

YOUNG
TOURISM
NETWORK

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NETWORK
ANNUAL REPORT
2022

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 and present. 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.

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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

We know that young people in tourism were some of the most heavily impacted by the pandemic. That's why 2022 was such an important year for the Young Tourism Network.

The year started off with an industry that was fatigued and struggling with the implications of workforce shortages as well as a dynamic and challenged economy. While this painted a bleak picture for a sector that we are all so passionate about, in hindsight it also established a sense of urgency with decision makers about listening to what young people had to say about the future of the tourism industry.

The momentum built from the culmination of the hard work of previous committees establishing YTN as the voice of young people in tourism, support of our education and industry partners, and a current committee of passionate, hard-working volunteers resulted in arguably the biggest year yet for YTN.

Together this year we

- successfully secured \$85,000 worth of grant funding for meaningful and progressive outcomes delivered for our community of young people looking to build a career in tourism
- represented young people in tourism across many forums including both state and national tourism and workforce conferences and stakeholder reference groups
- delivered the fifth annual Trusted Advisor Program, our successful mentorship program with 18 participants (9 pairs)
- our membership numbers held strong with 58 new members this year and only a 3% decline despite university enrollments in tourism being significantly down and many young people having to redirect their careers during the lockdowns,
- significant growth in social media following across all three channels - Instagram (up 8%), LinkedIn (up 17%) and Facebook (up 18%)
- strong engagement with open rates on our emails increasing by 44% year on year
- vast improvements made to digital presence with website rebuild, addition of google my business
- the return of in person professional development and social events
- returned to a financial profit

Personally, being in the role of chair through a period of such uncertainty for young people in the industry was immensely rewarding. Reflecting on the achievements this year, there is most certainly a lesson in persistence paying off, and in being positioned to act on opportunities when they arise as there is always a silver lining to challenging times.

Our committee is a team of committed young professionals who believe in tourism as a career, many of us living and breathing this daily. We volunteer our time to support one another through networks and provide connection and development opportunities for our members and partners. I have so much respect and gratitude for everyone who has supported YTN this year, and I look forward to seeing you flourish as you continue to shape the future of tourism.

Madeleine Sawyer

Madeleine Sawyer
Young Tourism Network Chair
2021 - 2022

A NOTE FROM OUR DEPUTY CHAIR

After two years of unprecedented disruptions to the tourism and hospitality industry, the year 2022, or the great catch-up year, has gone by very fast. In a blink of an eye, here we are, reflecting on a busy and momentous year for YTN.

Even though the first half of the year was still very much marked by the aftermath of the pandemic, the resilience and hard work shown by the committee throughout the year have been nothing but inspiring. As the deputy chair, I am really proud of the committee's capacity and determination to emphasise the important contribution of the Young Tourism Network to the Victorian tourism industry.

We started the year shaking off lockdown fatigue and reengaged with our members and our audience with several YTN led events and our very first wellbeing program to reconnect and reenergise young people in tourism. Along with our rewarding Trusted Advisor Program, another major achievement was to continue advocating for young people in tourism through many industry and government events, as well as with our Young People in Tourism program.

Those endeavours represented a huge amount of work on top of our daily jobs and I commend the whole team for their efforts and successes.

It is indisputable that the pathway to a post-pandemic recovery in tourism presents governments, employers and workers with an opportunity to rethink the future of a sector that has suffered from considerable decent work deficits and come under scrutiny in terms of its environmental and social sustainability. However, the future outlook is positive, and our sector is once again showing its resilience and ability to bounce back. There has never been a more important moment to recognize those shaping the future of our industry, and I am looking forward to continuing this journey in 2023.

Maureen Pillon

Maureen Pillon

Young Tourism Network Deputy Chair
2021 - 2022

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



2022 COMMITTEE



MADELEINE SAWYER
CHAIR



MAUREEN PILLON
DEPUTY CHAIR



KATE RICKWOOD
SECRETARY & TREASURER



MELISSA ADAMSON
WEBSITE COORDINATOR



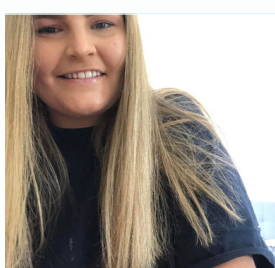
LEXI CONNORS
EDUCATION PARTNERSHIPS



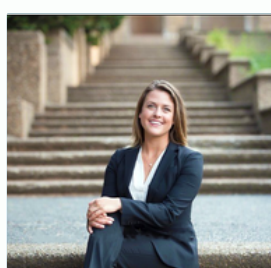
NATALIE BABIC
MEMBERSHIP COORDINATOR



JAKE WHITNEY
PD EVENT



PHOEBE GRAHAM
PD EVENTS



OLIVIA SALSBERY
COMMUNICATIONS



HUGH FITZPATRICK
SOCIAL EVENTS



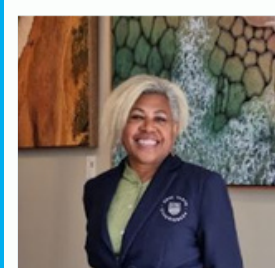
ALYSSA ANDERTON
SOCIAL EVENTS



EMMA STOCK
MARKETING/ SOCIAL



ISABEL HURLEY
TRUSTED ADVISOR PROGRAM



JUNE O'BRIEN
INDUSTRY PARTNERSHIPS

PERFORMANCE

HIGHLIGHTS

MEMBERSHIPS

147

Total number of current YTN members

58

Number of new members to YTN

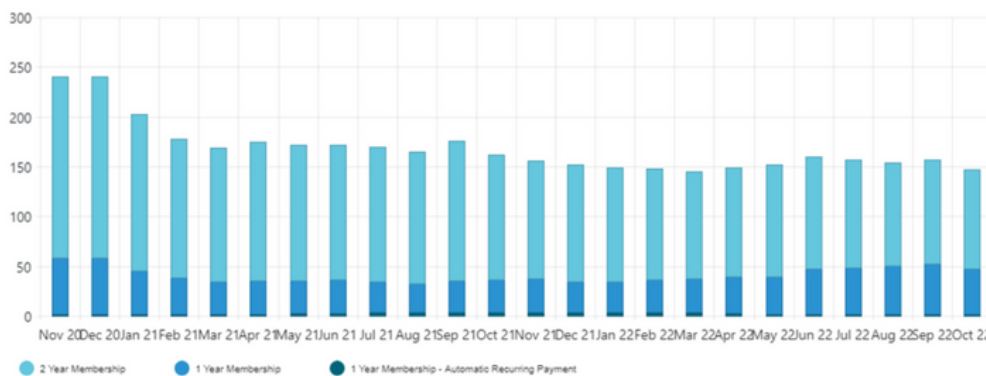
61%

Event attendees that were members

Monthly YTN membership numbers from November 2020 to October 2022

With 147 active members at the end of the year, the number of all members has remained steady in 2022 (down 3.29 percent year over year from 2021, see Table 1). The total of all combined events this year saw 61 percent of members in attendance. Even though many members ceased their membership in 2021 (as a direct result of the free extension of memberships for six months coming to an end), the high member attendance rate at events demonstrates the importance and significance of the networking opportunities YTN offers.

Just over one-third of members are students. Students were once again given member discounts in 2022 by YTN to all of our tertiary partner institutions. Students at Monash University redeemed 67 percent of the student codes (50 percent split between 1- and 2- year memberships). All students from partner institutes were informed of the benefits of YTN membership throughout the year, either through social events, scheduled discussions with YTN representatives, and/or word-of-mouth recommendations from their tertiary coordinators, industry contacts and YTN. This was made possible with the help of the Education Partnerships Coordinator, who regularly communicated with each institute's contact, as well as the ongoing engagement of the entire committee across various touchpoints.



Since the Trusted Advisor Program is a member-only professional development initiative, every one of the nine advisees who took part in it this year must also have been a YTN member. The ability to network with professionals in the present industry is provided by this program, which serves as a highly respected incentive for students to join YTN, apply, and participate in the program. The substance and value of member-specific communications have improved substantially, as seen by the average 55.62 percent open rate and average 10.58 percent click-through rate of member-specific EDM communications sent between March and September.

Thank you to each and every YTN member. I sincerely hope that 2022 has provided you with at least one worthwhile benefit, whether it was making a new connection, taking part in the Trusted Advisor Program, or learning a new skill. YTN is delighted to continue helping members in the years to come.

Natalie Babic

Natalie Babic
Memberships Coordinator
2021 - 2022

EDUCATION PARTNERSHIPS

It has been a good year for YTN to build upon the relationships with our education partners post lockdown. While some institutions have been finding their feet after international border closures, others have been eagerly ramping up their programs and events which YTN has been fortunate to be a part of. This year saw the initial discussions with two additional education partners in Melbourne and Regional Victoria which we will continue to foster and encourage next year. YTN was also fortunate enough to attend a local Melbourne high school and speak with their year eleven students on the topics of sustainable tourism and the network. We are continually strengthening our value proposition to the education partners in order to inspire, develop and support the future generations of young tourism professionals.

The education partnership's role has been a fulfilling endeavor for me. Not only did the role foster some great new relationships with Melbourne's premier tourism education institutes, but also allowed for some presentation experience. Being a guest lecturer at William Angliss Institute was a huge highlight and something I would encourage again in the future. It has been a rewarding year on the committee and highly beneficial for me to attend the various partner events, career day's and classes. I would like to thank the committee for their ongoing support with these events as representatives of YTN for the benefit of our valued educational partners.

Nine new members as a direct result from engaging with our education partners.

Victoria University

- The YTN Committee attended the August VU Careers Day, as one of only three other tourism representatives it was a successful day of promoting our upcoming events and programs.
- Lexi presented face to face to the first year Introduction to Tourism & Hospitality and Events students at their Footscray campus
- The YTN Committee attended the VTIC/VU event hosted by the visitor economy team to welcome back the tourism, events and hospitality industries in Victoria post COVID lockdowns. Our Committee member Jake was able to sit on the panel and speak about what is driving the workforce of the future in the industry.

William Angliss Institute

- The YTN Committee attended the Careers Expo at WAI in May 2022, a great opportunity to spread the word about our upcoming events and programs
- Lexi presented virtually to the WAI second year Tourism, Tourism Marketing, Eco Tourism, Tourism and Hospitality and Hotel and Resort Management students
- Lexi was an in-person guest lecturer at WAI on the topic of authenticity in travel at their city campus

Holmesglen

- While Holmesglen didn't run their tourism program this year, we ensured to stay in touch throughout the year and look forward to a stronger year in 2023

La Trobe University

- The YTN committee facilitated 5 presentations for La Trobe students over the course of the year, both online and face to face at their Bundoora campus.
- We were fortunate to have lecturer Paul Strickland as a presenter for one of our professional development events.

Monash

- The YTN Committee met with the Monash tourism student association to continue our new partnership. It was fantastic to see such a high number of Monash students join YTN over the course of the year and meet them all at our various social and professional development events.

Lexi Connors

Lexi Connors
Education Partnerships Coordinator
2021 - 2022

INDUSTRY PARTNERSHIPS

After the (COVID) hiccup the year prior and new to the role within the YTN, the focus for 2022 was to reconnect with our current Industry Partners to ensure that we still had their support, as well as check in what they required from YTN and how could we support them. Current industry partners are VTIC, Australian Venue Co., Mind Insurance and Clementines.

The second goal was to seek potential new industry partners through business leads and trying to establish a connection, as well as share our YTN story. The work this year is about setting up foundational connections with the various businesses who seem interested in what we do. Some of the feed-back has been that they are struggling with committing due to readjusting with the new 'norm' plus, companies are restructuring and finance or partnering with YTN is a nice to have, but they can't justify the spending. There has to be a mutual benefit to both parties.

As the Industry Partnership Coordinator, I was able to support, contribute, and represent YTN in person at some of our university and other invitational events this year. Attending in person has allowed us the opportunity to contribute and increase YTN's brand awareness. This exposure should (hopefully) increase our membership and community awareness and to give us new partnership leads.

Some highlights of the year

- Attended and represented YTN at: VU, WAI, Torrens Uni, La Trobe
- Guest speaker at WAI on the topic Why networking is important
- Mentoring WAI tourism student
- Promoting and sharing the YTN story at events and cross promoting on socials media platform,
- Study Geelong & Deakin Uni - Hosted and facilitated two (2) new international Study Geelong group 27 students in total and talked about YTN and the advantage if they have friends working or interested in
- Participated in the Wellbeing program - resulted in a grant
- Future Leadership Wellbeing program - coordinated two (2) activation: A taste sensory experiences and Cultural connection experiences which had a terrific result. Worked closely with our Industry partner AVC to get a winning outcome.

It is really rewarding to be able to contribute, share and guide the YTN students. To share my knowledge, insight and experience about this industry and my journey to get to where I am today. I was also able to support the committee with a little of my time and to share the voice of young people (or anyone for that matter) in tourism. I have certainly gained so much out of it. Mentoring YTN student members and seeing them have that light-bulb moment is pure gold! The future of tourism is going to be in great hands.

June O'Brien

June O'Brien

Industry Partnerships Coordinator
2021 - 2022

EVENTS

What a year - filled with events, friends, family and those who mean the most. We found that during 2022, people were eager to get back into the rhythm of face-to-face socialising and doing what we do best in Victoria - enjoying our local produce, cuisine, events, and our tourism state.

The 2022 theme was all about “reconnecting” whether that meant on a social or professional scale. Young Tourism Network (YTN) had hosted various events to welcome those who are new to Melbourne, Tourism, Hospitality or wanting to leap into networking. Our events were also an opportunity to create new networks and connections.

YTN’s first Professional Development event was focused on showcasing tourism and hospitality being a long-term career and how our newly welcomed emerging tourism leaders can have their voices (and resumes’) heard in an increasing job market. With our guest speakers (all from an industry capacity) sharing their tips on how to be a stand-out candidate within the hospitality and tourism industries.

Our end-of-year event consisted of our members and committee, along with industry and education partners attending a co-funded event with the Department of Jobs, Precincts and Regions (DJPR) part of Jobs Victoria. The event was a great way to come together and recap 2022 and our Young Voices in Tourism Report that showed significant data on what our young leaders of tomorrow are saying, how they are shifting the industry for the better and having their voices heard. You’re shaping our future of tourism and your voice matters. We thank Matt Sykes (Regeneration Projects) for re-capping Young People in Tourism Research key findings and Chris Miller (DJPR) as guest speaker.

“The nurturing and support YTN provided me in my early days of being a committee member, allowed me to feel confident in pursuing the role of Events Coordinator - Professional Development. Over the past year, I’ve had the opportunity to work in this role for YTN alongside our other committee members building invaluable relationships and networks. I am excited to see the growth YTN has in the years to come and the position it holds within the tourism industry for young professionals.” - Jake Whitney

EVENTS

Event #1: Lets Get Social

Face-to-face Networking Event
41 in registered
Partner: Australian Venue Co
26 April 2022

Event #2: Pave Your Path - Tourism and Hospitality

Face-to-face Professional Event with guest speakers
10 registered
Partner: Australian Venue Co
16 May 2022

Event #5: Lets Get Social

Face-to-face Networking Event
14 in registered
Partner: Australian Venue Co
29 September 2022

Event #7: Young People in Tourism Networking event

Social and professional development event
72 in registered
Partner: Australian Venue Co
22 November

Event #3: Lets Get Social

Face-to-face Networking Event
15 in registered
Partner: Australian Venue Co
28 July 2022

Event #4: Lets Get Social

Face-to-face Networking Event
14 in registered
Partner: Australian Venue Co
25 August 2022

Event #6: Trusted Advisor Program Closing Event

Social and professional development event
23 in registered
Partner: Australian Venue Co
26 October

Jake Whitney

Jake Whitney

Professional Events Coordinator
2021 - 2022

Phoebe Graham

Phoebe Graham

Professional Events Coordinator
2021 - 2022

Alyssa Anderson

Alyssa Anderton

Social Events Coordinator
2021 - 2022

Hugh Fitzpatrick

Hugh Fitzpatrick

Social Events Coordinator
2021 - 2022

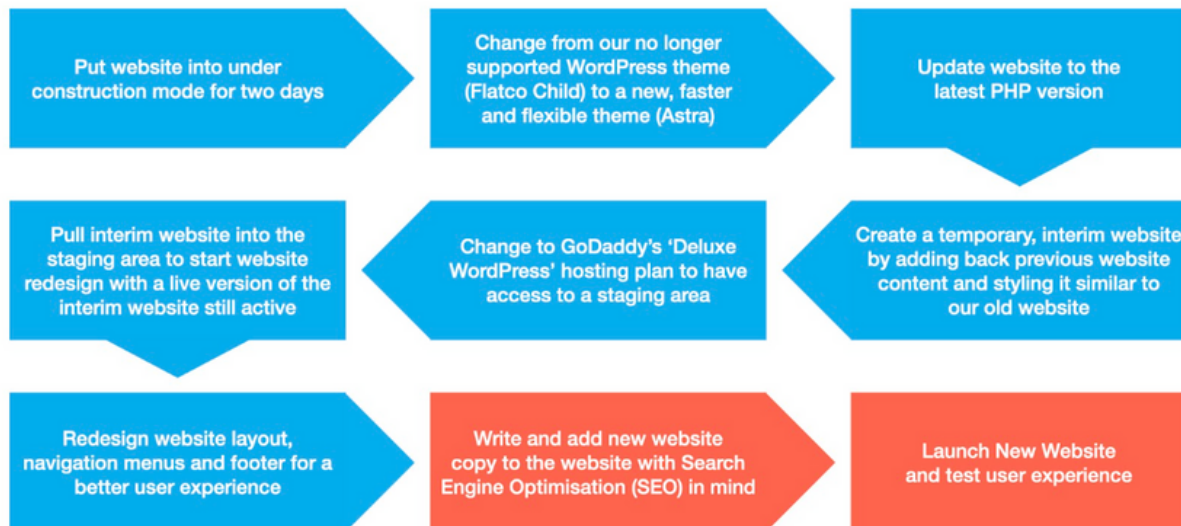
WEBSITE

The backend of the Young Tourism Network (YTN) website underwent several significant changes this year in preparation for the launch of our new website in 2023 (stay tuned!). Some of 2022's key achievements include:

A Full Website Redesign

Redesigning our website was identified as a strategic priority at the start of 2022, due to how outdated our old website was. Several challenges were overcome during the website redesign process. Considering we did not want our website offline and under construction for months, the largest hurdle was finding a minimal downtime solution when our old website would break after even the smallest updates. Thus, the following project plan was created and we are excited to have reached the second last stage this year.

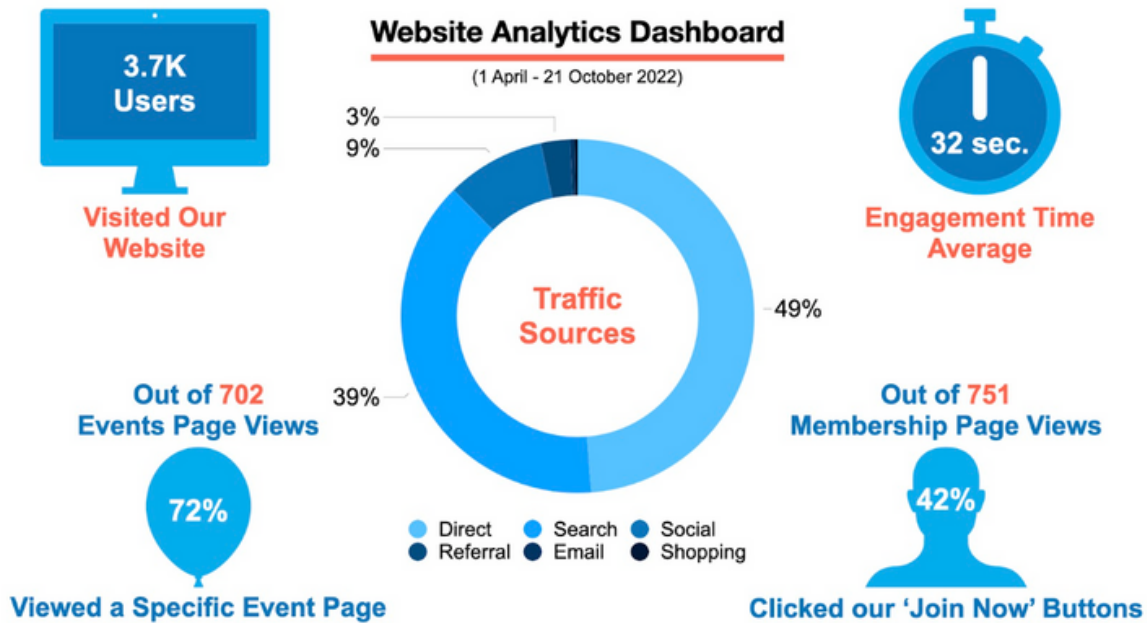
Website Redesign Project Plan



Setting up Google Analytics 4

To accurately assess whether our new website improves the user experience and our discoverability, a Google Analytics 4 Property was set up to collect data we can use as a benchmark for future performance (see below dashboard). Conversion events specific to our website objectives, such as increasing membership and event sales, were created using Google Tag Manager.

WEBSITE

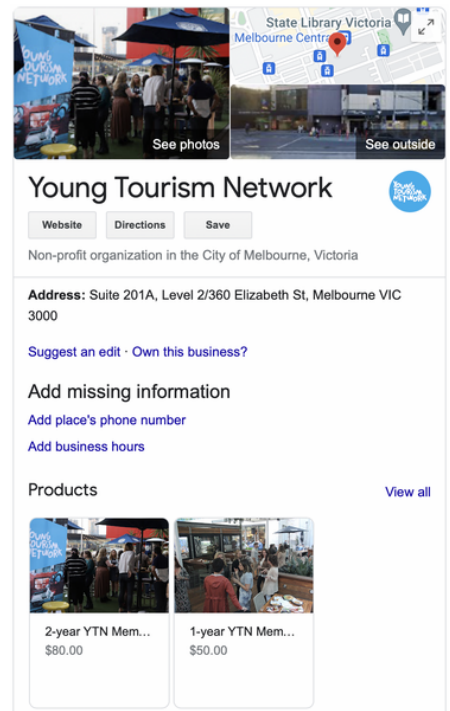


Google Business Profile

A [Google Business Profile](#) was created to increase YTN's discoverability via organic Google search. After only a week of being live, our membership product listings became the source of 10 website views (ie. the 'Shopping' traffic source in chart above).

Website Security Improvements

Various actions were made to increase the security of our website, including removing over 20 unnecessary plugins, limiting login attempts, restricting logins to only accept an email address and hiding our backend with a unique URL. These actions significantly decreased the number of brute force attacks from 134 daily failed login attempts at the start of September to 0 every day in October.



WEBSITE

Member-Exclusive Jobs Board

With over 395 visits since its creation in March, our member-exclusive jobs board has become a well-received tool to help our members find a job in the industry. It has also influenced relationships with organisations seeking new, 'young' employees who now email us when they have a vacancy.

Content creation

Five announcement posts were published this year in our website's 'News' section. An opportunity we would like to pursue (after our new website launch) is writing blog posts that target keywords we would like to rank in search for to improve our Search Engine Optimisation (SEO). Additionally, photo and video content were taken during Future Tourism Leaders Wellbeing Program events. This footage was used to share these experiences within two Instagram Reels and will be repurposed next year to create a YTN promotional video on our new website.

Personal Growth

Overall, this role has challenged my problem-solving capabilities. I am proud to end 2022 with the new skills I have accumulated from redesigning a WordPress website single-handedly. I walked into this role with basic coding skills and an in-depth understanding of website best practices, so applying this knowledge to an existing website that needed a revamp has been an exceptional learning experience. I cannot wait for our community to see our website fully transformed in the new year!

YTN Jobs Board

As a YTN Member, you get exclusive access to this job board.

Subscribe to the forum below to get notified whenever a new job is posted.

To change your subscription settings from daily to weekly, [follow these steps](#).

Happy job hunting!

✔ [Subscribed \(Unsubscribe\)](#)

Topic

[Hundreds of jobs across Australia, for all levels of experience | Australian Venue Co.](#)

[Tourism Operations Supervisor | City of Melbourne](#)

[Bartenders, wait staff, cooks, porters & more | Australian Venue Co.](#)

[Various Positions | Australian Venue Co](#)

[Digital Health Check Assessor | Tourism Tribe](#)

Melissa Adamson

Melissa Adamson

Website & Content Coordinator

2021 - 2022

EDMS AND NEWSLETTERS

Newsletter Growth

Our main goal for this year was to have more consistent newsletter communications. The previous few years did not have ongoing newsletter emails to our general community and member email subscribers throughout the year (and more so relied on ad hoc email announcements for events or job alerts). This year we were excited we were able to send 16 newsletter emails from March to December 2022. Nine emails went to our general community and seven to our members-only subscriber lists. We also sent an additional 10 emails to help with special promotions like events and programs.

We helped support the YTN Launchpad Program through an EDM campaign of five emails to our general community list that had a successful click-through and open rate. Actually, our click-through and open rates across all our email campaigns and newsletters were higher than in previous years and very consistent throughout 2022.

See all outgoing EDM campaigns in Table A (below), along with their KPIs and the overall EDM statistics for the year.

Personal Growth

With a background in digital communications, I was excited to take on the role of email and newsletter coordinator. I found I learned the most in areas of consistent communications and how important it is to keep a steady schedule with the newsletter campaigns - not only for outside readers but also so our internal teams feel more support on an ongoing basis. I found this led to far fewer ad hoc email campaigns, which I would guess many of our subscribers appreciated.

EDMS AND NEWSLETTERS

Email Subject	Date Sent	# Recipients	OR (%)	CR (%)
March General Newsletter	8/3/22	736	34.8	6.1
March Members Newsletter	24/3/22	171	54.7	18.2
April General Newsletter	5/4/22	743	45.4	4.6
April members Newsletter	28/4/22	171	58.5	11.1
May General Newsletter	5/5/22	741	43.9	7.7
Pave Your Path Event	13/5/22	742	35.4	1.9
Next Generation Victoria Event	18/5/22	169	58.6	8.3
June General Newsletter	9/6/22	741	37.7	3.3
Quick News: YTN Program and Social Event	19/7/22	745	41.2	4.1
July Members Newsletter	26/7/22	169	55.1	11.4
August General Newsletter	2/8/22	745	44.4	5.3
Launchpad Email #1	18/8/22	744	46.6	0.7
August Members Newsletter	23/8/22	166	52.1	2.4
Launchpad Email #2	24/8/22	737	40.8	9.5
Launchpad Email #3	30/8/22	740	42.2	8.5

EDMS AND NEWSLETTERS

Email Subject	Date Sent	# Recipients	OR (%)	CR (%)
September General Newsletter	1/9/22	740	43.4	3.2
Launchpad Email #4	7/9/22	739	36	2.7
Launchpad Email #5	12/9/22	738	44.7	2.3
Quick News: Committee Elections	19/9/22	165	56.6	4.9
September Members Newsletter	27/9/22	163	57.7	9.8
Quick News: Committee Elections and Social Event	29/9/22	779	39.2	2.4
October General Newsletter	7/10/22	772	43.6	2.3
October Members Newsletter	25/10/22	162	54.3	4.9
November General Newsletter	3/11/22	777	45.6	2.1
YTN End-of-Year Event	15/11/22	768	38.2	2.5

Olivia Salsbery

Olivia Salsbery
 Communications Coordinator
 2021 - 2022

SOCIAL MEDIA

Follower increases from 2021 to 2022

2022 saw a steady follower increase throughout the year across all social platforms. Each time the committee was in attendance at an open day or networking day, there would be noticeable follower increases.

	Followers	% Increase
Facebook	1,309	8.18
LinkedIn	1918	17.23%
Instagram	891	18.01%

YTN Launchpad with Regeneration Projects

We utilized paid promotions for 20% of the posts that went out, but without we had an average of over 200 person outreach on our posts.

In 2022 we used our social media platforms to not only promote our committee members and all the fantastic things they do within and externally of YTN. Our platforms were also used to share many amazing things that were happening across Victoria throughout the year. We also got the opportunity to promote and share some amazing employment opportunities that came up within the tourism, travel, hospitality and events sectors.

During my time of running YTN's social networks and being a part of the committee, it has had challenges being based in Central Australia (Yulara), and not physically being in Victoria a lot of the time. But in the post covid world it has provided me with an opportunity to still be connected to my home state and promote the amazing things all around there. I've also been able to promote YTN to a broader spectrum of passionate industry professionals, within and outside of Victoria. I have also had opportunities to host Zoom guests speaking sessions to Travel & Tourism students.

2022 has been an interesting one as we still have had to navigate through a post covid world and rebuild the industry we love. Through our social campaign in partnership with Regeneration Projects promoting our workplace survey and the Launchpad Program, we have had an incredible opportunity to engage with so many different people. And hope that programs such as this will help to rebuild a better and thriving industry.

Emma Stock

Emma Stock

Marketing & Social Media Coordinator
2021 - 2022

TRUSTED ADVISOR PROGRAM

In 2022, the Trusted Advisor Program marked its five year anniversary. In that time the program has helped connect over 135 members of the visitor economy in Victoria.

The Trusted Advisor Program in 2022 continued to:

- Provide an opportunity for students, or recent tourism graduates, to connect with industry professionals in a one on one capacity
- Encourage the participation of industry professionals in connecting with students and graduates through the transfer of knowledge and support in starting their career
- Provide the opportunity for industry professionals to develop leadership skills and expand the professional development opportunities available in Victoria

The program in 2022 welcomed 18 participants (nine pairs) and ran over a 12 week period from the start of August to October. The program included a mix of advisors from State Government, Regional Councils, Federal Government and Industry. The advisees were from Monash University and William Angliss Institute. I would like to thank our education partners for their incredible ongoing support and communication of the program to their students. As with previous years, all pairs were provided with an information pack that included the expectations of the program and five core sessions with guiding questions. Each pair could choose to start with these questions and use it to frame conversations, but anecdotally I was told that often it lead to meaningful conversations outside of the topic questions.

To ensure the program continued to grow in a meaningful way, there were small additions to the program in 2022. For advisors, they had an introductory session with Mel Neil from Mind Insurance on emotional intelligence and how to facilitate professional mentoring conversations. In addition, there was also a check-in session for advisors with Mel Neil to check how they were able to apply what they learnt into the first session with their advisees. Regrettably Mel Neil was unable to join us for the check-in session but I was able to speak with advisors and check how the program was running. Another addition to the program was inviting Trusted Advisor Program Alumni to the closing event. This was included to give advisees the opportunity to practice some of the networking skills they have learnt and to connect with the large alumni network.

As an alum of the program myself, I was very passionate about coming into my role as coordinator for the Trusted Advisor Program. I remember as an advisee what I wanted to get out of the program and as an industry professional now, I know the pieces of information that would be beneficial for those who are just starting their careers in the visitor economy. I believe that there is a strong future for the program and students need these programs more than ever. There is also an opportunity for the program to help the industry with supply issues and preparing graduates for a strong start in their career.

Isabel Hurley

Isabel Hurley

Trusted Advisor Program Coordinator
2021 - 2022

2022 GRANTS PROGRAM

Mental Wellbeing of Business Communities Grant Program

In April 2022, we applied for \$15,000 of financial support under the Mental Wellbeing of Business Communities Grant Program from the Victorian Government.

Young people in tourism were adversely affected by the changes to the workforce during the pandemic, this meant that many people were feeling disconnected, undervalued and lost with regards to their career direction. In efforts to counteract this, the program was composed of two experiences and one workshop designed to improve the sense of meaning, purpose and wellbeing of young people and inspire new possibilities for their careers in tourism.

Delivered by the Young Tourism Network in collaboration with 20 small/medium tourism businesses, we provided two experiences, a taste sensory experience in Geelong and Cultural Connection in Melbourne, as well as the final workshop. Across these three events we helped over 50 participants reconnect and be inspired.

This program allowed YTN to spark positive emotions, provide opportunities for reconnection through engagement and relationship building, while also offering a sense of accomplishment as people discovered possibilities for themselves. We were also able to intertwine health components such as good food, mindfulness and nature walks.

Our intention was to boost the confidence level of young people in the tourism industry, give them the courage to think big and to ask for support from their peers in a safe environment. The surveys completed by participants showed a 90% positive impact of feeling re-energised and 75% positive impact on confidence.

Program co-leaders: Madeleine Sawyer, June O'Brien and Maureen Pillon

Program support: Melissa Adamson

Young People in Tourism Pilot Program

In 2021 a group of young tourism industry leaders, led by YTN and Regeneration Projects (RP), delivered a report titled 'Young Voices in Tourism', in response to the impacts of COVID-19 on young tourism and hospitality professionals.

This report provided a glimpse into the sentiment held by young people about their futures in tourism, and highlighted some challenges contributing to the retention and attraction of young people in the tourism workforce.

The findings aligned with the Visitor Economy Workforce Planning and Skills Review identifying systemic and emerging challenges related primarily to workforce attraction, retention and development.

2022 GRANTS PROGRAM

Our advocacy to industry and government leaders was enough for YTN to land generous funding support in July 2022 through the Victorian Government's Department of Jobs, Precincts and Regions.

The Young People in Tourism Pilot program aimed to harness the desire of young professionals for career development by supporting YTN to deliver a program that engages and develops young tourism professionals and students, and promotes tourism career pathways to those interested in or unaware of a career in tourism.

The delivery of this program included three main components over the course of 5 months:

Emerging leaders development program - The Launchpad Program

1. An online emerging leader development program conducted by RP for a group of young people from diverse backgrounds, equipping them with the skills to become leaders in the tourism space.
2. The program ran over 7 weeks from 20 September 2022 to 2 November 2022, with 7 online sessions of 90 minutes each.
3. The program was oversubscribed with expressions of interest, 60 places were offered allowing for natural attrition of participants.

One research piece conducted by RP providing with insights into the sentiment of young people in tourism with actionable recommendations about young people can be better supported to discover valuable and meaningful careers in tourism

1. Results are based on 130 Survey responses from some of the most engaged leaders in Victoria's visitor economy, as well as numerous focus sessions, 1:1 meetings and desktop research. This total engagement includes 104 Young People between 19 to 35 years old and 37 older Employers and Managers of Young People (141 people all up).
2. Meaningful insights and recommendations provided to be publicly used for advocacy of young people in tourism, offering valuable ways of actions for young leadership, industry, government and operators.
3. The full report will be released early 2023.

An industry networking event hosted at the Wharf Hotel in Docklands on 22 November

1. Showcased the findings of the Workplaces research.
2. Provided an opportunity for program participants to come together and to celebrate the involvement of all partners.
3. We welcomed 48 guests, including YTN members, YTN partners, people studying tourism, Study Melbourne audiences, Launchpad participants and more.

Program co-leaders: Madeleine Sawyer, Kate Rickwood and Maureen Pillon

LaunchPad program co-facilitators: Madeleine Sawyer, Isabel Hurley and Hugh Fitzpatrick

Program support: Olivia Salbery, Emma Stock, Alyssa Anderton and Jake Whitney

FINANCIAL POSITION

YOUNG
TOURISM
NETWORK

FINANCIAL POSITION

Following a loss of \$4,632 in financial year 2020-21, YTN achieved a profit of \$713 in financial year 2021-22.

This outcome is a result of the resumption of paid events following the pandemic, and a decrease in administration costs which in 2020-21 saw YTN pay for 18 months of the Supply of Services & Relationship Agreement with the Victoria Tourism Industry Council (VTIC) to complete the previous agreement. The current agreement with VTIC, renegotiated in January 2021, provides YTN with greater benefits and continues the strong relationship between the two organisations.

The appointment of Smart Business Solutions Accountants and Taxation Advisors by VTIC to deliver the financial reporting requirements for YTN has improved the level of detail able to be provided to members, as shown in the pages following.

Kate Rickwood

Kate Rickwood
Treasurer
2021 - 2022

FINANCIAL STATEMENTS

Income Statement

Young Tourism Network Inc
For the year ended 30 June 2022

	NOTES	2022	2021
Income			
Revenue			
Revenue Events		2,858	1,483
Sponsorship - General		3,500	3,001
YTN - Membership		2,744	4,139
Total Revenue		9,103	8,622
Total Income		9,103	8,622
Other Income			
Other revenue		55	-
Total Other Income		55	-
Total Income		9,157	8,622
Expenses			
Administration Cost	2	6,035	11,421
Advertising & Marketing	3	97	-
Motor Vehicle & Travel Costs	4	227	-
Operating Costs	5	2,036	1,851
Professional Fees	6	55	-
Total Expenses		8,449	13,272
Operating Profit (EBITDA)		708	(4,650)
Interest, Depreciation & Amortisation			
Non Operating Income			
Interest Income		11	18
Total Non Operating Income		11	18
Total Interest, Depreciation & Amortisation		(11)	(18)
Profit/(Loss) Before Tax		719	(4,632)
Profit/(Loss) After Tax		719	(4,632)
Net Profit After Dividends Paid		719	(4,632)

Balance Sheet

Young Tourism Network Inc As at 30 June 2022

	NOTES	30 JUN 2022	30 JUN 2021
Assets			
Current Assets			
Cash and Cash Equivalents	7	46,381	46,756
Trade and Other Receivables	8	53,600	-
Other Current Assets	9	1,666	52
Total Current Assets		101,647	46,808
Total Assets		101,647	46,808
Liabilities			
Current Liabilities			
Current Tax Liabilities	10	3,625	4
Other Current Liabilities	11	53,083	2,583
Total Current Liabilities		56,709	2,587
Total Liabilities		56,709	2,587
Net Assets		44,939	44,220
Equity			
Retained Earnings		44,939	44,220
Total Equity		44,939	44,220
Trade Debtors		53,600	-
Total Current		53,600	-
Total Trade and Other Receivables		53,600	-
		2022	2021
9. Credit Facilities			
Other Current Assets			
BB Credit Card		940	-
ANZ Credit Card		726	52
Total Other Current Assets		1,666	52
Total Credit Facilities		(1,666)	(52)
		2022	2021
10. Current Tax Assets/ Liabilities			
Current Tax Liabilities			
GST		3,625	4
Total Current Tax Liabilities		3,625	4
Total Current Tax Assets/ Liabilities		3,625	4
		2022	2021
11. Other Current Liabilities			
Sponsorship Income Deferred		53,083	2,583
Total Other Current Liabilities		53,083	2,583

Statement of Cash Flows

Young Tourism Network Inc
For the year ended 30 June 2022

	2022	2021
Operating Activities		
Receipts from customers	10,523	10,384
Payments to suppliers and employees	(9,294)	(14,975)
Interest received	11	18
Net Cash Flows from Operating Activities	1,240	(4,572)
Net Cash Flows	1,240	(4,572)
Cash and Cash Equivalents		
Cash and cash equivalents at beginning of period	46,808	51,380
Net change in cash for period	1,240	(4,572)
Cash and cash equivalents at end of period	48,047	46,808

Notes to the Financial Statements

Young Tourism Network Inc For the year ended 30 June 2022

1. Statement of Significant Accounting Policies

The committee has determined that the association is not a reporting entity and accordingly, this financial report is a special purpose report prepared for the sole purpose of distributing a financial report to members and must not be used for any other purpose. The committee has determined that the accounting policies adopted are appropriate to meet the needs of the members.

The financial report has been prepared on an accrual basis and under the historical cost convention, except for certain assets, which, as noted, have been written down to fair value as a result of impairment. Unless otherwise stated, the accounting policies adopted are consistent with those of the prior year.

The accounting policies that have been adopted in the preparation of the statements are as follows:

Trade and Other Receivables

Trade receivables and other receivables, including distributions receivable, are recognised at the nominal transaction value without taking into account the time value of money. If required a provision for doubtful debt has been created.

Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held on call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts.

Revenue Recognition

Revenue from the sale of goods is recognised upon the delivery of goods to customers.

Revenue from the rendering of services is recognised upon the delivery of the services to customers.

Revenue from commissions is recognised upon delivery of services to customers.

Revenue from interest is recognised using the effective interest rate method.

Revenue from dividends is recognised when the entity has a right to receive the dividend.

All revenue is stated net of the amount of goods and services tax (GST).

Goods and Services Tax

Transactions are recognised net of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the balance sheet.

	2022	2021
2. Administration Cost		
Bank Fees	30	-
Printing & Stationery	-	72
Services Agreement	5,030	9,000
Subscriptions & Memberships	841	659
Website Development	134	1,631
Total Administration Cost	6,035	11,362

	2022	2021
3. Advertising & Marketing		
Advertising & Promotion	97	-
Total Advertising & Marketing	97	-
	2022	2021
4. Motor Vehicle & Travel Costs		
Travel Costs		
Travel - National	227	-
Total Travel Costs	227	-
Total Motor Vehicle & Travel Costs	227	-
	2022	2021
5. Operating Costs		
Sundry Expenses	274	-
Events Catering	1,762	106
Events Equipment & Room Hire	-	1,745
Total Operating Costs	2,036	1,851
	2022	2021
6. Professional Fees		
Legal expenses	55	-
Total Professional Fees	55	-
	2022	2021
7. Cash & Cash Equivalents		
Cash & Cash Equivalents		
Bank Accounts		
BB Cheque Account	9,476	-
BB Savings Account	36,906	-
ANZ Cheque Account	-	9,861
ANZ Cash Management Account	-	36,895
Total Bank Accounts	46,381	46,756
Total Cash & Cash Equivalents	46,381	46,756
Total Cash & Cash Equivalents	46,381	46,756
	2022	2021
8. Trade and Other Receivables		
Current		

Appropriation Statement

Young Tourism Network Inc
For the year ended 30 June 2022

	NOTES	2022	2021
Retained Earnings after Appropriation			
Retained Earnings At Start of Year		44,220	48,852
Profit / (loss) Before Taxation		719	(4,632)
Retained Earnings After Appropriation		44,939	44,220

Committee Declaration

Young Tourism Network Inc For the year ended 30 June 2022

The committee has determined that the association is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the financial statements.

The committee of the association declare that:

1. The financial statements and notes, present fairly the association's financial position as at 30 June 2022 and its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements; and
2. In the committee's opinion, there are reasonable grounds to believe that the association will be able to pay its debts as and when they become due and payable.

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

WE THANK YOU
FOR YOUR CONTINUED SUPPORT OF
OUR NETWORK

**YOUNG
TOURISM
NETWORK**

Young Tourism Network

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