



# ANNUAL REPORT

2011

**boa**

BACKPACKER  
OPERATORS ASSOCIATION  
NSW INC

[www.boansw.org.au](http://www.boansw.org.au)





BOA NSW was formed in 1992 to address issues facing the backpacking industry.

Today, BOA is the peak industry body and voice of the youth tourism industry in New South Wales and the Australian Capital Territory.

BOA has grown to represent and address the interests and concerns of all backpacker operators targeting young and adventurous travellers, students and workers from around the world.

In 2011, BOA has over 100 members including operators and individuals from all sectors of the industry including hostels and budget accommodation; tour, transport and adventure operators; training, employment, job placement, immigration and visa specialists, tax agents; online bookings, wholesalers, inbound and travel agents; media publishers and communication providers; attractions, bars, clubs, entertainment and suppliers to the tourism and hospitality industry.

BOA works to address the concerns and issues of youth tourism operators, raise industry standards and promote industry cohesion. Through a voluntary Executive Committee and Sub-Committees, BOA's role is to influence, educate, collaborate and provide a platform for operators to work together to grow the youth tourism and backpacking segment in NSW and ACT.

This Annual Report presents the activities undertaken by BOA on behalf of its members in the 2010/11 membership year.

This report is also available for download at BOA's website [www.boansw.org.au](http://www.boansw.org.au).

If you have any comments or questions about this report, contact the BOA Secretariat either via email [boa@boansw.org.au](mailto:boa@boansw.org.au) or call 02 8267 0402.

September 2011



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# EXECUTIVE COMMITTEE

*"Members of the BOA Executive Committee have a strong background in the industry, enthusiasm and a vision for backpacking and youth tourism in New South Wales and the ACT. They come from the various sectors of the industry to ensure broad representation."*

*"Committee members volunteer their time in giving direction to the Association and dedicate their time, skills and experience for the benefit of the BOA members in NSW and the ACT."*



Katrina Greeves  
President  
WorldNomads.com



Matthew Clay  
Vice President  
Global Gossip



Robert Henke  
Hon. Secretary  
YHA Ltd



Chris Harrison  
Hon. Treasurer  
The WORD



Ben Henderson  
Home Backpackers



Christian Millett  
Wake Up!



Daniel Lucas  
TCP Group



Denise Jinks  
Focal Attractions



Kristy Carstairs  
Hostelworld.com



Marcus Lenarduzzi  
Funkhouse



Rick Schindler  
Australasia Advance



Stephen Wales  
Base Backpackers



## PRESIDENT'S REPORT

BOA's role is to influence, educate, collaborate, and provide a platform for operators, Government and other stakeholders to work together to grow the youth tourism and backpacking segment. A strong industry association provides us with a louder, single voice to ensure our sector is given the investment and focus it deserves.

I am proud of the BOA Committee who have invested innumerable hours working outside of their businesses for the benefit of all BOA members and other youth tourism operators in NSW and ACT. As volunteers, we represent the interests of our industry and we work on our industry to benefit all BOA members.

We are passionate about our sector: we fight for investment and funding; we impart our expertise and knowledge in the hope savvy promotional campaigns reach the right audience; we try to protect travellers' rights, keep them safe and promote their value to our economy; we uphold and work to raise industry standards; we provide networking and collaborative forums; and we work hard to ensure our industry's needs are reflected in local and State Government policy.

We share a vision to ensure our state is positioned as the preferred place to work, travel, study and play in Australia for independent and adventurous international travellers, workers and students. To achieve this vision, we must work together, starting with providing exceptional experiences and services every day by all operators on the ground, to working with a single voice to lobby for longer term policy developments and promotional investment.

### **BOA YOUTH TOURISM ACTION PLAN**

This year, BOA drafted an integrated Youth Tourism Action Plan, which formed the basis of our partnership negotiation with Destination New South Wales (DNSW - formerly Tourism New South Wales) and are now proud to offer to BOA members for industry consultation. The BOA Youth Tourism Action Plan (YTAP) aims to be an industry hymn sheet to provide us with a single message to Government and related Tourism bodies to secure investment, achieve sustainable growth, focus promotional activity and fast-track the development of the youth travel sector in NSW.

I encourage you to read and comment on BOA's Draft Action Plan to consider the viability of the initiatives suggested and the role your business could take to support these initiatives. A copy of the draft action plan is available to download from the BOA website.

BOA has also been proactive, developing Government policy recommendations and policy positioning statements, which BOA provided to the State Government in its draft Tourism Industry Plan (TIP) in early 2011. BOA was the only industry association to provide feedback to the Government on the draft Tourism Industry Plan, which recommended the addition of key initiatives specifically for our sector and clarified inaccuracies about our market.

### **NEW AGREEMENT A WINDFALL FOR ALL NSW OPERATORS**

I am very pleased to confirm BOA and Destination New South Wales (DNSW) have signed a new agreement to support the growth of the backpacker and youth market. This agreement confirms DNSW's support of various youth specific activities, including domestic and international marketing campaigns, funding allocated for sponsorship of NSW market ready operators to attend WYSTC, support BOA members to attend the Adventure Travel and Backpacker Expos, and sponsorship of ABiC and the Golden Backpack Awards, plus other trade and industry development activities. A copy of the Activity Plan for 2011/12 will be posted on the BOA website for all members to review once the agreement is finalised. I encourage all members to review the plan and participate in the activities. We are grateful for DNSW's continued support of BOA and of the industry at large, and we look forward to continuing to work collaboratively in 2011/12.

### **CHALLENGES AND PROMOTIONAL OPPORTUNITIES**

It has been a challenging year for many of you and for other backpacker operators across Australia, as international backpacker numbers and spend plummeted into some of the worst months in living memory and many businesses come under pressure to review, divest, consolidate or fold.

You needed bums on seats and heads on beds, so BOA set its sights on lobbying hard to shift destination promotional campaign focus towards our sector as the unease was exacerbated by the strength of the Australian dollar.

BOA made recommendations to DNSW in early 2011, through the BOA Draft Youth Action Plan and numerous consultative meetings, to focus promotional campaign activity in key Western international markets, broaden international and domestic partnerships, and pushed to shift the focus to positioning NSW for working holiday makers to capitalise on the strength of the Australian dollar.

DNSW had allocated promotional funds before the end of last financial year in a domestic youth campaign with bloggers tasked with exploring regional NSW on short breaks.

To focus on the positive, the short campaign did generate a range of digital content, which hopefully will have an online lifespan for Western and domestic markets. We remain ever hopeful an exceptional youth tourism campaign will be developed to cut through and define Sydney and regional New South Wales' icons for international markets.

As I write this report, I understand DNSW has created their own Youth Action Plan for 2011/12. We are flattered that DNSW named their annual campaign prospectus, using the same 'Youth Action Plan' title as the draft BOA plan, yet that is all I can report as we have not been privy to the detail. It is my understanding DNSW will publish this for BOA members to review and there will be opportunities for operators to participate in the proposed promotional campaigns.

Rest assured BOA will continue to lobby the Government for funding, policy development and dedicated representation and do what we can to influence destination marketing strategy.

### REGIONAL REPRESENTATION FROM NORTH TO SOUTH

The Membership Services and Regional Development Sub-Committee focused efforts this year on the development of two new regional sub-committees for the North and South Coast regions. The energy and enthusiasm shown by various individuals, in particular Deb Martin (formerly of Skydive the Beach), Peggy O'Neill (Nomads Byron Bay) and Paul Vella (Surf Camp Australia) has helped to kick start these new sub-committees and spread BOA's regional representation to join the established and consistently successful Port Stephens Sub-Committee. The South Coast has already successfully secured a Department of Trade and Investment grant for small business clusters, which will be spent on various initiatives to promote short breaks and touring itineraries along the NSW South Coast. To support these sub-committees, the BOA Talks series continued, with events in Wollongong and Byron Bay, bringing together operators to discuss various regional issues, workshop destination promotion ideas and resolve issues.

### WE ♥ NSW!

Following a successful stand at the Adventure Travel and Backpackers Expo in Sydney at the end of 2010, BOA headed south to represent all members at the Melbourne Expo in February 2011. Over 500 visitors dropped into visit the stand, emblazoned with 'I love NSW' branding as our enthusiastic sales team, led by Ali Humphries from Wake Up! inspired travellers to work, study and play in Sydney and NSW. Research collected at the event showed:

- 23% were International travellers
- 54% were under 30 years old
- 83% had been to NSW
- 33% said Sydney was their favourite place in NSW

BOA social events continue to be highlights on our industry calendar, with the Black and White BOA Ball a personal favourite. We are grateful for BOA members' support of these events, even in lean times. Thanks also to the ever enthusiastic Events Sub-Committee for their efforts throughout the year.

The ever diligent Hostels Sub-Committee has continued to pressure local councils and lobby to tighten up regulation to prosecute illegal hostels. The production of the 'Shared Accommodation' flyer created a benchmark for BOA publications to educate travellers on their rights and responsibilities and future publications will focus on safe camping and van-packing.

BOA has been very proactive on this issue, actively gathering Australia-wide input into various regional solutions and consulting on ways to allow travellers the right to explore the State and camp overnight where it's safe and legal.

Thank you to all BOA Committee members for their achievements this year, all of which are outlined in detail in the Honorary Secretary's report.

### YOUR ROLE IN BOA

BOA needs a strong industry association to help us achieve our industry goals and present a positive, collaborative image for our State.

Without your input, without hearing your issues, your concerns, your ideas and more importantly, your solutions, BOA cannot support you or provide a single, proactive and positive voice for our industry.

The BOA Committee gives up their time and energy to give back to our industry, to help us all grow our businesses. Please be proactive with your feedback, encourage all of your staff to get involved as fresh ideas and constructive feedback can help all operators across NSW and ACT.

### THANKS AND FAREWELL

BOA could not exist or operate without the support of various sponsors, including our longstanding supporter, Insurance Advisernet Australia. Fred, Sean, Andrew and the rest of the team have helped various members over the years save money and take the hassle out of finding the right insurance for their needs, and I would have no hesitate recommending them to any business.

The final thanks is reserved for the Executive Committee and BOA Secretariat - Sophie Stapleton, Sarah Knight and Bronwen Stinson who all work tirelessly to keep BOA on track.

This is my final year as President of BOA. It is time to pass on the baton to the next President, who will drive BOA's vision in their own way.

After two years as President, I am proud of the work BOA has achieved and grateful for the opportunity to work beside such a committed group of passionate, energetic and experienced individuals and friends. I hope to continue on the General Committee, sans title, to help BOA continue to achieve its strategic objectives and projects already underway.



**KATRINA GREEVES**



## HON. SECRETARY'S REPORT

COMMITTEE MEMBER	ATTENDED	POSSIBLE
Katrina Greeves (President)	4	5
Matt Clay (Vice President)	3	5
Robert Henke (Hon Secretary)	5	5
Chris Harrison (Hon Treasurer)	5	5
Ben Henderson	4	5
Brett Eldershaw <sup>1</sup>	2	2
Christian Millett	2	5
Dan Lucas	3	5
Denise Jinks <sup>2</sup>	2	3
Kristy Carstairs	4	5
Marcus Lenarduzzi	4	5
Martin Lane <sup>3</sup>	2	2
Richard Swanton <sup>4</sup>	1	1
Rick Schindler	2	5
Stephen Wales	4	5

### MEMBERSHIP

As at 30th June 2011, membership stood at 107, an increase of seven on the previous year.

Eight operators took advantage of the 18 months for 12 months membership deal.

At the time of the this report going to print, 73% of the 2010/11 members had renewed.

### COMMITTEE

The Committee met five times during the year at various locations. Average attendance at Committee meetings was 73%.

Attendance by Committee members is set out in Table 1: Committee Attendance.

Table 1: Committee Attendance

#### Notes:

- (1) Brett Eldershaw resigned from the Committee in December 2010.
- (2) Denise Jinks was co-opted to the Committee in December 2010.
- (3) Martin Lane resigned from the Committee in December 2010.
- (4) Richard Swanton resigned from the Committee in November 2010.



Images above from the BOA Talks: South Coast event

MONTH	VENUE	EVENT	ATTENDANCE
July	NSW Industry and Investment	BOA Talks: Resilience in a winter of discontent/Wine & Cheese tasting	74
August	Eastlakes Golf Club	Annual Golf Day	37
November	Side Bar	Melbourne Cup Day Lunch	40
December	Sydney Harbour YHA	Christmas Function	86
February	Paddington Bowling Club	Lawn Bowls	42
February	Gerroa Boat Fisherman's Club	BOA Regional Talks: South Coast	40
March	Reg Bartley Oval	Charity Cricket Match	21
March	The Ivy	Backpacker Industry Ball	164
June	Nomads Odyssey	BOA Regional Talks: Byron Bay	34
June	Bounce Hotel	Business Speed Dating	15

Table 2: Events held in 2010/11



Revellers at the BOA Ball 2011

## GENERAL MEETINGS

In addition to Committee meetings the Secretariat also convened the program of BOA Talks (general meetings) and social events (see Table 2: Events held in 2010/11).

BOA organised the sixth backpacker industry ball - in 2011, the ball theme was 'Black and White' fancy dress and the evening involved a sit down dinner, a silent and live auction, the presentation of the Backpacker Industry Awards as well as the opportunity to network with other BOA members and industry friends.

## PUBLICATIONS

Directions, BOA's industry newsletter was distributed bi-monthly by email to BOA members and key industry figures. All issues of Directions are available on BOA's website ([www.boansw.org.au](http://www.boansw.org.au)) and members are encouraged to provide content on business developments and regional updates to the BOA Secretariat for consideration.

In November 2010, BOA produced a new Shared Accommodation Guide entitled 'A travellers' guide to your rights & renting long term accommodation' which aims to educate backpackers, travellers and visitors to Sydney, NSW and the ACT on their rights and responsibilities if they choose to stay in shared accommodation during their stay.

The flyer was produced by the BOA Hostels Sub Committee and 20,000 copies are being distributed to backpackers, travellers and visitors over the next 12 months via The WORD's distribution channels.

## REPRESENTATION OF BOA AT MEETINGS:

- Tourism Industry Forum – Tourism New South Wales
- Backpacker Tourism Advisory Panel – Australian Tourism Export Council
- Tourism Industry Council New South Wales

## THE REGIONS

The main projects undertaken in the 2010/11 year were the two industry forums, BOA Regional Talks, on the South Coast (February) and Byron Bay (June). Both events were well attended by regional BOA members, industry colleagues and local council and government representatives. The format for these events focused on round table discussions and open forums on topical issues alongside speaker presentations and Q&A sessions.

The following activities were undertaken to meet the objectives:

In 2010/11 BOA continued to work alongside the 2009/10 strategic plan for the year ahead, which assisted the BOA Committee with addressing the following objectives of the organisation:

1. Develop and grow the backpacking segment in NSW and the ACT
2. Raise industry standards
3. Promote industry cohesion
4. Develop and grow membership

Four sub-committees handle the specific aspects of BOA's operations:

### Hostels Committee

Members: Robert Henke, Matt Clay, Ben Henderson, Stephen Wales

Mission Statement: Continue to work on standards, touting and closing illegal hostels and to actively promote interaction between BOA and its hostel members.

### Public Relations, Media & Representation Committee

Members: Martin Lane, Katrina Greeves

Mission Statement: To proactively work to position BOA NSW as the peak industry voice of the backpacker sector in NSW and ACT.

### Events Committee

Members: David Lamyman (co-opted), Christian Millett, Richard Swanton, Rick Schindler, Kristy Carstairs, Denise Jinks, Stephen Wales

Mission Statement: Organise the BOA social events calendar, maximising fund-raising opportunities, providing a social networking environment for the membership and communicating the events calendar fully to the membership and their staff.

### Membership Services and Regional Development Committee

Members: Katrina Greeves, Brett Eldershaw, Marcus Lenarduzzi, Rick Schindler, Dan Lucas, Kristy Carstairs

Mission Statement: To facilitate opportunities to improve members' products, reduce members' operating costs and raise members' profile within the backpacker industry in NSW and the ACT.

## Issues pursued by BOA:

### GENERAL

- Lobbied Government as the single voice of the youth tourism and backpacking sector to promote the value of young, international visitors, workers and students to our economy, including policy recommendations to improve legislation to prosecute illegal boarding houses/hostels, increase promotional spend and review working holiday visas.
- Lobbied Destination NSW, Tourism Australia and Tourism Industry Council NSW to ensure continued growth, promotion and support for the youth and backpacker market.
- Consulting regularly with Destination NSW to educate their teams on our sector and share our expertise for proposed destination marketing programs.
- Provided recommendations on the NSW Tourism Industry Plan (TIP)
- Encouraged the NSW Government to focus its promotional and industry development efforts on the international youth market (students, workers and travellers 16 – 30 years old).
- Produced the BOA Youth Tourism Action Plan (YTAP), which was submitted to the then-Tourism NSW with the aim of securing more funding and focus on the youth sector.
- Assisted Destination NSW with promoting its domestic youth marketing campaign and encouraging BOA members to engage and take part.
- Representing BOA members' interests and escalate local and state issues to a national level through ATEC and BTAP.
- Worked closely with regional tourism organisations and stakeholders.
- Active involvement of BOA Committee members at NSW tourism industry meetings and events.
- Involved in regular dialogue with other state BOAs.
- Developed relationships with NSW Tourism Minister and Shadow Tourism Minister.
- Maintained relationships and consulted with local councils and industry associations on various issues from illegal hostels to van-packers to tendering processes.
- Liaised with industry bodies to improve industry research and statistics.
- Pushed member services and maintained regular meaningful communication with BOA members through e-newsletter Directions, individual email communication and via the BOA website.
- Maintained sponsorship funds for BOA through agreements with Insurance Advisernet Australia.
- Secured funding for BOA presence at The Adventure Travel and Backpackers Expo.
- Promoted state experiences and BOA members at the Australian Youth Tourism Exchange 2010 and sponsored a lunch at this event.
- Consulting on industry research, to secure quarterly updates specifically for our sector to assist members' decision-making.
- Creating educational resources and sponsoring safety campaigns for travellers to advise them of their rights.

### HOSTEL SUB COMMITTEE

- Maintained a working relationship with City of Sydney Council and lobbied the Council on a number of issues including:
  - Illegal backpacker apartments and hostels
  - Fire safety and inspections
  - 'Van-packing' in Kings Cross
  - Bill posting in the Sydney CBD
- Continued to work with various Sydney and NSW local councils regarding illegal accommodation, hostel standards and various backpacking issues.
- Continued work on upholding industry standards relating to touting.
- Completed production of the BOA Shared Accommodation flyer distributed to hostels and educational institutions throughout Sydney and NSW to educate backpackers and travellers on industry standards when renting accommodation.
- Worked with the South Eastern Sydney and Illawarra Area Health Service (SESIAHS) at the Prince of Wales Hospital on the latest HIV/AIDS and STI Prevention campaign targeting backpackers and young travellers (continuing into 2011/12).
- Compiled a survey of BOA members looking into the provision of information services for backpackers and young travellers at Sydney International Airport and subsequently negotiated a deal for BOA members to advertise with Travel Concierge at the Airport.
- Liaised with appropriate Government and council channels regarding Strata Law developments in Sydney and the eastern suburbs.
- Attended meetings and industry forums concerning illegal/free camping by backpackers and youth travellers in Sydney and working with relevant parties to obtain a favourable outcome for all with new BOA-produced educational materials expected to be produced in the 2011/12 membership year after member consultation.
- Worked with industry representatives on developments relating to NSW licensing laws.

### PR, MEDIA & REPRESENTATION SUB COMMITTEE

- Proactively created PR opportunities to promote work and travel in NSW with international partners and media.
- Achieved successful media coverage for BOA through press release distribution and interviews.
- Developed BOA Facebook page and maintained topical, news worthy content.
- BOA President continued to act as spokesperson for the Association and work was done to develop the BOA President's profile with media contacts.
- Developed media campaign targeting working holiday makers to inform them that there are plenty of jobs available in Sydney and NSW – worked with gapyear.com and local and international media contacts.
- Maintained close working relationship with Thumbrella (now Backpacker Trade News), BOA Committee members involved in online discussions and articles.
- Lobbied the Australian Bureau of Statistics regarding the removal of hostel statistics from the 'Survey of Tourist Accommodation' survey.

### EVENTS SUB COMMITTEE

- Creating educational and networking opportunities through the BOA Talks series and various social events across Sydney and regional NSW.
- Reducing your operational and marketing costs, with offers negotiated by the BOA Committee, including free representation at the Sydney and Melbourne Adventure Travel and Backpackers Expo in 2010/11.
- Organised a successful series of BOA social and networking events including one of our most well received BOA Talks events, held in Sydney in July 2010 in collaboration with ATEC and attended by over 70 guests.
- Creation of a 2011 BOA desk calendar and wall planner with key industry dates and events.
- Worked with other state BOAs to agree on reciprocal rates to attend industry events.
- Attended the Backpacker Expos in both Sydney and Melbourne with the stand visited in Melbourne by over 500 youth travellers with data collected showing 83% had visited NSW.

### MEMBERSHIP SERVICES & REGIONAL DEVELOPMENT SUB COMMITTEE

- Successful further development of Port Stephens BOA Sub Committee with the aim of setting up a South Coast Sub Committee and Byron Bay Sub Committee during the 2010/11 membership year.
- Worked with regional members to hear their concerns at the BOA Regional Talks on the South Coast (February 2011) and Byron Bay (June 2011).
- Assisted members with Tourism NSW funding applications to attend the World Youth and Student Travel Conference.

Thanks go to Tourism New South Wales for its continued support during the year and to our sponsor Insurance Advisernet Australia.

Thanks also to BOA's team: Sophie Stapleton and Sarah Knight.



**ROBERT HENKE**





## PORT STEPHENS BRANCH

Firstly, as a group we thank BOA for their ongoing support and look forward to the year ahead cooperatively promoting Port Stephens as a "must see" backpacker destination.

Our new executive board this year comprised of:

Mark Munday - Chairperson  
Lynn Oaten - Secretary  
Jeanette Youl - Treasurer

Over the past year we have been working on specific core projects, including:

- Distribution of our redesigned portstephensbackpackers.com.au brochure.
- Produced a stand at the 2010 Adventure Travel and Backpackers Expo in Sydney with Mid-North Coast Tourism, with the return to Town Hall favourably commented on.
- Encouraged our members to attend the 2011 Adventure Travel and Backpackers Expo in Melbourne.
- The portstephensbackpackers.com.au website remains on top of the major search engines (which is a work in progress).
- Michelle Cox maintains her role as a director of Mid-North Coast Tourism effectively disseminating and communicating relevant issues and opportunity to our group.
- Attended the BOA Committee meeting in December 2010, where we updated the Committee on Port Stephens issues.
- Enjoyed ourselves at the BOA Ball in Sydney in March 2011 and made the trip to the BOA Regional Talks in Gerroa in February 2011.
- Compiled an industry survey with BOA regarding changes to coach services connecting with Port Stephens region.
- Endured decreased services to our major transport hub in Newcastle, but received tremendous support locally from Port Stephens Coaches.
- Obtained a discount card for local travel for backpackers on Port Stephens Coaches and additional promotion via the Port Stephens Coaches packaged brochure.

The future presents some challenging times and opportunities which we will continue to work on, including:

- Cost effective cooperative brochure distribution in Sydney including taking advantage of the BOA members-only deal with Travel Concierge at Sydney Airport.
- Our continuing presence at the 2011 Adventure Travel and Backpackers Expo in Sydney and investigating attendance at the Melbourne Expo in 2012.
- Investigating the possible expansion of our group to include Newcastle and the Hunter Valley.
- Maintaining our close relationship with Mid-North Coast Tourism.
- Further cementing our ties with Port Stephens Tourism Limited and piggy-backing the very successful "P.S. I Love You" campaign.
- Investigating a re-design of the Port Stephens group brochure.

We thank you for your continuing support in what could be turbulent times, but remember, turbulence makes for a good ride.

### MARK MUNDAY

Port Stephens Sub Committee Chairperson



## HON TREASURER'S REPORT

### SUMMARY FOR 2010/11

Total income was \$82,798.  
Total expenditure was \$113,920.  
The net result is a deficit of \$31,123.

BOA moved to a Community Solution Cheque Account with Westpac, as a result bank fees and credit card fees were reduced this year. While also setting up a Westpac Business Cash Reserve Account, opened in June 2010. This allowed BOA to increase its income through interest bearing accounts. Bank interest received was \$3951.

Accumulated funds at 30th June 2011 were \$73,795, see notes.

### INCOME

Major items of income were:

Membership income for the year was \$27,205, an increase of 18% compared with last year. The change in membership income is due to shifts by some members in membership categories and several members taking advantage of a 'Pay for 12 get 18 months' membership offer.

- Functions & Sponsorship income was \$37038 (included \$25479 from the BOA Ball);
- Income from Tourism New South Wales was \$9950, this included \$5,000 towards the cost of the BOA stands at the Sydney and Melbourne Backpacker Expos and \$4,950 for the sponsorship of the ABiC and the Golden Backpack Awards.

### EXPENDITURE

Major items of expenditure were:

- The Backpacker Ball under Functions & Sponsorship (\$27080);
- Secretariat fees (\$26100) see below;
- Backpacker Expo included costs such as stand hire in Sydney and Melbourne, poster and t-shirt design and printing, freight, furniture hire and travel expenses (\$13556);
- AGM, Committee and General Meetings – which was partially offset by some discounts from event sponsors e.g. venue hire, catering (\$7047);

- Projects including the production of wall planners and desk pads with key industry events and production/distribution of the Shared Accommodation Brochure (\$6566);
- Australian Travel and Youth Exchange - attendance as a seller and sponsorship of a lunch was included under Conferences (\$2995).

### REGIONAL PROJECTS

Meeting costs include those associated with the AGM and meetings & talks held in Sydney, Gerroa (South Coast) and Byron Bay (North Coast) as well as Committee meetings.

Projects for 2010/11 included the industry forum BOA Regional Talks held in Gerroa on the South Coast and Byron Bay.

Progress was made to form a South Coast Sub Committee, with \$10,000 of financial support secured for activities by the Sub Committee under the Strategic Business Clusters Program led by the NSW Department of Trade and Investment. Efforts were also made to re-form a Byron Bay Sub Committee, with Peggy O'Neill from Nomads and Alice Livingstone from Cape Byron Kayaks developing and heading up the Sub Committee.

### BAD DEBTS

At the Committee meeting on 16th June 2011 it was agreed to wipe off bad debts which have been on the BOA books for 18 months or over. Three debts will be wiped off the BOA accounts totaling \$290 as sufficient effort had been made to contact the outstanding debtors. A note will be made in the records against these debtors.

### NOTES

BOA has two term deposits, opened last financial year, that are rolled over.

The \$25,000 term deposit matured on 24 September 2010 and \$315.07 in interest was deposited into the BOA transaction account.

The \$25,000 amount was reinvested for seven months at 6.00% interest rate per annum. At maturity (24 April 2011) \$871.23 in interest was deposited into the BOA transaction account. The term deposit was rolled over for a 6 month term at 5.900% interest rate per annum, which is set to mature 24 October 2011.

The second term deposit of \$50,000 (lodged 18 June 2010) matured on 18 February 2011 and the \$1963.36 in interest was paid into the BOA transaction account.

The decision was made to reinvest \$35,000 into a term deposit (six months at 6.000% interest rate per annum) with \$15,000 deposited into the Community Solution Cheque Account for expenditure. The term deposit will mature on 16 September 2011.

The Secretariat service is still provided by YHA and funded by BOA. Since June 2010, the Secretariat fees were renegotiated to fully reflect the work being done.

The fees now cover salary costs for three days to allow the Executive Officer position to concentrate on high level projects for BOA (two days) with one day salary costs to cover the day-to-day administration of the association.

**RESULT**

The net result for 2010/11 is a deficit of \$31,123. Accumulated funds at 30th June 2011 were \$73,795.

It was agreed by all Committee members present at the Committee meeting held on 16th June 2011 that in future all financial spending on behalf of BOA that has not already been budgeted will need to be approved by the Executive Committee before spending can proceed.

The accounts have been audited.

The Committee Members of the Backpacker Operators Association NSW Inc declare that:

- a) The Financial Statements in this report are drawn up so as to give a true and fair view of the financial position of the Association as at 30 June 2011, and its results for the year ended that date; and
- b) There are reasonable grounds to believe, at the date of this statement, that the Association will be able to pay its debts as and when they fall due.

This declaration is made in accordance with a resolution of the Committee.

**CHRIS HARRISON**



# INDEPENDENT AUDIT REPORT

## for the year ended 30 June 2011



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### INDEPENDENT AUDIT REPORT

#### TO THE MEMBERS OF

#### BACKPACKER OPERATORS ASSOCIATION NSW INC.

##### Scope

I have audited the attached financial report for the year ended 30<sup>th</sup> June 2011. The Committee is responsible for the preparation and presentation of the financial statements and the information contained therein. I have conducted an independent audit of the financial statements in order to express an opinion on them to the members.

The audit has been conducted in accordance with Australian Auditing Standards to provide reasonable assurance as to whether the financial statements are free of material misstatement. The procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial statements and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion as to whether, in all material respects, the financial statements are presented fairly in accordance with Australian Accounting Concepts and Standards, the Associations Incorporation Act and other statutory requirements so as to present a view which is consistent with my understanding of the Association's financial position and the results of its operations and cash flows.

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

##### Audit Opinion

In my opinion the financial statements of Backpacker Operators Association NSW Inc. for the period ended on 30<sup>th</sup> June 2011 are properly drawn up:

- (a) so as to give a true and fair view of the Association's state of affairs as at 30<sup>th</sup> June 2011 and of its results for the financial period ended on that date, and,
- (b) in accordance with applicable Accounting Standards and other mandatory professional reporting requirements, the Associations Incorporation Act and the Association's Constitution.

  
John E Cross

Sydney 8 August 2011



John E Cross JP  
Certified Practising Accountant  
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**AUDITOR'S DECLARATION OF INDEPENDENCE  
UNDER SECTION 307C OF THE INCORPORATIONS ACT 2001**

**To the Committee of Backpacker Operators Association NSW Inc.**

I declare that to the best of my knowledge and belief, there have been no contraventions of:

- (i) the auditor independence requirements of the Corporations Act 2001 in relation to the audit
- (ii) any applicable code of professional conduct in relation to the audit

A handwritten signature in cursive script that reads 'John E Cross'.

John E Cross CPA JP  
Company Auditor 1490

Dated this eighth day of August 2011

**BACKPACKER OPERATORS ASSOCIATION NSW INC**  
**INCOME AND EXPENDITURE STATEMENT**  
**FOR THE YEAR END 30TH JUNE 2011**

	2011	2010
	\$	\$
<b>INCOME</b>		
Membership Fees	27,205	23,018
Functions & Sponsorship	37,038	53,317
Tourism New South Wales	9,950	9,950
Backpacker Expo - Participants	-	2,364
Interest received from bank	3,951	3,117
Port Stephens Sub Commi - Marketing Fees	-	4,718
Port Stephens Sub Commi - Expo	3,273	4,782
Port Stephens Sub Commi - Membership Fees	973	770
Public Relations	409	-
<b>Total Income</b>	<u>82,798</u>	<u>102,037</u>
<b>Less:</b>		
<b>EXPENDITURE</b>		
AGM, Committee & General Meetings	7,047	5,993
Audit Fee -	1,475	1,900
Bank Fees	29	278
Backpacker Expo	13,556	4,391
Bad Debts	-	35
Branch Support	973	770
Functions & Sponsorship	35,399	28,565
Conference	4,084	616
Credit Card Fees	499	584
Fax & Phone	207	674
Insurance	1,291	-
Postage	1,641	1,007
Printing & Photocopying	336	519
Projects	6,566	2,866
Registration fees	550	593
Secretariat Fees	26,100	24,969
Design & production	4,218	1,150
Stationery	430	1,087
Sundry	157	94
Tourism New South Wales funded projects	4,950	4,950
Web Site	1,263	2,234
Port Stephens Sub-Comm - Website	150	130
Port Stephens Sub-Comm - Marketing	3,000	5,200
Port Stephens Sub-Comm - Sundry	-	195
<b>Total Expenditure</b>	<u>113,920</u>	<u>88,801</u>
<b>Surplus (Deficit) for the Period 2010/2011</b>	<u>(31,123)</u>	<u>13,236</u>
Add: Accumulated Funds 1 July 2010	104,918	91,682
<b>ACCUMULATED FUNDS 30 JUNE 2010</b>	<u>73,795</u>	<u>104,918</u>

represented by:

<b>Current Assets</b>			
	Bank (note 1)	80,809	121,332
	Sundry Debtors (note 2)	1,065	1,090
	GST Paid (that is due to be received)	3,849	2,653
		<u>85,723</u>	<u>125,075</u>
<b>less:</b>			
<b>Current Liabilities</b>			
	GST Collected (that is due to be paid)	2,286	859
	Sundry Creditors (note 3)	9,642	19,299
		<u>11,928</u>	<u>20,158</u>
<b>NET ASSETS</b>		<u>73,795</u>	<u>104,917</u>

<b>Bank (note1)</b>	
Westpac - Cheque Account	19,017
- Cash Reserve Account	1,792
- Term Deposit Account 41 - 377	25,000
- Term Deposit Account 40 - 480	35,000
	<u>\$80,809</u>

<b>Sundry Debtors (note 2)</b>	\$
Australasia Advance	120
Base Backpackers	90
BHA Central	30
Cameron Mc Donald	30
Draxton Holdings Ltd	130
Elephant Backpackers	30
Hotel Formule 1	10
OzePost Pty Ltd	250
Oz Experience	50
Rick Schindler	295
Urban Raw	30
	<u>\$1,065</u>

<b>Sundry Creditors (note3)</b>	\$
2011/2012 M'ship Fees In Advance	7,441
Insurance Advisernet Australia	726
Audit Fee - J Cross	1,475
	<u>\$9,642</u>

# MEMBERS 2010/2011

## ACCOMMODATION (38 MEMBERS)

Avalon Beach Hostel (Craig Doyle)  
 Backpackers Inn (Dougall Pennefather)  
 Backpackers Newcastle (Anna Lambert)  
 Base Backpackers (Simon Way)  
 Big Hostel (Hellen Swayne)  
 Blue Mountains YHA (Ann Westgate)  
 Blue Parrott Backpackers (Andrew Savvides)  
 Byron Bay YHA (Paul Cason)  
 Canberra City YHA (Kristie Allen)  
 Cronulla Beach YHA (Michael Keogh)  
 Durras Lake North Holiday Park (Peter Counsell)  
 Elephant Backpacker (Amanda Hall)  
 Eva's Backpackers (Rebecca Laguna)  
 Funk House (Marcus Lenarduzzi)  
 Hotel Formule 1 Kings Cross (Larry Raffle)  
 Home Backpackers and The Shack Party Bar (Ben Henderson)  
 Hunter Valley YHA (Nigel & Colleen Worton)  
 Jolly Swagman Backpackers (Matt Ambler)  
 Landmark Holdings T/A Bounce Hotel (Mark Baldwin)  
 Maze Backpacker (Cameron McDonnell)  
 Melaleuca Australian Backpackers (Michelle Cox)  
 Nambucca Backpackers (Graham & Marina Dobson)  
 Nomads World Hotels (Janine Schoeman)  
 Nuove Castelli (Louise McCloy)  
 O'Carrollyn's Eco Village (Mark & Cherie McDougall)  
 One Mile Beach Holiday Park (John Longworth)  
 Samurai Beach Bungalows - Port Stephens YHA (Sandy & Mark Munday)  
 Snowy Mountains Backpackers (Andrew Downing)  
 Sundowner Breakwall Tourist Park (Simon Luke)  
 The Flying Fox Backpackers (Ross McKimm)  
 Thredbo YHA (Nadia Fadel)  
 VIP Backpackers Resort (Kristin Dahlberg)  
 Wake Up! (Christian Millett)  
 Wandarrah Lodge YHA (Wayne & Betty Tuckfield)  
 Wollongong YHA (Mary Sparks)  
 World Square Hostel (Mark Baldwin)  
 Y Hotel Hyde Park (Yvette Leighton)  
 YHA Ltd (Robert Henke)



**ATTRACTION (3 MEMBERS)**

Australian Museum (Carole Betts)  
Jamberoo Action Park (James Cook)  
Sydney Attractions Group (Geoff Tiver)

**BAR/RESTAURANT (3 MEMBERS)**

First Empire Hotel (Damian Burcher)  
Scubar Downunder (Paris Short)  
The World Bar (David Lamyman)

**MEDIA & COMMUNICATIONS (8 MEMBERS)**

Adventure Travel & Backpackers Expo (Andrew Paltridge)  
Airport Media Pty Ltd (Nick McFarlane)  
BBM Magazine (John McMahon)  
Global Gossip Group (Peter Ovenden)  
Good Creative (Jack Bowcott)  
Leapfrog Travel Marketing (Steve Kropf)  
The WORD (Mike Barrow)  
TNT Magazine Pty Ltd (Denise Jinks)

**ONLINE BOOKINGS (4 MEMBERS)**

Brokepacker Pty Ltd (Kevin Lippy)  
Hostelworld.com (Kristy Carstairs)  
Website Travel (Selina Kelly)  
WorldNomads.com (Katrina Greeves)

**OTHER BUSINESS (3 MEMBERS)**

Fruitshack (Michael Ierano)  
Lynn Oaten (Lynn Oaten)  
Sydney Harbour Foreshore Authority (Alison Dunsford)

**RECRUITMENT/TRAINING/MIGRATION & VISA SERVICES (4 MEMBERS)**

Boomerang Australia Studies (France Arnaud)  
Geoffrey Nathan Consulting (Mark O'Keeffe)  
Infront Staffing (Marc Parche)  
Job Capital (Jo Burston)

**SUPPLIER (6 MEMBERS)**

CMS Hospitality (Tim Robinson)  
Marsh Pty Ltd (David Bowler)  
Online Systems (Andrew Guzowski)  
Safari Pete/Backpacker Travel Auctions (Peter O'Reilly)  
St George Bank (Simon Drumm)  
Urban Raw Pty Ltd (Tui Eruera)

The logo for BOA NSW is displayed vertically on a blue background. The letters 'B', 'O', 'A', 'N', 'S', and 'W' are stacked from top to bottom, rendered in a large, bold, orange sans-serif font.

## TAX AGENT (2 MEMBERS)

Backpackers Buddy (David Goldsmith)  
Taxback.com (Nicole Trump)

## TOUR OPERATOR (24 MEMBERS)

Adventure Tours Australia Group (Cathy Burt)  
Australasia Advance (Rick Schindler)  
Blue Mountains Trolley Tours (Peter Stieger)  
Colourful Trips (Brett Eldershaw)  
Dolphin Wild Cruises Jervis Bay (Jade Giagnori)  
FJ Tours Pty Ltd (Joanna Artwoeger)  
Gone Walkabout Safaris (Russell Bambach)  
Great Race Sydney (Joshua North)  
Imagine Cruises (Yves Papin)  
Intrepid Connections (Fleur Ulbrick)  
Jackaroo Jillaroo Australia (James Howarth)  
Leconfield Jackaroo & Jillaroo School (Tim Skerrett)  
Let's Go Surfing (Craig Wachholz)  
Mojo Surf (Ian Lennie)  
OutBackPackers (Jo Houghton)  
Oz Party (Nathan Day)  
Oz Snow Adventure/Waves Surf (Matt Goodall)  
Port Stephens Parasailing (Renee Jurgielan)  
Sahara Trails Horse Riding and Farmstay (Siri Nicolas)  
Skydive the Beach Pty Ltd (Anthony Boucaut)  
Surf Camp Australia (Paul Vella)  
Tamboi Queen Cruises (John Longworth)  
Topdeck (Lance Batty)  
Understand Down Under (Andy Richards)

## TRANSPORT (7 MEMBERS)

All Seasons Campervans (Suzanne Bartlett)  
Backpacker Campervans (Yana Ivanov)  
Greyhound Australia (Peta Larkham)  
Kings Cross Backpacker Car Market (John Lang)  
Railcorp/CountryLink (Robert Blanch)  
Spaceships Australia (Brett Massingham)  
Travellers Auto Barn (Peter Burke)

## TRAVEL/INBOUND AGENT (5 MEMBERS)

AIFS (Wendi Aylward)  
Peterpans Adventure Travel (Matthew McCourt)  
Travellers At Work (Dan Lucas)  
Travellersxpress (Sarah Riseborough)  
Work n Holiday (Sam Habbouche)



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- A obligation free review of your existing insurance arrangements

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### **Your BOA Team**

Fred, Sean, Andrew, Simon and Craig have between them a wealth of experience and are dedicated to providing prompt straightforward assistance.

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# NOTES

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