

# **CANBERRA TOURISM AND EVENTS CORPORATION**

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## **Objectives**

The objective of the Canberra Tourism and Events Corporation (CTEC) is to lead the ACT and region tourism industry to deliver marketing and development programs that will significantly increase the economic return from domestic and international visitation.

Key objectives include: an increased economic benefit from tourism; an increase in domestic visitors; an increase in the number of international visitors; and an increased length of stay.

In 2003-04, the delivery of CTEC's core functions will focus on the implementation of the ACT and Region Tourism Industry Business Case for the period 2002-07. The Business Case is the result of research and extensive consultation with the industry.

To achieve an increase in visitation, CTEC will: undertake destination marketing in target domestic and international markets; invest in product development; build strong industry partnerships; and market the ACT tourism product more creatively.

## **2003-04 Highlights**

Strategic and operational issues to be pursued in 2003-04 include:

- continuing to market and increase awareness of the ACT's products and experiences in target markets and stimulate the intention to visit;
- delivering quality events including Floriade and the Subaru Rally of Canberra;
- undertaking research to profile the market, determine trends and motivators in visitations, sharing this information with industry and government stakeholders, and formulating and directing a research evaluation program to inform internal and external stakeholders;
- responding to the market by facilitating the development of quality products, packages and experiences and to coordinate mutually beneficial cooperative opportunities;
- continuing to support, initiate and develop targeted events to bring visitors to the region during low demand periods through the events development fund;
- promoting and selling quality products and experiences to customers via international and domestic trade travel shows;
- providing strategic support for the sustainable development of tourism in the ACT; and
- supporting the National Education Tourism Program and other education sector visitation initiatives to increase the number of visitors to the ACT.

**Canberra Tourism and Events Corporation  
Statement of Financial Performance**

2002-03 Budget \$'000		2002-03 Est.Outcome \$'000	2003-04 Budget \$'000	Var %	2004-05 Estimate \$'000	2005-06 Estimate \$'000	2006-07 Estimate \$'000
<b>Revenue</b>							
6 703	User Charges - Non ACT Government	1 727	1 730	..	1 839	1 839	1 839
14 544	User Charges - ACT Government	14 900	14 282	-4	10 534	10 648	10 772
80	Interest	80	78	-3	59	60	61
<b>21 327</b>	<b>Total Ordinary Revenue</b>	<b>16 707</b>	<b>16 090</b>	<b>-4</b>	<b>12 432</b>	<b>12 547</b>	<b>12 672</b>
<b>Expenses</b>							
3 082	Employee Expenses	3 073	3 740	22	3 728	3 729	3 730
463	Superannuation Expenses	413	450	9	450	450	450
18 149	Supplies and Services	13 035	11 421	-12	7 661	7 665	7 756
812	Depreciation and Amortisation	812	239	-71	250	250	250
1	Borrowing Costs	58	32	-45	32	32	32
200	Grants and Purchased Services	200	200	-	200	200	200
<b>22 707</b>	<b>Total Ordinary Expenses</b>	<b>17 591</b>	<b>16 082</b>	<b>-9</b>	<b>12 321</b>	<b>12 326</b>	<b>12 418</b>
<b>-1 380</b>	<b>Operating Result From Ordinary Activities</b>	<b>-884</b>	<b>8</b>	<b>101</b>	<b>111</b>	<b>221</b>	<b>254</b>
0	Extraordinary Revenue	199	0	-100	0	0	0
0	Extraordinary Expense	199	0	-100	0	0	0
<b>-1 380</b>	<b>Operating Result</b>	<b>-884</b>	<b>8</b>	<b>101</b>	<b>111</b>	<b>221</b>	<b>254</b>
<b>5 984</b>	<b>Total Equity From Start of Period</b>	<b>4 786</b>	<b>4 037</b>	<b>-16</b>	<b>4 045</b>	<b>4 156</b>	<b>4 377</b>
135	Capital Injections	135	0	-100	0	0	0
<b>4 739</b>	<b>Total Equity At The End of Period</b>	<b>4 037</b>	<b>4 045</b>	<b>..</b>	<b>4 156</b>	<b>4 377</b>	<b>4 631</b>

**Canberra Tourism and Events Corporation  
Statement of Financial Position**

Budget as at 30/6/03 \$'000		Est.Outcome as at 30/6/03 \$'000	Planned as at 30/6/04 \$'000	Var %	Planned as at 30/6/05 \$'000	Planned as at 30/6/06 \$'000	Planned as at 30/6/07 \$'000
<b>Current Assets</b>							
19	Cash	404	365	-10	364	628	925
2 425	Receivables	565	595	5	540	540	540
38	Inventories	14	14	-	14	14	14
135	Capital Work in Progress	135	0	-100	0	0	0
832	Other	1 032	1 032	-	1 032	1 032	1 032
<b>3 449</b>	<b>Total Current Assets</b>	<b>2 150</b>	<b>2 006</b>	<b>-7</b>	<b>1 950</b>	<b>2 214</b>	<b>2 511</b>
<b>Non Current Assets</b>							
5 659	Property, Plant and Equipment	4 016	4 489	12	4 484	4 479	4 474
<b>5 659</b>	<b>Total Non Current Assets</b>	<b>4 016</b>	<b>4 489</b>	<b>12</b>	<b>4 484</b>	<b>4 479</b>	<b>4 474</b>
<b>9 108</b>	<b>TOTAL ASSETS</b>	<b>6 166</b>	<b>6 495</b>	<b>5</b>	<b>6 434</b>	<b>6 693</b>	<b>6 985</b>
<b>Current Liabilities</b>							
3 320	Payables	759	967	27	708	659	610
0	Finance Leases	33	33	-	33	33	33
470	Employee Benefits	397	428	8	447	466	485
129	Other	222	222	-	222	222	222
<b>3 919</b>	<b>Total Current Liabilities</b>	<b>1 411</b>	<b>1 650</b>	<b>17</b>	<b>1 410</b>	<b>1 380</b>	<b>1 350</b>
<b>Non Current Liabilities</b>							
0	Finance Leases	355	355	-	355	355	355
450	Employee Benefits	363	445	23	513	581	649
<b>450</b>	<b>Total Non Current Liabilities</b>	<b>718</b>	<b>800</b>	<b>11</b>	<b>868</b>	<b>936</b>	<b>1 004</b>
<b>4 369</b>	<b>TOTAL LIABILITIES</b>	<b>2 129</b>	<b>2 450</b>	<b>15</b>	<b>2 278</b>	<b>2 316</b>	<b>2 354</b>
<b>4 739</b>	<b>NET ASSETS</b>	<b>4 037</b>	<b>4 045</b>	<b>..</b>	<b>4 156</b>	<b>4 377</b>	<b>4 631</b>
<b>REPRESENTED BY FUNDS EMPLOYED</b>							
3 869	Accumulated Funds	3 167	3 175	..	3 286	3 507	3 761
870	Reserves	870	870	-	870	870	870
<b>4 739</b>	<b>TOTAL FUNDS EMPLOYED</b>	<b>4 037</b>	<b>4 045</b>	<b>..</b>	<b>4 156</b>	<b>4 377</b>	<b>4 631</b>

**Canberra Tourism and Events Corporation  
Statement of Cashflows**

2002-03 Budget \$'000		2002-03 Est.Outcome \$'000	2003-04 Budget \$'000	Var %	2004-05 Estimate \$'000	2005-06 Estimate \$'000	2006-07 Estimate \$'000
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>							
<b>Receipts</b>							
21 247	User Charges	18 287	15 982	-13	11 208	12 487	12 611
80	Interest Received	80	78	-3	59	60	61
2 681	Other Revenue	2 376	2 875	21	2 874	2 875	2 875
<b>24 008</b>	<b>Operating Receipts</b>	<b>20 743</b>	<b>18 935</b>	<b>-9</b>	<b>14 141</b>	<b>15 422</b>	<b>15 547</b>
<b>Payments</b>							
3 457	Related to Employees	3 358	4 077	21	4 091	4 092	4 087
17 399	Related to Supplies and Services	16 093	11 213	-30	6 700	7 714	7 811
1	Borrowing Costs	32	32	-	32	32	32
200	Grants and Purchased Services	200	200	-	200	200	200
2 681	Other	2 181	2 875	32	2 874	2 875	2 875
<b>23 738</b>	<b>Operating Payments</b>	<b>21 864</b>	<b>18 397</b>	<b>-16</b>	<b>13 897</b>	<b>14 913</b>	<b>15 005</b>
<b>270</b>	<b>NET CASH INFLOW/(OUTFLOW) FROM OPERATING ACTIVITIES</b>	<b>-1 121</b>	<b>538</b>	<b>148</b>	<b>244</b>	<b>509</b>	<b>542</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>							
<b>Receipts</b>							
0	Proceeds from Sale of Property, Plant & Equipment	332	-332	-200	0	0	0
<b>0</b>	<b>Investing Receipts</b>	<b>332</b>	<b>-332</b>	<b>-200</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Payments</b>							
461	Purchase of Property, Plant and Equipment	461	245	-47	245	245	245
<b>461</b>	<b>Investing Payments</b>	<b>461</b>	<b>245</b>	<b>-47</b>	<b>245</b>	<b>245</b>	<b>245</b>
<b>-461</b>	<b>NET CASH INFLOW/(OUTFLOW) FROM INVESTING ACTIVITIES</b>	<b>-129</b>	<b>-577</b>	<b>-347</b>	<b>-245</b>	<b>-245</b>	<b>-245</b>
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>							
<b>Receipts</b>							
135	Capital Injection from Government	135	0	-100	0	0	0
<b>135</b>	<b>Financing Receipts</b>	<b>135</b>	<b>0</b>	<b>-100</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Payments</b>							
25	Repayment of Borrowings	25	0	-100	0	0	0
0	Repayment of Finance Lease	33	0	-100	0	0	0
<b>25</b>	<b>Financing Payments</b>	<b>58</b>	<b>0</b>	<b>-100</b>	<b>0</b>	<b>0</b>	<b>0</b>

## Canberra Tourism and Events Corporation Statement of Cashflows

2002-03 Budget \$'000		2002-03 Est.Outcome \$'000	2003-04 Budget \$'000	Var %	2004-05 Estimate \$'000	2005-06 Estimate \$'000	2006-07 Estimate \$'000
110	NET CASH INFLOW/(OUTFLOW) FROM FINANCING ACTIVITIES	77	0	-100	0	0	0
-81	NET INCREASE/(DECREASE) IN CASH HELD	-1 173	-39	97	-1	264	297
100	CASH AT BEGINNING OF REPORTING PERIOD	1 577	404	-74	365	364	628
19	CASH AT THE END OF THE REPORTING PERIOD	404	365	-10	364	628	925

### Notes to the Budget Statements

Significant variations are as follows:

#### *Statement of Financial Performance*

- user charges – non ACT Government: the decrease of \$4.976m in the 2002-03 estimated outcome from the original budget is largely a result of the termination of the Canberra 400 V8 supercar race;
- user charges – ACT Government: the increase of \$0.356m in the 2002-03 estimated outcome from the original budget is due to \$0.100m for the January 2003 bushfire marketing campaign, \$0.113m for wage increases, and \$0.143m to fund the requirement for CTEC to pay payroll tax from 1 July 2002. The decrease of \$0.618m in the 2003-04 Budget from the 2002-03 estimated outcome is due to the cessation of funding of \$0.650m for the Masters Games and the transfer of grant funding of \$0.250m for hosting AFL games in Canberra to the Chief Ministers Department. This is offset partly by funding for payroll tax of \$0.190m and funding related to wage increases of \$0.280m;
- employee expenses: the increase of \$0.667m in the 2003-04 Budget from the 2002-03 estimated outcome is due to the effect of the wage increase of \$0.327m and a number of currently vacant positions expected to be filled during 2003-04;
- supplies and services: the decrease of \$5.114m in the 2002-03 estimated outcome from the original budget is largely a result of the cancellation of the Canberra 400 V8 supercar race; and
- depreciation: the decrease of \$0.573m in the 2003-04 Budget from the 2002-03 estimated outcome is due to the sale and write-off of Canberra 400 V8 supercar assets during 2002-03.

#### *Statement of Financial Position*

- current and non-current finance leases: the increase of \$0.388m in the 2002-03 estimated outcome from the original budget is due to a change in accounting policy regarding the fitout of CTEC's rented premises. In 2001-02 it was treated as an operating lease.