

YOUNG  
TOURISM  
NETWORK

YOUNG  
TOURISM  
NETWORK  
ANNUAL REPORT  
2021

# ACKNOWLEDGEMENT

We acknowledge the Land and Sea Country that is the backbone of Australia's tourism industry.

We acknowledge the diverse First Nations communities who are an inseparable part of these regions, and the keepers of living cultural connections through Elders past, present and emerging. We also acknowledge the many paths of migration of Australia's young tourism professionals and the shared path we now walk together towards a more sustainable and thriving future for All.



# TABLE OF CONTENTS

1	About Us	13	Website
2	Our Mission & Core Values	14	EDMs and Newsletters
3	Message from the Chair	15	Social Media
4	A note from the Deputy Chair	17	Trusted Advisor Program
5	Official partners of the YTN	18	Financial Position
6	2021 YTN committee	20	Financial Statement
8	Memberships	21	Balance Sheet as at 30 June 2021
9	Education Partnerships		
10	Industry Partnerships		
11	Social Events		
12	Professional Events		

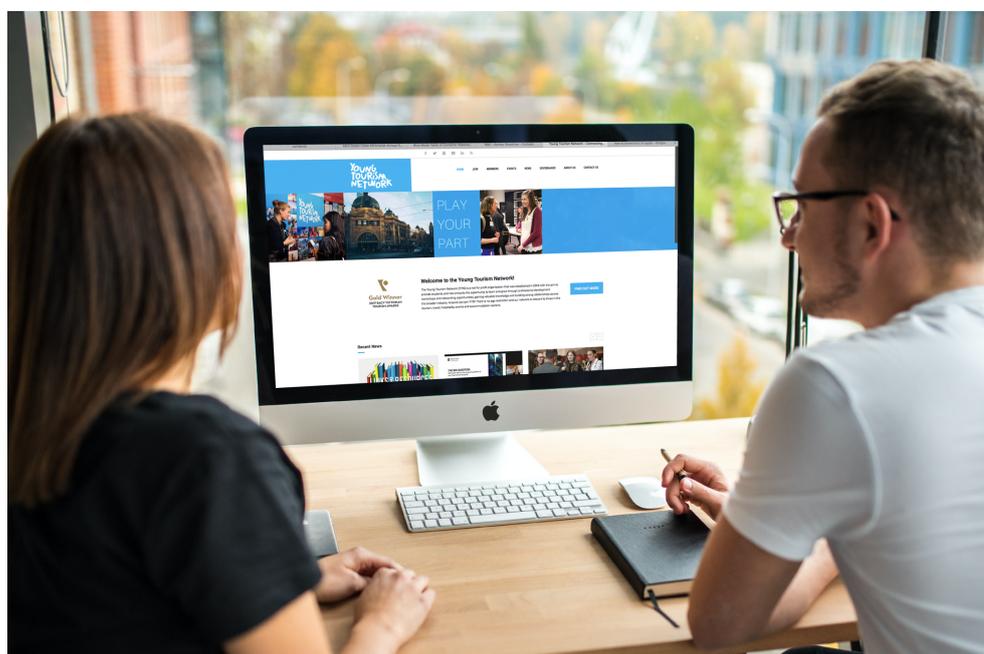
YOUNG  
TOURISM  
NETWORK

# ABOUT YOUNG TOURISM NETWORK

**Young Tourism Network (YTN) is an engaged not-for-profit networking group for the Victorian tourism, travel, hospitality and events industry.**

We're led by a passionate team of volunteers and we facilitate connections and collaboration for our members and between students and industry professionals. YTN is run by a committee of volunteers who all work and study within tourism-related fields.

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 alliances, aims to enhance and foster the career development and professional excellence of the people within the Victorian tourism industry.



# OUR MISSION & CORE VALUES

**Our mission is to foster the career development and professional excellence of students and young professionals of all ages 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.**

The Young Tourism Network exists to:

- Empower students, new entrants and experienced professionals of all ages 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.



# MESSAGE FROM OUR CHAIR

I am immensely proud of everything that YTN has been able to achieve in 2021. This year was incredibly trying for so many people, and the adrenaline that managed to keep many afloat during 2020, at times, met its match in the uncertainty of 'off & ons' during 2021. Through this, however, YTN found another string to its bow - being a voice for young people and advocating for issues important to them.

For YTN, 2020 was about being there for young people and helping our industry and partners nurture young professionals and students however we could. In 2021, as the tourism industry looked at the wreckage of 2020, it was clear that the pieces would not fit back together in a neatly packed 2019 version of 2021.

We need to accept and embrace that tourism, events and hospitality are going to look different moving forward, and we shouldn't be charging in a backwards direction to 2019, where tourism was far from perfect. The opportunity to think differently about the future of our industry is going to be key to successful regeneration, and this is where the opportunity lies for young people. This is also the challenge that faces the established industry and businesses within it - recapturing and reengaging with young people.

The Young Voices in Tourism Report we released this year in partnership with Regeneration Projects, highlighted that currently young people in tourism are more likely to dissuade someone from working in tourism, rather than encouraging them to seek this as a career path. This is something that must be reversed and will require massive collaboration between all parts of the industry.

A good place to start is by looking to young people in our organisations and involving them in more ways and listening to what they see as important moving forward. If you are a young person, then speak up! We need to be heard and acknowledged as the changemakers in the coming year. YTN will be there to support your voice and to advocate for all young people in tourism.

The work that the committee put in this year across all areas of YTN's operations has been truly inspirational, and I would like to acknowledge outgoing committee members Amy Gardner, Victor Chan, Hayley Fraser and Ashley Woodrow for their contributions to YTN. Finally - I would like to acknowledge the fantastic support the YTN receives from all our partners, and particularly VTIC, without whom YTN would not be able to exist. I am looking forward to continuing to work with YTN through 2022 on the committee with new faces, challenges and opportunities.



A handwritten signature in black ink, appearing to read 'Hugh Fitzpatrick', written over a light blue background.

**Hugh Fitzpatrick**  
Young Tourism Network Chair  
2020 - 2021

# A NOTE FROM OUR DEPUTY CHAIR

Heading into my second, and final year of being a part of the Young Tourism Network committee, I knew we would be going from strength to strength after a stellar 2020 including all the adaptations and innovations that took place from that committee in which I was the Social Media Coordinator.

The 2021 committee welcomed the new year with masks on our faces and a large dose of determination to make the most of both the year and talent present on the committee. Although COVID and its respective restrictions and policies again affected every aspect of what we strive to do within the network, I am so proud of the perseverance and performance of each and every one of not only our committee members, but all of our valued stakeholders and members both new and existing. I am confident in conferring with our Chair, Hugh, that the Young Tourism Network has achieved many objectives as showcased in this annual report; including the execution and completion of projects that have been a culmination of many peoples efforts across YTN committees over the years.

On a personal note, although being on maternity leave for a large portion of 2021, working on the Young Tourism Network committee these last two years has allowed me to continue my love affair with all things tourism, especially the spectacular offering that we have in Australia which will continue to evolve and become more attractive than ever to explore. I know this will continue with the involvement of this network and all the ways in which it supports tourism; all the way from engaging with students studying tourism to spotlighting industry icons, and also connecting and creating networks to promoting experiences and events not exclusive to us. So I'd like to say thank you to this and previous years committees and the entire network for allowing me to be a part of such a generous and supportive network. It's been legendary!

I am looking forward to the amazing things coming in 2022 as a proud committee alum and Young Tourism Network member.



**Ashley Woodrow**  
Young Tourism Network Deputy Chair  
2021

# OFFICIAL PARTNERS OF YTN

We would like to extend our thanks for the continued support of the following partners:

## Event Partner



## Education Partners



## Industry Partners



# 2021 YTN COMMITTEE



**HUGH FITZPATRICK**  
CHAIR



**ASHLEY WOODROW**  
DEPUTY CHAIR



**KATE RICKWOOD**  
SECRETARY & TREASURER



**MAUREEN PILLON**  
WEBSITE & TAP COORDINATOR



**MADLINE SAWYER**  
PD EVENTS COORDINATOR



**MELISSA ADAMSON**  
SOCIAL MEDIA COORDINATOR



**VICTOR CHAN**  
SOCIAL EVENTS COORDINATOR



**ISOBEL CAUGHEY**  
SOCIAL EVENTS COORDINATOR



**HAYLEY FRASER**  
PD EVENTS COORDINATOR



**TEGAN BENFIELD**  
EDM COORDINATOR



**AMY GARDNER**  
EDUCATION COORDINATOR



**OLIVIA SALSBERY**  
MEMBERSHIP COORDINATOR

YOUNG  
TOURISM  
NETWORK

**PERFORMANCE**

**HIGHLIGHTS**

YOUNG  
TOURISM  
NETWORK

# MEMBERSHIPS

163

Total number of current  
YTN members

48

Number of new members  
to YTN

31%

decrease in active  
memberships

Students and young professionals experienced ongoing challenges and disruptions throughout 2021 as the coronavirus pandemic continued to keep classrooms—and borders—closed. However, our members remained enthusiastic about and engaged with YTN’s programs and events throughout the year. Despite a 31 per cent decrease in active memberships from 2020, over half of our members were active on the YTN member portal and 62 members (38% of all members) registered for our professional development and social events.

One distinctive change in our membership demographic from 2020 was the significant decrease (50%) in the number of student members. We lost more student members in 2021 (93) than we lost from our total active memberships (73). We believe this has a direct correlation with the lockdowns and restrictions in place in Victoria and abroad. Last year’s memberships still included the influx of international and domestic students that arrived or enrolled before the pandemic emerged, but 2021 would have seen drastically fewer new student arrivals and many international students remaining in the courses returned home to finish online. **Overall, we only had 5 fewer NEW members than 2020**, so members were still signing up, but we had a significantly smaller number of students.

In order to respond to this change in members, we have strengthened our relationship with local partners, such as VTIC, and expanded the number of university partners. In fact, our member discount codes doubled in 2021 and more than a third were used by students at Monash University, which became a YTN partner in September this year. Our committee members joined several university classes to promote YTN’s mission and membership to students at La Trobe University, Holmesglen and William Angliss Institute. Two of our committee members were also part of a panel for the 2021 William Angliss Institute Career Fair.

Our flagship internal project was to enhance a key benefit of membership: the YTN member portal, which provides a digital space for members to network, upskill and explore past events. Incomplete pages, poor navigational cues and outdated or irrelevant content diminished the exclusive benefits members could gain from the portal, so our portal upgrade improved the aesthetics, user journey and means of engagement for users in order to create an experience more responsive to our members’ interests and needs. The new portal went live in stages throughout October 2021. Upon completion, we informed our members of the upgrades via our social media and EDM channels and we look forward to seeing the impact this makes for our members over the next year.



*Olivia Salsbery*

**Olivia Salsbery**  
Memberships Coordinator  
2021

# EDUCATION PARTNERSHIPS

It has been a good year for YTN and our education partnerships. All four contracts were up for renewal and after meeting with each I was grateful to receive positive feedback and no hesitation from these institutes in renewing our partnerships. It was then an additional triumph to have Monash University come on board as a new partner, meaning that YTN is officially collaborating with all five major tourism/hospitality/events higher educational institutions in Melbourne.

It's been rewarding to work on successfully developing these mutually beneficial agreements with our industry's leading institutions and solidifying how YTN can add value for tourism students and our future leaders. It's also been critical to have YTN committee members helping to provide value for our educational partners by engaging their representatives at YTN events, being a source of guest speakers and being able to connect partners with other speakers in the tourism, events and hospitality industry.

## Victoria University

- 2 year contract renewed - (Expired April 2021).
- The YTN/VU contract has been merged with their VTIC partnership and VU has also covered payment for 10 students to be YTN members.
- YTN comms assisted in promoting VU activities across our social channels including the RESET industry survey.

## William Angliss Institute

- 2 year contract renewed - (Expired August 2021).
- Various YTN committee members attended virtual WAI events including panel discussions, open days, student lectures and workshops as guest speakers to provide support both as industry professionals and to promote the benefits of YTN memberships.

## La Trobe University

- 2 year contract renewed - (Expired May 2021).
- YTN committee member, Olivia, attended 5 virtual classes to promote the benefits of YTN memberships.

## Holmesglen

- 2 year contract renewed - (Expired Jan 2021).
- On top of their partnership, Holmesglen pay for all students who enrol in their Tourism Diploma to be YTN members.
- Sandi Tomadin held one of her student classes at the first YTN PD event bringing 10 students as part of their course requirements to the Building a Pathway in Tourism PD event.

## Monash

- New 2 year contract secured.
- Following ongoing discussions for a partnership over the last two years, YTN has been delighted to receive support from Monash.
- Lecturer Madelene Blaer was a guest speaker at a YTN PD event.



A handwritten signature in black ink that reads "Amy Gardner".

**Amy Gardner**  
Education Partnerships Co ordinator  
2021

# INDUSTRY PARTNERSHIPS

Young Tourism Network continues to work with a range of industry partners that provides financial and in-kind support for YTN and it's activities.

## **Clementines**

Melanie has continued to support our YTN partnership and puts a significant amount of effort into tailoring individual gifts for our guest speakers, Trusted Advisors and other supporters of YTN. Clementines has been an extremely loyal and generous partner of YTN for many years, and it has been good to be able to support Mel and her wonderful store through 2021. I would encourage anyone who wanders down Degraives St to visit Clementines and get a taste of local Victorian products.

## **Mind Insurance**

Mel Neil has continued to support YTN's Trusted Advisor Program with a mentoring and coaching session for Advisors prior to embarking on their mentoring journey with their advisee. Mel is a fantastic support to the tourism industry in Victoria, and it is immensely valuable to be able to draw on her expertise, particularly over the past two years.

## **Australian Venue Co.**

Almost two years in this partnership, it has been frustrating to not be able to utilise the 30+ event, dining and bar spaces that Australian Venue Co. has in Melbourne to the full capacity due to COVID-19 restrictions. However, the team at AVC have been immensely accommodating, selfless and professional in working with YTN. This relationship has been truly beneficial to YTN members, and has allowed YTN to run social and PD events at leading hospitality and event locations in Melbourne. There is a lot of potential in this partnership to connect YTN members with job, internship and mentorship opportunities, especially for budding hospitality and event professionals.

## **Victorian Tourism Industry Council (VTIC)**

YTN was very happy to sign a new three year service agreement with VTIC to continue this relationship, and expand upon both YTN and VTIC's commitment to foster the next generation of industry leaders. The new partnership includes a seat on VTIC's Policy Advisory Council for the YTN chair, which provides another way for YTN to contribute towards high-level policy discussions and gain insights into policy formation and contribute to the tourism agenda in Victoria.



*Amy Gardner*

**Amy Gardner**  
Industry Partnerships Co ordinator  
2021

# SOCIAL EVENTS

With the easing of COVID-19 restrictions at the beginning of the year, it looked promising that we would be able to have more face-to-face events. Our plan was to launch a series of famil events, partnering with Melbourne tourism operators and attractions.

However with the extended lockdown in 2021, we had to cancel or postpone a few events. We did manage to proceed with The Melbourne Star Observation Wheel social event as part of the Rediscover Melbourne Famil series. That was well received by both members and non-members, with 16 in attendance. However, the Rediscover Melbourne Famil at Melbourne Cricket Ground, MCG Tour with entry to the Australian Sports Museum, has been postponed. We have notified all registrants and the event will be held in early 2022.

During the lockdown period, we have reintroduced the Zoom Socials. We decided to keep this an unregistered event which is the same as previous year. While the feedback was good from participants, only 6 people were in attendance.

Partnering with yATEC, Australian Venue Co. and William Angliss Institute (WAI), the year-end Christmas Party was a great success, with 45 in attendance. If the opportunity arises, it would be great to consider working with educational partners again and WAI event students did find this a great learning opportunity and a value-add to their studies.

Hopefully, we can continue the Rediscover Melbourne Famil series in 2022, with potential partners such as Eureka Skydeck 88, Queen Victoria Night Market, SEALIFE Melbourne Aquarium and more.

## **Social event #1: Kick Start 2021**

Face-to-face Networking Event  
23 in attendance  
The Wharf Hotel, Australian Venue Co.  
25 March 2021

## **Social event #3: Zoom Socials - Virtual Trivia Night**

Online Event (no registration required)  
5 people in attendance  
9 June 2021

## **Social event #2: Rediscover Melbourne Famil Series - Melbourne Star**

Face-to-face Famil Event  
16 in attendance  
Melbourne Star Observation Wheel  
13 May 2021

## **Social event #4: YTN Christmas Party 2021**

Face-to-face Networking Event  
45 in attendance  
Crafty Squire, Australian Venue Co.  
1 December 2021



**Victor Chan**  
Social Events Coordinator  
2021



**Isobel Caughey**  
Social Events Coordinator  
2021

# PROFESSIONAL EVENTS

While it was yet another year of stop and start, events continued to be a priority for YTN in 2021. We always see events as an important way for YTN to bridge the gap between education and the workplace; while also supporting the growth and development that comes from creating new networks within the industry. We were lucky enough to run one in-person event in April, which was incredibly well-received. The event showcased a panel that discussed pathways in tourism from a number of perspectives, offering optimism for those seeking their next step in the tourism industry. The desire for our audience wanting to reconnect was evident with the event selling out.

**The Big Question** focused on the question on many people's minds - will tourism return to the way it was, or has it changed forever following the pandemic? Yet again, an incredibly talented and diverse panel was curated to explore this topic, and it was so wonderful to see and hear the optimism about the future despite the circumstances of operating over the past 18 months. Overwhelmingly the key themes for this conversation centred around rebuilding both product development and consumer demand components of the visitor economy more strategically and a more defined and stronger focus on sustainability.

**Fostering the Leaders of Tomorrow** was an incredible insight into the opportunities available through VTIC and other networks. It highlighted emerging talent, and again supported the call for increased focus on diverse, inclusive and sustainable tourism solutions. The conversations in this virtual session aimed to empower the new generation of tourism masterminds to take charge and drive change across the industry for the better.

## Personal Development event #1: Building a pathway in Tourism

Live in person event  
4 speakers + MC  
41 people registered for the event  
Partner venue - AVC

## Personal Development event #2: The Big Question

\*Online event  
3 speakers + Host  
95 people registered for the event  
Worksheets provided to attendees  
Break out rooms utilised and discussions recorded

## Personal Development event #3: Fostering the Leaders of Tomorrow

Partnered with VTIC  
3 speakers + Host  
Online event  
138 registered for the event

## Personal Development event #4: Young Voices in Tourism

Online event  
4 speakers + 2 hosts  
80 registered for the event

*\*Changes, including format due to switching from in-person to online event, were made due to COVID related restrictions*



**Madeline Sawyer**  
Professional Events Coordinator  
2021



Handwritten initials 'HF' in black ink.

**Hayley Fraser**  
Professional Events Coordinator  
2021

# WEBSITE

With limited time and resources in 2021, the focus was put on maintaining a solid website health status and on cleaning up outdated information.

On the back-end of the website, overdue maintenance works were undertaken to prevent any security breaches. Our operating system is now running the latest version, all necessary plugins and themes are up to date to avoid hacker attacks and unused plugins were removed.

As for the front-end, a few pages were freshened up to amend inaccurate information and to reflect YTN's new mission statement and core values.

## Who are we?

Launched in May 2006, the Young Tourism Network (YTN) is a non-profit networking group for the Victorian tourism, travel, hospitality and events industry.

### Our mission

To foster career development and professional excellence of students and professionals of all ages in order to grow and strengthen the Victorian tourism industry.

### Our core values

Contribution, collaboration, connection, learning and growth.

## The Young Tourism Network exists to:

- Empower students, new entrants and experienced professionals of all ages 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.

A 13-person, member-elected volunteer committee, who all work within and/or study tourism-related fields, runs operations, events, programs and communications that facilitate connections and collaboration between our members, students and industry professionals.

YTN would not exist without the support from the industry and our amazing [Partners!](#)

However, further website improvements were prevented by many technical challenges faced along the year. Therefore, an important development for the website in 2022 is that YTN will be allocating a budget to revamp our user interface. Improving the user experience will be a priority to create a more desirable place for our audience to interact with us.



A handwritten signature in black ink, appearing to read 'Maureen Pillon'.

**Maureen Pillon**  
Website Co-ordinator  
2021

# EDMS AND NEWSLETTERS

EDM	Delivered	Opened	Links Clicked
March 2021 Events	March 17th 2021	28.9%	2.7%
Job Alerts March 2021	March 21st 2021	45.9%	12.9%
March 2021 Events - Reminder	March 23rd 2021	38.8%	2.3%
Event Survey	April 1st 2021	23.8%	3%
PD Event - April	April 12th 2021	39.1%	3.7%
PD Event Reminder	April 18th 2021	25.8%	1.3%
PD Event Survey	April 22nd 2021	58.3%	27.8%
Job Alerts April 2021	April 28th 2021	54.2%	11.1%
Family Event - Melbourne Star	May 2nd 2021	24.1%	1.6%
Event Reminder - Melbourne Star	May 9th 2021	23.7%	1.1%
YTN Industry Update	May 23rd 2021	28.3%	5.2%
Advisor Program - Applications Open	May 31st 2021	26.9%	2.2%
Zoom Social - Lockdown 2021	June 4th 2021	23.8%	2.4%
Reminder Zoom Socials	June 9th 2021	23.5%	1.9%
Advisor Program - Applications closing	June 12th 2021	20.8%	2.4%
Zoom Trivia	June 27th 2021	32.4%	1.7%
Job Alerts - June	June 30th 2021	41.9%	9.7%
July Events	July 5th 2021	26.3%	1.7%
July/August Events	July 12th 2021	27.5%	2.0%
August Events	August 4th 2021	36.3%	0.9%
August Events - Online Update	August 12th 2021	46.7%	7.4%
Job Alerts - August	August 20th 2021	48.7%	7.7%
YTN Committee Nominations	September 13th 2021	48.4%	12.1%
October Events	September 30th 2021	39.7%	5.4%



**Tegan Benfield**  
Communications Co-ordinator  
2021

# SOCIAL MEDIA

2021 was a year of significant growth across all of YTN's active social media channels, including Instagram, Facebook, LinkedIn and YouTube. 2021 saw YTN experience some of the highest social media post engagement to date. This growth allowed us to further reach and inspire more potential members, showcase the importance of YTN and our stakeholders, and increase link click conversions.



Our focus for 2021 on each of our social media channels included the following key themes and campaigns:

## Our Committee

Our 'New Year, New Committee' series kickstarted the year with the purpose of introducing all our committee members and their roles to our Instagram audience. Each committee member submitted a fun travel photo and a blurb about themselves to match the informal tone of Instagram. This series was popular among our audience with our Instagram gaining 84 followers.

## #ytnEvents

Analysis of social media metrics (Fig 1.0) revealed a high demand for our in-person and virtual PD and social events and famils. This year, a total of 294 followers clicked a link to register or find out more about our PD Events, and 119 clicked through for our social events.

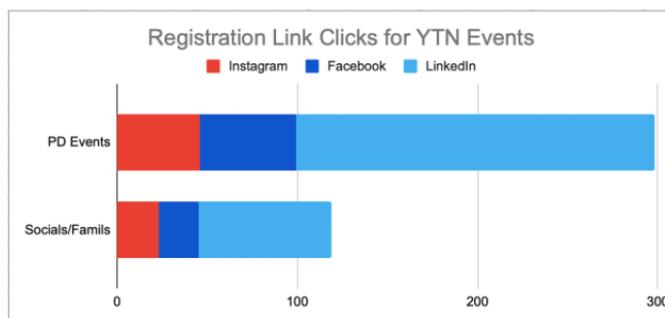


Fig 1.0

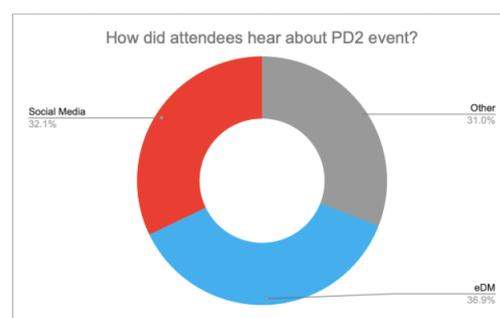


Fig 2.0

When registering for our second PD Event, ticket holders were asked how they heard about the event. The results (Fig 2.0) from these responses indicated our social media content was responsible for driving increased conversions. Approximately 32% of attendees discovered our event directly through our social media channels and approximately 37% through our EDMs.

Following a year of predominantly online events, the in-person events we hosted in the first half of 2021 were utilised as opportunities to capture and generate original content which could be used in future campaigns and posts. As a result, our event photos were among our top-performing posts in 2021 and have been used to promote future events.

\*As at 14/11/2021

# SOCIAL MEDIA

## **#ytnTravels**

The hashtag #ytnTravels was generated to encourage User-Generated Content to track and re-post on YTN channels. The use of the hashtag also allows for inferred consent in order to use the images on our channels. This project spotlighted a variety of what tourism in Victoria has to offer and assisted YTN in inspiring our followers to consider intrastate travel planning, be it virtually or in person. An 'Instagram Terms and Conditions' document specific to YTN was created to ensure fair use of these inspiring travel images. This document is located publicly on our website for future use.

## **Our Partners and Industry**

We take every opportunity we can to showcase our appreciation for our key stakeholders on our channels. We featured our partners in 2021 through sharing images of their products and venues to our over 700+ followers on Instagram, and promoting campaigns and articles that provide value to our audience. A total of 108 followers clicked on links to articles and campaigns we have shared this year from our partners or the broader tourism industry.

## **Young Voices in Tourism**

Our Young Voices in Tourism report, created in collaboration with Regeneration Projects, included responses from 59 visitors who came directly through YTN social media channels. The release of the findings of this report created strong engagement through YTN channels including 22 click-throughs to the report within the first week of posting. Further marketing of the report occurred alongside the promotion of the Young Voices in Tourism Webinar, which received 75 additional link clicks to view the report and/or register for the event.

## **YTN Blog Posts**

Posts promoting blogs available on the YTN website received a total of 155 clicks on links provided, comparative to the average engagement, we found this signifies a demand for the articles and themes they explore.

## **Video Content Exploration**

Lastly, following the news of Instagram shifting its focus to being a video sharing app, the creation of video content was explored this year. The popularity of this content medium highlighted future opportunities for growth in this space. Full event videos were recorded at our PD events, including our first event that we had in-person post COVID restrictions. The future focus will be to experiment with releasing recorded event excerpts on YTN's YouTube and Instagram channels. The objective will be to showcase the value of becoming a YTN member which provides instant access to the full event videos in our membership portal.



*M Adamson*

**Melissa Adamson**  
Social Media Co-ordinator  
2021

# TRUSTED ADVISOR PROGRAM

The Trusted Advisor Program aims to provide collaborative support to the young and rising tourism talent and better equip them for the career path they have embarked upon. During a COVID-constrained global economy, motivating our emerging leaders by connecting them to a leadership network and advisors became even more important.

For the first time since its introduction in 2017, the Trusted Advisor Program 2021 was managed by a specific committee member. This new arrangement allows the coordination of the program from the beginning of the year and enables the fostering of an alumni community.

The first TAP Alumni event was held in early April 2021. A total of 20 alumni attended this exclusive YTN event. It was well-received, particularly among advisors and advisees from 2020 who did not get an opportunity to meet in person for the duration of their program due to lockdowns. We look forward to continuing to engage new and previous participants of the Trusted Advisor Program in future.

Following the great success of The Trusted Advisor Program in 2020, we continued in 2021 with the 1-1 advisor/advisee arrangement. This format allows the advisees to create a unique relationship with their advisor and consequently improves the quality of support and guidance received throughout the program.

The program benefited from our collaboration with VTIC by attracting graduates of the 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.

All participants received information packs for the program and broad outlines of six 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.

In total, 15 students were matched with an experienced tourism professional to power their own potential. The 15 advisor/advisee pairs collaborated for 3 months and the program came to a close at the end of October 2021.



**Maureen Pillon**  
Trusted Advisor Program Co ordinator  
2021

# FINANCIAL POSITION

YOUNG  
TOURISM  
NETWORK

# FINANCIAL POSITION

The rolling impacts of the COVID-19 crisis have continued to affect the financial position of Young Tourism Network through FY20/21.

Membership income has remained strong, however, the cessation of paid events due to COVID-19, which usually comprises around 60-65% of YTN income, has impacted revenue. However, YTN retains a strong overall position due to a strong membership base.

The following Financial Statements capture the payment relating to the Supply of Services & Relationship Agreement with Victoria Tourism Industry Council for the 2019-2020 financial year, as well as the payment for the period July to December 2020, totaling 18 months of the agreement.

The agreement was renegotiated in January 2021, providing YTN with more benefits which include:

- An ongoing seat at VTIC Policy Advisory Council,
- Improved accounting & secretariat resources,
- Increased access to VTIC CEO.

This comes at a lower cost, with the calendar year payment of January to December 2021 held over to the 2021-22 financial year.

We would like to thank VTIC, and particularly Kate Rickwood who provides the ongoing secretariat & treasury services to YTN.

YTN's financial priorities for the coming financial year will be to broaden and extend existing partnerships while running an events program that targets members needs and ensures YTN returns to a balanced budget in 2021/22.



A handwritten signature in black ink, appearing to read 'Hugh Fitzpatrick'.

**Hugh Fitzpatrick**  
Young Tourism Network Chair  
2020 - 2021

# FINANCIAL STATEMENTS

## Profit and Loss

Young Tourism Network Inc  
For the year ended 30 June 2021

	2021	2020
<b>Trading Income</b>		
Revenue Events	1,482.86	7,054.39
Sponsorship - General	3,000.73	1,579.04
YTN - Membership	4,138.88	2,007.13
<b>Total Trading Income</b>	<b>8,622.47</b>	<b>10,640.56</b>
<b>Gross Profit</b>	<b>8,622.47</b>	<b>10,640.56</b>
<b>Other Income</b>		
Interest Income	18.45	36.53
<b>Total Other Income</b>	<b>18.45</b>	<b>36.53</b>
<b>Operating Expenses</b>		
Advertising & Promotion	-	1,120.81
Bank Fees	(0.01)	-
Donations	-	50.86
Events Catering	106.22	2,786.69
Events Equipment & Room Hire	1,745.05	369.09
Events Miscellaneous	-	1,135.62
Filing Fees	59.20	59.20
Legal expenses	-	165.28
Printing & Stationery	72.44	377.18
Research (Survey Monkey)	-	296.64
Services Agreement	9,000.00	-
Subscriptions & Memberships	658.97	-
Website Development	1,630.56	483.15
<b>Total Operating Expenses</b>	<b>13,272.43</b>	<b>6,844.52</b>
<b>Net Profit</b>	<b>(4,631.51)</b>	<b>3,832.57</b>

# Balance Sheet

## Young Tourism Network Inc As at 30 June 2021

30 JUN 2021 30 JUN 2020

### Assets

#### Bank

Cash Management Account	36,894.89	36,876.44
Cheque Account	9,861.11	14,197.38
Credit Card	51.55	306.12
<b>Total Bank</b>	<b>46,807.55</b>	<b>51,379.94</b>

#### Current Assets

Accounts Receivable	-	2,200.00
Prepayments	-	(0.01)
<b>Total Current Assets</b>	<b>-</b>	<b>2,199.99</b>

**Total Assets** 46,807.55 53,579.93

### Liabilities

#### Current Liabilities

GST	3.84	1,144.18
Sponsorship Income Deferred	2,583.23	3,583.96
<b>Total Current Liabilities</b>	<b>2,587.07</b>	<b>4,728.14</b>

**Total Liabilities** 2,587.07 4,728.14

**Net Assets** 44,220.48 48,851.79

### Equity

Current Year Earnings	(4,631.31)	3,832.57
Retained Earnings	48,851.79	45,019.22
<b>Total Equity</b>	<b>44,220.48</b>	<b>48,851.79</b>

**WE THANK YOU  
FOR YOUR CONTINUED SUPPORT OF  
OUR NETWORK**

**YOUNG  
TOURISM  
NETWORK**

**Young Tourism Network**

[www.youngtourismnetwork.com](http://www.youngtourismnetwork.com)

[info@youngtourismnetwork.com.au](mailto:info@youngtourismnetwork.com.au)

