

📍 Hydeaway Bay

Tourism Whitsundays

Destination Marketing | Industry Development | Visitor Services

2019/2020
ANNUAL REPORT

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**The Tourism Whitsundays team
acknowledges that we work, live
and play on Aboriginal and
Torres Strait Islander land.**

**We pay our respects
to Elders past, present and future.**

WHO WE ARE?

Tourism Whitsundays Limited (TW) is a not-for-profit marketing organisation tasked with marketing The Whitsundays, supporting the tourism industry with product development and delivering visitor services.

Base funding for TW is provided by Tourism and Events Queensland (Queensland Government) and the Whitsunday Regional Council. The organisation's focus is to increase visitation and the length of stay and drive dispersal throughout the areas of Airlie Beach, Bowen, Collinsville, the Whitsunday Islands and Proserpine with the outcome being an increase in visitor expenditure.

OUR VISION

To showcase The Whitsundays as the globally recognised Great Barrier Reef destination.

OUR MISSION

We promote the destination globally to increase visitation, dispersal, expenditure and length of stay, driving the economic benefit and sustainability of the tourism industry through marketing and industry development.

GOALS

To return The Whitsundays overnight visitor expenditure to better than pre-Tropical Cyclone Debbie and COVID19 figures of over \$850 million and total visitation to 1 million. Tourism represents one in three jobs in The Whitsundays and is the most reliant region on tourism in Queensland.

1. To maintain strong financial management and governance which will retain a committed team, enable a strong and robust marketing plan each year and keep membership and stakeholder networks engaged and supportive.
2. Be recognised for delivering an excellent return on investment by all stakeholders including members, local government, the state tourism authority and state government through strong destination marketing campaigns and activation.
3. Focus on industry and product development in partnership with key stakeholders to ensure The Whitsundays destination is growing and competitive in a global environment.

A message from our Chair and Chief Executive Officer

At the beginning of the 2019/20 financial year, the Whitsunday region was in the strongest position since Tropical Cyclone Debbie with all island resorts and mainland accommodation open, as well as a number of new experiences open to visitors.

In early September, after months of extensive community and global consumer research, workshops, online surveys and development, we unveiled the new destination brand. It was time to bid farewell and thank '74 Island Wonders' and welcome in The Whitsundays, the Heart of the Great Barrier Reef. The Great Barrier Reef, the 74 islands and world-class sailing are certainly what has put The Whitsundays on the map over many years, and we continue to leverage these vital assets globally. The new branding also incorporates sub-layers that provide the opportunity for all areas of the region to leverage 'the Heart of' sentiment. For example, in The Whitsundays, we have the Heart of Island Escapes or the Heart of Events, the Heart of Adventure, or the Heart of Sailing. Having a brand that was adaptable to target audience and product was an important part of this process to unite the entire Whitsunday region.

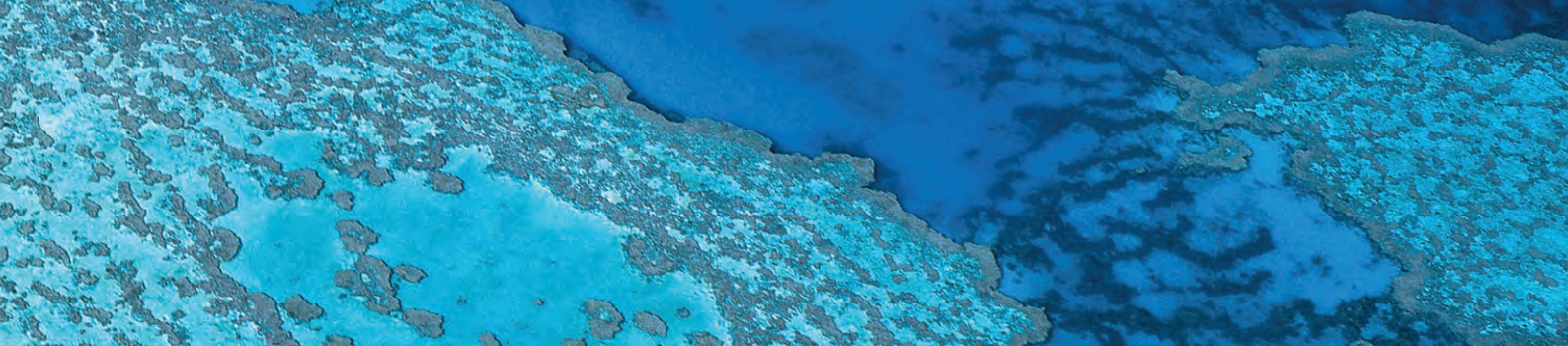
The brand was perfect timing for the new experiences that were also launched – all of which are firsts to the Great Barrier Reef. Australia's first underwater marine sculptures were launched in Blue Pearl Bay, Manta Ray Bay, Langford Reef and Horseshoe Bay. Shortly after, Hamilton Island's Journey to the Heart experience at Heart Reef opened, the first helicopter pontoon of its kind. Then Cruise Whitsundays opened ReefSuites, the first-ever underwater hotel on the Great Barrier Reef.

The year continued on a positive trajectory in terms of visitor numbers with the North America and domestic markets showing good growth. However, in October 2019, The Whitsundays made headlines again with a shark incident in Hook Passage; fortunately, this was not a fatal incident. Our team, in partnership with Whitsunday Regional Council, supported the industry and swiftly handled the media by

providing regular updates via press conferences and media responses. Tourism Whitsundays' successful handling of this crisis was used as a case study for the Department of Tourism's Tourism Crisis Communication Toolkit.

The Christmas break was one of the strongest we had seen in many years, providing a great start to 2020. However, with coronavirus beginning to move across the globe, the pandemic devastated the tourism industry for the remainder of the 19/20 financial year as international and domestic travel came to a grinding halt in March.

The Whitsundays is one of the top three regions in Australia reliant on tourism, accounting for one in three jobs. During the initial lock-down period, we are proud to report that the Tourism Whitsundays team worked hard, strategising the business and marketing plans, and continued to develop new ways to keep potential visitors engaged. Business decisions such as decreasing the team's hours and overheads were made to ensure that when the lock-down ceased, the organisation had as many funds as possible available to restart destination marketing. Because of these tough decisions and new strategies, five campaigns were launched in the month of June to target various domestic markets which had fantastic results for the industry.



Tourism Whitsundays is one of 13 Regional Tourism Organisations in Queensland, and of these organisations, sits at number six in total budget. Brisbane Marketing, Destination Gold Coast, Visit Sunshine Coast, Fraser Coast Tourism and Events and Tourism Tropical North Queensland all sit above Tourism Whitsundays in annual funding with budgets ranging from \$3.2 million to \$20 million. During the financial year, we converted \$1,552,000 of base funding through initiatives such as grants and partnerships into \$3,286,009 of actual budget. Of this, the operational expenses for the organisation were under 30% of the total budget. From a marketing spend, for every \$1 that the team invested into marketing initiatives, the cost to purchase this activity would have been \$4.56. These strategies are crucial in ensuring we can compete for market share across not just the state, but Australia.

Early in the financial year, the organisation took over the management and coordination of the Volunteer Cruise Ship Ambassador Program. This program has been operating for 16 years and coordinated by volunteers, starting with Judy and Keith Dunn, and then followed by Brian Richardson. The program grew to over 50 volunteers who greeted 50 cruise ships this year. While the program was cut short due to coronavirus, we want to acknowledge the continued efforts and voluntary hours donated by this incredible group of individuals from the community. It is great to see some of these volunteers also joining the team at the Whitsunday Visitor Information Centre on the Bruce Highway in Proserpine and sharing their local knowledge with visitors to our beautiful part of the world.

Our role as a Regional Tourism Organisation is to drive awareness of the destination, inspiring visitors to choose a Whitsundays holiday. Then, it is up to our industry to inspire consumers to book their specific products. The team at Tourism Whitsundays work incredibly hard and are focused on ensuring every investment has a positive return for the region. This year we have seen the average length of service of the Tourism

Whitsundays team increase to three years. It is fantastic to see the team enjoying and growing in their roles at Tourism Whitsundays, but also for the organisation to retain the learnings each year which will deliver stronger outcomes.

One of the reasons we are strong as a regional tourism organisation is due to the solid membership base of 295 tourism industry and businesses; this represents 12% of the organisation's income. Membership is a vital part of who we are and what we do; it is the business community investing in the marketing of the region to ensure The Whitsundays can thrive. On behalf of the Board and the team at Tourism Whitsundays, we want to thank all the businesses who invest in and support the organisation to deliver the results we have throughout this past year. Thank you also goes to all of our partners, including Whitsunday Regional Council (WRC) and Tourism and Events Queensland (TEQ) who continue to support and invest in The Whitsundays.

As we embark on the year ahead, we know the uncertainty is not yet behind us. However, we are confident in the business management and strategies of the organisation to continue to market The Whitsundays.

Regards Tash & Matt



Board of Directors

The Tourism Whitsundays Board consists of a maximum of 11 directors, made up of seven elected directors and up to four invited directors. The intended purpose of giving the Board scope to invite up to four Directors is to identify specialist Board members such as an accountant, governance specialist or simply vital stakeholders from the tourism industry if the Board deems it necessary. In addition, there are three ex-officio/non-voting positions permanently allocated on the Board.



Chair,
Matt Boileau,
Elected Representative
from Island Resorts
*General Manager
Hotels, Hamilton Island
Enterprise*



Deputy Chair,
Craig Turner,
Elected Representative from
any sector of the tourism
industry
*Chief Operating Officer
– Aviation and Tourism,
Whitsunday Regional Council*



Treasurer,
Trevor Rees,
Elected Representative
from any sector of the
tourism industry
*Owner, Whitsunday
Escape*



Secretary,
Andrew Telford,
Invited Representative
*Director, Macrossan &
Amiet Solicitors*



Jan Claxton,
Elected Representative
from Tourism Transport
sector
Owner, Ocean Rafting



Shaun Cawood,
Elected Representative
from Marine Sector
*General Manager,
Cruise Whitsundays*



Toni Ward,
Elected Representative
from Youth Sector
*Owner, Whitsunday
Jetski Tours*



Judy Porter,
Invited Representative
Director, Shift Pty Ltd



Glenn Bourke,
Elected Representative from
Accommodation Sector
*CEO, Hamilton Island
Enterprise*



Jenn Honnery,
Invited Representative
*Chair, Bowen Tourism
and Business*



Brett Kapernick,
Queensland Tourism Industry
Council, Ex-Officio Position
*Deputy CEO, Queensland
Tourism Industry Council*



Mayor Andrew Wilcox,
Whitsunday Regional
Council Ex-Officio Position
*Mayor, Whitsunday
Regional Council*

2019/2020 TOURISM WHITSUNDAYS BOARD ATTENDANCE	Name	Oct	Dec	Feb	Apr	May	July	Aug	Sept	Attendance	Absences
	Matt Boileau	1	1	1	1	1	1	1	1	8	0
	Glenn Bourke	1	1	1	1	1	1	1	1	8	0
	Shaun Cawood	1	1	1	1	1	1	1	1	8	0
	Toni Ward	1	x	1	1	1	1	1	x	6	2
	Jan Claxton	1	1	1	1	1	1	1	1	8	0
	Trevor Rees	1	1	1	1	1	1	1	1	8	0
	Craig Turner	1	1	1	1	1	1	1	x	7	1
	Andrew Telford	x	1	1	x	x	1	1	1	5	3
	Jenn Honnery	1	x	1	1	1	1	x	x	5	3
	Karen Vloedmans	x	x	x	x	x	x			0	6
	Judy Porter	1	1	1	1	1	1	1	x	7	1
	Brett Kapernick	1	1	1	1	1	1	1	1	8	0
	Allen Grundy	1	1	1	1					4	0
	Cr Andrew Willcox	1	x	1	1	x	x	x	1	4	4
	Natassia Wheeler	1	1	1	1	1	1	1	1	8	0

The Team



Natassia Wheeler,
Chief Executive Officer



Donna van 't Hoff,
Marketing Manager



Alison Rosemond,
Finance & Operations
Manager



Liza Muller,
Publicity & Content
Manager



Henrik Bossmeyer,
German Market Manager



Aimee Denham,
Executive Assistant



Annie Freeman,
Membership Officer



Kylie Forgione,
Marketing & Content
Coordinator



Alyssa Turner,
Marketing Assistant



Nele Graebis,
Visitor Services and Sales
Manager

Thank you to
outgoing team
members:

Haylee Eaves
Cherie Morel
Tracey Tyler

Destination Marketing

In early 2020, positive visitor numbers were being reported with growth shown for the Whitsunday region from the North American and domestic market. Tourism Research Australia reported in the year from October 2018 – September 2019 that the Whitsundays experienced record growth in the domestic visitation market, up 3.5% from the same period in the previous year. The most substantial year on year growth was seen in domestic total holiday visitor nights which saw a jump of 21.4%. The International Visitor Survey results varied from market to market; however, the region saw strong growth from the North American market.

In January / February 2020, COVID-19 hit the globe with the introduction of strict domestic travel restrictions and the closure of international borders. The Whitsundays tourism industry was heavily impacted and it is estimated the industry was losing approx \$75 million per month until travel restrictions for Queenslanders were eased in early June.

As a result of the strict national restrictions, Tourism Whitsundays ceased all in-market and planned tactical marketing in a bit to save some funds, which would allow the organisation to resume call-to-action marketing when restrictions eased.

Looking at the most cost-effective ways to continue to engage with potential visitors, the team relied heavily on the Visit Whitsundays social media platforms. It continued to inspire followers to dream of their next Whitsundays holiday; the team started to look forward to when travel restrictions eased and had several cost-effective campaigns ready to go when the time was right.

The team also took this time to look at the planned marketing strategy and look at ways to pivot the organisation to work new marketing activity into a post-COVID-19 world. The team identified corporate brand partnership opportunities and more targeted segment marketing as a new way to hit the right audience.

In the first few weeks after the announcement of eased travel restrictions for Queenslanders

was made, Tourism Whitsundays launched three campaigns – Frontline Health Care workers, Escape Winter and Mates Rates. Collectively there was an investment of \$170,000 which has resulted in over 5,600 bookings which generated over \$3.5 million in direct bookings for the industry; this represents a 20:1 return on investment for Tourism Whitsundays.

Tourism statistics are regularly collated by Tourism Research Australia's National Visitor Survey, providing a great snapshot into visitor and expenditure trends for all regions across Queensland. The survey results are based on a sample rather than a census. For the year ending June 2020, annual Overnight Visitation Expenditure for The Whitsundays was steady over the past three years at \$521.1m on the back of visitation which was also steady (down 0.9% over the same period) at 524,000. Holiday visitation accounts for 60% of domestic visitation to the region; which grew by 1.2% on average over the past three years to 313,000. There were 118,000 visitors from the Visiting Friends and Relatives (VFR) market and 92,000 business visitors. Growth in the intrastate market (up 3.7% on average over the past three years to 343,000) offset the interstate market, which decreased by 3.7% on average over the past three years to 181,000.

It would be prudent to take into account the three-year reporting figures would bring the region to Cyclone Debbie and post Cyclone Debbie visitation.



New York media event for Wonders of The Whitsundays campaign



Cruise

Tourism Whitsundays, in partnership with Tourism and Events Queensland and Whitsunday Regional Council, actively supports the cruise segment via engagement with cruise lines, inbound tour operators, suggestions into itinerary development and product development. Tourism Whitsundays with the support of the Council coordinate the Volunteer Cruise Ship Ambassador Program which has been built over the years by a strong group of volunteers. This voluntary service now plays an integral part of the cruise passenger arrival experience.

Unfortunately, the Cruise Ship program was cut short due to COVID-19 restrictions. The region had been expecting around 85 cruise ships for the 19/20 financial year, however, only 50 arrived in the region. The loss of 35 cruise ships means a loss of approx \$9 million for the local economy.

Some key points from 2019/20:

- Tourism Whitsundays took over the management and coordination of the Volunteer Cruise Ship Ambassador program.
- Financial support for collateral of the Volunteer Cruise Ship Ambassador program.
- Famil program facilitated by Tourism Whitsundays for the Volunteer Cruise Ship Ambassador program.
- Assisted Proserpine Chamber of Commerce with a dedicated Proserpine day tour in 18/19 which resulted in an additional visit for cruise passengers on Viking in 19/20.
- The Whitsundays welcomed 50 cruise ships into the region. The cruise ship calendar was paused in March 2019 due to COVID-19.
- 86,070 total passengers and crew disembarked across The Whitsundays.
- Contributed approx \$12.9 million direct expenditure into the region
- 4 new products pitched to cruise Inbound Tour Operators.

Weddings

2020 was a challenging year for the Whitsunday Wedding industry. The first half of the financial year saw the insolvency of well-known Wedding Planners Whitsundays, leaving a number of brides and grooms without funds paid to relevant suppliers which in turn left many Whitsundays wedding operators significantly out-of-pocket.

However, this tight-knit industry rallied together and made sure The Whitsundays delivered the wedding these couples deserved.

In partnership with WeddingsWhitsundays.com, and the Whitsunday Chamber of Commerce, Tourism Whitsundays invested in the creation of a flash mob wedding video which was then shared through various social platforms.

The restrictions imposed by COVID-19 also had a significant impact on the industry; however, with international borders closed there is a great opportunity for domestic destination weddings to take place in The Whitsundays.

Tourism Whitsundays secured coverage in the Annual 2020 Great Destination Weddings magazine which was due for release in early 2020. This was delayed until June 2020, due to COVID-19. Coverage included a double-page co-op advert plus two pages of editorial.





Youth

Tourism Whitsundays, together with the Airlie Beach Backpacking Association (ABBA) aim to unite representatives from the local youth sector, to collaborate on joint marketing initiatives and drive the collective marketing opportunities for the region.

ABBA comprises of members from the marine, hostel, bar, nightclub, retail, transport and van park sectors, and is supported administratively by Tourism Whitsundays and the Whitsunday Charter Boat Industry Association (WCBIA). The group's committee is predominantly led by some of the Whitsunday region's top marketing professionals, all actively working in the youth and adventure tourism space. The overarching purpose is to collectively market the fun to be had in The Whitsundays under the #AdventureAirlie brand.

The Airlie Beach Backpackers Association committee members are:

- Jan Claxton - Ocean Rafting
- Hannah Mooney - Cruise Whitsundays
- Toni Ward - Whitsunday Jetski Tours
- Gabby Ritter - Whitsundays Sailing Adventures
- Keith Roberts - Sailing Whitsundays
- Margie Murphy - Airlie Beach Safe Night CBD Precinct
- Thomas Gallagher - Prosail
- Julie Telford - Red Cat Adventures
- Hannah Kneebone - Base Backpackers
- Richard Close - Gypsy Rentals - left 06/03/2020
- Anita Butler - True Blue Sailing
- Tim Langford - Paddy's Shenanigans
- Benny Crisp - Independent
- Michael Quigley - Discovery Parks - Airlie Beach
- Sharon Smallwood - Whitsunday Charter Boat Industry Association (secretariat)
- Tourism Whitsundays (secretariat)

Members of the ABBA committee were elected to post content on the Adventure Airlie social pages; however, after some time, it was decided

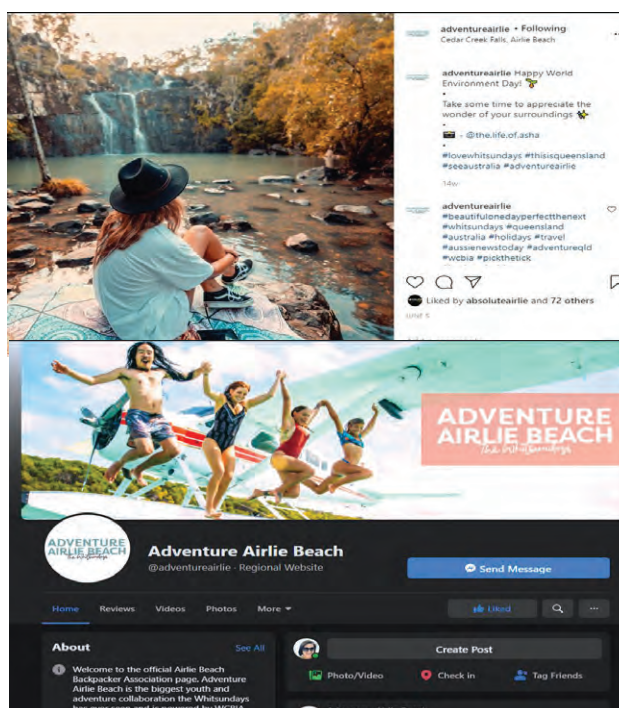
by the committee that Tourism Whitsundays should take on this responsibility to ensure consistency.

A competition was run across the social platforms to increase page likes and engagement with the chance for entrants to win an adventure trip in The Whitsundays. This competition attracted approx 200 entries.

Tourism Whitsundays also built the adventureairlie.com.au page as a tool for consumers to easily find all youth/adventure information available in The Whitsundays.

Late in the financial year, a decision was made to pivot ABBA into a think tank to meet quarterly. Outcomes of the meetings are now actioned by Tourism Whitsundays to ensure they are aligned to the youth and adventure sector and fit within the allocated youth budget. All activity is pushed out through the #AdventureAirlie brand.

Over the past year, the Adventure Airlie social channels have grown by 675.73%.





Drive

The drive market has always been a key market for The Whitsundays and as such, the team targets this group in a number of ways.

The Whitsundays Visitor Guides were distributed to major Caravanning Shows through our membership with Caravanning QLD.

Tourism Whitsundays partners with Paradise Outdoor Advertising to deliver static billboards across North Queensland which are aimed at targeting the drive market. Some of these billboards remain in a secured position; some billboards rotate dependant on availability. Billboards are located between Rockhampton and Cairns along main highways, ensuring The Whitsundays stays front of mind for travellers on the road. All billboards across Queensland were reskinned as part of the new Whitsundays brand rollout.

Given the importance of the drive market, during the COVID-19 lock-down period, Tourism Whitsundays looked at ways to specifically target this market. The Mates Rates campaign was created and rolled out as soon as restrictions eased (see Campaigns for further information).

Whitsundays Visitor Information Centre

The Whitsundays Visitor Information Centre (WVIC) was officially opened on February 13, 2020. During the financial year 19/20, it was operated by a full-time visitor service and sales manager, a part-time coordinator and a small team of volunteer ambassadors.

During COVID restrictions, the WVIC was closed to the public between March 21 2020 and May 19 2020. Tourism Whitsundays did not charge commission during the month of May and passed on any booking requests directly to the region's operators. The WVIC was one of the first accredited Information Centres in Queensland to re-open its doors to the public with a COVID-Safe Plan and a COVID-Clean Accreditation in place with limited opening hours.

From February to June, the WVIC generated over \$25,000 in sales via in-store, phone and online (email, chat, or website booking) bookings. The WVIC received a total of 1,126 inquiries during its first 5 months of opening.





Consumer Campaigns

Tourism Whitsundays run a number of campaigns throughout the year, aimed to key target markets, to drive business to operators during their need periods. The purpose of these campaigns is to:

- Build awareness and aspirational desire of The Whitsundays using the new brand positioning as the Heart of the Great Barrier Reef
- Provide the Whitsunday industry with the opportunity to increase bookings and therefore revenue during the need period
- Keep The Whitsundays competitive against other holiday destinations
- Convert holiday makers from considering a holiday in The Whitsundays to booking a holiday in The Whitsundays
- Increase visitation and expenditure for the Whitsunday region

These campaigns also keep The Whitsundays front of mind and address the following points:

1. Easy to access.
2. Offers value and is worth it.
3. Suitable for a variety of demographics.
4. Has so much to do.

A local drive market campaign was instigated to drive bookings into the region prior to the 2019 Christmas period, targeting the regional drive market. The cost of the campaign was just under \$5,000; Tourism Whitsundays offered this as a free campaign for members to participate. Over 40 offers were received with the 12 best offers being featured in print adverts and all offers were featured on a dedicated Tourism Whitsundays landing page. The campaign ran from the November 25 through to December 24.

Campaign Results:

- Number of participating Whitsunday operators – 40
- Total website hits – 646
- Social Media – 21,961
- Spend – \$15,000



The hard working and loyal Volunteer Cruise Ship Ambassadors



Following the huge success of the first Wonders of the Whitsundays campaign, Tourism Whitsundays launched Phase 2 of the Wonders of The Whitsundays. This campaign commenced in February 2020 and was initially scheduled to run until April 2020. The activity was paused in March 2020 due to COVID-19. Unspent funds have been committed with media partners and will be incorporated into the 2020/2021 campaign. The total spend was \$600,000 which was a cooperative partnership led by Tourism Whitsundays and Tourism and Events Queensland; Tier 1 partners - Coral Sea Resort, Cruise Whitsundays, #GoBareboating, Hamilton Island and InterContinental Hayman Island Resort; Tier 2 partners - Daydream Island Resort, Elysian Retreat, Palm Bay Resort; and Tier 3 - Pinnacles Resort. The campaign was aimed at the rediscovery of The Whitsundays and targeted key domestic markets such as Melbourne, Sydney and throughout Queensland.

Activity included out of home activity with street furniture and office tower creative, addressable TV targeting specific High Value Traveller (HVT) postcodes, social media, search, digital activity, and content partnership with Junkee.

The campaign generated 34,386 leads, 473 bookings and \$766,598 in revenue; however, some partners were unable to track sales.



During the COVID-19 recovery period, a number of campaigns were rolled out to the domestic market as soon as travel restrictions within Queensland were eased.

Mates Rates, in conjunction with Mackay Tourism, targeted the regional drive market, from Gladstone to Cairns. The campaign launched on June 1, 2020 and ran until August 9, 2020. A total of 60 Whitsunday and 20 Mackay operators participated in this campaign with no buy-in costs, with leads going directly to the operator (i.e. no commission). Approx \$58,000 was spent, generating over \$353,659 in sales. Marketing activity included print (newspaper and magazine), digital billboards, TV, radio, social, digital billboard, and SEM (Search Engine Marketing).

Campaign Results:

- Number of participating Whitsunday operators – 60
- Total website hits – 36,579
- Revenue generated for operators – \$353,659
- Bookings – 1,515
- Spend – \$58,000
- Return on investment – 6:1



The Escape Winter campaign targeted the South East Queensland audience, south of Gladstone. The campaign launched on June 3, 2020 and ran until August 9, 2020. A total of 60 Whitsunday operators participated in this campaign with no buy-in costs, with leads going direct to the operator (no commission). Marketing activity included radio, social, digital, 7Plus, SEM and print. Approx \$108,000 was spent, generating over \$193,000 (final reporting to be completed in 2020/21 when the campaign is complete).

Campaign Results:

- Number of participating Whitsunday operators – 60
- Total website hits – 82,322
- Revenue generated for operators – \$467,256
- Bookings – 1447
- Spend – \$108,000
- Return on Investment – 4:1

Over the winter months, Bowen traditionally sees an influx of backpackers; this coincides with the peak fruit and vegetable picking season. Targeting this market, the **Working Holiday Maker** campaign was rolled out. This campaign launched on June 1, 2020 and will run until October 31, 2020. A total of 12 Whitsunday operators participated in this campaign with no buy-in costs, with leads going direct to the operator (i.e. no commission). The backpackers were targeted through backpacker accommodation across the region, Bowen Visitor Information Centre, Gumlu Growers Association, direct to farm employees and through online Facebook groups across Australia. (final reporting to be completed in 2020/21 when campaign is complete)

Campaign Results:

- Revenue – \$4,051
- Leads – 23
- Spend \$5,142
- Return on Investment – 5142:1

To thank our Australian frontline health and emergency services workers, the **Exclusive Front Line Workers** campaign was launched. Including frontline health and emergency services workers, as well as registered AHPRA health practitioners, general hospital workers, paramedics, police officers, firefighters and SES volunteers, this campaign launched on May 18 2020 and ran until August 31, 2020. A total of 14 Whitsunday operators participated in this campaign, again with no buy-in costs with leads going directly to the operator (no commission). The frontline workers were targeted through direct email correspondence and phone calls to Medical Unions and regional police head offices, as well as general hospitals, police stations and general GPs.

Campaign Results:

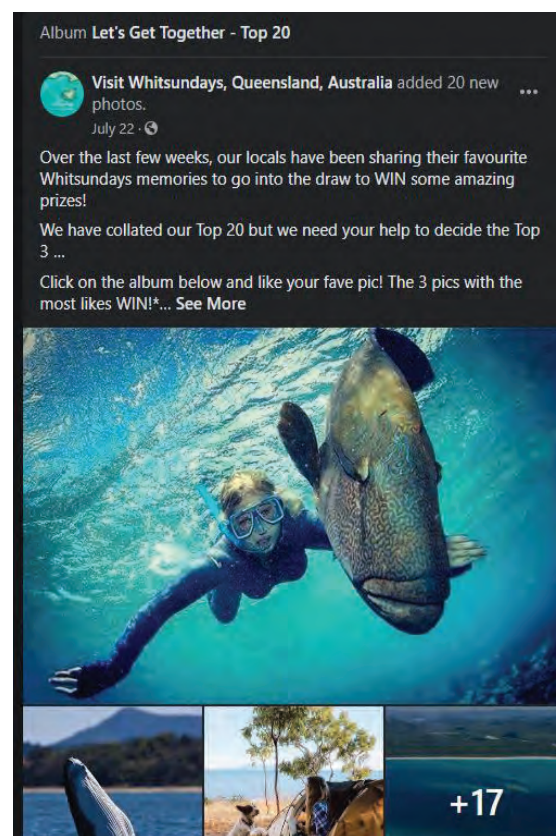
- Number of participating Whitsunday operators – 22
- Total website hits – 14,171
- Revenue generated for operators – \$2,725,344
- Bookings – 2651
- Spend \$0
- Return on Investment – 2.7 million : 1

An Edu-Tourism Prospectus was launched to over 4885 school and trade contacts in QLD, NSW, SA, NT, and VIC. The new prospectus details a variety of accommodation options, group day and overnight tours and provides information on many possibilities for educational programs. Tourism experiences can be designed or adapted to meet teaching, learning & experience requirements. Whitsundays operators can deliver bespoke products that are available specific to students of all ages and provide hands-on learning within a tourism context.

Operators were encouraged to submit an Edu-tour or package for inclusion, bookable by school groups, universities, and other educational groups.

The Let's Get Together campaign ran as a competition encouraging locals to share their favourite images and memories of The Whitsundays. The campaign was designed to generate community pride and increase Whitsunday content from the local community across their social channels, enticing their loved ones to plan a trip to The Whitsundays to reconnect with family and friends as travel restrictions eased. This campaign targeted the Visiting Friends and Relatives market and competition attracted 259 entries and engaged over 200,000 followers on the Visit Whitsundays social platforms.

The top 20 entries were put to the public to vote for their favourite; the top 3 entrants won a trip to The Whitsundays for their family or friends. Mackay Tourism ran a similar competition in the Mackay and Isaac region. Tourism Whitsundays partnered with Mackay Tourism to display all images across the region, with the first images on display at Canelands Shopping Centre in Mackay. A gallery of images will be on display in Airlie Beach in 2020/2021.





Publicity Content

Each year Tourism Whitsundays prides itself on hosting a strong and competitive travel writer familiarisation (famil) program. The program is designed to allow select journalists to experience a range of experiences in The Whitsundays in exchange for producing captivating features, stories and content that are published globally.

As a result of the famil program, The Whitsundays was represented in 13 key international features with publications like The Telegraph (UK), CNN Travel (US), Conde Nast (China), NZ Herald to name a few. The Whitsundays was also well represented strongly in the domestic market with over 30 features in publications such as Qantas Magazine, The Weekend Australian, Who Magazine, The Age, Sydney Morning Herald, Escape, Courier Mail and Australian Traveller.

Unfortunately, due to the effects of COVID-19, Tourism Whitsundays familiarisation program for 19/20 was cut short because of travel restrictions.

Through the Wonders of The Whitsundays collective campaign, Tourism Whitsundays together with key campaign stakeholders, conducted two international media events, the first in London and then one in New York. The events were attended by 60 global media representatives (collectively) and featured a presentation on Great Barrier Reef health from Whitsundays Marine Biologist Johnny Gaskell. Off the back of these events, The Whitsundays featured in several international magazines such as Conde Nast (US), Smithsonian Magazine, i paper on Saturday and New York Times.

In late 2019, The Whitsundays was visited by Sam Mac from Channel 7's Sunrise weather crew with seven crosses from the Airlie Beach foreshore, which complimented Hamilton Island's outside broadcast the following day.

The Whitsundays was featured in 2 episodes of TV ratings winner Married At First Sight which aired to over 1 million viewers.

Through our strong working partnership with Tourism and Events Queensland, The Whitsundays hosted the crew from A Current

Affair for a featured episode as well as weather crosses with Channel 10 News from Bowen and Airlie Beach to promote help promote Queensland's Good To Go campaign.

Tourism Whitsundays submitted an application in Wotif's Festival of Wot for Bowen to host the Festival of Mangoes!

Tourism Whitsundays also hosted a location scout from a major Hollywood production house for a week in late June; location negotiations are ongoing; however, it looks promising that The Whitsundays will host this international film production in early 2021. Needless to say, the potential PR value on this is enormous.





Blogs are another tool driving content and increasing visitation to Tourism Whitsundays assets. The team created engaging blogs throughout the year which were shared across social media assets. The blogs created throughout the year were produced in-house as well as by third party writers.

One of the biggest content assets Tourism Whitsundays owns is the consumer social media channels, including the @WhitsundaysQLD Instagram and Facebook profiles. The purpose of these assets is slightly different. For example, the Instagram page is used to entice and inspire consumers who want to research and consider a holiday in The Whitsundays. The Visit Whitsundays Facebook page is about driving consumers to book a holiday and activating digital marketing campaigns. Some key stats for TW's social media assets in 2019/20 include:

- Visit Whitsundays Facebook followers 691,862 (an increase of 10.38%)
- @whitsundaysqld Instagram followers 160,612 (an increase of 7.44%)

TourismWhitsundays.com.au had a total of 999,058 page views in 2019/20. Of these, 80.32% of the visitation to the website was new visits.

Bookings generated from content creation on the website and through social media platforms totalled \$87,590.14 for the region. COVID-19 saw a significant amount of cancellations for forward bookings come through the visitor information centre.

For the year of 2019-2020, Tourism Whitsundays generated over \$62 million in leisure media value for The Whitsundays.

The annual Whitsundays Visitor Guide was produced; this is a vital tool to create awareness of the region and encourage visitation. A total of 33,231 copies were distributed in Australia and overseas to consumers and travel agents, as well as to guests once they arrived in The Whitsundays. The distribution of the guide

increased locally with the majority of visitors arriving at the Whitsunday Coast Airport and transferring with various bus companies, receiving a copy of the guide with their ticket to help them plan the activities while in the region. The guide provides up-to-date information on a wide range of activities and experiences on offer in The Whitsundays

Some key distribution points for 2019/20 included:

- National and international distribution to consumers and trade; Whitsunday Coast Airport arrivals lounge, bus transfers from Whitsunday Coast Airport to Airlie Beach, cruise ship arrivals and consumer travel shows.
- Distributed throughout the Queensland Visitor Information Centre network and to other targeted interstate Visitor Information Centres.
- In response to consumer enquiries resulting from TW marketing campaigns.
- Caravan & Camping Shows across Australia
- Tourism operators throughout the region in rooms, front desks, information packs and at regional events.

The 2019/20 Whitsunday Visitor Guide will now run across the 2020/21 FY.



Trade

Each year, Tourism Whitsundays undertakes a series of trade activities internationally and domestically with a focus on training travel agents, increasing Whitsundays products contracted with wholesalers, online travel agents and inbound tour operators and ensuring The Whitsundays is represented appropriately throughout trade partners programs.

Key domestic activity for 2019/20 included the annual Whitsundays Tourism Exchange (WTE) held in October and bringing key product managers from major wholesalers and online travel agents to The Whitsundays for a trade day event and famil. The program is designed to increase awareness of Whitsundays tourism products and experiences, introduce trade directly to suppliers and grow business opportunities for The Whitsundays suppliers with key Product Managers. The event also helps to foster and maintain strong relationships with key trade partners. The purpose of the WTE is to contract or re-contract with the key trade at the beginning of the financial year - and then towards the end of the financial year industry are offered the opportunity to go on the road to train travel agents as part of The Whitsundays East Coast Roadshow.

Key WTE event stats include:

- 26 trade partner companies attended
- 32 industry attendees
- Overall, the event was rated by the industry as excellent or very good - 100% of buyers found the event very valuable.
- Overall, the event was rated by trade as finding it very valuable or valuable

The Australian Tourism Exchange, ITB in Berlin/Germany and Whitsundays East Coast Roadshow were cancelled due to COVID-19.

Tourism Whitsundays adapted trade e-News messaging to include fun and engaging content and launched online training sessions, the first being held in late June.

Tourism Whitsundays' German Market Manager Henrik Boßmeyer, based in Munich, further undertook a range of trade engagement, sales calls and training activities throughout the FY 19/20 including trade eNews to the German market, with 52 training sessions held with key wholesalers and agents throughout Germany.

The final year of the Connecting with Asia program ran in 19/20 which was aimed at driving traffic through Brisbane Airport with linkages to The Whitsundays, Gold Coast and Brisbane. This partnership was halted and completed in February due to COVID-19. The result at the end of the program was to have stronger trade understanding of leisure holiday destinations, increased itinerary exposure, and of course an increase in aviation capacity to the partner destinations.

3 Year Activity included:

- Load factor increases
- PR Activation
- China Trade Missions
- Products loaded with WeChat City Experience
- Travel Trade Training
- New itineraries creation
- One on One Business mentoring





distribution partners. These include, but are not limited to, retail agents, senior managers and product managers, inbound tour operators and wholesalers. Please note that most trade famils were cancelled due to COVID-19:

Domestic trade famils undertaken:

1. Tourism and Events Queensland
2. Whitsundays Tourism Exchange Post Famil

International famils hosted as below.

Corroboree Trade Post Famil – UK/Europe

1. Cassie Zuill – Tourism and Events Queensland – UK
2. Brianna McCarthy – Tourism Australia – USA

The other area of trade engagement that occurs each year is direct trade campaigns which are mostly focused on international markets to drive sales. In 2019/20, Tourism Whitsundays partnered with key partners to undertake the following campaign:

In conjunction with all Great Barrier Reef Regional Tourism Organisations, Year Two of the Great Barrier Reef campaign continued in Germany and also introduced activity in Sweden. At the end of last year, enquiries picked up strongly and then suddenly flattened as the bushfire situation continued to be reported in the media. Finally, the bookings collapsed when COVID-19 hit. However, the desire to travel remained unbroken through the lock-down and ongoing crisis. Online travel platforms such as “Secret Escapes” and “Urlaubsguru” reported an increase in searches and as soon as the date of the border opening to European countries was announced “domestic European” bookings literally went through the roof as Europeans had itchy feet!

The Whitsundays together with Tropical North Queensland was the hero destinations for the campaign and were prominently featured in the following activities with partners Explorer Fernreisen, Boomerang Reisen, TUI, Travel Essence, Tour Pacific (Sweden)



Campaign Results:

- Out of Home billboards
- Out of Home bus Advertising in Dusseldorf
- Social media
- Partner website landing pages, banners, newsletters, and deals
- Trade training
- Consumer shows
- Media coverage

Business events

The Whitsundays has long been an ideal location for business events with a wide variety of venues to suit any kind of function or conference. From function venues with indoor facilities suitable for expos and product launches to intimate outdoor settings perfect for a gala dinner to reward high-performing staff, The Whitsundays has something to suit all business event requirements. The various event and conference venues in The Whitsundays can cater for between 10 - 1,000 delegates.

Tourism Whitsundays facilitated a variety of business event and incentive requests for members for 2019/20. When a request for proposal was sent to members, it was encouraged that they work together with other members and partners of Tourism Whitsundays to provide a complete business event package including accommodation, conference facility, pre and post-event requirements, activities and all catering requirements.

Leads included:

- TOA Global
- Rotary 2022
- BOQ
- Paragon Group
- Intimo Lingerie
- Breitling



Queensland Information Centres Association (QICA) conference 2019

Commencing in 2005, QICA holds an annual conference for its members, in a different region each year. Members are invited to submit an application to host the conference in their region and the executive committee works with the host region to coordinate the event. Tourism Whitsundays assisted Bowen Tourism & Business in the development of a bid for the Queensland Information Centres Association (QICA) conference. The bid for the 2019 conference was successful with the event held in October 2019 in Bowen.

The combined activities of the conference present the host town or city with an opportunity to showcase its attractions, facilities and overall tourism product to approximately 70 delegates, who are working at the “face” of Tourism. These delegates include key stakeholders from all over Queensland who service our visitors each year. For its members, the conference plays a vital role in networking and connecting our delegates with the wider tourism community and stakeholders, while learning about the host town region and the tourism facilities that are available.

All members, particularly smaller communities or regions, are encouraged to collaborate with industry stakeholders, operators, their partners and sponsors to submit as a region; to incorporate its various attractions and facilities and providing an efficient itinerary to showcase their region before, during and after the conference. Traditionally the conference attracts approximately 60-80 attendees and is held over a 2 - 3 day period in early October.



Regional Event Marketing & Support

Events play a key role in fostering regional tourism and economic development. Tourism is an essential industry for many rural and regional centres. Not only do events provide economic stability, but they can be a cost-effective way of promoting a region and its attractions. As an event grows, it attracts tourists in its own right.

The positive economic impact and interest in a community that holds a successful regional event can help to build a sense of local pride and also foster confidence and strengthen the entire community.

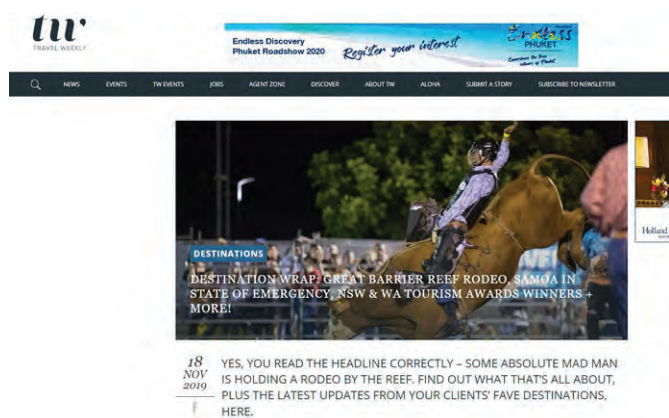
Tourism Whitsundays aims to support events that:

- Generate local economic activity and development in the destination
- Attract external visitation to the destination
- Drive social and community outcomes for the destination, noting the important link between community outcomes and economic benefit
- Enhance the profile and appeal of the host destination



Tourism Whitsundays provided support to key events which are or can increase visitation, dispersal, and length of stay to the region. The organisation was proud to support and work with several events throughout The Whitsundays in assisting with marketing guidance, reviewing funding applications and providing event mentoring. Other areas Tourism Whitsundays provided support and marketing for in the events space included:

- Inclusion in The Whitsundays Visitor Guide Events Calendar
- In the lead up to the event - information inclusion in TW's consumer, Trade and PR E-news
- Inclusion on social media platforms as appropriate
- Issuing joint press releases to leisure media database
- Support with ATDW event listing
- Sharing blogs on the TW website
- Inclusion of event-specific banners on TW.com.au
- Use of TW marquee
- Create packages to sell on TW website subject to information and approval from all partners being received (where relevant)
- Assist with holiday package creation through trade partners (where relevant)
- Providing media and marketing schedule outlining where TW will amplify activity





Whitsundays Clipper Race Carnival

The Whitsundays Clipper Race Carnival was held in January 2020. Whitsunday Regional Council partnered with Tourism Whitsundays in the delivery of this event through marketing and PR support. Marketing activity included:

- digital billboards
- print
- radio competition in south-east Queensland and interstate
- sponsorship of the film Maiden, through Adventure Entertainment
- regional TV
- social, search and digital
- dedicated landing page on TW.com.au
- dedicated email direct marketing to consumer database.

Event outcomes:

- White on Whitehaven ticket sales – 112
- Website visits – 23,631
- Social Reach – 1,110,353
- Radio competition entries – 2,658

Tourism Whitsunday also supported The Whitsundays Clipper Race Carnival through publicity. Utilising Tourism Whitsundays' extensive media database, the organisation distributed six media releases, organised television and radio interviews and featured information regarding the festival throughout a number of Channel 7's Sunrise weather crosses. Tourism Whitsundays generated almost \$300,000 in publicity value for the 2020 Whitsundays Clipper Race Carnival.

NEWS

Clipper Race has Whitsundays in its sights



📷 The Australian leg of the Clipper Race sets off this Sunday with the yachts due into the Whitsundays from January 9, 2020. Picture: Peter Carruthers



LAURA THOMAS

21st Dec 2019 5:00 AM

📌 [Subscribe now](#)





Whitsundays Clipper Race Carnival - Tickets on sale

by Joscelyn O'Keefe 14 Sep 2019 18:01 AEST



The Clipper 2017-18 Race crew presented keys to Whitsundays as part of the 2018 carnival. © Riptide Creative

[Tweet](#) [Like](#) [Share](#) 7 people like this. Be the first of your friends.

The Whitsundays is set to come alive with festivities and fun when the Clipper Round the World Yacht Race returns to the Heart of The Great Barrier Reef in January 2020.

The Whitsundays Clipper Race Carnival will be a week-long celebration of exciting events and activities from January 11 to 18 showcasing the incredible beauty of The Whitsundays and welcoming the guest Clipper fleet.

Tourism Whitsundays CEO Tash Wheeler believes the 2020 Whitsundays Clipper Race Carnival will be a huge drawcard for visitation to the region.

"Following the success of the inaugural Whitsundays Clipper Race Carnival in 2018, our region was again named as a host port for the Clipper Round the World Yacht Race in 2020. Given the great array of events on offer

The Whitsundays THE HEART OF THE GREAT BARRIER REEF

MEDIA RELEASE

For Immediate Release

December 19, 2019

The Whitsundays Clipper Race Carnival countdown is on!

The countdown to the start of the Whitsundays Clipper Race Carnival has well and truly begun with less than one month to go!

The Clipper Round the World Yacht Race is a unique event, in which more than 700 amateur crew members are teamed with experienced skippers to sail 11 yachts in a 40,000 nautical mile race around the globe.

The Whitsundays stopover will be the final one in Australia for the Clipper Round the World Yacht Race 2019-20 Race and will be held over one week in early January showcasing the Whitsunday region and what it is renowned for - beautiful scenery, amazing sailing, and warm Queensland hospitality.

Tourism Whitsundays Chief Executive Officer, Tash Wheeler is excited to once again welcome the Clipper Race sailors to the region.

"The 2018 Whitsundays Clipper Race Carnival was a huge success, hosting world-class events like the Clipper Round the World Yacht Race is a huge visitation drawcard for our region. We generally see a great spike in guest numbers around these events.

"The Whitsundays is the Heart of Sailing, there is no better way to showcase that than by hosting the globally recognised Clipper Race fleet, as well as their international family and friends," she said.

THE WONDROUS SUMPTUOUS BANQUET.

SATURDAY 11 JANUARY 2020





WHITE ON WHITEHAVEN BY fish D'vine

Take a long lunch at one of the most wondrous destinations in the world.

Begin your day from Port of Airlie with a relaxing cruise to Whitehaven Beach through the azure blue waters. Upon arrival you will be greeted with champagne and canapes, before being seated at a long table to feast on grilled meats and a delicious buffet including local seafood, salads and tropical fruits.

Tickets on Sale Now! whitsundayclipperrace.com.au
#clipperrace #lovewhitsundays #thisisqueensland



THE HEART OF THE GREAT BARRIER REEF



WELCOME TO WONDROUS.

11 - 18 JANUARY 2020





JOIN THE WORLD'S MOST WONDROUS SAILING EVENT.

The Whitsundays in the Heart of the Great Barrier Reef will come alive with festivities and fun when the Clipper Round the World Yacht Race arrives in January 2020.

The Whitsundays Clipper Race Carnival will be a one-week celebration of exciting events and activities from 11 to 18 January showcasing the beauty of The Whitsundays and welcoming the Clipper Race Fleet.

Event Highlights:
Thursday 9th to Saturday 11th - Clipper Race Arrival
Saturday 11th - White on Whitehaven by Fish D'vine
Sunday 12th - Community Welcome Event
Wednesday 15th - Corporate Team Building Sailing Experience
Saturday 18th - Rodeo by the Reef

whitsundayclipperrace.com.au
#lovewhitsundays #clipperrace #thisisqueensland



THE WHITSUNDAYS CLIPPER RACE CARNIVAL



Industry Leadership

2019 Whitsunday Tourism Awards

The Whitsunday Tourism Awards are the region's premier tourism event, established to pay tribute to the enormous contribution made by the region's tourism operators and service providers. It also acts to encourage excellence within the industry. The awards are a submission and inspection-based program; it provides the opportunity to acknowledge and showcase The Whitsundays' finest tourism operators publicly. The awards cover 31 categories ranging from attractions, events, tour and transport, accommodation, restaurants, culture, eco-tourism, marketing; and recognition for individuals. The awards recognise growth in tourism products and services and are based on businesses having a solid business plan, businesses that continually innovate their products and implement targeted marketing campaigns.

- Location: Daydream Island Resort
- Date: October 26, 2019
- Entrants: 45
- Attendees: 383



Thanks to the 2019 Whitsunday Tourism Awards Sponsors

- Daydream Island Resort
- Cruise Whitsundays
- Whitsunday Transit
- Hamilton Island
- InterContinental Hayman Island
- Brisbane Airport Corporation
- Expedia
- Lion Australia
- Paradise Outdoor Advertising
- QLD Weekender – Channel Seven
- Bendigo Bank
- Whitsunday Coast Chamber of Commerce
- Whitsunday Foodservice
- SKAL Whitsunday
- QLD Tafe
- Angel Signs
- Graphic House
- KB Designs
- Star FM & 4MK
- Whitsunday Tickets
- Whitsunday Times
- Robyn Bonner Photography
- AV Partners Hamilton Island





Category	Gold	Silver	Bronze	Finalist
01. Major Tourist Attractions		Coral Sea Marina Resort		
05. Steve Irwin Award for Eco Tourism	Whitsunday Segway Tours			
08. Specialised Tourism Services	Whitsunday Coast Airport – Whitsunday Regional Council	Airlie Beach Tourism	Local Tickets	Above and Below Photography
09. Visitor Information Services	Airlie Beach Tourism	Bowen Visitor Information Centre		Airlie Beach Tourism
11. Major Tour & Transport Operators	Red Cat Adventures	Explore Group Hamilton Island	Prosail Whitsundays	Ocean Rafting Cruise Whitsundays
12. Tour & Transport Operator	Whitsunday Jetski Tours			
13. Adventure Tourism	Ocean Rafting	Red Cat Adventures	Whitsunday Jetski Tours	Prosail Whitsundays
14. Destination Marketing		The Joshua's Whitsunday Wedding Campaign		
15. Tourism Restaurants & Catering Services	Northerlies Beach Bar and Grill	Fish D'vine	Peach and Pear Catering	
17. Caravan & Holiday Parks	BIG4 Adventure Whitsundays Resort	BIG4 Whitsundays Tropical Eco Resort	Queens Beach Tourist Village	
19. Unique Accommodation	Cruise Whitsundays Reef Sleep	Cumberland Charter Yachts		
20. Self-contained Accommodation		Accom Whitsundays	Sunlit Waters	
21. Standard Accommodation	Palm Bay Resort	Mantra Club Croc		
22. Deluxe Accommodation	Mirage Whitsundays			
24. New Tourism Business			Freedom Shores	
26. Outstanding Contribution by a Volunteer or Group	Volunteer Marine Rescue Whitsunday	Airlie Beach Volunteer Cruise Ship Ambassadors	Bowen Tourism & Business	Collinsville Community Association Grand View Hotel
37. Young Achiever	Alice Walscott – Absolute Airlie			
28. Bob Porter Award for Outstanding Contribution	Glenn Bourke AM – Hamilton Island Enterprise			
29. Backpacker Accommodation	Magnums Backpackers			
30. Excellence in Sustainable Tourism	Whitsunday Segway Tours	Cruise Whitsundays		
31. Best Tourism Support Business	Shiift	Inspired Impact		

Whitsunday Tourism Awards – Business Categories	
Outstanding Customer Service	Magnums Backpackers
Whitsunday Business of the Year	BIG4 Adventure Whitsundays Resort
Whitsundays Favourite Place to Eat	Whitsundays Sailing Club
Whitsundays Health and Wellness Business of the Year	Wes Bau Personal Training
Whitsundays New Business of the Year	The Garden Bar and Bistro
Whitsundays Photographer/ Videographer of the Year	Riptide Creative
Whitsundays Reservations/ Booking Service of the Year	Airlie Beach Tourism
Whitsundays Retailer of the Year	Court and Spark Boutique
People's Choice Award	Ocean Rafting





Monthly Networking Nights

Tourism Whitsundays facilitates monthly networking nights, hosted by various industry or corporate partners. The purpose is to encourage relationship development between industry colleagues, provide an update of recent Tourism Whitsundays activity, and allow the host venue to showcase their product to the attendees.



Networking locations and associated attendance is listed below:

- July 2019 hosted by Daydream Island Resort with 180 attendees
- August 2019 hosted by Airlie Beach Festival of Music with 80 attendees
- September 2019 hosted by Whitsunday Coast Airport with 119 attendees
- November 2019 hosted by Fish D'Vine with 250 attendees
- February 2020 hosted by The Whitsundays Visitor Information Centre with 175 attendees
- March 2020 - Facebook Live Networking Event
- April 2020 - Facebook Live Networking Event
- May 2020 - Facebook Live Networking Event





Industry Development

In 2019/20, thanks to the partnership with Queensland Tourism Industry Council (QTIC), Tourism Whitsundays offered members and local industry opportunities to participate in workshops and industry forums which are relevant to assisting with continued industry and product development. The aim was for participation in these workshops to lead to continued business improvement.

Some of the key workshops held in 2019/20 include:

1. Whitsundays Trade Mentoring Program Stage 1
2. Applying Facebook to your Business, Cannonvale
3. Applying Facebook to your Business, Bowen
4. Whitsundays Trade Ready Workshop Advanced
5. Whitsundays East Coast Roadshow Mentoring Program
6. Using Digital to Maximise your Business
7. Resilient Leader Program

Tourism Whitsundays, in partnership with Mackay Tourism, successfully secured funding to support the first round of the Resilient Leadership and Mentors Program. The program developed personal resilience leadership skills, resilient and adaptive networks alongside trained Tourism Resilience Mentors from within industry ranks



Corporate Communications

Tourism Whitsundays promotes the activities and achievements of the organisation through a variety of platforms, including fortnightly industry e-newsletters, media releases, corporate social media channels as well as columns in all key newspapers within the region. Some key execution points for 2019/20 include:

- Distribution of 14-industry E-newsletters (fortnightly E-newsletters were halted during COVID-19 as Tourism Whitsundays undertook the daily updating of industry.)
- From March to June, Tourism Whitsundays distributed daily updates in an effort to keep industry informed of COVID-19 news (restrictions, available business grants, JobKeeper requirements, member content opportunities etc.)
- 71 media releases distributed with an average open rate of 35.5%
- 5,980 followers on Tourism Whitsundays Facebook page which is an increase of 2,682 from the year prior
- Fortnightly Chairman columns in The Whitsundays Times
- Monthly CEO columns in the Bowen Independent and the Whitsunday Coast Guardian

For the year of 19/20, Tourism Whitsundays generated \$5.8 million in corporate publicity value for the Tourism Whitsundays brand.

Advocacy

Tourism Whitsundays is passionate about engaging in positive and meaningful advocacy work designed to benefit The Whitsundays tourism sector. This year we were able to support:

- ✓ Implementation of Changes to Backpacker policies as a matter of urgency
- ✓ Letter of Support – VMR Whitsundays for an additional rescue vessel
- ✓ QTIC for funding to train job seekers to a Certificate II Commercial Cookery level
- ✓ Invitation to submit – Senate Select Committee on Jobs for Future in Regional Areas
- ✓ Letter of Support – Airlie Beach Festival of Music
- ✓ Letter to Leanne Coddington – Tourism and Events Queensland following shark incident
- ✓ Shark Management statement
- ✓ Letter to Mayor Andrew Willcox – Whitsunday Visitor Information Centre
- ✓ Letter to Josh Thomas GBRMPA – Whitsunday Plan of Management
- ✓ Letter to Ry Collins – Whitsunday Day Makers Customer Service program
- ✓ Letter of Support – Cannon Valley Reservoir
- ✓ Letter of Support – Volunteer Marine Rescue
- ✓ 2020 GBR TRO Election Priorities
- ✓ Letter of Support – China Industry
- ✓ Letter of Support – Whitsunday Sailing Club
- ✓ Letter to Minister Bailey – 2020 Whitsunday Election Priorities
- ✓ Letter to David Crisafulli – 2020 Whitsunday Election Priorities
- ✓ Letter to Minister Jones – 2020 Whitsunday Election Priorities
- ✓ Letter to Whitsunday Regional Council Mayor Andrew Willcox – 2020 tourism election priorities
- ✓ Letter of Support – Peter Santos Didgeridoo Project
- ✓ Letter to Senator Simon Birmingham – Tourism Infrastructure Project Opportunities in The Whitsundays
- ✓ Letter to Senator Simon Birmingham – Strategic Airline Partnership
- ✓ Letter confirming partnership – Mackay Tourism FNQ and NQ Monsoon Trough Category C Flexible Funding Grant
- ✓ Letter of Support – Community Solutions Work project -Certificate III in Tourism
- ✓ Letter of Support – QTIC and EarthCheck - destination resilience program
- ✓ Letter of Support – Whitsunday Coast Chamber of Commerce – Workshops proposal
- ✓ Airline Support
- ✓ Letter of Partnership – Whitsundays and Mackay Tourism Dams Project
- ✓ Letter Tourism Whitsundays and Mackay Tourism – TEQ Funding for Marketing Campaigns
- ✓ Letter to Deb Frecklington MP – Response to Roadmap to Recovery
- ✓ Letter to David Crisafulli MP and Fiona Simpson MP
- ✓ Letter to Premier Palaszczuk – COVID restrictions

- ✓ Letter to Prime Minister Morrison
- ✓ Destination Eco Certification Project
- ✓ Qld Wedding Industry – Impacts and advocacy
- ✓ Ted Cunningham Bridge Replacement Project
- ✓ Letter to Australian Adventure Tourism Group
- ✓ Letter of Support – Great Barrier Reef Festival – Australia Council community grant program
- ✓ QTIC Capability Program
- ✓ Letter of Support – Eco-experience Walking Track Project
- ✓ Letter of Support – Whitsunday Oz Water Park
- ✓ Letter of Support – Whitsunday Regional Council Lake Proserpine Facilities Stage 2
- ✓ Letter of Support – Whitsunday Regional Council Whisper Bay Fishing Jetty
- ✓ Letter of Support – Whitsunday Regional Council Great Walk and Cedar Creek Waterfall Visitor Infrastructure Improvements
- ✓ Letter of Support – Whitsunday Regional Council Whitsunday Trail Park
- ✓ Letter to Minister Kate Jones – Queensland Tourism Icons Program



Membership

In 2019/20, Tourism Whitsundays was proud to have a strong membership base of 300 financial members. The membership base had a total increase of 7%. Becoming a member of Tourism Whitsundays has a vast number of benefits; however, the primary benefit is knowing that you are investing in the marketing of the region so that tourism can thrive. It is an investment that delivers the best opportunities for exposure, networking, marketing, and building relationships. Thank you to those who continue to invest in the organisation so that Tourism Whitsundays can facilitate region-wide marketing activations.

PLATINUM

- Coral Sea Resort
- Cruise Whitsundays
- Daydream Island Resort
- Discovery Parks Airlie Beach
- Hamilton Island Enterprises
- Intercontinental Hayman Island

GOLD

- Air Whitsunday Seaplanes
- Airlie Beach Hotel
- At Hotel Group
- BIG4 Adventure Whitsunday Resort
- Elysian Retreat
- Explore Group
- Explore Whitsundays
- Freedom Shores
- GSL Whitsundays
- Magnums Backpackers
- Mantra Club Croc
- Mirage Whitsundays
- Ocean Rafting
- Port of Airlie
- Queensland Yacht Charters
- Red Cat Adventures
- Reef Gateway Hotel
- Whitsunday Transit

SILVER

- 1300SKYDIVE Airlie Beach (Airlie Beach Skydivers)
- Accom Whitsunday
- Airlie Apartments
- Airlie Beach Day Sailing
- Airlie Beach Motor Lodge
- Airlie Beach YHA
- Alani Whitsundays
- Aquaduck Airlie Beach
- Azure Sea Whitsunday Resort
- Base Backpackers
- BIG4 Whitsundays Tropical Eco Resort
- Boundless Marine
- Camp Island Lodge
- Charter Yachts Australia
- Club Wyndham Airlie Beach
- Colonial Palms Motor Inn
- Freedom Shores
- Hamilton Island Air
- Harbour Lights Caravan Park
- Heli Reef Whitsundays
- Hertz Whitsundays
- Island Gateway Holiday Park
- Island Transfers
- Kipara Tropical Rainforest Retreat
- Lady Enid Sailing
- Mantra Boathouse Apartments
- Martinique Whitsunday Resort
- Ocean Dynamics
- Palm Bay Resort
- Pinnacles Resort
- Portland Roads
- Prosail
- Providence Sailing
- Queens Beach Hotel
- Queens Beach Tourist Village
- Renegade Fishing Charters
- Rose Bay Resort
- Salty Dog Sea Kayaking
- Seabreeze Tourist Park
- Shingley Beach Resort
- Skydive Airlie Beach (Skydive Australia)
- Skyview Units
- Sunlit Waters
- Tallship Adventures - Alexander Stewart
- Toscana Village Resort
- Villa Botanica
- Whitsunday Apartments Hamilton Island
- Whitsunday Crocodile Safari
- Whitsunday Escape
- Whitsunday Gold Coffee Plantations
- Whitsunday Island Camping Connection / Scamper / Island Camping
- Whitsunday Jetski Tours
- Whitsunday Paradise Explorer
- Whitsunday Sands Resort
- Whitsunday Segway Tours
- Whitsunday Terraces
- Whitsundays 2 Everywhere
- Whitsundays Rainforest Retreat
- Whitsundays Sailing Adventures



BRONZE

- Absolute Airlie
- Airlie Beach Executive Services
- Airlie Court Holiday Units
- Backpackers by the Bay
- BARRA World
- Big Fury
- BIG4 Conway Beach Tourist Park
- Book The Whitsundays
- Collinsville RV Park
- Coral Cove Apartments
- Cumberland Charter Yachts
- Destination Whitsundays
- Divine Weddings Whitsundays
- Earlando
- Gypsy Car Rentals
- HamoRent
- Harbour Cove
- Heart of Reef Shuttles
- Hook Island Eco Resort
- ISail Whitsundays
- Just Tuk'n Around
- Mango House Resort
- Mediterranean Resorts Whitsundays
- NRMA Bowen Beachfront Holiday Park
- OzSail & Matador Whitsundays
- Pioneer Adventures
- Proserpine RV Park
- Proserpine Tourist Park
- Ray White Whitsundays/Whitsunday Vacations
- Sacred Voyage Tours
- Sea Star Apartments
- Sunsail Whitsundays
- Teepeeevents & Styling
- Top Notch Game Fishing
- True Blue Sailing
- Wangaratta on the Beach Caravan Park
- Waterview Airlie Beach
- Whitehaven Xpress
- Whitsunday Fishing Charters
- Whitsunday Holiday Rentals
- Whitsunday Hot Rod Tours
- Whitsunday Rent a Yacht
- Whitsunday Waterfront Apartments
- Wings Whitsunday Adventures
- ZigZag Whitsundays

RESTAURANT

- Anchor Bar Airlie Beach
- Aquava Boutique Catering
- Birds Fish Bar
- Boathouse Fishbar
- Breeze Bar
- Cape Gloucester Beach Resort
- Club Croc Bistro
- Cooks Bar & Grill
- Cruise Café & Bar
- Fat Frog Beach Café
- Fish D'vine
- FISHI
- Garden Bar Bistro
- Grand View Hotel
- Infinity on Daydream Island Resort
- KC's Bar & Grill
- La Marina
- Le Sorelle The Sisters Coffee House & Florist
- Magnums Hotel Airlie Beach
- Mama Africa Bar and Nightclub
- McDonalds Restaurants
- Montes Reef Resort
- Northerlies Beach Bar & Grill
- Paddy's Shenanigans
- Peach & Pear Event Catering
- Sails Restaurant on Hamilton Island
- Shuckz Oyster & Champagne Bar
- Sorrento Restaurant & Bar
- The Deck Airlie Beach
- Whitsunday Islands Brewing Co.
- Wisdom Café
- Zambrero

RETAIL

- Above & Below Gallery
- Adelyn Retail Consultancy
- Café One3
- Colour Me Crazy
- Court & Spark Boutique/Pearl Boutique Airlie Beach
- Epicure Homewares
- Filby's Motors
- Harvey Norman Electrical
- Harvey Norman Furniture/Bedding
- Harvey Norman IT/AV
- Live Life Pharmacy Airlie Beach
- Optus
- Reef Goddess Boutique
- Sailing Whitsundays
- Subway Proserpine
- The Jungle Trader
- Whitsunday Computers and Stationery
- Whitsunday Green
- Whitsundays Pharmacy

ASSOCIATE

- Airlie Beach Music Centre
- Angel Signs
- Bendigo Bank Cannonvale - Proserpine
- Bishopp
- Brooke Miles Photography
- Connole Carlisle
- Gallagher
- Graphic House
- kb DESIGN
- Pinnacle IT
- Riptide Creative
- Roebuck Civil
- Shirtfront Solutions
- TAFE Queensland
- Tropical Designs
- Vink Publishing



SUPPORTER

- Achieve Business Dynamics
- Airlie Beach Babysitting
- Airlie Beach Day Trips
- Airlie Beach Tourism
- Airlie Sail & Shade Solutions
- All Marine Services
- ANZ Airlie Beach
- Archers Body Corporate
- Ash Electrical Whitsundays
- Aspire Body Corporate Management
- Eclipse Financial Services
- Expedia Group
- Green Energy Technologies
- iAqua Watersports
- Inspired Impact with Jasmine Kratz
- John Batman Group
- Latitude Marine Consultants
- Leader Group
- letsdosomething.com.au
- Macrossan & Amiet Solicitors
- PD Law
- Qld Trade Services
- Reefstar Cruises
- Rekenen Accountants
- Shift
- Taylor's Property Specialists
- Veris
- Whitsunday Airport Shute Harbour
- Whitsunday Foodservice
- Whitsunday Law
- Whitsunday Provisioning

FREINDS OF TOURISM

- Alice Walsgott
- Allen Grundy
- Craig Turner
- Darrell Storey
- Deb Friend
- Deb Lewis
- Deb Savy
- Kristen Goldup
- Mary-Anne Sullivan
- Natalie Lee
- Sharon Smallwood
- Tolita Dukes
- Wes Bau

NOT FOR PROFIT

- Airlie Beach Bowls Club
- Australian Marine Conservation Society
- Bowen Bowls Club
- Bowen Chamber of Commerce
- Bowen Golf Club
- Bowen Gumlu Growers' Association Inc
- Bowen Pastoral Agricultural Assoc Inc (The Bowen Show)
- Bowen PCYC
- Bowen Turf Club
- Collinsville Bowls Club
- Collinsville Community Association Inc
- Collinsville Connect Telecentre Group
- Collinsville Lions Club
- Collinsville Workers Club (Coal Face Museum)
- Collinsville Youth Coalition
- Community Solutions
- Coral Sea Catalina Heritage Museum
- Eco Barge Clean Seas
- Fly High Billie
- Girudala Cooperative Community Society
- Giya/Gia Kaiyu Official Women's Business Aboriginal Corporation
- Greater Whitsunday Alliance
- Greater Whitsunday Food Network
- Ideal Placements
- Lions Airlie Beach Community Markets
- Lions Camp Kanga
- Lions Club of Bowen
- Proserpine Bowls Club
- Proserpine Chamber of Commerce
- Proserpine Golf Club
- Proserpine Historical Museum
- Proserpine Indigenous Reference Group
- Reef Catchments
- Ronald McDonald House Charities North Australia
- Rotary Club of Airlie Beach
- Safe Night Airlie Beach CBD Precinct Inc
- Skal Whitsundays
- Torgas
- VMR Whitsunday
- Weddings Whitsundays
- Whitsunday 000 Charity Ball
- Whitsunday Charter Boat Industry Association (WCBIA)
- Whitsunday Coast Chamber of Commerce
- Whitsunday Counselling and Support
- Whitsunday Cruisin' Car Club
- Whitsunday Endurance Club (Horses)
- Whitsunday Housing Company
- Whitsunday Lions club
- Whitsunday Neighbourhood Centre
- Whitsunday Running Club
- Whitsunday Sailing Club
- Whitsunday Sportspark
- Whitsunday Suicide Prevention Network
- Whitsundays Arts Festival
- Zonta Whitsunday

LIFE MEMBER

- Paul Sergeant



Tourism Whitsundays is proudly supported by



Tourism Whitsundays has a strong working partnership with a number of organisations.
The organisation looks forward continuing to work closely with:

Australian Regional Tourism Network
Airlie Beach Cruise Volunteer Ambassadors
Australian Society of Travel Writers
Bowen Tourism and Business
Caravanning Queensland
Gumlu Growers Association
GW3
Proserpine Chamber of Commerce
Queensland Information Centre Associations
Queensland Regional Tourism Organisation Network
Queensland Tourism Industry Council
Reef Catchments
Regional Development Australia
Reef Ecologic
SKAL Whitsundays
State and Federal Government Departments
Tourism and Events Queensland
Tourism Australia
Whitsunday Coast Chamber of Commerce
Whitsunday Regional Council
Weddings Whitsundays

Partners:

John Murphy FCA
CA (Singapore)

Brett Quinn FCA

Jenny Story CA

Luke Worth CA

Lionel Madden CA

Kaye Lawson
Affiliate CA ANZ

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE 2020

Mackay Office: Ian Carlisle House 12 Gregory Street, PO Box 1396 Mackay QLD 4740 | **ABN 59 221 120 758**

Phone: (07) 4951 9333 | **Email:** admin@concar.com.au | **www.concar.com.au**

Clermont Office: Unit 1, 7 East Street, Clermont QLD 4721 | **Email:** clermont@concar.com.au

Whitsundays Office: Unit 1, 5 Carlo Drive, Cannonvale QLD 4802 | **Email:** whitsundays@concar.com.au

Singapore Office: 20 McCallum Street, #19-01 Tokio Marine Centre, Singapore 069046 | **Email:** singapore@concar.com.au

Phone: +65 8398 8637

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

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TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

DIRECTORS' REPORT

Your directors present their report on the company for the financial year ended 30 June 2020.

Directors

The names of the directors in office at anytime during or since the end of the year are:

Trevor Rees (Appointed 31 July 2018)
Allen Grundy (Appointed 1 April 2016)
Andrew Telford (Appointed 31 October 2016)
Matt Boileau (Appointed 1 April 2016)
Janice Claxton (Appointed 1 April 2016)
Toni Ward (Appointed 29 April 2019)
Jonathan Freeman (Resigned 16 November 2019)
Karen Vloedmans (Appointed 3 November 2016)
Judy Porter (Appointed 31 July 2018)
Craig Turner (Appointed 16 November 2019)
Brooke Ogden (Resigned 16 November 2019)
Jayson Heron (Resigned 16 November 2019)
Brett Kapernick (Appointed 2 May 2019)
Glenn Bourke (Appointed 16 November 2019)
Jenn Honnery (Appointed 16 November 2019)

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

Review of Operations

The profit of the company for the financial year after providing for income tax amounted to \$36,561.

COVID-19

As stated above, the association recorded a profit of \$36,561, which is inclusive of the following financial benefits received by the association due to COVID-19:

- Cashflow Boost received from the ATO totalling \$50,000
- JobKeeper payments totalling \$81,000

Significant Changes in the State of Affairs

No significant changes in the company's state of affairs occurred during the financial year.

Principal Activities

The principal activities of the company during the financial year were:

The principal activities of the company limited by guarantee during the period were the operation of the Whitsunday region's tourism marketing agency, including facilitating partnerships and promoting sustainable tourism.

Events Subsequent to the End of the Reporting Period

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.

TOURISM WHITSUNDAYS LIMITED

ABN 23 574 179 504

DIRECTORS' REPORT

Likely Developments and Expected Results of Operations

Likely developments in the operations of the company and the expected results of those operations in future financial years have not been included in this report as the inclusion of such information is likely to result in unreasonable prejudice to the company.

Environmental Regulation

The company's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a state or territory.

Dividends

No dividends have been paid or declared since the start of the financial year.

Options

No options over issued shares or interests in the company were granted during or since the end of the financial year and there were no options outstanding at the date of this report.

Indemnification of Officers

During the financial year, 8 meetings of directors were held. Attendances by each director during the year were as follows:

	Directors' Meetings	
	Number eligible to attend	Number attended
Trevor Rees	8	8
Allen Grundy	7	7
Andrew Telford	8	4
Matt Boileau	8	7
Janice Claxton	8	7
Toni-Ann Ward	8	7
Jonthan Freeman	3	2
Karen Vloedmans	8	1
Andrew Wilcox	8	5
Craig Turner	5	5
Judy Porter	8	7
Brooke Ogden	3	1
Jayson Heron	3	3
Brett Kapernick	8	8
Glenn Bourke	5	5
Jenn Honnery	5	5
Shaun Cawood	5	5

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

DIRECTORS' REPORT

Proceedings on Behalf of Company

No person has applied for leave of court to bring proceedings on behalf of the company or intervene in any proceedings to which the company is a party for the purpose of taking responsibility on behalf of the company for all or part of those proceedings.

The company was not a party to any such proceedings during the year.

Auditor's Independence Declaration

A copy of the auditor's independence declaration as required under Section 307C of the Corporations Act 2001 is attached to this financial report.

This directors' report is signed in accordance with a resolution of the board of directors:

Director



Director



Dated:

6-10-20

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

**AUDITOR'S INDEPENDENCE DECLARATION UNDER
SECTION 307C OF THE CORPORATIONS ACT 2001**

**TO THE DIRECTORS OF
TOURISM WHITSUNDAYS LIMITED**

In accordance with section 307C of the Corporations Act 2001, I am pleased to provide the following declaration of independence to the directors of Tourism Whitsundays Limited. As the lead audit partner for the audit of the financial report of Tourism Whitsundays Limited for the year ended 30 June 2020, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

- i. the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- ii. any applicable code of professional conduct in relation to the audit.

Connole Carlisle
Chartered Accountants
12 Gregory Street
MACKAY, QLD, 4740



Partner : Brett Quinn

Mackay

Dated: 30 SEPTEMBER 2020.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF PROFIT OR LOSS
FOR THE YEAR ENDED 30 JUNE 2020

	Note	2020 \$	2019 \$
Revenue	2	2,298,947	1,971,990
Other income	2	507,944	1,551,308
Direct Costs		(2,095,174)	(2,818,608)
Employee benefits expense		(667,162)	(604,899)
Depreciation and amortisation expenses		(1,271)	(2,971)
Other expenses		<u>(6,723)</u>	<u>(580)</u>
Profit before income tax	3	36,561	96,240
Tax expense		<u>-</u>	<u>-</u>
Profit for the year		<u><u>36,561</u></u>	<u><u>96,240</u></u>
Profit attributable to member of the company		<u><u>36,561</u></u>	<u><u>96,240</u></u>

The accompanying notes form part of these financial statements.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2020

	Note	2020 \$	2019 \$
Profit for the year		36,561	96,240
Other comprehensive income:		_____	_____
Total other comprehensive income for the year		_____ -	_____ -
Total comprehensive income for the year		<u><u>36,561</u></u>	<u><u>96,240</u></u>
Total comprehensive income attributable to member of the company		<u><u>36,561</u></u>	<u><u>96,240</u></u>

The accompanying notes form part of these financial statements.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2020

	Note	2020 \$	2019 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	5	1,086,745	1,424,614
Trade and other receivables	6	251,983	130,969
Other assets	7	17,776	36,054
TOTAL CURRENT ASSETS		1,356,504	1,591,637
Property, plant and equipment	8	6,327	6,763
TOTAL ASSETS		1,362,831	1,598,400
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	9	298,371	535,351
Borrowings	10	(355)	10,996
Provisions	11	64,871	42,666
Other	12	786,629	833,633
TOTAL CURRENT LIABILITIES		1,149,516	1,422,646
NON-CURRENT LIABILITIES			
Provisions	11	6,001	5,000
TOTAL NON-CURRENT LIABILITIES		6,001	5,000
TOTAL LIABILITIES		1,155,517	1,427,646
NET ASSETS		207,314	170,754
EQUITY			
Retained earnings		207,314	170,754
TOTAL EQUITY		207,314	170,754

The accompanying notes form part of these financial statements.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2020

	Retained Earnings \$	Total \$
Balance at 1 July 2018	74,514	74,514
Comprehensive income		
Profit for the year	96,240	96,240
Total comprehensive income for the year attributable to the member of the company	96,240	96,240
Balance at 30 June 2019	170,754	170,754
Balance at 1 July 2019	170,753	170,753
Comprehensive income		
Profit for the year	36,561	36,561
Total comprehensive income for the year attributable to the member of the company	36,561	36,561
Balance at 30 June 2020	207,314	207,314

The accompanying notes form part of these financial statements.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2020

	Note	2020 \$	2019 \$
Cash flows from operating activities			
Receipts from Customers		2,699,235	3,953,938
Payments to Suppliers and Employees		(3,034,465)	(8,044,313)
Interest Received		4,920	17,955
Net cash provided by (used in) operating activities	19	(330,310)	(4,072,420)
Cash flows from investing activities			
Payments for Property, Plant and Equipment		40	-
Purchase of Property, Plant and Equipment		(7,598)	-
Net cash provided by (used in) investing activities		(7,558)	-
Net cash provided by financing activities		-	-
Net increase (decrease) in cash held		(337,868)	(4,072,420)
Cash and cash equivalents at beginning of financial year		1,424,613	5,497,033
Cash and cash equivalents at end of financial year	19	1,086,745	1,424,613

The accompanying notes form part of these financial statements.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020

The financial statements cover Tourism Whitsundays Limited as an individual entity. Tourism Whitsundays Limited is a company limited by shares, incorporated and domiciled in Australia.

The financial statements were authorised for issue on 6 October 2020 by the directors of the company.

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Preparation

The financial statements are general purpose financial statements have been prepared in accordance with the Australian Accounting Standards - Reduced Disclosure Requirements of the Australian Accounting Standards Board (AASB) and the Corporations Act 2001. The company is a not for-profit entity for financial reporting purposes under Australian Accounting Standards.

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in financial statements containing relevant and reliable information about transactions, events and conditions. Material accounting policies adopted in the preparation of these financial statements are presented below and have been consistently applied unless stated otherwise.

The financial statements, except for the cash flow information, have been prepared on an accrual basis and are based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities. The amounts presented in the financial statements have been rounded to the nearest dollar.

(a) Income Tax

No provision for income tax has been raised as the entity is exempt from income tax under Div 50 of the Income Tax Assessment Act 1997.

(b) Property, Plant and Equipment

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

Depreciation

The depreciable amount of all fixed assets is depreciated on a straight-line basis over the asset's useful life to the entity commencing from the time the asset is held ready for use.

Leasehold improvements are depreciated over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements.

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

Class of Fixed Asset:	Depreciation Rate
Property improvements	2.5% - 33%
Buildings	5% - 10%
Plant and equipment	7.5% - 25%
Furniture and fittings	5% - 15%

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at the end of each reporting period.

TOURISM WHITSUNDAYS LIMITED

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NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2020

Gains and 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.

(c) Financial Instruments

Initial recognition and measurement

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

Financial instruments (except for trade receivables) are initially measured at fair value plus transaction costs, except where the instrument is classified "at fair value through profit or loss", in which case transaction costs are expensed to profit or loss immediately. Where available, quoted prices in an active market are used to determine fair value. In other circumstances, valuation techniques are adopted.

Trade receivables are initially measured at the transaction price if the trade receivables do not contain a significant financing component or if the practical expedient was applied as specified in paragraph 63 of AASB 15: Revenue from Contracts with Customers.

Classification and subsequent measurement

Financial liabilities

Financial liabilities are subsequently measured at:

- amortised cost; or
- fair value through profit or loss.

A financial liability is measured at fair value through profit or loss if the financial liability is:

- a contingent consideration of an acquirer in a business combination to which AASB 3: Business Combinations applies;
- held for trading; or
- initially designated as at fair value through profit or loss.

All other financial liabilities are subsequently measured at amortised cost using the effective interest method.

The effective interest method is a method of calculating the amortised cost of a debt instrument and of allocating interest expense in profit or loss over the relevant period.

The effective interest rate is the internal rate of return of the financial asset or liability, that is, it is the rate that exactly discounts the estimated future cash flows through the expected life of the instrument to the net carrying amount at initial recognition.

A financial liability is held for trading if it is:

- incurred for the purpose of repurchasing or repaying in the near term;
- part of a portfolio where there is an actual pattern of short-term profit taking; or
- a derivative financial instrument (except for a derivative that is in a financial guarantee contract or a derivative that is in an effective hedging relationship).

TOURISM WHITSUNDAYS LIMITED

ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2020

Any gains or losses arising on changes in fair value are recognised in profit or loss to the extent that they are not part of a designated hedging relationship.

The change in fair value of the financial liability attributable to changes in the issuer's credit risk is taken to other comprehensive income and is not subsequently reclassified to profit or loss. Instead, it is transferred to retained earnings upon derecognition of the financial liability.

If taking the change in credit risk in other comprehensive income enlarges or creates an accounting mismatch, then these gains or losses should be taken to profit or loss rather than other comprehensive income.

A financial liability cannot be reclassified.

Financial guarantee contracts

A financial guarantee contract is a contract that requires the issuer to make specified payments to reimburse the holder for a loss it incurs because a specified debtor fails to make payment when due in accordance with the terms of a debt instrument.

Financial guarantee contracts are initially measured at fair value (and if not designated as at fair value through profit or loss and do not arise from a transfer of a financial asset) and subsequently measured at the higher of:

- the amount of loss allowance determined in accordance to AASB 9.3.25.3; and
- the amount initially recognised less accumulative amount of income recognised in accordance with the revenue recognition policies.

Financial assets

Financial assets are subsequently measured at:

- amortised cost;
- fair value through other comprehensive income; or
- fair value through profit or loss.

on the basis of the two primary criteria:

- the contractual cash flow characteristics of the financial asset; and
- the business model for managing the financial assets.

A financial asset is subsequently measured at amortised cost if it meets the following conditions:

- the financial asset is managed solely to collect contractual cash flows; and
- the contractual terms within the financial asset give rise to cash flows that are solely payments of principal and interest on the principal amount outstanding on specified dates.

A financial asset is subsequently measured at fair value through other comprehensive income if it meets the following conditions:

- the contractual terms within the financial asset give rise to cash flows that are solely payments of principal and interest on the principal amount outstanding on specified dates; and
- the business model for managing the financial asset comprises both contractual cash flows collection and the selling of the financial asset.

By default, all other financial assets that do not meet the conditions of amortised cost and the fair value through other comprehensive income's measurement condition are subsequently measured at fair value through profit or loss.

TOURISM WHITSUNDAYS LIMITED

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NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2020

The company initially designates a financial instrument as measured at fair value through profit or loss if:

- it eliminates or significantly reduces a measurement or recognition inconsistency (often referred to as "accounting mismatch") that would otherwise arise from measuring assets or liabilities or recognising the gains and losses on them on different bases;
- it is in accordance to the documented risk management or investment strategy and information about the groupings was documented appropriately, so as the performance of the financial liability that was part of a group of financial liabilities or financial assets can be managed and evaluated consistently on a fair value basis; and
- it is a hybrid contract that contains an embedded derivative that significantly modifies the cash flows otherwise required by the contract.

The initial designation of the financial instruments to measure at fair value through profit or loss is a one-time option on initial classification and is irrevocable until the financial asset is derecognised.

Equity instruments

At initial recognition, as long as the equity instrument is not held for trading or is not a contingent consideration recognised by an acquirer in a business combination to which AASB 3 applies, the company made an irrevocable election to measure any subsequent changes in fair value of the equity instruments in other comprehensive income, while the dividend revenue received on underlying equity instruments investments will still be recognised in profit or loss.

Regular way purchases and sales of financial assets are recognised and derecognised at settlement date in accordance with the company's accounting policy.

Derecognition

Derecognition refers to the removal of a previously recognised financial asset or financial liability from the statement of financial position.

Derecognition of financial liabilities

A liability is derecognised when it is extinguished (ie when the obligation in the contract is discharged, cancelled or expires). An exchange of an existing financial liability for a new one with substantially modified terms, or a substantial modification to the terms of a financial liability, is treated as an extinguishment of the existing liability and recognition of a new financial liability.

The difference between the carrying amount of the financial liability derecognised and the consideration paid and payable, including any non-cash assets transferred or liabilities assumed, is recognised in profit or loss.

Derecognition of financial assets

A financial asset is derecognised when the holder's contractual rights to its cash flows expires, or the asset is transferred in such a way that all the risks and rewards of ownership are substantially transferred.

All the following criteria need to be satisfied for the derecognition of a financial asset:

- the right to receive cash flows from the asset has expired or been transferred;
- all risk and rewards of ownership of the asset have been substantially transferred; and
- the company no longer controls the asset (i.e. it has no practical ability to make unilateral decisions to sell the asset to a third party).

TOURISM WHITSUNDAYS LIMITED

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NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2020

On derecognition of a financial asset measured at amortised cost, the difference between the asset's carrying amount and the sum of the consideration received and receivable is recognised in profit or loss.

On derecognition of a debt instrument classified as fair value through other comprehensive income, the cumulative gain or loss previously accumulated in the investment revaluation reserve is reclassified to profit or loss.

On derecognition of an investment in equity which was elected to be classified under fair value through other comprehensive income, the cumulative gain or loss previously accumulated in the investments revaluation reserve is not reclassified to profit or loss, but is transferred to retained earnings.

Impairment

The company recognises a loss allowance for expected credit losses on:

- financial assets that are measured at amortised cost or fair value through other comprehensive income;
- lease receivables;
- contract assets (e.g. amount due from customers under construction contracts);
- loan commitments that are not measured at fair value through profit or loss; and
- financial guarantee contracts that are not measured at fair value through profit or loss.

Loss allowance is not recognised for:

- financial assets measured at fair value through profit or loss; or
- equity instruments measured at fair value through other comprehensive income.

Expected credit losses are the probability-weighted estimate of credit losses over the expected life of a financial instrument. A credit loss is the difference between all contractual cash flows that are due and all cash flows expected to be received, all discounted at the original effective interest rate of the financial instrument.

The company uses the following approaches to impairment, as applicable under AASB 9:

- the general approach;
- the simplified approach;
- the purchased or originated credit impaired approach; and
- low credit risk operational simplification.

General approach

Under the general approach, at each reporting period, the Group assessed whether the financial instruments are credit impaired, and if:

- the credit risk of the financial instrument increased significantly since initial recognition, the Group measured the loss allowance of the financial instruments at an amount equal to the lifetime expected credit losses; and
- there was no significant increase in credit risk since initial recognition, the Group measured the loss allowance for that financial instrument at an amount equal to 12-month expected credit losses.

Simplified approach

The simplified approach does not require tracking of changes in credit risk at every reporting period, but instead requires the recognition of lifetime expected credit loss at all times.

This approach is applicable to:

- trade receivables or contract assets that results from transactions that are within the scope of AASB 15: Revenue from Contracts with Customers, that contain a significant financing component; and
- lease receivables.

TOURISM WHITSUNDAYS LIMITED

ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2020

In measuring the expected credit loss, a provision matrix for trade receivables was used taking into consideration various data to get to an expected credit loss (i.e. diversity of its customer base, appropriate groupings of its historical loss experience, etc.).

Purchased or originated credit impaired approach

For a financial asset that is considered to be credit impaired (not on acquisition or originations), the Group measured any change in its lifetime expected credit loss as the difference between the asset's gross carrying amount and the present value of estimated future cash flows discounted at the financial asset's original effective interest rate. Any adjustment is recognised in profit or loss as an impairment gain or loss.

Evidence of credit impairment includes:

- significant financial difficulty of the issuer or borrower;
- a breach of contract (e.g. default or past due event);
- where a lender has granted to the borrower a concession, due to the borrower's financial difficulty, that the lender would not otherwise consider;
- it is probable the borrower will enter bankruptcy or other financial reorganisation; and
- the disappearance of an active market for the financial asset because of financial difficulties.

Low credit risk operational simplification approach

If a financial asset is determined to have low credit risk at the initial reporting date, the company assumed that the credit risk has not increased significantly since initial recognition and, accordingly, can continue to recognise a loss allowance of 12-month expected credit loss.

In order to make such determination that the financial asset has low credit risk, the company applied its internal credit risk ratings or other methodologies using a globally comparable definition of low credit risk.

A financial asset is considered to have low credit risk if:

- there is a low risk of default by the borrower;
- the borrower has strong capacity to meet its contractual cash flow obligations in the near term; and
- adverse changes in economic and business conditions in the longer term, may, but not necessarily, reduce the ability of the borrower to fulfil its contractual cash flow obligations.

A financial asset is not considered to carry low credit risk merely due to existence of collateral, or because a borrower has a lower risk of default than the risk inherent in the financial assets, or lower than the credit risk of the jurisdiction in which it operates.

Recognition of expected credit losses in financial statements

At each reporting date, the company recognised the movement in the loss allowance as an impairment gain or loss in the statement of profit or loss and other comprehensive income.

The carrying amount of financial assets measured at amortised cost includes the loss allowance relating to that asset.

Assets measured at fair value through other comprehensive income are recognised at fair value with changes in fair value recognised in other comprehensive income. The amount in relation to change in credit risk is transferred from other comprehensive income to profit or loss at every reporting period.

For financial assets that are unrecognised (e.g. loan commitments yet to be drawn, financial guarantees), a provision for loss allowance is created in the statement of financial position to recognise the loss allowance.

TOURISM WHITSUNDAYS LIMITED

ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2020

(d) Employee Benefits

Provision is made for the company's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits have been measured at the nominal amounts expected to be paid when the liability is settled, plus any related on-costs. Both annual leave and long service leave are recognised within the provisions liability.

(e) Government Grants

Government grants are recognised at fair value where there is reasonable assurance that the grant will be received and all grant conditions will be met. Grants relating to expense items are recognised as income over the periods necessary to match the grant to the costs they are compensating. Grants relating to assets are credited to deferred income at fair value and are credited to income over the expected useful life of the asset on a straight-line basis.

(f) Cash and Cash Equivalents

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

(g) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount 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 statement of financial position.

(h) Comparative Figures

When required by Accounting Standards, comparative figures have been adjusted to conform to changes in presentation for the current financial year.

TOURISM WHITSUNDAYS LIMITED
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020

		2020 \$	2019 \$
2. REVENUE AND OTHER INCOME			
Other sources of revenue	(i)	2,298,947	1,971,990
Other income	(ii)	507,944	1,551,308
(i) Other sources of revenue			
Interest received	2(a)	4,920	17,955
Funding Income		1,485,016	1,341,607
Other revenue		173,816	-
WRIC Income		21,547	30,040
Events		60,000	824
Membership Income		553,648	581,564
Total other sources of revenue		<u>2,298,947</u>	<u>1,971,990</u>
(ii) Other Income			
Gain on debt defeasance		33,324	27,486
Domestic Marketing Income		47,874	100,763
Projects		426,745	1,423,059
Foreign currency exchanges		1	-
Total other income		<u>507,944</u>	<u>1,551,308</u>
(a) Interest received from:			
Other corporations		<u>4,920</u>	<u>17,955</u>
3. PROFIT FOR THE YEAR			
Profit from continuing operations includes the following specific expenses:			
(a) Expenses:			
Cost of sales		2,095,174	2,818,608
Depreciation and Amortisation		1,271	2,971
Employee Benefits Expense		667,162	604,899
Net loss on disposal of non-current assets:			
Property, plant and equipment		<u>6,723</u>	<u>-</u>
(b) Significant revenue and expenses:			
The following significant revenue and expense items are relevant in explaining the financial performance:			
Auditors Remuneration		<u>14,977</u>	<u>16,712</u>
4. KEY MANAGEMENT PERSONNEL COMPENSATION			
Short-term benefits		<u>121,923</u>	<u>110,058</u>
Total compensation		<u><u>121,923</u></u>	<u><u>110,058</u></u>

TOURISM WHITSUNDAYS LIMITED

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NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2020

	2020	2019
	\$	\$
5. CASH AND CASH EQUIVALENTS		
Cash on hand	400	400
Bond - Carlo Drive	4,863	128
Petty cash imprest	(200)	-
NAB General Account	84	8,097
Bendigo Reserve Account	1,000,181	502,313
WRIC NAB Account	3	15,371
Bendigo General Account	11,962	183,561
Bendigo Grant Fundings	1	690,517
Bendigo WRIC Account	14,229	14,227
Bendigo Provision Account	55,222	10,000
	<u>1,086,745</u>	<u>1,424,614</u>
6. TRADE AND OTHER RECEIVABLES		
CURRENT		
ATO Receivables	3,795	-
Trade receivables	221,188	130,969
Accrued Income	27,000	-
	<u>251,983</u>	<u>130,969</u>
7. OTHER ASSETS		
CURRENT		
Prepayments	<u>17,776</u>	<u>36,054</u>
8. PROPERTY, PLANT AND EQUIPMENT		
Buildings	-	134,819
Less accumulated depreciation	<u>-</u>	<u>(133,909)</u>
Total land and buildings	<u>-</u>	<u>910</u>
Plant and equipment	5,287	205,737
Less accumulated depreciation	<u>(1,040)</u>	<u>(200,534)</u>
	<u>4,247</u>	<u>5,203</u>
Furniture and fittings	2,311	15,117
Less accumulated depreciation	<u>(231)</u>	<u>(14,467)</u>
	<u>2,080</u>	<u>650</u>
Total plant and equipment	<u>6,327</u>	<u>5,853</u>
Total property, plant and equipment	<u>6,327</u>	<u>6,763</u>

TOURISM WHITSUNDAYS LIMITED
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020

	2020	2019
	\$	\$

(a) Movements in carrying amounts

For disclosure on movement in carrying amounts please refer to note 20(a) at the end of this financial report.

9. TRADE AND OTHER PAYABLES

CURRENT

Good and services tax	9,655	23,767
Accrued Expenses/ Committed Expenses	170,805	94,984
Deposits Held	9,357	24,598
Trade creditors	97,330	382,881
TW Social Club	2,478	2,426
Withholding taxes payable	8,296	6,084
Superannuation payable	-	11
Other Payroll Liabilities	450	600
	298,371	535,351
	298,371	535,351

Financial liabilities at amortised cost classified as trade and other payables

Trade and other payables		
Total current	298,371	535,351
Less other payables	(9,357)	(24,598)
Less Other Liabilities	(170,805)	(94,984)
Financial liabilities as trade and other payables	118,209	415,769

10. BORROWINGS

CURRENT

Credit Cards	(355)	10,996
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TOURISM WHITSUNDAYS LIMITED

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NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2020

	2020 \$	2019 \$
11. PROVISIONS		
CURRENT		
Employee entitlements	51,353	42,666
Provision for Fringe Benefit Tax	13,518	-
	<u>64,871</u>	<u>42,666</u>
NON-CURRENT		
Provision for Office Reinstatement	<u>6,001</u>	<u>5,000</u>
		2020 \$
Employee entitlements:		
Opening balance at 1 July 2019		42,667
Additional provisions raised		8,687
Balance at 30 June 2020		<u>51,354</u>
12. OTHER LIABILITIES		
CURRENT		
Deferred 2020 Campaign Funding	474,193	-
Income in advance	312,436	833,633
	<u>786,629</u>	<u>833,633</u>
13. LEASING COMMITMENTS		
(a) Operating Lease Commitments		
Non-cancellable operating leases contracted for but not recognised in the financial statements		
Payable:		
not later than 12 months	52,000	52,000
between 12 months and five years	134,333	186,333
	<u>186,333</u>	<u>238,333</u>

Tourism Whitsundays Limited has entered into a 5 year lease agreement to lease the premises of Lot 1/5 Carlo Drive, Cannonvale. The lease agreement expires 31 January 2024.

14. CONTINGENT LIABILITIES

Government Grants

The entity may be liable to the funding bodies for grants which are unexpended at balance sheet date. Should the company not spend the grant in accordance with the terms and conditions of the funding body there could be a requirement to repay all or part of the grant to that funding body. It is not practicable to disclose an estimate of this contingent liability.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020

	2020	2019
	\$	\$

15. ECONOMIC DEPENDENCE

Tourism Whitsundays Limited is largely dependent on Tourism and Events Queensland and the Whitsundays Regional Council for the majority of its revenue used to operate the business. At the date of this report, the Board of Directors has no reason to believe the Department or Whitsunday Regional Council will not continue to support Tourism Whitsundays Limited.

16. FINANCIAL RISK MANAGEMENT

The company's financial instruments consist mainly of deposits with banks, short-term investments, accounts receivable and payable, and leases.

17. COMPANY DETAILS

The registered office of the company is:

Tourism Whitsundays Limited
5 Carlo Drive
Cannonvale QLD 4802

The principal place of business is:

Tourism Whitsundays Limited
5 Carlo Drive
Cannonvale QLD 4802

18. FUTURE CONTINGENCY FUND

The Tourism Whitsundays Board set in motion for the organisation to retain \$50,000 in funds each year for four years until the organisation has a reserve of \$200,000. The purpose of the reserve is to have funds available in the event of a natural disaster or emergency that can be used to drive consumer awareness and marketing fast. The contingency fund can only be accessed via Board endorsement.

19. CASH FLOW INFORMATION

(a) Reconciliation of cash

Cash at the end of financial year as included in the statement of cash flows is reconciled to the related items in the statement of financial position as follows:

Cash and Cash Equivalents	1,086,745	1,424,613
	<u>1,086,745</u>	<u>1,424,613</u>

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2020

	2020	2019
	\$	\$
(b) Reconciliation of cash flow from operations with profit after income tax		
Profit after income tax	36,561	96,240
Non-cash flows in profit:		
Depreciation of Non-current Assets	1,271	2,971
Loss on Sale of Assets	6,723	-
Changes in assets and liabilities:		
(Increase)/Decrease in Current Receivables	(121,014)	249,717
(Increase)/Decrease in Other Current Assets	18,278	198,878
Increase/(Decrease) in Payables	(236,980)	250,543
Increase/(Decrease) in Income in Advance	(47,004)	(116,266)
Increase/(Decrease) in Employment Entitlements	8,688	15,985
Increase/(Decrease) in Short-term Borrowings	(11,351)	(2,642)
Increase/(Decrease) in Other Current Liabilities	13,518	(4,772,846)
Increase/(Decrease) in Other Non-Current Liabilities	1,000	5,000
Net cash provided by (used in) operating activities	(330,310)	(4,072,420)

TOURISM WHITSUNDAYS LIMITED

ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2020

20. (a) MOVEMENT IN CARRYING AMOUNTS

Movements in the carrying amounts for each class of property, plant and equipment.

Balance at 1 July 2018
Depreciation expense

Carrying amount at 30 June 2019

Additions
Disposals
Depreciation expense

Carrying amount at 30 June 2020

	Buildings \$	Plant and equipment \$	Furniture and fittings \$	Total \$
	1,536 (627)	7,294 (2,091)	905 (254)	9,735 (2,972)
	909	5,203	651	6,763
	-	5,287	2,311	7,598
	(910)	(5,203)	(650)	(6,763)
	-	(1,040)	(231)	(1,271)
	-	4,247	2,080	6,327

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

DIRECTORS' DECLARATION

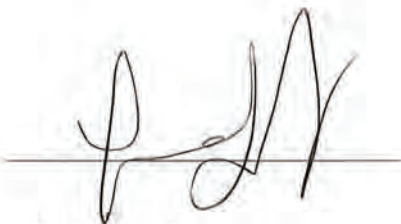
In accordance with a resolution of the directors of Tourism Whitsundays Limited, the directors of the company declare that:

1. The financial statements and notes, as set out on pages 6 to 24 are in accordance with the Corporations Act 2001: and
 - a. comply with Australian Accounting Standards, which, as stated in accounting policy Note 1 to the financial statements, constitutes compliance with International Financial Reporting Standards; and
 - b. give a true and fair view of the financial position as at 30 June 2020 and of the performance for the year ended on that date of the company.
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.

Director



Director



Dated:

6.10.20

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

INDEPENDENT AUDITOR'S REPORT
TO THE MEMBER OF
TOURISM WHITSUNDAYS LIMITED

Report on the Audit of the Financial Report

Opinion

We have audited the financial report of Tourism Whitsundays Limited (the company), which comprises the statement of financial position as at 30 June 2020, the statement of profit or loss, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

In our opinion:

- a. the accompanying financial report of Tourism Whitsundays Limited 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 2020 and of its financial performance for the year then ended; and
 - (ii) complying with Australian Accounting Standards and the Corporations Regulations 2001; and
- b. the financial report also complies with International Financial Reporting Standards as disclosed in Note 1.

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.

Information Other than the Financial Report and Auditor's Report Thereon

The directors of the company are responsible for the other information. The other information comprises the information included in the company's annual report for the year ended 30 June 2020, but does not include the financial report and our auditor's report thereon. Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon. In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

TOURISM WHITSUNDAYS LIMITED

ABN 23 574 179 504

**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBER OF
TOURISM WHITSUNDAYS LIMITED**

Responsibilities of the Directors for the Financial Report

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the Corporations Act 2001 and for such internal control as the directors determine is necessary to enable the preparation of the 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.

Auditor's Responsibility 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.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

INDEPENDENT AUDITOR'S REPORT
TO THE MEMBER OF
TOURISM WHITSUNDAYS LIMITED

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.

Connole Carlisle
Chartered Accountants
12 Gregory Street
MACKAY, QLD, 4740



Partner : Brett Quinn

Mackay

Dated: 7 OCTOBER 2020.





www.tourismwhitsundays.com.au