getting Around” and “Stay” for easy reference. All other providers can be added to the calendar as events to build a suggested itinerary.

If a guest has not saved any favourites, or if they feel they have missed something on their journey through the website, there is a simple search feature that allows them to find more activities and providers to add to their itinerary plan. To assist guests with these unique features, a demo/instructional video was created and included on the planning page. This video can be viewed on YouTube at <https://youtu.be/2bNzkqMX81M> and also on the VisitFlindersIsland.com.au website on the Itinerary Planner Page <https://visitflindersisland.com.au/book/itinerary-planner/>. Our video also provides more details about the favourites functionality and also mentions our booking tools that will be discussed shortly.

Booking Tools

Allowing guests to plan a trip to the island provided a great way to prompt guests to further consider their trip to Flinders Island. By creatively encouraging guests to plan their trip, the next step in the process was clear. Allow these guests to book their trip!

Ideally, the goal would have been to accept bookings for all flights, car hire and accommodation through VisitFlindersIsland.com.au, however this is not currently possible as many of the providers on the island do not have access to the booking systems required for this functionality. This meant, yet again, we needed to get a bit creative in our approach to encouraging guests to take the next step after creating their itinerary plan.

The solution was relatively simple. A summary of the planned itinerary was developed and integrated, which lists each of the flight, accommodation, car hire and activity providers that guests added to their itinerary. Along with each item, we listed the dates and times the guest had selected, as well as the direct contact details for each provider. Guests can very easily email their itinerary summary to themselves, or to a friend, and make their bookings using the contact details provided. Alternatively, Flinders Island has three travel agents, so we integrated the ability to email the guest's contact details, and their entire proposed itinerary summary to the local travel agent of their choice. This allows the travel agent to get in touch with the guest, and make each of the bookings on the guest's behalf.

Going one step further, we integrated live bookings into the VisitFlindersIsland.com.au website, allowing providers with access to the right booking tools the ability to accept bookings directly from VisitFlindersIsland.com.au. We are continually developing the scope of items that are able to be booked directly, and each bookable item will be clearly marked in the itinerary summary, allowing multiple items to be booked with one booking process.

These booking tools provide three clear avenues for guests to make their final bookings, allowing a complete closed loop process for guests. The VisitFlindersIsland.com.au website is now able to take potential guests through their entire journey, from research, to planning, and then booking their trip using the method most appealing to them.

Website Overview Video

We are very excited about our new website, and because we feel we have innovated in many ways, and created a unique end-to-end experience, we couldn't help but create another video to show off the many features of the site. The video can be viewed at

<https://youtu.be/NJHNdoOJbkw>

We would love for you to watch each of the videos we have created, and also to explore the site at <https://VisitFlindersIsland.com.au> in order to fully appreciate our creative use of the technology currently available through the ATDW, the Tourism Exchange Australia (TXA), and some features that were developed specifically for this project!

4 EXECUTION (20 points) Describe the marketing strategies used and detail the success and outcomes.

Tips: Include all forms of marketing – print, digital, broadcast, PR etc. Include how your activity has positively impacted on the destination and/or stakeholders within your region as well as the individual outcomes of each strategy. This should be linked to the objectives identified in Question 1.

Photography and Wave Video Creation The wave video can be found on the visit flinders island website. 19

Website

The launch of the website rebranding project introduces a great opportunity to monitor growth on Flinders Island, as well as more directly measure the impact of the FITB “VisitFlindersIsland” marketing campaigns. Along with the standard analytics data available from Google, the custom features integrated into the new VisitFlindersIsland.com.au website allow us to capture incredibly detailed data about guest activity on the site. It is currently too early to report on this data, however it is exciting to know that we will be able to capture the following types of data within our own recording system:

- The number of users who register accounts
- The number of times a provider’s ATDW listing was listed on VisitFlindersIsland.com.au
- The number of times each provider’s ATDW profile was viewed on VisitFlindersIsland.com.au
- The number of times a provider’s listing was added to a user’s favourites
- The number of times a provider’s listing was added to an itinerary plan
- The number of times a provider’s listing was converted (either email to themselves, to an agent or booked online)
- The amount of time in advance of a trip guests are researching and planning.
- Combining these data points with data supplied by Google Analytics will enable us to develop targeted marketing plans, with information about exactly how long before an event or a change of season the island should be marketed. We will also have the ability to compare the conversion success of each individual provider, and

compare their success to other providers on the island. This will allow FITB to help providers falling behind to improve their listings and conversion rates, improving the overall productivity of the island's tourism providers and the marketing efforts of FITB.

Social Media

We have been active on the Visit Flinders Island social media accounts since last November building a following from 1300 to 2100 and Facebook likes from 2000 to over 3000. Our social media strategy is fairly simple and consists of resharing great quality images of animals, food/wine and landscape photos that use the hash tag #visitflindersisland. These social media accounts are run by volunteers and they do a great job engaging with their social media audience.

Another key strategy is to engage with key Instagram influencers. In the space that the new material has been rolling out we have hosted Luke Tscharke (over 86k followers) and Kara Rosenlund (over 121k followers) who are both coming back. We have been resharing iancrolfe, tassiegrammer and tbsphotography images that are amazing!

Public Relations

PR is a major component of the Flinders Island destination marketing project. We have partnered with Wanderlust Union PR Agency to connect us with Instagram influencer leads, photography, styling, press releases, visiting journalists, visiting chefs, crayfish festival media, partners and potential ambassadors. The slide below is a snapshot of the Flinders Island PR objectives and Strategies.



OBJECTIVES & STRATEGY

OBJECTIVES

- Increase awareness and visitation to Flinders Island
- Position Flinders Island to media as a redefining natural escape destination. A unique haven for a more naturally evolved way of life
- Position Flinders Island community as change makers: powerful catalysts and supporters of collaboration and a sharing economy / community

STRATEGY

- Generate editorial in Australia's travel, lifestyle, food and wine and trade publications
- Generate powerful social media traction through media and influencer visits
- Promote the brand stories through the filters of the Island's new brand DNA
- Leverage ambassadors and spokespeople to allow Flinders Island to share its own stories and increase awareness of the island

PLATFORM FOR GENERATING EDITORIAL

- Features
- Profiling
- Events and news
- Agenda surfing + industry expert spokespeople

WANDERLUST UNION

Page 3

A summary of visiting journalists and influencers that we have hosted in the last 10 months are;

- Gillian Cumming – Q Weekend
- Melanie Ball- Bush Walking Mag
- Sally Glaetzer- The Mercury, Tas Weekend Magazine (x 3 stories over 3 months)
Feb - April
- Ute Junket- The Sophisticated Traveller colour magazine x3 page feature in The
Financial Review – May 19
- Julian Burgess- RACT Magazine (front page and x5 page feature)
August/September 2017
- Luke Tucharke – Instagram influencer – 86.8k followers - April 2017
- Kara Hynes - Photographer and Instagram influencer – 23.8k followers – February
2017
- Kara Rosenlund - Photographer and Instagram influencer – 121k followers- July 2016

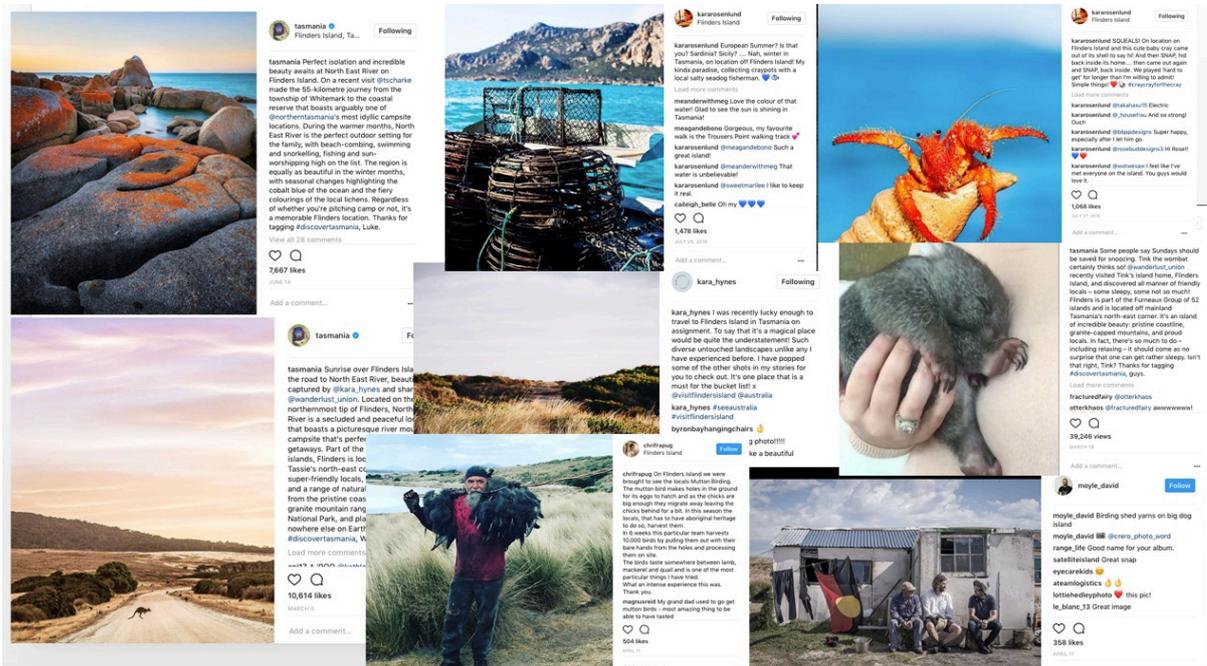
Supporting Writers include:

- Amanda Ducker – Editor TasWeekend Magazine The Mercury (travel piece)
- Hilary Burden – freelance writer (UK Guardian, TasWeekend and Australian)

- Chris Crerar – freelance photographer and writer – Green Magazine, Australian etc.
- Katrina Strickland – Editor Good Weekend Magazine, The Australian.



A snapshot of some of the print articles over the last 8 months (October to June)



The best Instagram posts by key visiting influencers with some photos being reposted by Tourism Tasmania.

Crayfish Festival

In April 2018, the Flinders Island Tourism & Business Incorporation (FITBI) partnering with Flinders Council and other key stakeholders plan to launch a new tourism call to action being a Flinders Island Crayfish Festival that aims to feature produce of the island to drive visitation to the island. There will be renowned guest chefs and their interpretations of the indigenous and contemporary foods of the island.

The aim of the festival is to drive visitation from the Eastern Seaboard, with special attention to the early adapters, empty nesters and food lovers in the 35 – 60 age brackets. PR for the event will be driven by Wanderlust, who as a Sydney based agency, are collaborating with FITBA with social media and famils and collateral building. As planning for the festival becomes more developed FITBI are keen to pursue core festival funding that will assist in driving visitation to the targeted audiences, as well as the execution of the festival in April 2018.

To assist in driving the aims and collateral building of the 2018 festival, an opportunity arose to use world and national chefs who were in Tasmania in early April 2017, to create content to use for festival promotion. These chefs participated in the World's Best 50 Restaurants with Christian Puglisi of Copenhagen's Relae being voted number 40 in 50 Best Restaurants, and the most sustainable restaurant, along with Tasmania's David Moyle of Franklin's Hobart. These chefs' style and philosophies align closely with those of Flinders Island and a famil added enormous value to the Festival both pre and during. Both chefs participated in the Best Chefs Series in Tasmania in collaboration with Drysdale School of Hospitality.

Both chefs have engaging social media and other content channels and are key influencers in the national and international foodie scene. With the visiting chefs sharing their followings, in above-the-line advertising, providing visuals for below-the-line editorials, social media, and collateral for the 2018 festival website, an investment from Events Tasmania for FITBA to host this famil was a very cost effective way to build marketing and endorsement and content. Visuals in the form of footage and audio interviews and still photography were collected as part of the famil to create content and collateral.

The article published in the Australian Financial Review quotes David Moyle "You can sense the awesome connection here with the land." It's his first visit to Flinders Island, and he's clearly enchanted. His enthusiasm never flags, whether he's pulling a five-kilogram crayfish out of the water or searing local lamb on an open fire. "You have these cottage industries – abalone, crayfish – all of which have minimal environmental impact," he says. "There's a respect for the original landholders, an integration into the wild world and an

engagement with nature that's rare.”

It was a unique opportunity and one that's fits with the aims of the new festival, and creates enormous potential for visuals and endorsements and hopefully ongoing association with the chefs.

Famil and Festival partners, to date include, Events Tasmania, Flinders Council, TasTAFE Drysdale Launceston, Tasmanian Aboriginal community member/s, Flinders Island Aviation, FITBA, Tourism Tasmania, Tourism Northern Tasmania, and many individuals who donated goods and produce and time. FITBI received \$8,000 from Events Tasmania to support the famil on April 8th and 9th 2017. The famil included a donated flight over the north east of Tasmania to Flinders Island and a showcase of island produce from mutton birding (hosted by members of the aboriginal community), a beach side banquet and bonfire of crayfish, abalone, scale fish, and local honey comb, greens, and other produce. Local providers and producers were on hand to showcase their produce all with the aim of creating strong relationships with the chefs to be used for endorsements and collateral building.



Here are some of the images captured from the 2017 famil. These will be used to promote the 2018 Crayfish Festival.

**5 EVALUATION (10 points) Explain how you evaluated the success of your activities. TIPS:
Consider surveys, media monitoring, increase visitation.**

It is a high priority for Flinders Island to complete another visitor survey however in the meantime we are evaluating our success on a local level with collaboration, business investment and confidence. We suspect that the work undertaken over the last 18 months will start to generate results however very conscious that we need to improve the level of service and product available on Flinders. Our marketing and PR will be managed accordingly to new product and experiences.

Below is some feedback from key stakeholders willing to invest in the future of Flinders Island.

Carol Cox Flinders Island Mayor

I am really excited about the gains made by FITBI in marketing Flinders as a destination to the world. The brand: Untamed Land, Untold Beauty, promotes the Island for its unspoilt nature and resonates with the kind of experience people want in a very busy world. The atmosphere is electric at the moment with the feel that the Island is ready to support private investment that upholds the values of the special destination that we are.

Bill Boehm Flinders Council General Manager

Flinders Council has been successful in its application under the Australian Governments Building Better Regions Fund for the Flinders & Cape Barren Island Telecoms Transformation Project. This \$10.61m project includes funding from Telstra (\$1.62m), Tasmanian State Government (\$0.35m) and Flinders Council (\$0.77m). It will radically transform the telecommunications on Flinders and Cape Barren Island and the surrounding waters and bring us in line with the rest of the world. Its success is also due in support from many local Flinders based organisations with the Flinders Island Business Association a key supporter with the project dovetailing in to the Associations Destination Marketing Plan.

Mobile phone coverage will extend to Palana and Killiecrankie; our school will be able to effectively deliver a range of online educational programs; our medical service will be able to offer effective remote consults; our businesses will be able to transfer large blocks of data; our residents will be able to “skype” off-island family and friends, Wi-Fi hotspots for visitors, unavailable using our current infrastructure, will become feasible; emergency services will be able to communicate more easily in times of emergency. The improvements to our lifestyle will be endless and will greatly assist in growing our population as an attractor given our unique lifestyle, will increase business confidence and greatly assist in tourism development.

Peter Barron Flinders Island Aviation & Unique Helicopter Charters

There is always an element of calculated risk when taking the plunge to invest resources, funds and lots of personal time into a business. My decision to invest into the world of aviation and the buoyant Tasmanian tourism industry was influenced by the opportunity to grow with a unique, spectacular and underestimated destination.

The first time I piloted an aircraft to the Furneaux Islands and stood foot on Flinders I knew I had a great opportunity to create a brand and experience that would bring satisfaction to guests and provide a lifestyle that many people inspire to enjoy.

I have really enjoyed working as an executive of the FITBI committee to assist with strengthening the Flinders Island brand and ultimately work on a cohesive plan with the interest of business growth and promote investment within the island community.

My business “Flinders Island Aviation” has been for a long time an important daily mail and freight service to the Furneaux Islands. Recently we have implemented a business plan to increase scenic flight opportunities from mainland Tasmania. We have created a separate brand “Unique Charters” which are marketing to all levels of demographic including top end helicopter transfers / flights.

The decision to expand our business was directly aligned to the confidence in the direction of the local council and FITBI Indicatives. Our business performance has been very positive with growth in all areas including passenger charter.

Our vision is to continue to work on developing our brand strategy to support the Furneaux Island communities and promote all marketing initiatives created and driven by FITBI.

Damien Newton-Brown Furneaux Distillery

Tasmanian distilled spirits - and in particular single malt whisky - are now considered world class. In a few short years, the industry has developed an enviable reputation for producing products that reflect the environment in which they are produced – a kind a whisky “terroir”. After visiting Islay in the southern Hebrides off Scotland, famous for its peaty

maritime drams, I realised that Flinders Island also had, in abundance, the elements to provide an island-produced whisky that would speak of its environment.

The Flinders Island marketing push and its brand proposition, namely the “natural order of things”, is increasing public awareness of the island’s offerings and perfectly complements the positioning that Furneaux Distillery intends to take – island grown barley on salt-laden paddocks, unique local peat sourced from the wild east coast, access to clean mountain

spring water and casks that sit maturing just steps from Bass Strait and in the full force of the prevailing westerly winds. It will be a Tasmanian whisky like no other.

Dallas Hay CEO Sharp Airlines

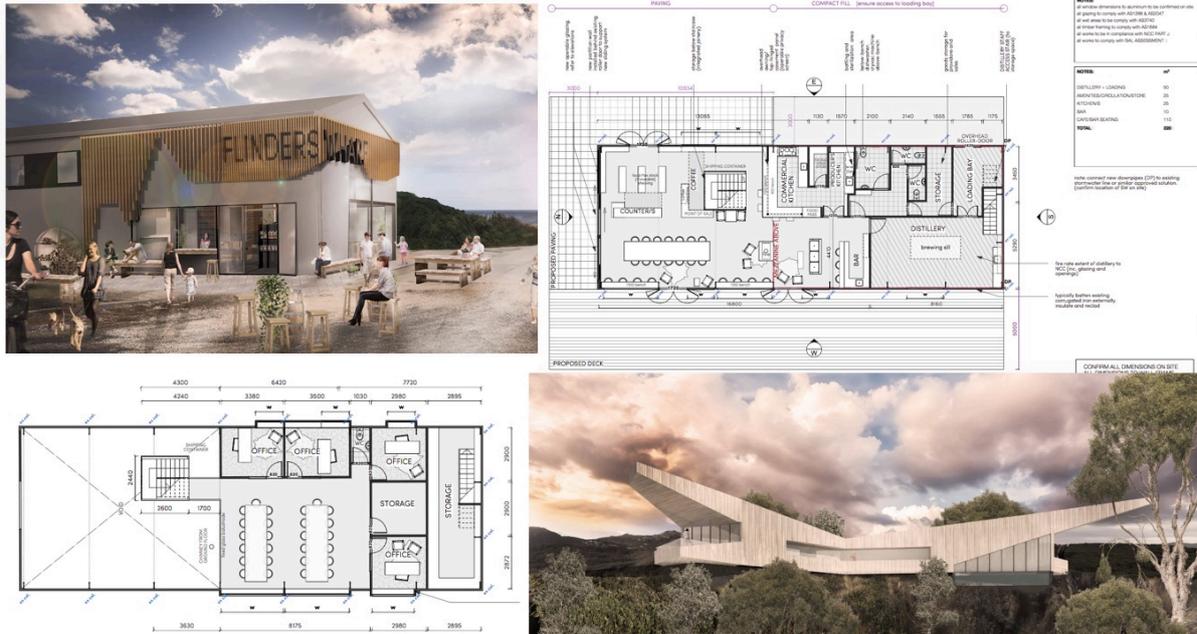
I have been involved with various Companies in promoting Tourism to Flinders Island for many years and for the last seven as CEO of Sharp Airlines.

During the past two years since the inception of the Flinders Island Tourism and Business Inc. there has never been a more dedicated, professional and cohesive group of people with the sole purpose of marketing Flinders Island as a unique and remarkable destination.

As a result of this and a genuine desire of all stakeholder's interest in, enquiries as a destination and tourism visitation numbers are increasing.

Jo and Tom Youl Quoin & Flinders Wharf Developments

We have invested a considerable amount submitting two development applications for some high-end accommodation North of Killiecrankie (on our cattle property) and a food and drink tourism hub at Whitemark. Both projects are still in the planning phase however with the work that has been undertaken to develop the Flinders Island brand and the newly announced telecommunication plan, we are confident that these projects will be successful. We plan on developing adventure tourism and developing some truly unique experiences to create lifetime memories. The offering will add significant value to the already amazing tourism in Tasmania and we are looking forward to creating an exciting future for Flinders Island.



Artist impressions for the Quoin eco-tourism and the Flinders Wharf which will house Furneaux Whisky Distillery, tourism desk, function space, production hub, offices and more.

Website Evaluation

The new VisitFlindersIsland.com.au website has been live for one month, and we are already seeing some very encouraging trends and data from the site. The aim of the website is to generate interest in Flinders Island, and to encourage guests to take the next step in booking their journey to the island.

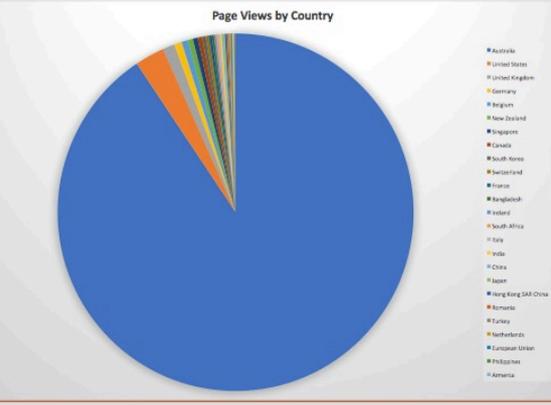
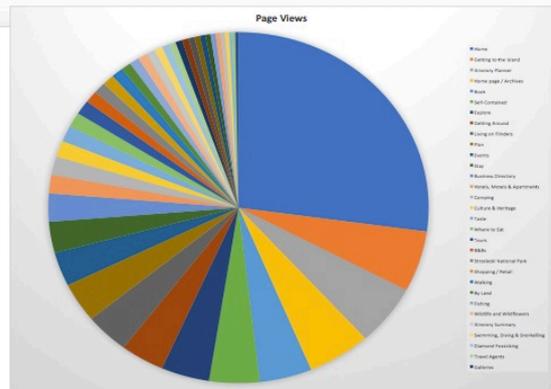
One of the interesting metrics we have already observed, is that the VisitFlindersIsland.com.au website is generating a huge number of leads for our members. The table below shows that over the course of just one month, we referred guests to the websites of our members a total of 191 times. That is a huge number of referrals for a one month span. This also doesn't consider guests who may have chosen to phone our members rather than continue to their website.

The design and construction of the website also had the aim of having a strong call-to-action, and guiding guests through the site with the aim of having the guest plan a trip, or take the next step in making their booking. Below is a table and chart showing the usage trends for the first month of the website operation, which shows that guests are most interested in "Getting to the island" and a nearly equal number of guests have visited our itinerary planner, and our "Book" page, which is set to launch live booking features this month. This shows that our aim to draw people into the next stages of their booking is

working effectively, as these pages are more frequently visited than most of the content pages on the site.

The target market for FITBI's marketing efforts was the Australian Domestic Travel market, and the statistics from the website's first month show a very strong proportion of traffic coming from Australia. Other countries that have been drawn to the website include the United States of America, and the United Kingdom, showing our reach has exceeded our expectation of addressing the Australian market.

Member	Referrals	Page	Views
sharpairlines.com.au	26	Home	330
flindersislandaviation.com	13	Getting to the Island	193
www.visitflindersisland.com.au > visitflindersisland.com.au	6	Business Directory	192
partridgefarm.com.au	6	Home page / Archives	185
kirkhopeaviation.com.au	6	Blog	155
facebook.com/VisitFlindersIsland/	6	Self-Contained	147
westernbeachhouse.com.au	6	Islands	145
palanabeachhaven.com.au	6	Getting Around	129
flindersislandaccommodation.com.au	5	Living in Flinders	125
instagram.com/visitflindersisland/	5	Maps	125
theperch.com.au	5	Events	107
flindersislandtours.com.au	5	Stay	99
yakkallacottage.com.au	5	Business Directory	89
tasteofflinders.com.au	5	Hotels, Motels & Apartments	89
www.visitflindersisland.com.au > visitflindersisland.com.au/accommodations/morning-mist/	4	Camping	52
www.furneaustavern.com.au > furneaustavern.com.au/shearwater-restaurant/	4	Culture & Heritage	52
islandquarters.com.au	4	Isle	50
mountainseas.com.au	4	Where to Eat	47
flindersislandcp.com.au	4	Islands	45
www.visitflindersisland.com.au > visitflindersisland.com.au/tours/our-tours/	3	Islands	45
flindersisland.com.au	3	Islands	45
luniquecharters.com.au	3	Islands	45
auswalk.com.au	3	Islands	45
sawyersbayshacks.com.au	3	Islands	45
nauti.usflindersisland.com.au	3	Islands	45
www.visitflindersisland.com.au > visitflindersisland.com.au/music-vines	2	Islands	45
www.visitflindersisland.com.au > visitflindersisland.com.au/music-vines	2	Islands	45
www.furneaustavern.com.au > furneaustavern.com.au	2	Islands	45
ladybarroncoastalaccommodation.com.au	2	Islands	45
flinders.tas.gov.au	2	Islands	45
buzfit.com.au	2	Islands	45
flindersislandgourmetretreat.com.au	2	Islands	45
marialagrange.org	2	Islands	45
ladybarronwilla.com.au	2	Islands	45
vortexair.com.au	2	Islands	45
flindersislandfresh.com.au	2	Islands	45
thepurpleswampen.com.au	2	Islands	45
mountainseas.com.au	2	Islands	45
flaai.org.au	2	Islands	45
www.visitflindersisland.com.au > visitflindersisland.com.au/experience/unavale-vineyard	1	Islands	45
www.flindersislandtravel.com.au > flindersislandtravel.com.au/accommodation/emitita-cottage/	1	Islands	45
tasmanianexpeditions.com.au	1	Islands	45
islandviewretreatflinders.com.au	1	Islands	45
coomahouse.stoney.com.au	1	Islands	45
unavale.com.au	1	Islands	45
trektasmania.com.au	1	Islands	45
parks.tas.gov.au/index.aspx?base=1426	1	Islands	45
palaniretreat.com.au	1	Islands	45
interestahotel.com.au	1	Islands	45
roaring40skayaking.com.au	1	Islands	45
leafmoorbythesea.com.au	1	Islands	45
cyclesouth.com.au	1	Islands	45
instagram.com/explore/tags/flindersisland/	1	Islands	45
wavesmassage.com.au	1	Islands	45
surveingtas.com.au	1	Islands	45
Total	151		



TOTAL SCORE: 100

Balance Sheet
Flinders Island Tourism and Business Inc.
As at 30 June 2017

	30 Jun 2017	30 Jun 2016
Assets		
Bank		
BB - Statement Account Card	\$179	\$0
BB -SA- Business Easy Account	\$14,073	\$0
BB-Sandhurst Cash Common Fund	\$67,612	\$0
WBC - Business Cash Reserve	\$0	\$666
WBC - Cheque Account	\$0	\$1,991
Total Bank	\$81,864	\$2,657
Current Assets		
Deposits Paid	\$182	\$182
Westpac Term Deposit	\$0	\$9,477
Total Current Assets	\$182	\$9,659
Total Assets	\$82,046	\$12,317
Liabilities		
Current Liabilities		
Accounts Payable	\$353	\$0
GST	\$3,123	\$0
Total Current Liabilities	\$3,476	\$0
Total Liabilities	\$3,476	\$0
Net Assets	\$78,570	\$12,317
Equity		
Current Year Earnings	\$66,254	\$1,442
Retained Earnings	\$12,317	\$10,875
Total Equity	\$78,570	\$12,317

Profit & Loss with Previous Year
Flinders Island Tourism and Business Inc.
For the 12 months ended 30 June 2017

Income	30 Jun 2017	30 Jun 2016
1 Subscriptions		
1 Subscriptions - Full Gold Members	\$11,790	\$9,210
2 Less Subscription Discount	-\$172	-\$155
3 Subscriptions - Prorate Gold Members	\$350	\$736
4 Subscriptions - Full Silver Members	\$400	\$610
5 Subscriptions - Basic Associate Members	\$50	\$0
6 Subscriptions - Not for Profit Members	\$100	\$100
7 Extra Website Pages Revenue	\$1,100	\$1,005
9 Membership Refunds-Adjustments	-\$400	\$0
Total 1 Subscriptions	\$13,218	\$11,505
2 Marketing Income		
1 DAP Funding	\$50,000	\$0
2 Tourism Tasmania Grants	\$20,573	\$0
3 Council Contribution	\$74,580	\$0
4 Business Contributions Marketing	\$2,455	\$0
5 Donations to Marketing	\$2,000	\$0
6 GoFundMe Donations	\$7,300	\$0
7 Sponsorship	\$15,000	\$500
8 Specific Event Funding	\$8,000	\$0
Total 2 Marketing Income	\$179,907	\$500
3 Website Income		
1 Website Ads Revenue	\$36	\$252
Total 3 Website Income	\$36	\$252
4 Other Income		
BAS Adjustment - Revenue	\$0	\$1
Event Income	\$164	\$270
Interest Income	\$182	\$213
Specific Donations	\$450	\$0
Workshops Revenue	\$0	\$777
Total 4 Other Income	\$795	\$1,260
Total Income	\$193,957	\$13,518
Gross Profit	\$193,957	\$13,518

Profit & Loss with Previous Year
Flinders Island Tourism and Business Inc.
For the 12 months ended 30 June 2017

	30 Jun 2017	30 Jun 2016
Less Operating Expenses		
1 Administration Expenses		
1.01 Audit Fees	\$300	\$300
1.02 Accounting Software	\$545	\$0
1.03 Dues & Subscriptions	\$0	\$88
1.04 Registration Fee	\$61	\$0
1.05 Post Office Box	\$28	\$0
1.08 Public Liability & Volunteer Insurance	\$982	\$975
1.09 Postage, Printing and Stationery	\$65	\$109
1.10 Bank Fees	\$24	\$0
1.11 Refunds	\$0	\$109
Total 1 Administration Expenses	\$2,006	\$1,581
2 Marketing Expenses		
Advertising Content	\$200	\$0
Brochure Displays	\$0	\$100
Brochures, Tear off Maps	\$180	\$325
Funding Charges	\$495	\$0
Hire, Food & Drinks - AGM & Events	\$2,019	\$382
Logo & Brand	\$11,880	\$0
Photography & Images	\$20,430	\$0
Photography Instagram Comp	\$0	\$1,150
PR Wanderlust Union Retainer	\$30,800	\$0
PR Work	\$250	\$0
Printing Costs	\$402	\$0
Project Management JJ	\$12,836	\$0
Promo Sponsorship	\$0	\$100
Travel & Accommodation	\$2,665	\$0
Video Content Production	\$13,290	\$0
Total 2 Marketing Expenses	\$95,446	\$2,057
3 Website & Social Media		
1 Website Hosting & Domain Name	\$263	\$298
2 Website Member Changes	\$600	\$1,875
3 Website Tourism Listing Fee	\$750	\$0
5 Website Monthly Management	\$250	\$0
7 Social Media	\$10,100	\$5,110
9 Website Work & Changes	\$18,287	\$0
Total 3 Website & Social Media	\$30,250	\$7,283
4 Business Development		
Workshop costs	\$0	\$500
Workshop costs - Dinner & Lunch cost	\$0	\$600
Workshop Costs - Other	\$0	\$55
Total 4 Business Development	\$0	\$1,155
Total Operating Expenses	\$127,703	\$12,076
Net Profit	\$66,254	\$1,442

ParkerAccounting

& FINANCIAL SERVICES

INDEPENDENT AUDIT REPORT

To the members of the **Flinders Island Tourism And Business Incorporated.**

SCOPE:

We have audited the attached special purpose financial report, comprising the Profit & Loss and the Balance Sheet of the Flinders Island Tourism And Business Incorporated for the year ended 30th June, 2017. The group's Committee of Management is responsible for the financial report and has determined that the accounting policies used are consistent with the financial reporting requirements of the group's constitution and are appropriate to meet the needs of the members. We have conducted an independent audit of the financial report in order to express an opinion on it to the members of the Flinders Island Tourism And Business Incorporated. No opinion is expressed as to whether the accounting policies used are appropriate to the need of the members.

The financial report has been prepared for distribution to the members for the purpose of fulfilling the Committee of Management's financial reporting requirements under the group's constitution. We disclaim any assumption or responsibility for any reliance on this report or on the financial report to which it related, to any person other than the members, or for any purpose other than that for which it was prepared.

Our audit has been conducted in accordance with Australian Auditing Standards. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial report. These procedures have been undertaken to form an opinion as to whether in all material respects, the financial report is presented fairly in accordance with the cash basis of accounting whereby revenue is recorded when it is received, expenses are recorded when they are paid, and no assets or liabilities, other than cash and bank balances, are recorded. Accounting Standards and other professional reporting requirements (UIG Consensus views) are not applicable to the cash basis of accounting adopted by the Flinders Island Tourism And Business Incorporated.

The audit opinion expressed in this report has been formed on the above basis.

INDEPENDENCE:

In conducting our audit, we have complied with the independence requirements of Australian Professional ethical pronouncements.

ELECTRONIC PUBLICATION OF THE AUDITED REPORT

It is our understanding that the Flinders Island Tourism and Business Incorporated intends to electronically present the audited financial report and auditor's report on its internet website. Responsibility for the electronic publication of the financial report on the Flinders Island Tourism and Business Incorporated website is that of the Office Bearers of the Flinders Island Tourism and Business Incorporated. The security and controls over information on the website should be addressed by the Flinders Island Tourism and Business Incorporated to maintain the integrity of the data presented. The examination of the controls over the electronic presentation of audited financial reports on the Flinders Island Tourism and Business Incorporated website is beyond the scope of the audit of the financial report.

QUALIFICATIONS:

As is common for organizations of this type, it is not practicable for the Flinders Island Tourism And Business Incorporated to maintain an effective system of internal control over donations, subscriptions and other fund raising activities until their initial entry in the accounting records.

QUALIFIED AUDIT OPINION:

In our opinion, subject to the effects of such adjustments, if any, as might have been determined to be necessary had the limitation discussed in the qualification paragraph nor existed, the financial report presents fairly in accordance with the cash basis of accounting, as described above, the payments and receipts of the Flinders Island Tourism And Business Incorporated for the year ended 30th June, 2017 and its balance sheet as at that date.

PARKER ACCOUNTING & FINANCIAL SERVICES



JASON PARKER FIPA GAICD AFAM
Public Accountant & Tax Agent
July 17, 2017

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