



YOUNG  
TOURISM  
NETWORK

# 2020 ANNUAL REPORT



CONNECTING YOU TO INDUSTRY

# YTN OFFICIAL PARTNERS



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# ACKNOWLEDGEMENT OF COUNTRY

Young Tourism Network acknowledges the Australian Aboriginal and Torres Strait Islander peoples of this nation. We acknowledge the traditional custodians of the lands on which our organisation is located and where we conduct our activities. We especially pay our respects to ancestors and Elders, past and present of the Kulin Nation. Young Tourism Network is committed to honouring Australian Aboriginal and Torres Strait Islander peoples' unique cultural and spiritual relationships to the land, waters and seas and their rich contribution to society.



# ABOUT YOUNG TOURISM NETWORK

## OUR MISSION

Our mission is to foster the career development and professional excellence of students and young professionals to grow and strengthen the Victorian tourism industry. Our core values of contribution, collaboration, connection, learning, and growth are reflected in all activities we run.

## WHO WE ARE

The Young Tourism Network (YTN) is an engaged not-for-profit networking group for the Victorian tourism, travel, hospitality, and events industry. We are led by a passionate team of volunteers who comprise the Committee and we facilitate connections and collaboration for our members and between students and industry professionals. YTN was established in October 2005 and formally launched to the industry in May 2006. The network, through both social and professional development events and industry partnerships, aims to enhance and foster the career development and professional excellence of the people within the Victorian tourism industry.

## WHY WE EXIST

The Young Tourism Network exists to:

- Empower students, new entrants, and experienced professionals to connect, learn and grow ultimately leading to increased personal and professional development and career enhancement
- Encourage collaboration and strengthen the relationship between the education sector and operators in the industry.

All the activities of YTN are carried out by the committee which acts as an operational board. Young Tourism Network is an Incorporated Association under the Associations Incorporation Act (1981).



# MESSAGE FROM THE CHAIR

2020 has been a year of crisis, rebuild, crisis and rebuild for the Victorian tourism industry. Through the year of devastation there have been stories of hope, stories of sadness, and a myriad of 'pivoting' amidst unprecedented events. Through this year, undoubtedly one of the most affected cohorts (economically, socially, and emotionally) has been prospective entrants into the tourism industry and young professionals beginning to make their way in the sector, especially in Victoria.

From international tourism students who landed in February 2020, who still have not met a single classmate; to professionals, a year or two into their role with tourism operators being made redundant as their company's business model was broken by the stroke of a pen. These individual stories, replicated literally thousands of times, have been the sole motivating factor for the activities of Young Tourism Network during 2020. Every single person involved in our network has been hit with a sledgehammer at some point during the year, and Young Tourism Network has endeavoured to be there for not only our members, but for all young people in the tourism, hospitality and events sector in Victoria.

One of the biggest highlights for YTN in 2020 was the ability to harness the sense of togetherness that was demonstrated by established professionals in the tourism industry. Early on in the pandemic, YTN put a call-out to the broader tourism industry asking if they would like to help the emerging tourism, events & hospitality sector deal with the crisis; and the response was incredible. More than 50 tourism professionals have contributed their time to YTN through being interviewed, writing a blog, advising a student/emerging professional or speaking at a virtual event.

Each of these contributions has gone an immeasurable way to supporting new entrants to tourism and highlighting that there is a path forward. It was also a vital way to highlight that tourism remains an incredible industry to work in, a reassurance many of us needed in 2020. In many ways, 2020 has highlighted the power of Young Tourism Network and its true role and value to the tourism industry in Victoria: connecting & harnessing the good-will from established professionals and using this in a constructive way to empower future workers and leaders in Victoria's tourism industry.

2020 has been a record-shattering year for YTN. In 2020 we have held more events than any other year, with 460 registrations to these events, an increase from 2019 with still one events remaining in the YTN calendar (at time of writing). All of these, except three, were virtual events. We have also had membership growth of 30% to reach the highest number of members since founding in 2005 (236). Our social media platforms increased followings by 33% with our website & newsletter also seeing a rise of more than 30% in terms of views & subscriptions.





YTN's online activity allowed us to reach an entirely new group of members, especially those outside of metro Melbourne, and even into other states. YTN continues to enjoy remarkable support from our educational partners and a significant amount of credit must go to them for the year that they have endured. Holmesglen, LaTrobe Business School, Victoria University and William Angliss Institute continue to highlight why they are at the forefront of student care and tourism, hospitality, and events courses for students. To all teachers, lecturers, and students at these institutions; I take my hat off to you.

From an industry partnership perspective, YTN signed an immensely exciting agreement with Australian Venue Co. at the beginning of 2020, which will provide incredible benefits to YTN members at more than 30 venues across Melbourne as well as helping ensure that future YTN physical events will be held in a COVID safe way. This is going to be especially important moving forward in 2021.

Melbourne's finest gift shop, Clementine's, located in Degraeves Street, continues to support YTN despite adversity. Similarly, Mind Insurance was an invaluable resource once again for the Trusted Advisor Program and went above and beyond to provide a resource and guide our eighteen advisors.

YTN is lucky to have exceptionally active members, and their diversity is testament to the modern Melbourne (and Victoria) that we now live in. Our members are an incredible group of people, it has been a pleasure to connect with many of them through our Zoom social program, hear their questions & ideas during our PD seminars and read their feedback on their enjoyment of the Trusted Advisor Program. My message to our members: stay connected and remember that the core of tourism remains strong. People (especially Melbournians) will always want to do fun things, eat & drink out, and travel far and wide. The core demands that tourism satisfies remain, and this means there will be a career path for you.

Lastly and certainly most importantly, the support that Young Tourism Network provided would not have been possible without the dedication and tireless work of the committee. As an operational committee, these fourteen individuals have put others ahead of themselves, despite suffering the same challenges that faced the broader tourism industry. This is a truly special group of people and it has been a privilege to work alongside them. Time and time again, their resilience and ability to go the extra mile for the community that we have cultivated has been remarkable.

2021 is shaping up as being an immensely exciting year for YTN and I am immensely excited to see what the committee, and more broadly, young people in tourism, can achieve in 2021.



**Hugh Fitzpatrick**  
**YTN Chair 2020**



# A NOTE FROM THE DEPUTY CHAIR

This year has undoubtedly been the most challenging in YTN's 15-year history, and I am immensely proud to have been a part of this committee that has well and truly turned lemons into lemonade.

Every challenge that 2020 has thrown at us has become an opportunity to diversify our activities and offer better support and benefits to our members. From offering complimentary extended memberships, to a jam-packed events calendar, to developing a new content series for our website, the member proposition in 2020 has been stronger than ever. I have been blown away by the creativity and dedication of the committee members at every turn.

Despite every one of us facing our own professional and personal setbacks, everyone was able to keep our mission in mind and come up with innovative ways to give back to and engage our members and partners.



**Caroline Vézeau**  
YTN Deputy Chair 2020





# YTN 2020 COMMITTEE



**Hugh Fitzpatrick,  
Chair**

Caravan Industry  
Association of  
Australia



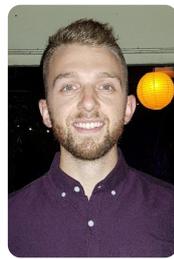
**Caroline Vézeau,  
Deputy Chair**

Melbourne  
Convention Bureau



**Kate Rickwood,  
Secretary  
& Treasurer**

Victoria  
Tourism Industry  
Council (VTIC)



**Adrian Paino,  
Industry  
Partnership  
Coordinator**

Life  
Saving Victoria



**Amy Gardner,  
Uni & TAFE  
Partnership  
Coordinator**

Western Melbourne  
Tourism



**Ashleigh Romanjuk,  
Professional  
Development Event  
Coordinator**

Kirkwood  
Capital



**Natalie Babic,  
Professional  
Development Event  
Coordinator**

Puffing Billy  
Railway



**Christie  
Sutherland,  
Social Events  
Coordinator**

Online Education  
Services



**Maureen Pillon,  
Social Events  
Coordinator**

City of Melbourne



**Hayley Fraser,  
Membership  
Coordinator**

Zoos Victoria and  
Wyndham City  
Council



**Lakshmi  
Cashmore,  
Website  
Coordinator**

State Library  
Victoria



**Ashley Woodrow,  
Marketing &  
Social Media  
Coordinator**

Puffing Billy Railway



**Lauren Cowie,  
Newsletter  
and General  
Communication**

Freycinet Lodge



**Victor Chan,  
Communication  
Coordinator**

Queen Victoria  
Market

NOTE:

Adrian Paino stepped down in June, position covered by Hugh Fitzpatrick for remainder of 2020.  
Amy Gardner took maternity Leave May- August, covered by Caroline Vézeau for this period.

# MEMBERSHIP

As of Nov 2020  
Total Members  
**236**  
+ 30% from Nov 2019

 **53**  
New Members

 **79%**  
Students

At the onset of the COVID-19 crisis, YTN made the decision to offer our members a free 6-month extension of their membership. We also offered this to all new members who joined in April and May. This was small token to allay any financial concerns of existing members and provide a path toward membership for the class of students about to embark on their professional journeys in immensely difficult circumstances.

A challenge for us in 2020 was to facilitate ways for students to experience networking, sometimes for the first time. Throughout 2020, whilst tourism students have not been able to participate in physical excursions, famils or have in-person speakers in class, we have encouraged students to submit questions to us so that we were able to have industry professionals answer them, either via our online events or through our Chit Chats interviews. Hence, we have found an entirely new way to communicate with our members moving forward.

## **THROUGH THE PORTAL**

The YTN membership portal was significantly upgraded with resources during 2020 with recordings of our Professional Development series being made available for all current and future members via our Membership Portal. We currently have five recordings that members can access at any time. Through the portal we also offer copies of the slides of the Professional Development presentations and some Q&A resources that our guest presenters were able to create.

Our member portal is also a source of accessing member discounts, which has been enriched with the new partnership with Australian Venue Co. In 2020 we were able to offer discount food and beverage at Australian Venue Co. establishments, as well as discounted tickets to Melbourne Star and industry events such as Picnic in the Park at Mt Buller, as part of the #Emptyesky campaign. This will continue to be built upon and is becoming a core value-add for YTN members. Throughout 2020, we again offered the students of our education partners a discount to receive \$20 reduction on the cost of a two-year membership. Eight students used the discount to become members in 2020.

To attract more members in 2020, an email subscription form was implemented on the YTN website as well as a subscription button on Facebook.

Event registrants are also given the opportunity to sign up to our newsletter when registering for an event. This has resulted in an increase of email subscribers by 35% with 183 new subscribers coming on board in 2020 – which has boosted member retention as well as attracting new members.



# EDUCATIONAL PARTNERSHIPS

YTN enjoys positive partnerships with four higher-education providers in Victoria that have shown their commitment to connecting their students to the tourism industry. YTN also provided significant value for educational partners by being a source of guest speakers and being able to connect partners with other speakers in the tourism, events & hospitality industry.



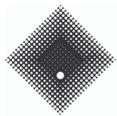
Throughout March, YTN presented to Holmesglen with information on YTN as part of a VTIC presentation, highlighting the important role that both VTIC and YTN play in the tourism space in Victoria. Holmesglen and YTN signed a renewed partnership in at the beginning of 2020 with Holmesglen students comprising the largest portion of new student members in 2020 (13).



**LA TROBE**  
**BUSINESS SCHOOL**

INNOVATIVE | RESPONSIBLE | ENGAGED

In September, LaTrobe Business School offered YTN the opportunity for a committee member to feature on a panel to students about career options in tourism. Throughout 2020 LaTrobe Business School was also heavily involved in the YTN social events with students and staff attending regularly.



**VICTORIA**  
**UNIVERSITY**

MELBOURNE AUSTRALIA

YTN supported Victoria University through attendance at events (including a masterclass at the MCG) and promoting VU content through social media channels. This included:

- VU Masterclasses
- VU in the Community Quarantunes
- Industry news from Joanne Pyke
- VU Research in Brief Video.

William  
**Angliss**  
Institute

YTN regularly attended seminars and classes at WAI to provide presentations to the students. These included presentations from committee members who work at Western Melbourne Tourism, Caravan Industry Association of Australia, Melbourne Convention Bureau and Werribee Zoo. YTN also hosted a booth at the WAI Higher Education orientation day to engage with future potential students, as well as hosting a virtual presentation at an online orientation day.

This year, we provided a member login to the Young Tourism Network portal for each of our educational partners. Three of our partners had a roll over contract this year, so there was no need for renewal of those agreements. One was up for renewal (Holmesglen) which was confirmed and renewed in Jan 2020 with positive feedback. Throughout the year we focused on partnership engagement, reaching out regularly to touch base and ask for feedback and advice on any ways in which YTN could help students, which was received positively. YTN is committed to providing value to our educational partners through a variety of means and is looking forward to continuing to these relationships.



**Amy Gardner,**  
**Uni/ TAFE Partnerships**

# INDUSTRY PARTNERSHIPS



General Service Agreement providing secretariat support & accounting services



Support of YTN Guest Speaker Program & Trusted Advisor Program  
YTN Member Benefits & Discounts



Assistance in development & coordination of Trusted Advisor Program



In-Kind Support through Venue hire and Catering  
Prize Vouchers  
YTN Member Discounts

Young Tourism Network works with several industry partners that provide a variety of in-kind support to YTN and, conversely, benefit from the access they have to YTN's members, communication outlets and the positive brand image with supporting Victoria's peak emerging tourism network.

At the beginning of 2020, YTN was pleased to sign a one-year partnership (with the option of extending for a second year) with Australian Venue Co. (AVC). AVC is the largest hospitality group in Melbourne with more than 30 venues. This will provide immense opportunities for YTN to secure superb locations for both social and professional development events. This will be increasingly important in a 'COVID-normal' world, as multiple health & safety requirements need to be met.

The Victorian Tourism Industry Council (VTIC) continues to support YTN through the general service agreement that was signed in 2015, and YTN is pleased to be in the current process of revisiting and reviewing this important document. This will continue to provide secretariat and accountancy services for YTN from VTIC, with other possibilities for a closer integration and synchronisation that will provide benefits to VTIC and YTN members alike. VTIC, through former YTN chair Michelle Dall'Ava, was also instrumental in sourcing Melbourne Tourism Leadership Program graduates to act as Advisors in YTN's Trusted Advisor Program.

Prior to 2002, Clementine's gift shop regularly provided gifts for guest speakers at YTN events, however this year they faced immense challenges from the road work upgrades outside their store, followed by the shutdown of CBD foot-traffic. Recognising this, YTN decided to not utilise Clementine's discount offers and has instead committed to purchasing gifts at full price. YTN is looking forward to supporting Clementine's to get back to full operations and will remain a steadfast partners through the course.

YTN again received amazing support from the team at Mind Insurance to develop and run the Trusted Advisor Program which, this year, had eighteen pairs of advisors & advisees – a record number. Mel Neil and David Johnstone continue to be an excellent team to work with, and we look forward to continuing this in years to come, with plans already in the works to expand on this valuable program.



**Hugh Fitzpatrick**  
Industry Partnerships  
(July - Dec)



**Adrian Paino,**  
Industry Partnerships  
(Jan - July)

# SOCIAL EVENTS



**10** Social Events  
*+ 5 from 2019*



**263** Registrations  
*- 280 from 2019*

Despite the challenges of 2020, the Young Tourism Network managed to deliver an extremely busy calendar of events. Compared to 2019, the number of social events hosted in 2020 doubled, with 10 social events planned by YTN throughout the year. The new partnership with AVC presented the committee with access to new event venues and a simplified process for reserving venues.

The first social event of the year under the new committee was the 2019 Christmas Party, which was hosted in conjunction with the Young Australian Tourism Export Council (yATEC). We had 74 registrations to this event, and a number of YTN partners and supporters donated prizes for a business card raffle. The first social event of 2020 was the YTN & Breda University Networking Night which was highly regarded with 48 attendees including YTN members and Breda University students. This was followed shortly after by the launch of our partnership with the Australian Venue Co. – unfortunately, these were the sole ‘in-person’ events of the year.



With the impact of COVID-19 evident in mid-March, further in-person events were suspended indefinitely. The Young Tourism Network quickly adapted to these changes and hosted the first virtual social event in April with the launch of ‘Zoom socials’. Zoom socials started as an informal weekly Friday night event (not included in the above statistics) which moved to fortnightly in June, to retain engagement.

In July, events moved to Thursday nights, with one monthly social event alternating with the Digital Digest webinar series. All social events have been free of charge to engage with as many people as possible. Importantly, these social events have resulted in networking opportunities and have led to internship positions for some attendees.

Since April, there have been ten virtual social events, with one more planned for the remainder of the year. There have been between 10 and 20 attendees at each of the virtual social events, including many new members and students. The virtual events included a wide variety of themes, with the goal to foster connections and promote networking in the industry.

Some of the event themes included:

- Virtual Trivia
- Themed networking nights
- Virtual Speed Dating/Networking
- Virtual Games Night

The adaptation of the Young Tourism Network’s event program to a virtual format represents a great success and continued commitment to connecting emerging professionals in the tourism industry.



**Christie Sutherland,**  
Social Events Coordinator



**Maureen Pillon,**  
Social Events Coordinator

# PROFESSIONAL DEVELOPMENT EVENTS



**5** PD Events  
*+ 2 from 2019*



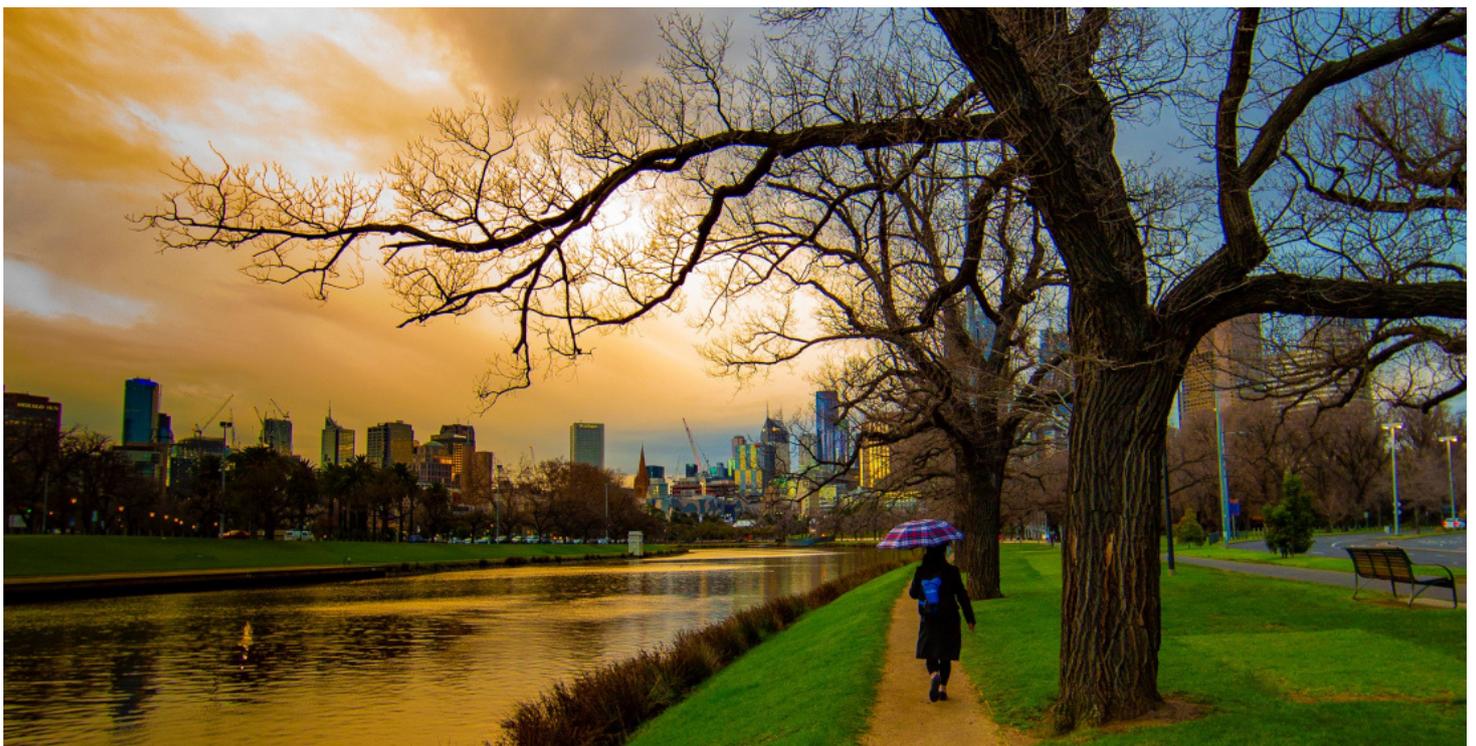
**271** Registrations  
*+ 126 from 2019*

Professional Development events continue to be a major incentive for members to join the Young Tourism Network as these key events provide valuable and relevant knowledge to our members. With YTN's in-person events no longer going ahead, our new webinar series, Digital Digest, was created to satisfy the expectations of members. The Young Tourism Network successfully delivered five webinar sessions over five months, from May to September 2020.

In 2020, YTN welcomed 271 registered attendees across five webinar sessions, hearing from 12 unique, talented guest speakers. Each Digital Digest session ran for approximately 90-minutes and was free for members and non-members to attend. YTN made this decision as we understood the financial restrictions that our members (and non-members) were experiencing.

All sessions were recorded individually and shared on our Member Portal so that members who could not attend live did not miss out on the learning opportunities. A follow-up email was also sent to all attendees after each session including speaker contact details and answers to any questions the speakers did not have time to answer during the session.

Compared to 2019, in 2020 we saw an increase of 119% in PD event registrations. On average, each event hosted in 2019 welcomed 41 registrations, and in 2020 this jumped to an average of 54 registrations per event.



# PROFESSIONAL DEVELOPMENT EVENTS

May 2020

## Domestic Tourism - The New Sexy

Speaker: Hugh Fitzpatrick,  
(Caravan Industry Association of Australia)

> Registrations: 59 <

June 2020

## Regional Dispersal - Push to the Bush

Speakers: Stacey Barnes (Southern Grampians  
Shire Council) & Madeline Sawyer (Caravan  
Industry Association of Australia)

> Registrations: 48 <

July 2020

## Shake up your Business

Speakers: Christina Koullas (CK PR),  
Justin Meneguzzi (CK PR) &  
Jared O'Meara (Get Lost Travel Group)

> Registrations: 38 <

August 2020

## The Power of Partnerships

Speakers: Richard Curren (Funlab) &  
Jon Perret (Air Adventure)

> Registrations: 57 <

Sept 2020

## Making a comeback - How you can help carry the load

Speakers: Simon Westaway (ATIC) Garth Lategan (William Angliss Institute), Michelle Lester-  
Smith (formerly G Adventures) & Despina Karatzias (Institute of Excellence)

> Registrations: 69 <

While there were many factors contributing to the major increase in registration numbers during 2020, the ease of accessing the webinars from the comfort of your lounge room provided a major boost. With so many people working and studying from home since April, these opportunities for events, tourism and hospitality peers to connect remotely drove strong registration numbers.

Overall, the 2020 PD events team rates the year as a huge success, delivering numerous events which were relevant, timely and engaging for YTN's members and supporters. Despite the rapid shift to execute the PD events promised to members, the team successfully engaged industry speakers who provided significant insight on many topics affecting the tourism, events and hospitality industries today.

2020 resulted in the launch of a new successful webinar series, Digital Digest. The feedback provided by registered attendees was exceptional and showed to be positively received by many attendees, which has many opportunities leading into the future.



**Ashleigh Romanjuk,**  
Professional Development  
Event Coordinator



**Natalie Babic,**  
Professional Development  
Event Coordinator

# WEBSITE - THE DOT COM

2020 brought about a higher need for innovation and change to the YTN website with new series, links, and resources in order to stay connected with our members, and provide value in new and different ways. Our online engagement continued to evolve with new and improved digital tools and formats, making it easier for the broader tourism community to learn about YTN.

Following the home page, the events pages was the most visited by visitors. The YTN website unfortunately experienced a security breach in January this year, however this led to an upgrade in virus protection, and some overdue maintenance work. Subsequently, when another attack was experienced in September, the impacts were significantly less disruptive.

We implemented a newsletter sign-up box through which we saw an increase in newsletter subscriptions up 35 percent on last year.

**The latest news right to your inbox!**

Signup to our email updates to be the first to get notified of YTN events and tourism news

Enter first name

Enter last name

Enter your email

Subscribe

Throughout the year we kept members up to date by starting some new series with blogs uploaded weekly covering different topics and information: Chit Chats, Teaching Tuesday, Trusted Advisor Program, Webinar writeups.

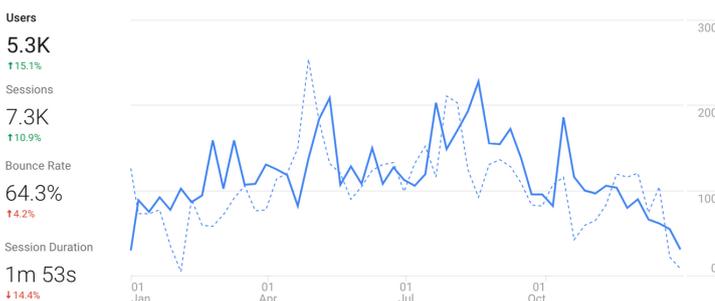


📅 29 Apr 2020 💬 No comment



📅 14 Oct 2020 💬 No comment

In 2020, a total of 5.3K users visited the YTN website, up 15% from the same time in 2019, with a total of 7.3K sessions (+11%). This increase highlights the effort that was put into ensuring a broader range of useful materials was housed on the website, and that the various other engagement channels (EDMs, Socials) sourced to the website.



**Lakshmi Cashmore**  
Website Coordinator

# EDMS AND NEWSLETTERS

Young Tourism Network sent out eighteen newsletters/general communications during 2020 (to end of October). This excludes specific event communications, which are in part managed through the membership platform. With so much information coming at YTN members through 2020 from government, educational institutions and the broader tourism industry, the strategy around YTN's general communications was around reassurance and wellbeing.

However, there remained a clear demand for growth opportunities such as participating in the Committee Observer Program, Trusted Advisor Program, and the opening of YTN committee elections, which all recorded high open rates.

EDM Theme	Delivered	Recipients	Open Rate	Click Rate
Announcing A New YTN Partnership with Aus. Venue Co!	Fri, 17 Jan	177	62%	11%
Volunteer Opportunities - 2020	Thu, 13 Feb	179	42%	5%
Young Tourism Network: COVID-19 Update	Thu, 16 Apr	559	21%	4%
Announcement - New Webinar Series	Fri, 08 May	591	26%	2%
Exciting Opportunity - New YTN Committee Observer	Mon, 18 May	199	53%	1%
YTN Industry Update July 2020	Fri, 03 Jul	606	30%	4%
Trusted Advisor Program 2020 - Advisee Applications	Wed, 15 Jul	203	35%	7%
YTN Industry Update August 2020	Fri, 31 Jul	614	29%	4%
Job Alert - Visit Victoria AUG 2020	Sat, 15 Aug	210	50%	8%
YTN Chit Chat	Sun, 30 Aug	626	29%	3%
R U OK/ Job Alert - AO 2021	Thu, 10 Sep	212	36%	4%
R U OK - Non-Members	Thu, 10 Sep	414	25%	0%
YTN Committee Nominations 2020	Mon, 14 Sep	212	46%	8%
Job Alert - W Hotel	Sat, 19 Sep	212	54%	17%
YTN Committee Nominations 2020	Mon, 21 Sep	213	47%	4%
YTN Committee Elections 2020	Mon, 05 Oct	217	56%	25%
YTN Chit Chat - OCT	Fri, 09 Oct	650	29%	3%
AGM 2020	Wed, 28 Oct	219	46%	5%
<b>Total (Average)</b>		<b>6313</b>	<b>35%</b>	<b>5%</b>

The discrepancy in recipients is because some EDMs are for members only, while others were fed more broadly to the tourism industry with people who had signed up for newsletter updates.



**Lauren Cowie,**  
EDM Coordinator



**Victor Chan,**  
Communications Coordinator

# SOCIAL MEDIA



**1,407**

+ 57% from 2019



**545**

+ 45% from 2019



**1,052**

+ 7% from 2019

Throughout 2020, social media was used as a direct and first point of contact with our audiences. Our channels were used in conjunction with our content pillars to showcase and support the Young Tourism Network's online events and programs.

Through the use and development of the YTN visual identity, we were able to achieve an increase in followers across all of our utilised social media platforms and also achieved our highest recorded attendance rate to our scheduled events and programs.

## SOCIAL MEDIA STRATEGY PILLARS

- Platform-Specific Goals – focusing on the demographics of each channel's audience
- Selective Use of Platforms
- Alignment with the Young Tourism Network Brand
- Focus on Engagement and education
- Data-Centric Decision-Making

## CONTENT PILLARS

- Education and professional development
- Community endorsement – events, destinations, experiences, and attractions in Victoria
- Partnership engagement
- YTN committee expertise
- Social and networking opportunities

## CAMPAIGNS AND BRANDING

In conjunction with our social media strategy and content pillars, campaigns for Young Tourism Network events and programs were developed to support interest and grow attendance. Building on the visual identity and branding of the Young Tourism Network; curated sub brands and content were produced for the following events and programs:

- Trusted Advisor Program
- Chit Chats
- Digital Digest
- Zoom Socials



**Ashley Woodrow,**  
Marketing Coordinator

# TRUSTED ADVISOR PROGRAM

The Trusted Advisor program in 2020 continued to evolve to cater to the needs of the student members of YTN. YTN sought feedback from educational partners prior to the commencement of the program; to ensure that what was offered would meet the needs of students.

Sub-Committee  
Hugh Fitzpatrick  
Natalie Babic  
Maureen Pillon  
Victor Chan  
Christie Sutherland

Feedback and consultation with Mind Insurance led to the program being expanded and designed to provide a more nurturing experience, with a return to the 1-1 advisor/advisee arrangement. A huge benefit this year was working with VTIC to attract graduates of Melbourne Tourism Leadership Program (MTLP) who had had existing training under Mel Neil as advisors. YTN would especially like to thank Michelle Dall’Ava (Industry Programs Manager, VTIC) for assisting with this facilitation.

In total, 18 students completed the program this year, each matched with an experienced tourism professional. The feedback gathered was overwhelmingly positive, with a Net Promoter Score of 86 from Advisors (anything above 15 is considered good, and above 30 being excellent) and 94 from Advisees.

All participants received information packs for the program and broad outlines of fortnightly topics to discuss. Advisors also received an introductory session with Mel Neil around emotional intelligence, which set up some of the core themes for the program.

An important development for this program in 2021 is that YTN will be allocating a specific committee member to manage the program from the beginning of the year. This will enable to the program to create an alumni community and deepen engagement in future years.



# CHIT CHAT SERIES

The Chit Chat interview series, a new concept developed this year by YTN, took on a few different shapes before finding its current iteration, and while we had some big ideas for the project, we were able to get it down into a consistently manageable format that our members have responded very well to.

Sub-Committee  
 Caroline Vézeau  
 Hayley Fraser  
 Lakshmi Cashmore  
 Lauren Cowie

Under COVID-19 restrictions, tourism students have been unable to attend excursions or have guest speakers in class so we saw an opportunity to bridge the gap by providing a virtual link to the tourism industry. We were wanting to showcase the positive aspects of working in tourism and interviewed tourism professionals about their experiences in order to provide students with a better understanding of the different sectors and positions within the tourism industry.



These written interviews were used for email, website and social media communications to assist current students and new graduates in learning more about this industry.

This has been another example of how YTN has been able to successfully engage more experienced professionals in the tourism, events & hospitality space and create content that reassures and inspires emerging professionals and students

Date	With	Organisation
Friday 3 July	Jenny Mitten	Melbourne Convention Bureau
Friday 17 July	Anita Donnelly	City of Port Phillip
Friday 31 July	Isla Foy	Tourism Greater Geelong & Bellarine
Friday 14 August	Despina Karatzias	Global Ballooning Australia
Friday 28 August	Grace Maynard	Victorian Tourism Industry Council
Friday 11 September	Camilla Kennedy	Gray Line Australia
Friday 25 September	Chris Ritchie	Discover Melbourne
Friday 9 October	Connie Trathen	Port Phillip Ferries
Friday 23 October	Matt Sykes	Regeneration Projects
Friday 6 November	Hugh Fitzpatrick	Caravan Industry Association of Australia



# COMMITTEE OBSERVER

For the second year running, YTN created an opportunity for a member who was not elected to the committee to observe the functioning of committee meetings for the second half of the year. After a competitive process, Melissa Adamson (William Angliss Institute - pictured below) was offered the role, and was present for four committee meetings.

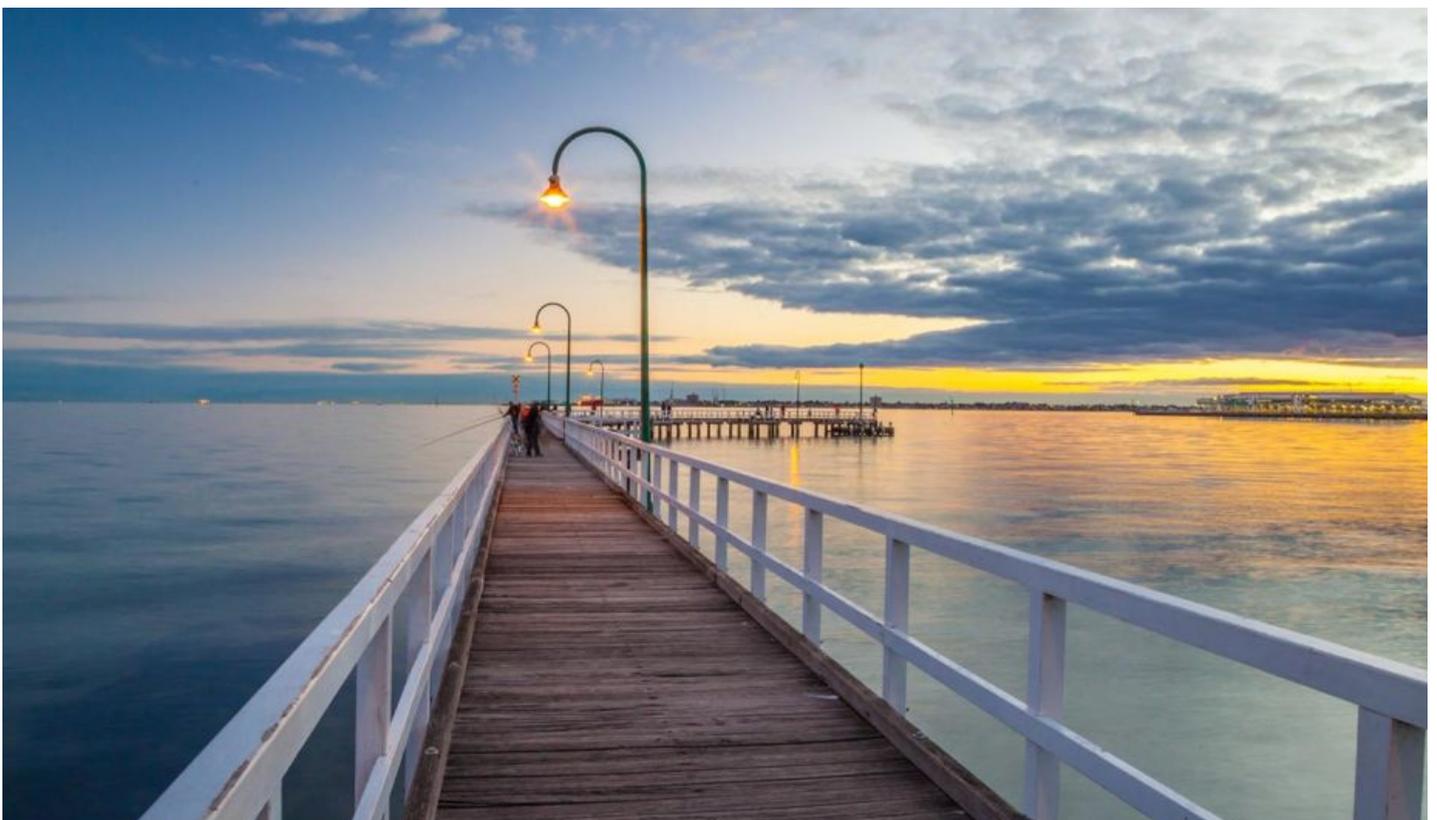
This has been another way that YTN has endeavoured to offer growth opportunities for students that wish to advance their understanding of boards & committees to the betterment of their careers.

Caroline Vézeau,  
Deputy Chair



“ The YTN committee observer position gave me my first tourism-related experience and I enjoyed getting to see the behind the scenes of how YTN operates and understand how a committee board functions. This role has given me valuable industry insight and I look forward to being able to apply my learning to future roles. ”

~ Melissa Adamson, Committee Observer 2020



# FINANCIAL POSITION



Young Tourism Network remains in a strong financial position through FY 19/20 despite posting a reduced income.

The reason behind this was the cessation of paid events due to COVID-19, which usually comprises around 60-65% of YTN income. Further to this was the loss of several industry partners (sponsorship) as YTN has pivoted to foster more durable partnerships that lean on in-kind support ahead of financial support. The hope with this, is that partnerships will last 3-5 years and be able to sustain the ebbs and flows of the broader tourism industry.

It is also acknowledged that COVID-19 crisis has caused many businesses to review their expenditure and withdraw elements of funding, which is anticipated to continue through FY21. As a result, and due to COVID-19 restrictions in the back half of 2020, it is anticipated that while FY21 may still be a slight deficit; the medium-term outlook is immensely positive.

The following Financial Statements do not capture the YTN general services agreement with VTIC that was paid in October 2020 (\$6000 inc. GST). This GSA is currently being renegotiated after a five-year period with the terms being altered to increase benefits to both YTN and VTIC and address the needs of young people across the tourism sector moving forward.

YTN's financial priorities for the coming financial year will be through maximising benefits (specifically in-kind) through partnerships, while running an events program that targets members needs and ensures YTN returns to a balanced budget in 2021/22.

Hugh Fitzpatrick,  
Chair

# FINANCIAL STATEMENT

Young Tourism Network Profit and Loss Statement 1 July 2018 – 30 June 2020

	<b>2018/19</b>	<b>2019/20</b>
<b>Income</b>		
Membership Fee Income	2,069	2,007
Revenue Events	9,017	7,054
Sponsorship Income	6,604	1,579
Interest received	49	37
Reimbursements	25	0
Sundry Income	0	0
<b>Total Revenue</b>	<b>17,764</b>	<b>10,677</b>
<b>Expenses</b>		
Admin – Stationary	0	33
Admin Fee	6,000	0
Printing	250	344
Committee Meetings	166	0
Travel & Accommodation	0	0
Donation/ Gifts	120	51
Bank Charges	0	0
Legal Fees	238	165
Advertising	0	0
Design & Production Collateral	0	0
Survey Monkey	247	297
E-Communications	276	1121
Internet/Email	1046	0
Website	810	483
Events Catering	4,342	2787
Equipment & Room Hire	0	369
Speaker Fees	0	0
Event Miscellaneous	186	1135
Interest Paid	0	0
<b>Total Administration Expenses</b>	<b>13,681</b>	<b>6,845</b>
<b>Net Profit / (Loss)</b>	<b>4,083</b>	<b>3,833</b>

# BALANCE SHEET

Young Tourism Network Balance Sheet As of 30 June 2019

<b>Assets</b>	<b>2019</b>	<b>2020</b>
Cheque Account	12,405	14,197
Cash Management Account	32,840	36,876
Trade debtors	4,019	2,200
Prepayments	(0.01)	(0.01)
<b>Total Assets</b>	<b>49,264</b>	<b>53,274</b>
<b>Current Liabilities</b>		
Credit Card	973	306
GST Collected	4,039	5,333
GST Paid	(3,698)	(4,189)
Sponsorship Income deferred	813	3,584
<b>Total Current Liabilities</b>	<b>2,127</b>	<b>4,422</b>
<b>Net Assets</b>	<b>47,137</b>	<b>48,852</b>
<b>Equity</b>		
Retained Earnings	43,054	45,019
Current Year Earnings	4,083	3,833
<b>Total Equity</b>	<b>47,137</b>	<b>48,852</b>

