



Mackay Tourism
Annual Report
2016 - 2017

mackayregion.com

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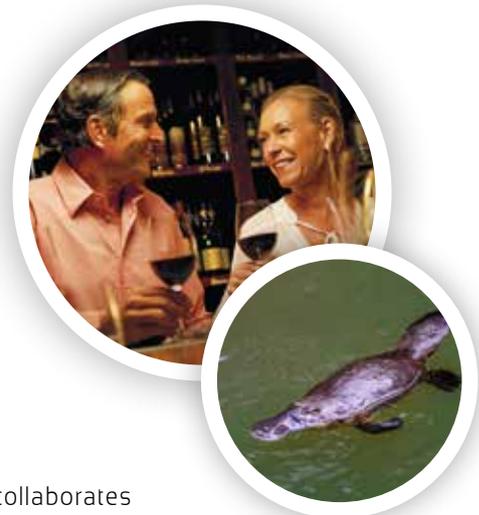
Thanks to our SPONSORS





INTRODUCTION

Mackay Tourism Limited (MTL) is a Queensland Regional Tourism Organisation (RTO). MTL exists to market the Mackay and Isaac regions externally, to attract visitors to the area.



MTL is a company limited by guarantee, with a member elected board. MTL collaborates and partners with businesses, local, regional, state and federal agencies and organisations to generate economic growth through tourism. The board's objective is for MTL to work with industry in continuing to grow this key pillar of the local economy thereby fostering economic diversity and employment. MTL delivers destination marketing, industry development and visitor access and dispersal services.

MTL Vision:

Be the leading Tourism Organisation creating a 'must visit' destination by showcasing memorable nature experiences to the world.

MTL Mission:

Through innovative marketing, be the story tellers for our region; supporting operators and events, developing experiences and inspiring visitors.

This annual report details the activities and outcomes of the work undertaken by the organisation in the 2016-2017 financial year.

Every effort has been made to provide accurate information at the time of printing.

2016 / 2017 Mackay Tourism REPORT CARD

Marketing:

LinkedIn:

38% 
**INCREASE IN
follower gains**



Instagram:

11,666

Photos shared using
#meetmackayregion
[73% increase]

7,135 followers.
Increase of 37%



Facebook:

11,935  28% increase in total Facebook
likes. From 8,670 to 11,935



350% INCREASE

In post reach [organic and paid] from 1,657 to 7,453

6 CAMPAIGNS

34 Participating
operators



Case Study: #mymackay Campaign

#myMACKAY



845

Hashtag
mentions

69%
above target



206

Competition
entries

3%
above target



1,852

Competition
webpage
visits

85%
above target



4,134

Average
Facebook
post reach

106%
above target



Media

coverage:

2 TV news
stories,
2 radio
interviews,
6 press
stories



5,000

Brochures
distributed



5

New
videos
created



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Mackay Tourism
Queensland

Publicity:



2.6 MILLION

77% increase in media value

700 mentions in the media worth a total of \$2.6 million



45

media releases published



3,153

First consumer newsletter sent to audience of 3,153

90 MILLION

Qantas Inflight Safety Video



Cape Hillsborough was 1 of 16 locations in Australia to be featured in the new inflight safety video broadcast to over 90 million viewers.



Holden Australia's new range

The Mackay Region was the backdrop in tv commercials for Commodore, Colorado and Ute ranges.

Business Development:



12

Experience Development Workshops – 49 operators in attendance



66

The **Engagement Strategy** was implemented to create networking opportunities for operators - 66 operators attended events within the engagement strategy



The Australia Tourism Exchange – 6 operators attended



18

New members joined Mackay Tourism in 2016-2017

Visitor Information

DOMESTIC

Year ending March 2017

878,000

Record domestic visitation to The Mackay Region (7% increase)

14.6%

Visiting Friends and Relatives (VFR) travel was up 14.6% to 209,000

8.1%

Business travel was up 8.1% to 422,000



New Mobile Visitor Information Centre

launched 10 January, 2017



21%

Mackay Tourism increased revenue by 21% through various grants and funding from local, state and national bodies throughout the year

INTERNATIONAL

Year ending March 2017

13.6%

International visitation to The Mackay Region increased 13.6% to 48,000

27.9%

International holiday makers increased 27.9% to 26,000

9000

Germany is the region's largest international source market at 9,000 visitors



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 **Mackay Tourism**
Queensland



CHAIRMAN'S REPORT

I was honoured to be appointed as Chair of Mackay Tourism Ltd (MTL) last financial year.

I have been more than impressed by the commitment and dedication shown by our Board, our General Manager, Tas Webber, and his dynamic team. Their hard work has resulted in several wins that we can all celebrate for The Mackay Region's tourism industry, including the future opening of the exciting new Visitor Information Centre at Sarina.

To continue the excellent growth achieved in our domestic and international visitor numbers, the Board and Tas have developed a new five-year Strategic Plan that identifies four strategic pillars through which we can continue to achieve success for our members, visitors, stakeholders and volunteers.

The Strategic Plan places a radar lock on the key milestones we will achieve by 2022. For the first time this gives certainty to our team but more importantly our stakeholders and members can see where we are headed.

From there we have developed our purposefully simple "Business Plan on a Page" which includes our revised Vision, Mission and Core Values that align with our new strategic approach. This serves as our ready reference point as we all work to achieve common goals.

Our Constitution review will be undertaken this year to ensure it evolves in line with our new strategic approach.

Meanwhile the Business Plan has been cascaded down to a Tactical Plan and Marketing and Communications Plan, which Tas and the team are executing over the next 12 months. We have successfully secured increased overall funding that will further support their hard work.

A huge thank you to our key partners, Tourism and Events Queensland, Mackay Regional Council, Isaac Regional Council and Mackay Airport for all your ongoing support.

There will be many opportunities for us to work together in the coming year, not least as we grow tourism in the Isaac region through unique events that have the potential to attract more visitors from Mackay and beyond.

Thanks also to all our members, stakeholders and volunteers for everything you contribute to our industry and the prosperity of our region.

I am sure we can all look forward to enjoying a very successful year ahead for tourism in The Mackay Region.

Kind regards,
Rob Porter
Chair
Mackay Tourism Ltd

GENERAL MANAGER'S REPORT

Incredible growth in visitation combined with a dedicated board and leadership team has ensured Mackay Tourism Ltd (MTL) has gone from strength to strength in 2016/2017.

It has been a very rewarding 12 months as General Manager of MTL with a lot of growth and change that we can be proud of both within the organisation and within the entire tourism industry.

The Mackay Region has recorded two quarters of visitation growth, both domestically and internationally. Domestic visitation surged throughout the year, with a total of 878,000 visitors for the year ending March 2017 – a record number for The Mackay Region.

Our reputation for unspoilt nature experiences continues to spark the interest of our international markets (particularly Germany). This has been proven by the steady increase of international visitor numbers throughout the year, which was up by 13.6% for the year ending March 2017.

It has been a successful year for destination marketing, thanks to the continued support of many members who actively participated in marketing campaigns throughout the year to drive visitation and inspire travellers to put The Mackay Region on their bucket list.

The image of Cape Hillsborough's wallabies and kangaroos bounding down the beach has been etched in the minds of over 90 million viewers who boarded Qantas flights this year – with this experience being included on the inflight safety video.

Broken River, Eungella National Park and other iconic Mackay Region backgrounds, were featured in a national advertising campaign for Holden's Commodore, Colorado and Ute ranges. We also hosted the Australian Fishing Competition (AFC) and were broadcast several times on Queensland Weekender and Creek to Coast programs.

MTL produced fantastic publicity throughout the year, with the organisation generating \$2.6 million in media revenue through media releases, destination content, blogs, itineraries and other communication efforts.

The successful #mymackay campaign allowed local ambassadors to celebrate their love for the region. The campaign generated 845 #mymackay hashtag mentions, 206 competition entries and a strong social media reach.

The new mobile Visitor Information Centre (VIC) was launched in January, and attended nine events over six

months. The mobile VIC was successful in providing visitors to the region with information to increase length of stay and encourage dispersal throughout the region.

This year, MTL focused on engaging members through business development efforts. A new Engagement Strategy was put into effect to create more networking and development opportunities for members. Over 65 operators took up these opportunities and MTL welcomed 18 new members.

MTL was successful in increasing revenue by 21% through various grants and funding from local, state and national bodies throughout the year. A close partnership with Mackay Regional Council allowed us to participate in the Fishing Strategy and further promote this as one of our key hero experiences.

MTL presented its new Business Plan and Strategy in May, which was well received by members, stakeholders, volunteers and staff. Changes to the organisational structure has allowed a streamlined and efficient working environment, allowing more focus and direction for our small team to achieve big things.

MTL has an exciting year ahead with major projects planned, including the implementation of the Visitor Services Strategy, an update to the Destination Tourism Plan and an increased focus on the region's hero experiences.

I would like to thank our sponsors for the support they have provided throughout the year, including Mackay Regional Council, Isaac Regional Council, Tourism and Events Queensland, Mackay Airport, Channel Seven, Southern Cross Austereo, the Daily Mercury and QantasLink.

A big thank you to our members, volunteers, staff and stakeholders for your ongoing support and I look forward to working with you in the future.

Warm regards,

Tas Webber
General Manager
Mackay Tourism Ltd



DIRECTOR'S REPORT

30 June 2017

The directors present their report on Mackay Tourism Ltd for the financial year ended 30 June 2017.

1. General information

Information on directors

The names of each person who has been a director during the year and to the date of this report are:

Colin Adamson

Qualifications

Mechanical Engineer

Experience

Owner Reeforest Adventure Tours

Ron Ailwood

Qualifications

Engineering Surveyor

Experience

President of Sarina Community Arts & Crafts Co-Operative Ltd

Nick uit den Bogaard

Appointed October 2016

Experience

Advisory Board Member Accommodation Association of Australia
Regional leader Choice Hotels Australasia

Jane Pickels

Experience

Councillor Isaac Regional Council

Racheal Klitscher

Qualifications

Bachelor of Business (Tourism Management)
Certificate IV Frontline Management

Experience

Destination Director - The Whitsundays, Islands of Great Barrier Reef
& Mackay Tourism and Events Queensland

Special responsibilities

Ex officio member of Board
Deputy chair of Events Advisory Group (EAG)

Anthony Wight

Appointed October 2016

Experience

Resigned March 2017

General Manager Channel 7 Mackay

Rob Porter

Qualifications

Graduate Certificate Business Administration (General Management)
Member of Australian Institute of Company Directors

Experience

General Manager - Mackay Airport

Kelly Davidson

Experience

General Manager Coral Cay Resort

Deanne Woolcock

Qualifications

Bachelor of Business (Marketing and Human Resource Management)
Marketing Manager - Caneland Central Shopping Centre

Scott Rebgetz

Qualifications

Bachelor of Commerce

Experience

Owner - Big 4 Mackay Marine Tourist Park

Glenys Mansfield Experience	Resigned October 2016 Business Owner - Thirsty Sound Bear Bar & Grill Business Owner - Sarina Motor Inn Project Manager - Sarina Sugar Shed
Luana Royle Experience	Business Owner - Rainforest Scuba
Adrian Connors Experience	Resigned October 2016 Business Owner - NE Food (restaurants & Catering)
Paul Kelly Experience	Appointed February 2017 Solicitor, Director at Kelly Legal
Amanda Camm Qualifications Experience	Deputy Mayor Mackay Regional Council Councillor Mackay Regional Council

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

Principal activities

The principal activity of Mackay Tourism Ltd during the financial year was the development of Tourism in the Mackay-Isaac Region. No significant changes in the nature of the Company's activity occurred during the financial year.

Short term objectives

The Company's short term objectives are to:

- Increase visitor numbers to Mackay - Isaac region
- Increase visitor length of stay in the Mackay - Isaac region
- Increase visitor expenditure in the Mackay - Isaac region

Long term objectives

The Company's long term objectives are to:

- Make tourism a cornerstone of the Mackay - Isaac regional economy, creating employment and enhancing viability for our regional community.

How principal activities assisted in achieving the objectives

The principal activities during 2016 - 2017 contributed to these objectives through our marketing activities stimulating our target visitor markets, our destination development strengthening our competitiveness, and our industry activities helping build business professionalism in the delivery of our tourism experiences and services.

Performance measures

The Company measures its performance by monitoring visitor arrival and length of stay statistics and expenditure, monitoring sales at our Visitor Information Centre, monitoring sales of memberships to local business, and their degree of participation in our programs of promotional and educational activities.

Members guarantee

Mackay Tourism Ltd is a company limited by guarantee. In the event of, and for the purpose of winding up of the company, the amount capable of being called up from each members and any person or association who ceased to be a member in the year prior to the winding up, is limited to \$ 100 for members that are corporations and \$ 100 for all other members, subject to the provisions of the company's constitution.

At 30 June 2017 the collective liability of members was \$ 16,900 (2016: \$ 17,500).

Meetings of directors

During the financial year, 2017 meetings of directors (including committees of directors) were held. Attendances by each director during the year were as follows:

	Directors' Meetings	
	Number eligible to attend	Number attended
Colin Adamson	11	7
Ron Ailwood	11	5
Nick uit den Bogaard	11	10
Racheal Klitscher	11	6
Anthony Wight	7	4
Cr Jane Pickels	11	9
Rob Porter	11	10
Paul Kelly	3	3
Deanne Woolcock	11	-
Scott Rebgetz	11	6
Luana Royle	11	8
Kelly Davidson	11	9
Cr Amanda Camm	11	7

Auditor's independence declaration

The lead auditor's independence declaration in accordance with section 307C of the *Corporations Act 2001*, for the year ended 30 June 2017 has been received and can be found on page 5 of the financial report.

Signed in accordance with a resolution of the Board of Directors:

Director: 

Director: 

Dated this 27th day of September 2017



Partners
Darryl Camilleri
Chris Sammut
Paul Hinton
Therese Scotton
Geoff O'Connor
John Lavis
Ryan Leach

Mackay Tourism Ltd

ABN: 56 074 909 265

Auditors Independence Declaration under Section 307C of the Corporations Act 2001 to the Directors of Mackay Tourism Ltd

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2017, there have been:

- (i) no contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

A handwritten signature in black ink, appearing to read "P. Hinton", is written over a light blue horizontal line.

Paul Hinton - CA

26 September 2017

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Bennett Partners Pty Ltd ACN 010 430 314, ABN 65 010 430 314, AFSL 483051

Bennett Partners Pty Ltd ATF The Bennett Partners Trust ABN 21 171 313 477

Bennett Partners ABN 59 281 397 611

Email: enquiries@bennettpartners.com.au

Mackay: First floor, 122 Wood Street, Mackay QLD 4740
PO Box 92, Mackay QLD 4740 Phone: 07 4951 1455

Brisbane: Level 3,400 Queen Street, Brisbane QLD 4000
GPO Box 2561, Brisbane QLD 4001 Phone: 07 3221 6200

Statement of Profit or Loss and Other Comprehensive Income

For the Year Ended 30 June 2017

	Note	2017 \$	2016 \$
Revenue			
Brochures & displays		45,823	10,326
Drive Trail		-	18,798
Recurring operational funding		817,000	725,000
Other program funding		119,552	-
Interest		7,865	7,367
Marketing		42,121	22,121
Membership		76,262	62,388
Other income		32,282	51,446
VIC commission & merchandise		48,725	57,439
Total Revenue		1,189,630	954,885
Expenses			
Depreciation and amortisation expense		(40,414)	(42,039)
Leadership program		(18,359)	(23,435)
Marketing		(214,600)	(154,461)
Other program/grant funding expenses		(135,185)	-
Motor vehicle		(14,866)	(15,105)
Networking		(8,541)	(9,437)
Other Operating expenses		(185,049)	(159,611)
Employee costs		(424,652)	(482,840)
Tourism awards		(16,603)	(22,358)
VIC Cost of sales		(19,319)	(35,309)
Visitor Guide Production & Distribution		(52,416)	(61,499)
Total Expenses		(1,130,004)	(1,006,094)
Surplus/(Deficit) before income tax		59,626	(51,209)
Income tax expense		-	-
Surplus/(Deficit) after income tax for the year attributable to operations		59,626	(51,209)
Other comprehensive income, net of income tax		-	-
Total comprehensive income for the year attributable to operations		59,626	(51,209)

The accompanying notes form part of these financial statements.

Statement of Financial Position

30 June 2017

	Note	2017 \$	2016 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	2	537,399	460,417
Trade and other receivables	3	38,386	14,939
Inventories	4	6,982	8,051
TOTAL CURRENT ASSETS		<u>582,767</u>	<u>483,407</u>
NON-CURRENT ASSETS			
Property, plant and equipment	5	245,289	256,957
Intangible assets	6	7,484	31,809
TOTAL NON-CURRENT ASSETS		<u>252,773</u>	<u>288,766</u>
TOTAL ASSETS		<u><u>835,540</u></u>	<u><u>772,173</u></u>
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	7	84,598	70,858
Other financial liabilities	8	250,000	260,000
TOTAL CURRENT LIABILITIES		<u>334,598</u>	<u>330,858</u>
NON-CURRENT LIABILITIES			
		-	-
TOTAL LIABILITIES		<u>334,598</u>	<u>330,858</u>
NET ASSETS		<u><u>500,942</u></u>	<u><u>441,315</u></u>
EQUITY			
Reserves	9	164,324	164,324
Retained earnings	10	336,618	276,993
		<u>500,942</u>	<u>441,317</u>
TOTAL EQUITY		<u><u>500,942</u></u>	<u><u>441,317</u></u>

The accompanying notes form part of these financial statements.

Statement of Changes in Equity

For the Year Ended 30 June 2017

2017

	Retained Earnings	Asset Revaluation Reserve	Mining Trail Reserve	Total
Note	\$	\$	\$	\$
Balance at 1 July 2016	276,992	164,324	-	441,316
Surplus / (deficit) for the year	59,626	-	-	59,626
Balance at 30 June 2017	336,618	164,324	-	500,942

2016

	Retained Earnings	Asset Revaluation Reserve	Mining Trail Reserve	Total
Note	\$	\$	\$	\$
Balance at 1 July 2015	328,203	164,324	51,338	543,865
Surplus / (deficit) for the year	(51,209)	-	-	(51,209)
Transfer Mining Trail reserve to Drive Trail income	-	-	(51,338)	(51,338)
Balance at 30 June 2016	276,994	164,324	-	441,318

a. Mining Trail Reserve

The Mining Trail reserve records funds set aside for the Mining Trail project. This project was finalised in 2016 and the reserve transferred to Drive Trail income.

The accompanying notes form part of these financial statements.

Statement of Cash Flows

For the Year Ended 30 June 2017

	2017	2016
Note	\$	\$
CASH FLOWS FROM OPERATING ACTIVITIES:		
Receipts from customers	1,158,318	1,180,344
Payments to suppliers and employees	(1,084,780)	(936,356)
Interest received	7,864	7,367
Net cash provided by/(used in) operating activities	14 <u>81,402</u>	<u>251,355</u>
CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchase of property, plant and equipment	(4,420)	(30,098)
Purchase of intangible assets	-	(22,363)
Net cash provided by/(used in) investing activities	<u>(4,420)</u>	<u>(52,461)</u>
CASH FLOWS FROM FINANCING ACTIVITIES:		
	-	-
Net increase/(decrease) in cash and cash equivalents held	76,982	198,894
Cash and cash equivalents at beginning of year	460,417	261,523
Cash and cash equivalents at end of financial year	2 <u>537,399</u>	<u>460,417</u>

The accompanying notes form part of these financial statements.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2017

1. Summary of Significant Accounting Policies

(a) Basis of Preparation

The directors have prepared the financial statements on the basis that the not-for-profit entity is a non-reporting entity because there are no users dependent on general purpose financial statements. These financial statements are therefore special purpose financial statements that have been prepared in order to meet the requirements of the *Corporations Act 2001*. The company is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

The financial statements have been prepared in accordance with the mandatory Australian Accounting Standards applicable to entities reporting under the *Corporations Act 2001* and the significant accounting policies disclosed below, which the directors have determined are appropriate to meet the needs of members. Such accounting policies are consistent with those of previous periods unless stated otherwise.

The financial statements, except for the cash flow information, have been prepared on an accruals basis and are based on historical costs unless otherwise stated in the notes. Material accounting policies adopted in the preparation of these financial statements are presented below and have been consistently applied unless stated otherwise. The amounts presented in the financial statements have been rounded to the nearest dollar.

(b) Revenue and other income

Revenue is recognised when the amount of the revenue can be measured reliably, it is probable that economic benefits associated with the transaction will flow to the Company and specific criteria relating to the type of revenue as noted below, has been satisfied.

Revenue is measured at the fair value of the consideration received or receivable and is presented net of returns, discounts and rebates.

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

Sale of goods

Revenue is recognised on transfer of goods to the customer as this is deemed to be the point in time when risks and rewards are transferred and there is no longer any ownership or effective control over the goods.

Grant revenue

Grant revenue is recognised in the statement of profit or loss and other comprehensive income when the entity obtains control of the grant, it is probable that the economic benefits gained from the grant will flow to the entity and the amount of the grant can be measured reliably.

When grant revenue is received whereby the entity incurs an obligation to deliver economic value directly back to the contributor, this is considered a reciprocal transaction and the grant revenue is recognised in the statement of financial position as a liability until the service has been delivered to the contributor, otherwise the grant is recognised as income on receipt.

Mackay Tourism Ltd receives non-reciprocal contributions of assets from the government and other parties for zero or a nominal value. These assets are recognised at fair value on the date of acquisition in the statement of financial position, with a corresponding amount of income recognised in the statement of profit or loss and other comprehensive income.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2017

1 Summary of Significant Accounting Policies

(b) Revenue and other income

Interest revenue

Interest is recognised using the effective interest method.

Rendering of services

Revenue in relation to rendering of services is recognised depending on whether the outcome of the services can be estimated reliably. If the outcome can be estimated reliably then the stage of completion of the services is used to determine the appropriate level of revenue to be recognised in the period.

If the outcome cannot be reliably estimated then revenue is recognised to the extent of expenses recognised that are recoverable.

Subscriptions

Revenue from the provision of membership subscriptions is recognised on a straight line basis over the financial year.

Other income

Other income is recognised on an accruals basis when the Company is entitled to it.

(c) Income Tax

The Company is exempt from income tax under Division 50 of the *Income Tax Assessment Act 1997*.

(d) Cash and cash equivalents

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value. Bank overdrafts are shown within short-term borrowings in current liabilities on the statement of financial position.

(e) Trade and Other Receivables

Accounts receivable and other debtors include amounts due from members and any other outstanding grant receipts. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets.

(f) Inventories

Inventories are measured at the lower of cost and current replacement cost.

(g) Property, plant and equipment

Each class of property, plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation and impairment.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2017

1 Summary of Significant Accounting Policies

(g) Property, plant and equipment

The carrying amount of plant and equipment is reviewed annually by the directors to ensure it is not in excess of the recoverable amount from these assets. In the event that the carrying amount of plant and equipment is greater than the recoverable amount, the carrying amount is written down immediately to the estimated recoverable amount. A formal assessment of recoverable amount is made when impairment indicators are present.

Buildings

Buildings are measured using the revaluation model on a depreciated replacement cost basis.

Plant and equipment

Plant and equipment are measured using the cost model.

Depreciation

Property, plant and equipment is depreciated on a reducing balance basis over the assets useful life to the Company, commencing when the asset is ready for use.

The depreciation rates used for each class of depreciable asset are shown below:

Fixed asset class	Depreciation rate
Buildings	4 - 25%
Plant and Equipment	20 - 25%
Motor Vehicles	25%
Computer & Communications Equipment	20 - 100%

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at the end of each reporting period. An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains or losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are recognised in profit or loss in the period in which they arise. When revalued assets are sold, amounts included in the revaluation surplus relating to that asset are transferred to retained earnings.

Impairment of assets

At the end of each reporting period, the entity reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair amount less costs of disposal and value in use, is compared to the asset's carrying amount. Any excess of the asset's carrying amount over its recoverable amount is recognised immediately in profit or loss.

Where the future economic benefits of the asset are not primarily dependent upon the asset's ability to generate net cash inflows and when the entity would, if deprived of the asset, replace its remaining future economic benefits, value in use is determined as the depreciated replacement cost of an asset.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2017

1 Summary of Significant Accounting Policies

(h) Financial instruments

Initial recognition and measurement

Financial assets and financial liabilities are recognised when the entity becomes a party to the contractual provisions to the instrument. For financial assets, this is equivalent to the date that the company commits itself to either the purchase or sell the asset (i.e. trade date accounting is adopted).

Financial instruments are initially measured at fair value plus transaction costs except where the instrument is classified "at fair value through the profit or loss", in which case transaction costs are expensed to profit or loss immediately. The company has no instruments carried at fair value through the profit or loss.

Classification and subsequent measurement

Financial instruments are subsequently measured at fair value, amortised cost using the effective interest rate method, or cost. Where available, quoted prices in an active market are used to determine fair value. In other circumstances, valuation techniques are adopted.

Amortised cost is calculated as the amount at which the financial asset or financial liability is measured at initial recognition less principal repayments and any reduction for impairment, and adjusted for any cumulative amortisation of the difference between that initial amount and the maturity amount calculated using the *effective interest method*

The *effective interest method* is used to allocate interest income or interest expense over the relevant period and is equivalent to the rate that exactly discounts estimated future cash payments or receipts (including fees, transaction costs and other premiums or discounts) through the expected life (or when this cannot be reliably predicted, the contractual term) of the financial instrument to the net carrying amount of the financial asset or financial liability. Revisions to expected future net cash flows will necessitate an adjustment to the carrying amount with a consequential recognition of income or expense item in profit or loss.

Fair value is the price the company would receive to sell an asset or would have to pay to transfer a liability in an orderly (i.e. unforced) transaction between independent, knowledgeable and willing market participants at the measurement date. Fair value is determined based on current bid prices for all quoted investments. Valuation techniques are applied to determine fair value for all unlisted securities, including recent arm's length transactions, reference to similar instruments and option pricing models.

(i) Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market and are subsequently measured at amortised cost. Gains or losses are recognised in profit or loss through the amortisation process and when the financial asset is derecognised.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2017

1 Summary of Significant Accounting Policies

(ii) Financial Liabilities

Financial liabilities are classified as either financial liabilities 'at fair value through profit or loss' or other financial liabilities depending on the purpose for which the liability was acquired. Gains or losses are recognised in profit or loss through the amortisation process and when the financial liability is derecognised.

The Company's financial liabilities include trade and other payables, which are measured at amortised cost using the effective interest rate method.

Impairment of Financial Assets

At the end of the reporting period the Company assesses whether there is any objective evidence that a financial asset or group of financial asset has been impaired. A financial asset (or group of financial assets) is deemed to be impaired if, and only if, there is objective evidence of impairment as a result of one or more events (a "loss event") having occurred, which has an impact on the estimated future cash flows of the financial asset(s).

In the case of financial assets carried at amortised cost, loss events may include: indications that the debtors or group of debtors are experiencing significant financial difficulty, default or delinquency in interest or principal repayments; indications that they will enter bankruptcy or other financial reorganisation; and changes in arrears or economic conditions that correlate with defaults.

For financial assets carried at amortised cost (including loans and receivables), a separate allowance account is used to reduce the carrying amount of financial assets impaired by credit losses. After having taken all possible measures of recovery, if the management establishes that the carrying amount cannot be recovered by any means, at that point the written off amounts are charged to the allowance account or the carrying amount of the impaired financial asset is reduced directly if no impairment amount was previously recognised in the allowance accounts.

When the terms of financial assets that would otherwise have been past due or impaired have been renegotiated, the company recognises the impairment for such financial assets by taking into account the original terms as if the terms have not been renegotiated so that the loss events that have occurred are duly considered.

Derecognition

Financial assets are derecognised where the contractual rights to receipt of cashflows expire or the asset is transferred to another party whereby the entity no longer has any significant continuing involvement in the risks and benefits associated with the asset. Financial liabilities are derecognised where the related obligations are discharged, cancelled or have expired. The difference between the carrying amount of the financial liability, which is extinguished or transferred to another party, and the fair value of consideration paid, including the transfer of non-cash assets or liabilities assumed, is recognised in profit or loss.

(i) Trade and Other Payables

Trade and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the company during the reporting period which remain unpaid. The balance is recognised as a current liability with the amount being normally paid within 30 days of recognition of the liability.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2017

1 Summary of Significant Accounting Policies

(j) Goods and services tax (GST)

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payable are stated inclusive of GST. The net amount of GST recoverable from, or payable to, the ATO is included as part of receivables or payables in the statement of financial position.

Cash flows in the statement of cash flows are included on a gross basis and the GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.

(k) Employee benefits

Short-term employee benefits

Provision is made for the Company's obligation for short-term employee benefits. Short-term employee benefits (other than termination benefits) that are expected to be settled wholly before 12 months after the end of the annual reporting period in which the employees render the related service, including wages, salaries and annual leave. Short-term employee benefits are measured at the (undiscounted) amounts expected to be paid when the obligation is settled.

The company's obligation for short-term employee benefits such as wages, salaries and annual leave are recognised as part of accounts payable and other payables in the statement of financial position.

Contributions are made by the entity to an employee Superannuation fund and are charged as expenses when incurred.

(l) Economic dependence

Mackay Tourism Ltd is dependent on the Mackay Regional Council and Tourism and Events Queensland for the majority of its revenue used to operate the business. At the date of this report the directors have no reason to believe the Mackay Regional Council and Tourism and Events Queensland will not continue to support Mackay Tourism Ltd.

(m) Leases

Lease payments for operating leases, where substantially all of the risks and benefits remain with the lessor, are charged as expenses on a straight-line basis over the life of the lease term.

Lease incentives under operating leases are recognised as a liability and amortised on a straight-line basis over the life of the lease term.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2017

1 Summary of Significant Accounting Policies

(n) Intangible Assets

Owned Digital media

Owned digital media has a finite life and is carried at cost less any accumulated amortisation and impairment losses.

Amortisation

Amortisation is recognised in profit or loss on a straight-line basis over the estimated useful lives of intangible assets, other than goodwill, from the date that they are available for use.

Amortisation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

Notes to the Financial Statements

For the Year Ended 30 June 2017

2. Cash and Cash Equivalents

	2017	2016
	\$	\$
Cash at bank and in hand	22,009	32,171
Short-term deposits	516,050	429,459
Other cash and cash equivalents	(660)	(1,213)
	<u>537,399</u>	<u>460,417</u>

Reconciliation of cash

Cash and Cash equivalents reported in the statement of cash flows are reconciled to the equivalent items in the statement of financial position as follows:

	2017	2016
	\$	\$
Cash and cash equivalents	<u>537,398</u>	460,417
Balance as per statement of cash flows	<u>537,398</u>	<u>460,417</u>

3. Trade and Other Receivables

	2017	2016
	\$	\$
CURRENT		
Trade receivables	42,325	18,878
Provision for doubtful debts	(3,939)	(3,939)
	<u>38,386</u>	<u>14,939</u>

4. Inventories

	2017	2016
	\$	\$
CURRENT		
At cost:		
Stock on hand	6,982	8,051
	<u>6,982</u>	<u>8,051</u>

Notes to the Financial Statements

For the Year Ended 30 June 2017

5. Property, Plant and Equipment

	2017	2016
	\$	\$
Buildings		
At directors valuation	367,512	367,512
Accumulated depreciation	(162,687)	(153,498)
Total buildings	204,825	214,014
Plant and equipment		
At cost	63,196	58,775
Accumulated depreciation	(25,758)	(20,038)
Total plant and equipment	37,438	38,737
Motor vehicles		
At cost	20,277	20,277
Accumulated depreciation	(17,767)	(16,931)
Total motor vehicles	2,510	3,346
Computer equipment		
At cost	8,970	8,970
Accumulated depreciation	(8,454)	(8,110)
Total computer equipment	516	860
	40,464	42,943
Total property, plant and equipment	245,289	256,957

The Company's buildings have been valued on the basis of the depreciated replacement cost of the building and improvements. The building is situated on Mackay Regional Council land and therefore valuation at a market sales value is not appropriate. The company's directors have reviewed this valuation methodology at year end and consider the carrying value at year end represents a conservative value of the depreciated replacement cost of the company's building asset.

6. Intangible Assets

	2017	2016
	\$	\$
Owned Digital Media		
Cost	73,065	73,065
Accumulated amortisation and impairment	(65,581)	(41,256)
	7,484	31,809

Notes to the Financial Statements

For the Year Ended 30 June 2017

7. Trade and Other Payables

	2017	2016
	\$	\$
CURRENT		
Unsecured liabilities		
Trade payables	17,297	41,400
Travel Bookings	47,287	11,950
GST payable	(11,773)	(6,435)
Employee benefits	-	10,689
Provision for annual leave	14,518	10,560
Superannuation payable	8,777	6,366
Other accruals	360	-
PAYG tax payable	8,132	(3,672)
	84,598	70,858

8. Other Financial Liabilities

	2017	2016
	\$	\$
Income in Advance		
Government grants	250,000	250,000
Mackay Airport income in advance	-	10,000
	250,000	260,000

9. Reserves

(a) Asset revaluation reserve

The asset revaluation reserve records fair value movements on property, plant and equipment held at fair value. There has been no movement in this reserve during the year.

10. Retained Earnings

	2017	2016
	\$	\$
Retained surplus (accumulated deficit) at the beginning of the financial year	276,993	328,202
Surplus/(Deficit) for the year	59,624	(51,209)
Retained surplus at end of the financial year	336,617	276,993

Notes to the Financial Statements

For the Year Ended 30 June 2017

11. Capital and Leasing Commitments

(a) Operating Leases

	2017	2016
	\$	\$
Minimum lease payments under non-cancellable operating leases:		
	2017	2016
	\$	\$
- not later than one year	11,963	11,963

Operating leases have been taken out for computer equipment, for a term of 36 months. The first payment commenced in July 2014.

12. Members' Guarantee

The Company is incorporated under the *Corporations Act 2001* and is a Company limited by guarantee. If the Company is wound up, the constitution states that each member is required to contribute a maximum of \$ 100 each towards meeting any outstanding obligations of the Company. At 30 June 2017 the number of members was 169 (2016: 175).

13. Contingencies and Capital Commitments

In the opinion of the Directors, the Company did not have any significant contingencies of expenditure commitments at 30 June 2017 (30 June 2016: None) that are not adequately disclosed in the financial statements.

14. Cash Flow Information

(a) Reconciliation of result for the year to cashflows from operating activities

	2017	2016
	\$	\$
Surplus/(Deficit) for the year	59,624	(51,209)
Cash flows excluded from profit attributable to operating activities		
Non-cash flows in profit:		
- depreciation	40,414	42,039
- net loss on disposal of property, plant and equipment	-	4,231
- transfer from Mining Trail reserve	-	(51,338)
Changes in assets and liabilities, net of the effects of purchase and disposal of subsidiaries:		
- (increase)/decrease in trade and other receivables	(23,445)	24,164
- (increase)/decrease in inventories	1,069	16,547
- increase/(decrease) in income in advance	(10,000)	260,000
- increase/(decrease) in trade and other payables	13,740	6,921
Cashflow from operations	<u>81,402</u>	<u>251,355</u>

Notes to the Financial Statements

For the Year Ended 30 June 2017

15. Events Occurring After the Reporting Date

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Company, the results of those operations, or the state of affairs of the Company in future financial years.

16. Company Details

The registered office of and principal place of business of the company is:

Mackay Tourism Ltd
320 Nebo Road
MACKAY MC QLD 4740

Directors Declaration

The directors have determined that the Company is not a reporting entity and that these special purpose financial statements should be prepared in accordance with the accounting policies described in Note 1 of the financial statements.

The directors of the Company declare that:

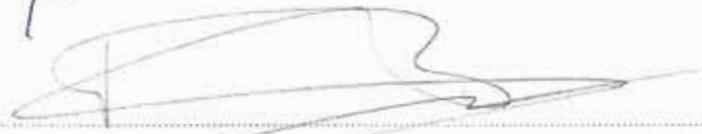
1. The financial statements and notes, as set out on pages 1 to 22, are in accordance with the *Corporations Act 2001* and:
 - (a) comply with Australian Accounting Standards as stated in Note; and
 - (b) give a true and fair view of the financial position as at 30 June 2017 and of the performance for the year ended on that date of is in accordance with the accounting policy described in Note 1 of the financial statements.
2. In the directors' opinion, there are reasonable grounds to believe that the Company 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 Board of Directors.

Director



Director



Dated this

27th

day of September 2017



Partners
Darryl Camilleri
Chris Sammut
Paul Hinton
Therese Scotton
Geoff O'Connor
John Lavis
Ryan Leach

Mackay Tourism Ltd

ABN: 56 074 909 265

Independent Audit Report to the members of Mackay Tourism Ltd

Report on the Audit of the Financial Report

We have audited the financial report of Mackay Tourism Ltd, which comprises the statement of financial position as at 30 June 2017, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and the directors statement.

In our opinion, the accompanying financial report of Mackay Tourism Ltd is in accordance with the *Corporations Act 2001*, including

- (i) giving a true and fair view of the company's financial position as at 30 June 2017 and of its financial performance for the year then ended; and
- (ii) complying with Australian Accounting Standards to the extent described in Note 1, and the *Corporations Regulations 2001*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the company in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110: *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the directors of the company, would be in the same terms if given to the directors as at the time of this auditor's report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the directors' financial reporting responsibilities under the *Corporations Act 2001*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Responsibilities of the Directors of the Financial Report

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the *Corporations Act 2001* and is appropriate to meet the needs of the members. The directors' responsibility also includes such internal control as the directors determine is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Liability limited by a scheme approved under professional standards legislation.

Website: www.bennettpartners.com.au

Bennett Partners Pty Ltd ACN 010 430 314, ABN 65 010 430 314, AFSL 483051

Bennett Partners Pty Ltd ATF The Bennett Partners Trust ABN 21 171 313 477

Bennett Partners ABN 59 281 397 611

Email: enquiries@bennettpartners.com.au

Mackay: First floor, 122 Wood Street, Mackay QLD 4740

PO Box 92, Mackay QLD 4740 Phone: 07 4951 1455

Brisbane: Level 3,400 Queen Street, Brisbane QLD 4000

GPO Box 2561, Brisbane QLD 4001 Phone: 07 3221 6200

Mackay Tourism Ltd

ABN: 56 074 909 265

Independent Audit Report to the members of Mackay Tourism Ltd

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.



Paul Hinton - CA

Mackay

Dated this.....28.....day of.....September.....2017

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GPO Box 2561, Brisbane QLD 4001 Phone: 07 3221 6200

MEMBERS 2016-2017

Airle Beach Hotel
Airlie Beach YHA
Airlie Cove Resort & Van Park
Ambassador Hotel
Andergrove Van Park
Aqua Fun Park Mackay
Archery Attack
Armstrong Beach Caravan Park
Arthur J Gallagher
Avatar Country Day Spa & Spiritual Wellness Centre
Ball Bay Campground
Barracrab Caravan Park
BB Print
Big 4 Adventure Whitsunday Resort
Big 4 Mackay Blacks Beach Holiday Park
Big 4 Mackay Marine Tourist Park
Billabong Sanctuary
Birch Carrol and Coyle
Blue River Ice
Broken River Mountain Resort
Brooke Miles Photography
Bucasia Beachfront Caravan Park
BURP eat drink
Bush Village Budget Cabins
Bushman's Bread
Canegrowers Mackay
Caneland Central
Cape Hillsborough Nature Resort
Central Tourist Park
CFT Security
Channel Seven
Clarion Hotel Mackay Marina
Cloudbreak Lowlines / Eungella Beef
Club Croc Hotel Airlie Beach
Comfort Resort Blue Pacific
Cool Palms Motel
Coral Cay Motor Inn
Coral Sands Motel
Core Publishing & Events Pty Ltd
Country Plaza Motor Inn
CQ Bikes Bulls Buggy's and Bands
CQUniversity
Cruise Whitsundays
Daily Mercury
Dalrymple Bay Coal Terminal P/L
Deirdre Comerford
Direct Hotels Pacific Sands
Dolphin Heads Resort
Econo Lodge Beachside Motel
Eimeo Pacific Hotel
Elizabeth Ell
Eungella Business Group
Eungella Community Development Association
Events by Ramona

Evergreen Interiors
Explore Whitsundays
Finch Hatton Gorge Cabins
Forest Flying
Freckle Farm
Goanna Brewing
Gowake Cable Park - Mackay
Grant Broadcasters (Radio Zinc / 4MK)
Grasstree Beach Bed and Breakfast
Greyhound Australia
Hamilton Island
Harrup Park Country Club
Hay Point Country Bed and Breakfast
Helloworld
Hi-Way Units Motel
Housecall Doctors
Ibis Mackay
Illawong Beach Resort
Inshore Fishing
Isaac Regional Council
Island Air
Island Gateway Holiday Park
Jaimon Boarding Kennels & Cattery
Jayco Mackay
Karen Cridland
Kelly Legal
Keswick Island Developments
La Solana Holiday Units
Lady Musgrave cruises
Lanai Riverside Apartments
Laura Wood
Leeway Beach House
Mackay Airport
Mackay Airport Harbour Beach Race Day
Mackay Cable P/L
Mackay Fish Market
Mackay Marina Pty Ltd
Mackay Region Chamber of Commerce
Mackay Regional Council
Mackay Rose Motel
Mackay Taxi Holdings
Mackay Transit Coaches
Mackay Turf Club
Magpies Sporting Club
Mantaray Charters
Media Whitsunday
Medibank Private
Megaforce Charters
Melba House
Miner's Lodge Motor Inn
Mirani Caravan Park & Swimming Pool
MOE Office Supplies
Moranbah Traders Association
Museum of Tropical Queensland





MEMBERS 2016-2017 cont.

MyCow Pty Ltd
Oaks Carlyle
Oaks Middlemount
Oaks Moranbah
Oaks Rivermarque
Ocean International
Ocean Rafting
P. Comino & Sons
Paradise Motel
Paronella Park
Payne Print
Peppers Airlie Beach
Pioneer Valley Show Society
Platypus Lodge Restaurant & Cafe
Potter's Oceanside Motel
Premier Caravan Park
Qantaslink
QLD Parks & Wildlife Service
Queensland Rail Travel
Quest Mackay
Quest Mackay on gordon
Rainforest Scuba
Rebel Marketing
Reef HQ Aquarium
Reeforest Adventures
Reef Resort Motel
Riviera Mackay
Rockhampton Heritage Village
Rover Holiday Units/ Mackay Apartments
Sandra Batterham
Sarina Beach Motel
Sarina Beach Store
Sarina Golf Club
Sarina Motor Inn
Sarina Sugar Shed

Sarina Tourist Art & Craft Centre
Seabreeze Mackay
Seabreeze Tourist Park
SeaEagles Beach Resort
Seaforth Camping Reserve
Sealink Queensland
Shakespeare Motel
Shamrock Gardens Motel & Shamrock Hotel
Sorbello's Italian Restaurant
Southern Cross Austereo
St Helens Beach Camping Area
Stoney Creek Farmstay
Sun Plaza Motel
Tallship Adventures P/L
That Sapphire Place
The Family Table
The Feathered Nest
The Leap Hotel
The Old Station TeaHouse
The Park Mackay
The Shores Holiday Apartments
The Siding Café
Toscana Airlie Beach Accommodation
Tourism and Events Queensland
Traveller RestCaravan Park
Tropic Coast Motel
Ulysses Garden Café
White Lace Motor Inn
Whitehaven Xpress
Whitsunday Crocodile Safari
Whitsunday Jetski Tours
Whitsunday Sailing Adventures
Windmill Motel & Reception Centre

This list contains operators who have been financial members for a period within the 2016-2017 financial year.