



## **Presidents Report 2020**

*The 2019/20 year is one that has seen positive advances in the operations of BAG as it continues to strive towards its objective of community rejuvenation. After a promising start, the year under review lurched into crisis as we went into the Covid-19 lockdown in late March and did not emerge again for business until just before the end of the 2020 Financial year. It is indeed strange that we could have so many cycles in one financial year.*

*What looked like a looming disaster in March has, with the help of the Federal Government, finished on a positive note, the results of which are mirrored in the financial statements.*

### **Highlights**

*Despite the vagaries of the year under review, BAG still managed to perform well in trying circumstances. This was demonstrated by:*

- *The successful completion and opening of **Johnny's Place***
- *The very successful revival of the **Fire & Water Festival***
- *Maintaining our "**Certificate of Excellence**" for the entire year with Trip Advisor*
- *Maintaining a **4.5 Star** rating (out of 5) on Google throughout the year.*
- *Continued administrative support for the Mitchell RSL & Combined Sports Club*
- *A complete renovation of the gardens at the Great Artesian Spa*

### **Overall Financial Performance**

*BAG's overall financial performance has remained in positive territory. As you will read in the audited statements, BAG achieved a net profit for the 19/20 year of \$12000, up from the result of \$4100 in 18/19 and vastly better than the loss of \$67900 in 17/18 (the first year of Spa operation). This result was certainly against the odds( as it appeared financial disaster was looming as the Covid Pandemic began to bite) and was only achieved with the aid of JobKeeper , Cash Flow boost and particularly with the willingness of staff to accept vastly reduced hours and paypackets until the Federal aid began to kick in.*

### **Other Highlights**

- **Bottle Tree Bulletin** –BAG continues the publication of the BTB which is a steady (if small) earner for the organization and well read by the community.
- **Digital Media** –BAG continues to maintain its portfolio of digital media with an active presence on Facebook (BAG & Spa), Instagram, Google, Trip Advisor and constantly maintained web sites for both Mitchell and the Great Artesian Spa. The reach of these sites is vital to BAG's ability to both engage and inform the community and successfully market its product. Without delving into a mass of statistics, a good example of the value of digital media was the recent fiasco at the Neil Turner Weir when BAG's Facebook posts were achieving a reach in excess of 20,000.

- **Partnerships** – Good business is built on good relationships and BAG continues to maintain good working relationships with other community groups and organisations. These relationships (like those with RESQ+ and the Mitchell RSL & Combined Sports Club), bring together complimentary skills and resources and create a situation where so much more can be achieved together than would be possible on a stand-alone basis.
- **Tourism Promotion** – Promoting our tourist potential continues to be of critical importance to the economy of the town and the success of BAG. Despite the difficulties of 2019/29, highlights included:
  - Revamped Mitchell Brochure
  - Continued membership of all appropriate tourism organizations and of course that vital milestone -
  - **Achieving accreditation for our Visitor Information Centre**

*Darryl and Ross's Community Bus continued to be kept busy for the first half of the year but has been having a well earned rest since New Year.*

**Community Assistance & Functions** – BAG continues to provide support to other groups and community members. As in past years these included the Mitchell RSL & Combined Sports Club and the Major Mitchell Caravan Park as well as working with Rotary to stage Christmas in the Park and the business houses to run Late night Shopping.

*In closing, I would like to thank the*

- *Management Committee and BAG members for their support, insights, and enthusiasm,*
- *Jeff, Bree, and the staff at the Spa for their dedication and commitment and*
- *All those groups, individuals and Councillors who work with us and share our vision and commitment to build a better future for our community*

*Rob Cornish*