

Annual Report



2013 / 2014







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Chairpersons Report

Hon, Jim Elder
Chairperson,
Whitsundays Marketing and Development Ltd.

I am proud to provide my second Annual Chairperson's report for Whitsundays Marketing and Development Ltd (WMDL). While its first year of operation was a year of transition, the 2013/14 year was a year of activity for the organisation across tourism, economic development and the convention bureau for WMDL.

Though we are starting to see some green buds of optimism return to the tourism industry within the region we are still seeing a number of challenges related to the resources sector as a result of the decline of the coal price and impacts on the agricultural sector due to natural disasters. These issues have meant it has been a difficult year for many businesses specifically in Collinsville, Bowen and Proserpine.

It has been more than ever that an important time for the Whitsunday region's peak regional development organisation to stand up and work in partnership to help facilitate growth opportunities for the region.

WMDL has been constantly marketing the region across the year having launched a number of regional and national marketing campaigns in partnership with the tourism industry and Tourism and Events Queensland. To end the financial year with both positive growth in domestic and international numbers and expenditure is a testament to the constant activity undertaken by WMDL's tourism team.

From a development perspective there has been significant work undertaken around investment attraction, workforce development and supply chain management. I would particularly like to recognise the benefits that have been achieved as a result of WMDL's Small Business Advisory Service.

Our Convention Bureau also continues to drive important conferences and events to the region that contributes millions to the local economy.

We could not have achieved these results without the support of our two major strategic partners, the Whitsunday Regional Council and Tourism and Events Queensland. WMDL is truly a perfect example of how a positive partnership can deliver results.

I would like to take this opportunity in thanking all the 200+ members of Whitsundays Marketing and Development Ltd for your support over the past 12 months. Without your support WMDL cannot do the work it does.

Chairpersons Report

Thanks also to all the Board of Directors, Jennifer Whitney, David Nebauer, Jeff Aquilina and David Stielow and Company Secretary Lyn Gregson for your counsel and support. I would also like to acknowledge all of members of WMDL's three Strategic Advisory Groups.

Finally, I would like to acknowledge all of WMDL's staff over the 13/14 year. The team at WMDL have been extremely professional and should be proud of their enormous achievements. I would particularly like to acknowledge Mr Danial Rochford who has led the organisation as CEO.

I am proud of our achievements at Whitsundays Marketing and Development Ltd this year and commend this report to you and look forward to the continued opportunities for the region moving forward.

*Hon, Jim Elder
Chairperson,
Whitsundays Marketing and Development Ltd.*





CEO'S Report

Danial Rochford
Chief Executive Officer
Whitsundays Marketing and Development Ltd.

The last year has been a busy one for WMDL. Can I firstly acknowledge all staff members at WMDL during the year who have helped and contributed to the enormous output of the organisation. I have been truly blessed by having a great team across all facets of the organisation who wake up every day and are so passionate to see the region grow and develop. Thank you guys you should be very proud!

I would also like to acknowledge the Board, Strategic Advisory Group members and in particular our members of the organisation.

WMDL's role is to facilitate growth for the Whitsunday region across all industry sectors and throughout the region. Over the last twelve months I am proud to say that there has been significant work done to achieve this outcome. I am also proud to see that tourism numbers – which have seen significant challenges over the past five years, start to move in a positive direction. Though we still have a lot of work to do in areas of the region that are still feeling the effects of the down-turn in the mining sector, I am very confident that there is a light at the end of the tunnel.

I would encourage you to read through the Tourism, Economic Development and Business Events reports within this Annual Report as it gives you a more comprehensive understanding of all facets of the activity of the organisation.

I do, however, want to touch on a number of catalytic initiatives undertaken by WMDL that I believe have been some real game changers.

Opening of the Whitsunday Region Visitor Information Centre

In September 2013 I was very proud to see the re-opening of the Visitor Information Centre at Proserpine. The Whitsunday Region Visitor Information Centre (WRIC) has quickly become an important tool in encouraging our drive market to stop in the region and to support our members.

Every Shade of Perfect Campaign

I was really proud that both Tourism and Events Queensland and WMDL joined forces to deliver both a brand and tactical campaign using our combined financial resources. The benefits of this campaign were significant and all our key performance indicators for the tactical component were significantly exceeded.

CEO'S Report

Small Business Advisory Service

With the support of AusIndustry, WMDL has been able to re-activate the small business advisory service throughout the region. Given a number of the economic challenges facing the business community this role has never been more needed. Congratulations must be given to Deb Lewis who has taken up the role and has done a wonderful job in being proactive with the business community around the region.

Whitsunday Business Events

Our Convention Bureau continues to raise the bar in terms of promoting the Whitsundays as a location of choice for business events and conferences. This year we have seen over 1300 delegates spend an average of 3.7 days in the region. This equates to over \$18 million in economic benefit for the region.

Airlie Beach Re-launch

Coming off the back of the main street of Airlie Beach re-development, WMDL proactively marketed to regional Queensland that Airlie was looking great. We invested \$250,000 towards this campaign which was supported by Tourism and Events Queensland. The campaign itself highlighted the new look Airlie Beach and encouraged people to come back and have a look.

As this will be my last CEO's report prior to departing the organisation, I would thank all the stakeholders of the organisation and again reaffirm my heartfelt thanks to the WMDL team.

I have said from day one that the best days for the Whitsunday region lie ahead and I am very positive we have contributed significantly to walking down that path to securing a stronger and brighter economic future.

Danial Rochford

Chief Executive Officer

Whitsundays Marketing and Development Ltd.



WMDL Governance



Jim Elder



Dave Nebauer



David Stielow



Jennifer Whitney



Jeff Aquilina

WMDL Staff



Danial Rochford
Chief Executive Officer



Denise Kreymborg
Economic Development
Manager



Anne Marie Coulton
Business Events Manager



Trisha Jandt
Finance and Administration
Manager



Greg France
Partnership Manager



Mercedes Ireland
Domestic Tourism Manager



Deb Lewis
Small Business Advisor



Chelsea Haushka
Marketing Executive
Communications



Tash Wheeler
Marketing Executive
Distribution



Tori Frobish
Executive Officer



Savannah Harley
Administration Officer



Sonya Werner
WRIC Coordinator



Amy Issac
WRIC Coordinator

Former 2013-14 staff:

Daryl Hudson – Destination Tourism Manager | Leanne Zeid – Business Events Manager | Kirra Tully – WRIC Coordinator |
Danielle Krista – Marketing Services Manager | Hollie Ellis – Events Innovation Manager | Julia Wheyway – Executive Officer |
Joquim Wan - Digital Marketing Executive | Christina Unterwurzacher – Digital Marketing Executive .

Economic Development Strategic Advisory Group Report





Economic Development Strategic Advisory Group Report

Dave Nebauer
Chairperson
Economic Development Strategic Advisory Group

The 2013/14 financial year saw WMDL's Economic Development (ED) department gain traction in building our region's economic capacity and driving awareness of the region's opportunities directly with government, the private investment sector and our local community.

The department under the direction of the ED SAG (Strategic Advisory Group), completed works against set objectives derived from the priorities of business, industry and government on a local, state and national level.

Priority Areas:

- Major Projects and Regional Development Priorities
- Business Development
- Investment Attraction
- Liveability and Resident attraction
- Workforce Development
- Industry Development
- Advocacy

Major Projects and Regional Development Priorities



Regional Priority Projects – WMDL has continued to advocate and develop opportunities to deliver the 19 priority development and community projects identified as most needed for Whitsunday regional sustainability. The priority projects list has been included in the official regional priority projects document which is utilised as a reference for government and private sector.

WMDL Regional Economic Development Strategy (REDS)- A detailed regional five year plan across infrastructure, workforce development, liveability, investment attraction and business development has been drafted as an internal WMDL guide to ensure decisions made maximise growth potential, achieve sustainability and support effective management of the region's limited resources.

Projects of Note

Whitsunday Growth Corridor

The ED team have engaged extensive time and resources in consolidating information and creating collateral to support and communicate opportunities for the Whitsundays to greatly increase its capacity to build local industry sectors, grow our economy and contribute more significantly to North Queensland, State and National economic output.

The Whitsunday Growth Corridor project encompasses:

- Development of Water resources - Urannah Dam and Elliot Main Channel
- Development of Energy- a Base Load Power Station at Collinsville;
- Industrial Development at the Abbot Point State Development Area and associated port development (multi modal loading facility)
- Further development of existing Agriculture sectors and diversification;

Integrated Resort Project - An economic impact assessment of the development of an integrated resort facility in the Whitsundays was developed as requested as part of the tender submission process undertaken by private sector parties in 2014 that were looking to secure a casino licence in the Whitsundays.

Events

Major Projects Summit (MPS) 2013- WMDL delivered the Major Projects Summit 2013 including sponsorship, marketing, and event coordination. There were 200 delegates in attendance predominately from the resource sector. The event drew key speakers from government and industry.

Major Projects Summit (MPS) 2014 – WMDL is in the process of coordinating the 2014 MPS which will have been delivered at the time of the AGM. All key note speakers have confirmed their attendance with ticket numbers looking good at this stage of the event.

Bowen Business Information Forums (BBIF) - WMDL's Bowen information and networking events attract over 200 delegates each quarter. The forums provide industry, business and government with the opportunity to engage with community and local business, delivering key information on development within the region.



Business Development

Digital business education- The Whitsundays is represented by WMDL's CEO and EDM alongside other key regional stakeholders on the States Digital Strategy steering and working groups. WMDL have heavily advocated for resources to enable our region to have better access to technology and training opportunities for our local business community. Workshops and one on one mentoring activities were delivered during 2013/14 to facilitate local business skills development across digital business.

Cultural Awareness- WMDL has identified the need for skills development across cultural awareness. While this priority area is in an early phase, WMDL has delivered forums, a fact sheet and built cultural awareness into future customer services skills development programs to address regional needs.

Customer Service- The first phase of the Customer Service Development strategy was undertaken through an online customer service presentation and survey. Information from the survey has been utilised to develop a regional customer service development implementation framework with priority projects based on industry support.

Regional Workforce and Supply Chain Development

Workforce Development - A workforce development plan has been developed as a strategic approach to meeting the needs of business, industry and community across the Whitsundays. This plan focusses on attraction, retention and skilling, as well as industry career pathway development to build capacity, productivity and innovation in businesses for a more sustainable future.

Supply Chain Development – WMDL works closely with industry sectors to drive increased activity in the supply chain sector across major projects creating the connection with local businesses. A platform for project proponents has been developed to encourage the uptake of opportunities for contracts and procurement for businesses in the Whitsundays. A local supply chain portal is also in the pipeline to encourage by local activities and collaboration for the take up of contracts. This will be delivered in 2014.

Small Business Advisory Service (SBAS QNDA)

WMDL secured funding through the National Disaster Relief Fund under the AusIndustry Small Business Advisory Service to contract a Small Business Advisor to facilitate business assistance, mentoring and capability building. The funding provides business with the management and planning skills for resilience and continuity planning in the event of natural disasters.

The project was setup to support 200 local businesses over a two year period. This milestone has been met in year one of the project which provides significant opportunity to deliver more targeted support to businesses across the Whitsunday region.

This project has delivered the following:

- Over 200 business connections which delivered individual business support and development activities;
- A number of workshops delivered to support small business in upskilling including customer service, digital marketing, business planning and cultural awareness;
- A series of lunch box session with very specific topics to meet the needs of business (limit of 10 attendance at each);
- The inaugural Women in Business Breakfast and Industry Awards was developed and facilitated across the Whitsundays with over 100 business women nominated and over 100 attendees at each of the breakfast events held in Bowen and Airlie Beach.

Other small business development activities facilitated through WMDL

Funding secured to support and build the capacity of small business across the region:

- Small Business Improvement Program: \$41,200.00
- Small Enterprise Leadership for Growth program: \$66,250.00

Workshops

Workshop	Facilitator /presenter	Collaborators	Pax
Business Online	Paul Stapleton	REDC	90+
Customer Service workshop	Martin Grunstein	Enterprise Connect	80
Chinese Cultural Awareness forum	NAB and local specialists	NAB	100

Investment

Familiarisations – WMDL assisted in welcoming investor groups to the region. WMDL provides information and collateral to promote regional opportunities and benefits for investment.

Airport Capability Statement- WMDL reworked collateral for the Whitsunday Coast Airport's capability document to showcase the airport's attributes and attract investors to the airport's proposed industrial land area and business hub opportunities. Document to be in print and distribution EOY 2014.

Agricultural Capability Statement- WMDL collated information and developed collateral to clearly communicate the region's agricultural industry's substantial size and capability and to also promote growth, development and investment opportunities.

Whitsunday Regional Development Register- WMDL manages a register that contains detailed information of all major projects registered for the Whitsundays LGA. The document has been directly provided to potential investors and stakeholders who have requested it and it will be made more accessible in 2014/2015.

Investment Prospectus- WMDL created a regional investment attraction document for the Whitsundays providing key insights into the region's industry and business opportunities. Document to be in print EOY 2014.

Export Business Identification- A detailed list was compiled of all export businesses in the region and where possible the export destinations. This research was initially for internal purposes but will be utilised for future investment attraction activity.



Liveability

Resident Attraction Campaign - Coffee table book development and distribution - WMDL undertook a unique campaign in partnership with Ray White. This project involved development of a regional coffee table book to promote the regions lifestyle, business and investment benefits. The aim has been to convert regional visitors into new residents. Over 3000 coffee table books were printed and distribution has progressed to provide them to each hotel room in the Whitsunday region.

Prospectus Distribution- The regions reinvigorated 'perfectly placed' liveability prospectus has been distributed to over 1700 visiting delegates and interested parties at expo's and via our regional information centres.

Website Management- The living Whitsundays website has been live for 1 year and in that time has received over 10,000 unique visits. WMDL continue to update this site and utilise it as a resource to encourage new residents into region.



Industry Development

Agricultural sector

Specific Industry Development projects

Paddock to Plate – WMDL helped facilitate the engagement of businesses in the region's hospitality, agriculture and cottage product industries to increase the region's agri-tourism opportunities. A project was collaboratively funded to deliver a plan for the development of Agritourism across Mackay, Isaac and Whitsundays. This would include greater connection of local supply chains, diversification, new product development (a cottage industry), regional branding and food trails.

Agriculture Workforce Development – an application was put forward through Agrifood Skills Australia for the National Workforce Development Fund to support the attraction, retention, skilling and career pathway development across Agriculture in the Whitsundays. The application has been approved by the Federal government through the National Workforce Development Fund. The project is worth \$321,000 which includes the government contribution. This project is for a workforce development staff to develop a strategic plan across agriculture and facilitate recommendations to be delivered within the industry sector.

Tourism

Tourism Product Development– WMDL supported multiple grant and development applications that would provide new products to the region's tourism sector in line with the needs identified at the Tourism Summits (2012/2013 FY). These included new tours on the mainland, new properties, and conference and art centre developments.

Resources

Within the regions resources sector WMDL works in collaboration with major proponents to deliver:

- Supply chain and procurement development for the resource sector
- Projects with Local, State and Federal government to best engage business
- Forums to showcase regional resources projects to attract support and investment
- Communication and engagement opportunities for mines and infrastructure proponents to connect with local community and business
- Regional information

Advocacy

Deputations were held with the following Ministers on the following key regional priorities:

- Health - Lawrence Springborg MP : Improved hospital and allied health services and Health Promotion Connections funding
- State Development, Infrastructure and Planning - Jeff Seeney MP: State Development Area and Registration Of Interest process
- Training and Employment - John-Paul Langbroek MP: Workforce Development
- Agriculture - John McVeigh MP: Horticulture – systems approach for market access
- Energy - Mark McArdle MP (Tim Nicholls took the meeting) :Base load energy
- Tourism, Major Events, Small Business - Jann Stuckey MP: Small Business and Events

WMDL further advocated for regional priorities to be acknowledged in the following planning and development documents:

- QLD Plan
- RegionsQ Plan
- Northern Australia Plan
- Submission to the Northern Australia Joint Select Committee
- Submission on the Northern Australia Green Paper
- Queensland's Agriculture Strategy
- Digital Strategy
- RDA Regional Roadmap
- Destination Tourism Plan



Engagement & Collaboration with Community, Government and Industry

Collinsville Development and Industry Group (DIG)- WMDL coordinated meetings and forums and actively assisted in achieving Collinsville DIG priorities. The group is collectively focused on identifying the issues facing Collinsville's current and future sustainability and implementing actions to best address them.

Women in Business Groups- WMDL established a new relationship with the regions Women in Business groups and has identified ways to build capacity with these groups through the development of new joint activities such as Women in Business Awards and industry breakfasts to take place in 2014/15 financial year.

Involvement in Stakeholder Groups- WMDL works in collaboration with and is represented on the following community, industry, and government stakeholder groups.

- Leadership Group
- Economic Development Network
- Bowen Collinsville Enterprise
- Bowen Chamber
- Proserpine Chamber
- MIW Investment attraction strategy
- Digital Economy Strategy
- Whitsunday Economic Development Strategy
- Collinsville Development and Industry Group
- Reef Catchment Natural Resources Plan Strategy Group

Communication

Partnership Attraction- WMDL attracted and provided benefit to key partners through the facilitation of key networking opportunities, invitations to strategic information sessions and opportunities to present at relevant events.

Communications and PR- Relevant information was delivered to community and industry through e-newsletters, media, community forums, corporate websites and social media updates on a range of areas relevant to regional development activities.

Website Management- The ED team developed new content for the WMDL website, WIWD website and the Living Whitsundays website.





In conclusion

Our region is perfectly placed at this time with strengths in Agriculture, Tourism and Resources and the importance of building our region's capacity through effective skills, infrastructure and relationship development and also of promoting our region's unique opportunities is pivotal to secure our region's future economic capacity and ability to compete in the international arena.

Over the past year, the efforts of WMDL's Economic Development Department are visibly coming to fruition with traction being gained on the department's ability to support and shape our region's economy.

The department have demonstrated an understanding of Local, State and National priorities and continue to build the region's capacity to adopt a progressive globally competitive direction.

Through the projects being undertaken by the team our region's local small businesses through to major proponents and investors are increasingly being supplied relevant information and strategic guidance to facilitate growth objectives.

There are exciting times ahead for the Whitsundays if we as a region can continue to be strategic in our undertaking of economic development.

I commend this report to you.

Dave Nebauer

Chairperson

Economic Development Strategic Advisory Group

Business Events Strategic Advisory Group Report





Business Events Strategic Advisory Group Report

David Stielow
Chairperson
Whitsundays Business Events

Benefit to the Region

Whitsundays Business Events (WBE) continues to play an important role in raising the profile of the region as an attractive destination in which to hold a business event. During the financial year 2013-2014.

Each year WBE members contribute high line business events data to the Queensland Business Events Survey. The data assists in determining our share of Queensland Government Business Events funding. The following data is extracted from high line pre-audited data for the 2013 -2014 period.

Number of Business Events held: 135*

- 80% Corporate conferences or meetings
- 17% Incentives
- 3% Association events

Total number of delegates: 13,400*

- 65% National
- 31% Local
- 4% International

Average length of stay: 3.7 days*

Note: * Indicates pre audit figure

Based on the average daily spend of a conference attendee in the Whitsundays Region, conferences and business events has contributed a total of \$ 18.69 million to our regional economy.

Key Activity

Beyond on providing support to all our members through lead generation the Bureau has been active in a range of initiatives.

I am pleased to report that this year we have been successful in obtaining funding through Tourism and Events

Queensland to prepare and develop a new Incentive Brochure showcasing the best the region has to offer. This document has been widely used by us, TEQ and our members to portray the Region in the best light. Thanks must be provided to Tourism Events Queensland for their generous support for the funding.

The Bureau has continued to be active in a range of trade shows. This year we exhibited on behalf of our members at PAICE 2013, Dreamtime 2013 as well having a major presence at AIME in Melbourne in early 2014.

This year we also combined with the leisure arm of WMDL to roll out an improved East Coast Roadshow in Brisbane, Sydney and Melbourne.

The Bureau has also been active this year providing support towards the development of a Whitsunday Coast Conferencing marketing committee that was set up as well as providing one-on-one support to members on how to take greater advantage from the conference and incentives market.

I would like to take this opportunity in thanking all the Whitsunday Business Events members during the course of the year. Without your strong support the work the Bureau does is made more difficult. In appreciation I would like to acknowledge and name all members.

- **Airlie Beach Music**
- **At Hotel Group**
- **AV Partners**
- **BIG 4 Adventure Whitsunday Resort**
- **Brooke Miles Photography**
- **Coral Sea Resort**
- **Cruise Whitsundays**
- **Daydream Island Resort & Spa**
- **Explore Hamilton Island**
- **Hamilton Island**
- **Hayman Island**
- **HD-XPosure**
- **Jetpack Adventures**
- **North Queensland Heli Taxi's**
- **Ocean Rafting**
- **Palm Bay Services**
- **Peppers Airlie Beach**
- **PCYC Airlie Beach**
- **Qantas Airways**
- **Sunsail**
- **Whitsunday Arts & Cultural Centre**
- **Whitsunday Jetski Tours**
- **Whitsunday Regional Council**

I would like to take this opportunity in thanking both Leanne Zeid as well as Anne-Marie Coulton who have both managed the Convention Bureau during this reporting period. I know I speak on behalf of all members to say what a great job you have both done and we very much appreciated your advice and support. Thank you.

The next twelve months will be an important time for the Bureau. I believe it is time to have a serious consideration of the funding models of the Bureau and to look at a more sustainable way to provide greater resources for our Bureau. We need to collectively work together to advocate and to look at new funding models. This will be a major plank of the work undertaken in the 14/15 year.

I commend the Business Events Report to you.

David Stielow
Chairperson
Whitsundays Business Events

Tourism Strategic Advisory Report





Tourism Strategic Advisory Group Report

Jeff Aquilina
Chairperson
Tourism Strategic Advisory Group

2013-14 marked a big year for our region with the Whitsundays recording the state's biggest growth of national visitors in all of Queensland, according to the National Visitor Survey for the year ending March 2014. After a number of challenging years in a highly competitive environment, the Whitsunday region has re-emerged as a destination of choice for Australian travellers. In 2013-14, your peak industry association has successfully secured sufficient funding to undertake a number of major marketing campaigns for the region. I would like to thank our key partners, the Queensland Government through Tourism and Events Queensland, the Whitsunday Regional Council and our WMDL members for their trust and faith in WMDL to successfully deliver these campaigns.

Overall, we saw a strong growth in visitors for the year ended June 2014, with domestic visitor numbers increasing by 4.7 per cent to 495,000. The increase in domestic visitors has led to an increase in visitor expenditure of \$9.4 million to \$586.5 million. International visitor numbers have increased by 2.1 per cent to 189,000, driven by growth from France, China and Canada. There was strong growth in holiday visitor nights which is encouraging, however this was offset by the loss of a substantial number of employment visitor nights, resulting in a modest 2.6 per cent decline in visitor expenditure recorded for the year ended June 2014.

The figures reflect the positive sentiment of our local tourism industry as numbers increase and head upwards. In the past year, we have seen a major injection of over \$100 million dollars directly invested in projects of the local tourism industry which clearly demonstrates the confidence of our local business community. We share this confidence at WMDL and although there is significant room for improvement, the results show that the region is set on the right pathway to meet its 2020 target of doubling visitor expenditure to \$1.25 billion.

Visitor's year ended June 2014

Source: IVS June 2014 + DVS June 2014

	International Visitors YE June 2014	Annual Change	Expenditure \$ million
	Domestic Visitors YE June 2014	Annual Change	Expenditure \$ million
Queensland	2,065,000	2.6%	3,93.4
	18,073,000	0.6%	13,763.2
Brisbane	967,000	-1.5%	1,515.3
	5,156,000	1.0%	3,214.5
Gold Coast	810,000	5.5%	968.9
	3,536,000	-3.5%	3,194.3
Tropical North QLD	689,000	-2.4%	844.2
	1,626,000	-1.2%	1,688.3
Sunshine Coast	231,000	1.0%	214.5
	2,808,000	4.6%	1,746.1
Whitsundays	189,000	2.1%	127.1
	495,000	4.7%	586.5
Fraser Coast	117,000	-1.5%	38.5
	531,000	-2.7%	294.2
Townsville	96,000	-15.5%	78.1
	936,000	5.4%	682.4



International Marketing Activity:

Strategic outcome: Growth in international visitation and expenditure

Trade focused activity:

- Representation of the region at the Australian Tourism Exchange (ATE) in May 2014 – 86 appointments with international travel trade representatives in 4 days;
- Representation of the region at 'Corroboree' Greater China in June 2014 – 115 appointments with international travel trade representatives in 3 days;
- Representation of the region at ATEC's Inbound Up North in October 2013 with a full schedule of 1 day appointments;
- Representation of the region at Inbound Tour Operator workshops in Sydney in July 2013;
- Representation at the New Zealand Tri-State Workshop in August 2013 in Melbourne;
- Representation of the region at Queensland on Tour New Zealand in February 2014;
- Inclusion of ITO sales calls into the Whitsundays East Coast Roadshow in April 2014;
- Inclusion of ITOs at the inaugural Whitsundays Tourism Exchange in February 2014;
- Hosted 16 domestic based Chinese travel agents (and media) for China VIP dinner as part of Whitsundays East Coast Roadshow in Sydney in April 2014;
- Record number of trade familiarisation hosted in the Whitsunday in 2013-14. Trade familiarisation program ongoing throughout the year. International trade famils hosted in the Whitsundays in partnership with Tourism and Events Queensland:
 1. China Southern Airlines, UK Trade Famil – November 2013
 2. ATEC Inbound Up North post famil, ITOs – October 2013
 3. UK Trade Famil – Great Aussie Sale Malaysian Airlines – October 2013
 4. QOT Europe Prize Winners famil, UK – October 2013
 5. Australie Tours Trade Famil, Europe – October 2013
 6. Claudius Docekal Azamara Club Cruises Famil – March 2014
 7. TEQ & TVIC Joint China Trade Famil – March 2014
 8. Jetstar Gold Coast/Hamilton Island Japan Trade Familiarisation – March 2014
 9. Downunder Travel Toronto, Stephanie McAllister Famil – May 2014
 10. Pre ATE VIP Chinese Trade Famil – May 2014
 11. Pre ATE Western Whitsundays Trade Famil – May 2014
 12. Post ATE China Whitsundays Trade Famil – May 2014
 13. Post ATE Western Trade Famil – May 2014
 14. Post ATE Whitsundays & Townsville Trade Famil – May 2014
 15. Post AYTE Trade Famil – May 2014
 16. Chinese Delegation Famil – June 2014
 17. Dertour Mega Famil, Europe – June 2014
 18. Pre Corroboree Greater China Trade Famil – June 2014
- Quarterly e-newsletters issued to WMDL's trade database;
- Hosted a 'buyer' breakfast during the ATE to provide B2B opportunities for WMDL's members;
- Implementation of a China Strategy for the region.

Consumer focused activity:

- Chinese New Year welcome kits provided to accommodation houses and main street operators;
- Maintaining the China website;
- Participation in Boomerang Reisen's anniversary edition, Europe – June 2014;
- Publicity program ongoing throughout the year. KPI of 6 international media familiarisations (familis) exceeded. 18 international media familis hosted in partnership with Tourism and Events Queensland:
 1. Le Figaro Magazine, France – July 13
 2. National Post, Canada – Aug 13
 3. Lonely Planet Magazine, India – Aug 13
 4. Global Media Famil Best Job in the World (BJIW), Germany – Nov 13
 5. My Biggest, Baddest Bucketlist winners, USA – Nov 13
 6. Australian PGA Championships media, China – Nov 13
 7. TV BJIW, France – Nov 13
 8. Daily Express, UK – Dec 13
 9. Robert Lloyd, #Room753, USA – Jan 14
 10. Liz Carlson, #Room753, US,NZ – Feb 14
 11. MissMalini, #Room753, India – Apr 14
 12. UK Youtubers, UK – Apr 14
 13. FoxNews.com, USA – May 14
 14. Post IMM 14, GER, NZ, CH, ITL – May 14
 15. Videographer, USA – May 14
 16. Global Media Famil Nature & Sails – May 14
 17. Rasso Knoller, GER – June 14
 18. Global Media Famil Luxury – June 14
- 18 destination press releases issued throughout 13-14;
- Provided support to Tourism Australia to promote the 'Best Jobs in the World' campaign by hosting the winner Elisa Detrez, Queensland Park Ranger, in region and effectively leveraging of content generated;
- Representation of the region at the International Media Marketplace (IMM) prior to ATE in May 2014 – 21 appointments with media in 1 day and hosting of post-media group famil in the Whitsundays;
- Provided support to Tourism Australia to promote the Restaurant Australia campaign and to ensure the Whitsundays was included in promotions;
- Bi-monthly media e-newsletter issued to media database (incl international media contacts);
- Provided support to ScreenQLD to attract international TV productions (e.g. Unbroken);
- Story pitching and servicing of media requests throughout the year.





Domestic Marketing Activity

Strategic outcome: Growth in domestic visitation and expenditure

Trade focused activity:

- The Inaugural Whitsundays Tourism Exchange held with 38 trade partners brought into region to meet with products and contract – February 2014;
- Quarterly e-newsletters issued to the WMDL trade database;
- Domestic trade famils:
 1. Virgin Australia Agent Famil – November 2013
 2. Domestic China Famil VFR – November 2013
 3. Defence Holidays Famil – November 2013
 4. Mixed domestic trade famil – December 2013
 5. BYO Kids Famil – February 2014
 6. Post Whitsundays Tourism Exchange Famil – February 2014
 7. Local Collinsville Famil – March 2014
 8. Alluxia Famil/Introductions – June 2014
 9. AYM Golf Tours famil/introductions – June 2014

Consumer focused activity:

- An additional \$660,000 was secured by WMDL to market the region to key source and niche markets. This allowed us to deliver the 'Airlie Beach Re-launch', 'Whitsundays Winter Sale' and 'Weddings in the Whitsundays' contestable campaigns.
- The 'Airlie Beach Re-launch' campaign ran from October 2013 – June 2014 targeting the 400km regional drive market. The \$250,000 campaign generated 3,338 room nights and over \$3.7 million in PR media value (KPI of \$1million - exceeded).

- The 'Whitsunday Winter Sale' ran in two phases; the first was a campaign in partnership with Tigerair launching a major PR event on the first day of the inaugural flight from Sydney to Whitsunday Coast Airport (Proserpine), generating over 2,500 airline seats to the region, helping sustain those flights for future travel. The second phase was a campaign in partnership with Wotif.com that ran for 6 weeks in conjunction with Tourism and Events Queensland's Whitsundays brand campaign for 2014 targeting Brisbane, Sydney and Melbourne. The total campaign value was \$550,000, generating over 5,300 room nights and over \$1.1 million in sale revenue for the region.
- The Weddings in the Whitsundays campaign ran over the full financial year, encouraging couples to choose the Whitsundays for their destination wedding. The \$150,000 campaign saw a refreshed weddings page on tourismwhitsundays.com.au with an SEM campaign driving an increase of 88.77% more traffic to the page and an increase of between 20-30% in weddings in the region compared to the year before. In addition, \$26,843 was generated in positive publicity that reached an audience of nearly 3 million.
- Queensland's Season of Sailing campaign ran in 2 phases over the sailing season in 2013 and 2014. The first phase from June – September 2013, focused on the various sailing events along the Queensland coast, including Airlie Beach Race Week, Great Whitsunday Fun Race, Hamilton Island Race Week and the Shag Islet Rendezvous with the objective of driving awareness of the various sailing experiences in region and driving visitation and expenditure. In June 2014, the campaign was innovated to hero the Whitsundays only during the season of sailing, recruiting a local captain and novice sailing crew documenting their sail training experience and sharing it via social media and driving bookings to operators. This included PR driven activity which brought leading digital influencers and traditional media to the region to demystify the art of sailing and to promote sailing holidays in the Whitsundays
- Tourism and Events Queensland's Whitsundays brand campaign 'Whitsundays Pictures Presents' ran from 13-21 August 2013, targeting Brisbane, Sydney and Melbourne through a \$505,000 campaign, allowing consumers to help a screen writer from The Great Gatsby write scenes for a movie filmed in the Whitsundays. The best writer of the day's most creative scene won a \$500 movie voucher and went in to the overall draw to win a \$10,000 holiday in the Whitsundays. The campaign generated excellent awareness of the region with over 51,257 people visiting the website to help write the scenes.
- Tourism and Events Queensland launched the 2nd brand campaign 'Every Shade of Perfect' for the financial year in June 2014, in conjunction with the Whitsundays Winter Sale, driving visitation to the queenslandholidays.com website, advertising the Wotif.com campaign and generating bookings.
- WMDL in partnership with Tourism Bowen and Bowen operators ran a Bowen campaign targeting the Townsville drive market to drive awareness and bookings for the region leading up to the 2013 Christmas school holidays.
- In collaboration with Mackay Tourism, developed plans to produce a reverse cover Whitsundays and Mackay Visitor Guide, increasing the print run from 80,000 to 120,000 encouraging visitation from one region to another and generating awareness of the two regional destinations.



- In partnership with RACQ and Caravanning Queensland promoted the Whitsunday region to the drive touring market and the various scenic drives around the region.
- Publicity program ongoing throughout the year. KPI of 8 domestic media famils, 20 stories generated exceeded. KPI of 18 destination press releases to be issued – exceeded. In 2013-14, WMDL in partnership with Tourism and Events Queensland has generated a total of \$12,558,671 in positive publicity value for the Whitsundays. Stories have been published across print, online and broadcast media. The publicity generated is a direct result of the on-going media famil program, pro-active and re-active story generation, press releases issued, media requests serviced and stories pitched.¹
- Media lunches hosted as part of Whitsundays East Coast Roadshow – April 2014.
- In partnership with Tourism and Events Queensland, the Whitsundays was featured as part of a live broadcast for The Project TV Show.
- WMDL generated additional publicity by arranging for the Whitsundays to be featured in *When Love Comes to Town*, *Bringing Sexy Back*, *Queensland Weekender (4 episodes)* and a live *Sunrise* weather broadcast from Airlie Beach.
- The Whitsundays was featured as part of the Queensland-wide Whale Welcoming Ceremony in June 2014 led by Tourism and Events Queensland in partnership with WMDL and the local industry. The activity was PR driven to raise awareness of the whale season.
- Bi-monthly media e-newsletters issued to WMDL's media contacts; story pitching and servicing of media requests throughout the year.
- Image Library Project undertaken to update existing image library. In addition, a photo shoot was undertaken for Airlie Beach to showcase the \$23million dollar upgrade and additional wedding images have been purchased to fill gaps in the image library.
- Ongoing investment and maintenance of our major destination website www.tourismwhitsundays.com.au and integration of Bookeasy platform. Visitation 13/14: 1.2 million (unique visitors: 935k); Average time on site 3:36min. Mobile platform for the website launched in October 2013; dedicated Airlie Beach destination website launched www.loveairliebeach.com.
- Ongoing investment and maintenance of destination social media profiles. Facebook 34,754 (as at 30 June 14), Twitter: 4,552 followers (as at 30 June 14), Instagram: 10k followers (as at 11 September), Youtube/ TripAdvisor/Pinterest profiles maintained.



¹ The publicity figures generated are based on \$ value of publicity based on the casual advertising rate (ASR = Advertising) Space Rate. The publicity results are calculated independently through the iSentia media monitoring service. This service has some limitations and does not capture all publicity generated by TEQ and the RTO's. Activity not monitored includes secondary and subscription television programs, some specialist travel and trade publications and many web based media services.

Furthermore, social media publicity generated through tools such as Instagram, Facebook, YouTube and blogs are not given a publicity \$ value.



Special Interest Market Activity:

- Weddings – WMDL's Domestic Tourism Manager remained a part of the management committee for WeddingsWhitsundays.com. In partnership with the wedding industry, developed the marketing strategy behind the 'Weddings in the Whitsundays' campaign delivering a number of cooperative marketing opportunities to the wedding industry, through media famils, co-operative advertising, attendance at wedding expo's in Brisbane, produced the very first 'Whitsundays romance, wedding and honeymoon planner, distributed through major bridal publications and turned it in to an app available for download free on android and iOS.

Whitsunday Region Information Centre

- The Whitsunday Regional Information Centre (WRIC) was re-opened by WMDL in 2013 in the old Visitor Information Centre on the highway at Proserpine.
- The centre is open seven days a week catering to the large number of visitors travelling along the Bruce Highway. WMDL staff are augmented by a group of volunteers whose assistance in providing visitors with information is highly appreciated by the organisation.
- The centre is building up supplies of locally made souvenirs to sell to visitors, providing cash flow to the centre and an outlet to the producers.
- Recently the BookEasy online reservations system has been introduced to the Centre providing visitors with a real-time booking service for accommodation and tours. This system is also accessible from our website with a prominent "Book Now" button attracting web browsers to convert their enquiries into bookings. All commissions from these sales are ploughed back into the marketing of the Whitsundays.

Events:

Strategic outcome: Growth in visitation through events

- Assisted local event committees with publicity, organisation of their events, funding applications and marketing;
- In partnership with the wedding industry, WMDL coordinated the inaugural Whitsundays Wedding and Honeymoon Expo seeing over 50 local businesses exhibit and over 470 people attend the Expo over a 3 hour period and bringing visitors in to the region from Mackay and Townsville.

Leadership:

Strategic outcome: Provide leadership to the local tourism industry

- Digital video editing workshop held in Nov 13; one-on-one sessions held with Digital Marketing Executive;
- Digital Ready Program continued throughout the year in partnership with Tourism and Events Queensland;
- Domestic Ready Workshop – February 2014;
- Meetings of the Whitsundays tourism signage committee coordinated by WMDL and held throughout 13-14; report to the Whitsunday Regional Council submitted;
- Several China-ready workshops conducted in partnership with leading industry bodies;
- Each quarter the NVS and IVS research results are publicised with a press release and then made available to members;
- WMDL coordinated the 2013 Whitsunday Tourism Awards held in October 2013 and has commenced coordinating the 2014 awards to be held in October 2014;
- Regular industry sentiment survey conducted;
- Research on Destination Tourism Plan for the Whitsundays has commenced;
- Corporate publicity generated to raise awareness about WMDL activities and to drive membership: Fortnightly column in Whitsunday Times for WMDL TSAG Chairman , monthly CEO update in Tourism Bowen newsletter, monthly CEO column in Bowen Independent;
- Weekly e-newsletter distributed to WMDL members and other stakeholders;
- Distribution of press releases throughout the year with stories published in local, regional and national media outlets (e.g. Sydney Morning Herald, The Courier Mail); \$303,216 in PR generated; audience: 9 million.

Aviation:

Strategic outcome: Aviation route development

- WMDL worked closely with the Whitsunday Regional Council to promote inaugural Tigerair flight from Sydney to Whitsunday Coast airport. The launch was backed by a major retail campaign and PR activation in the Sydney market, generating over 2500 airline seats sold in to the region, sustaining the flight path for future travel.
- Hamilton Island has secured direct flights from Sydney to Hamilton Island with Qantas commencing on 1 July 2014. This brings Qantas Business Class flights from Sydney back to the region for the first time in six years.

Jeff Aquilina

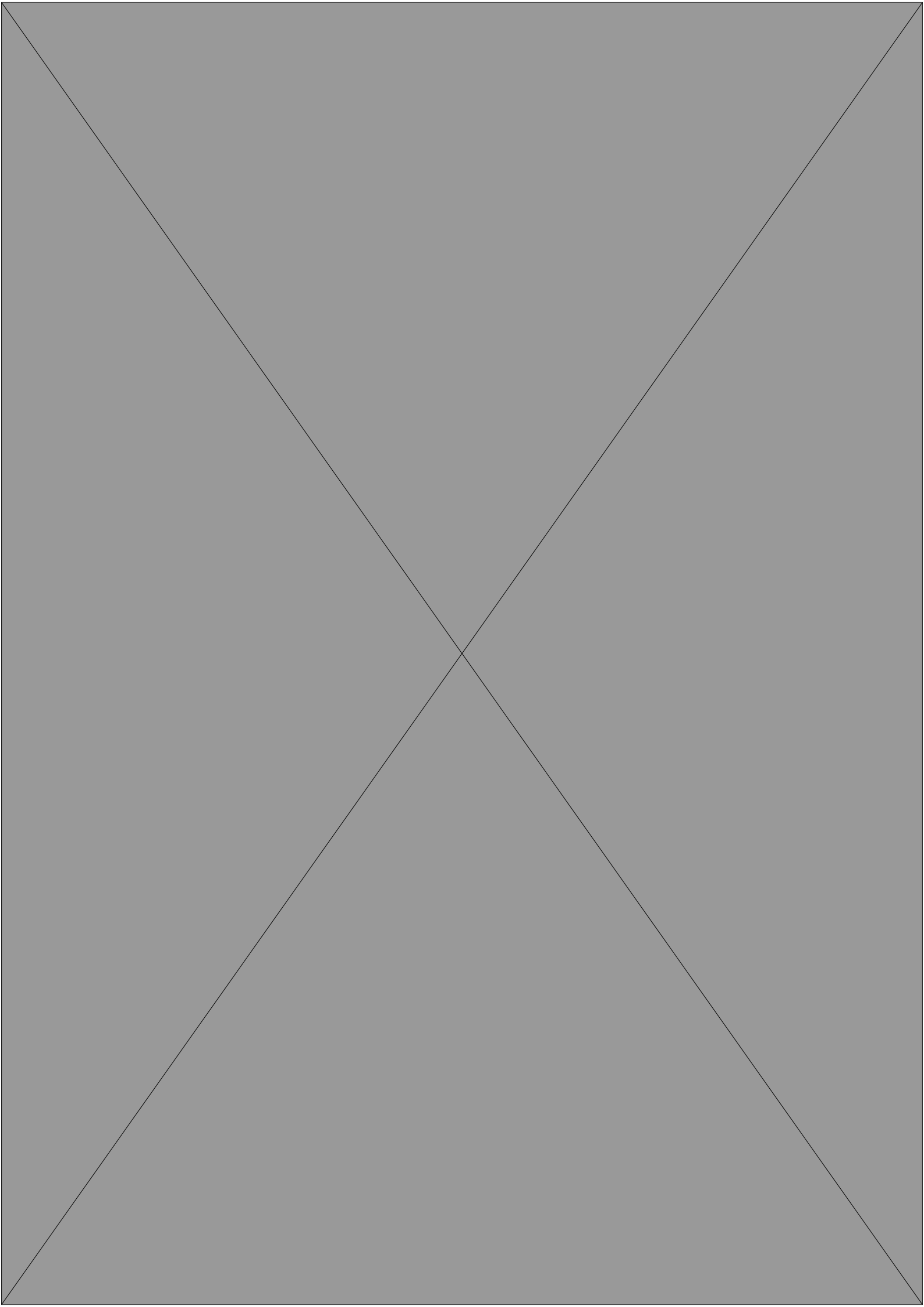
Chairperson

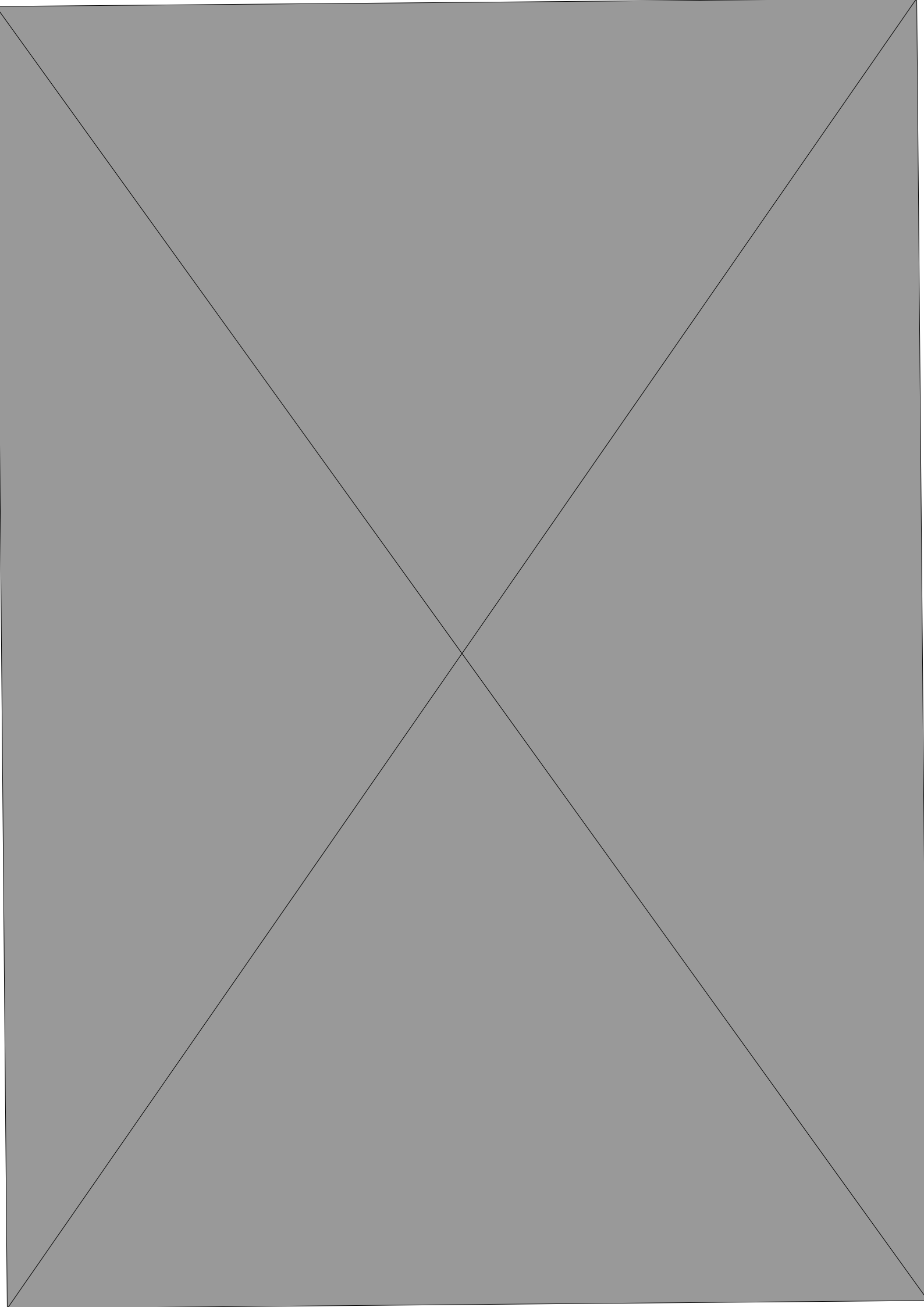
Tourism Strategic Advisory Group

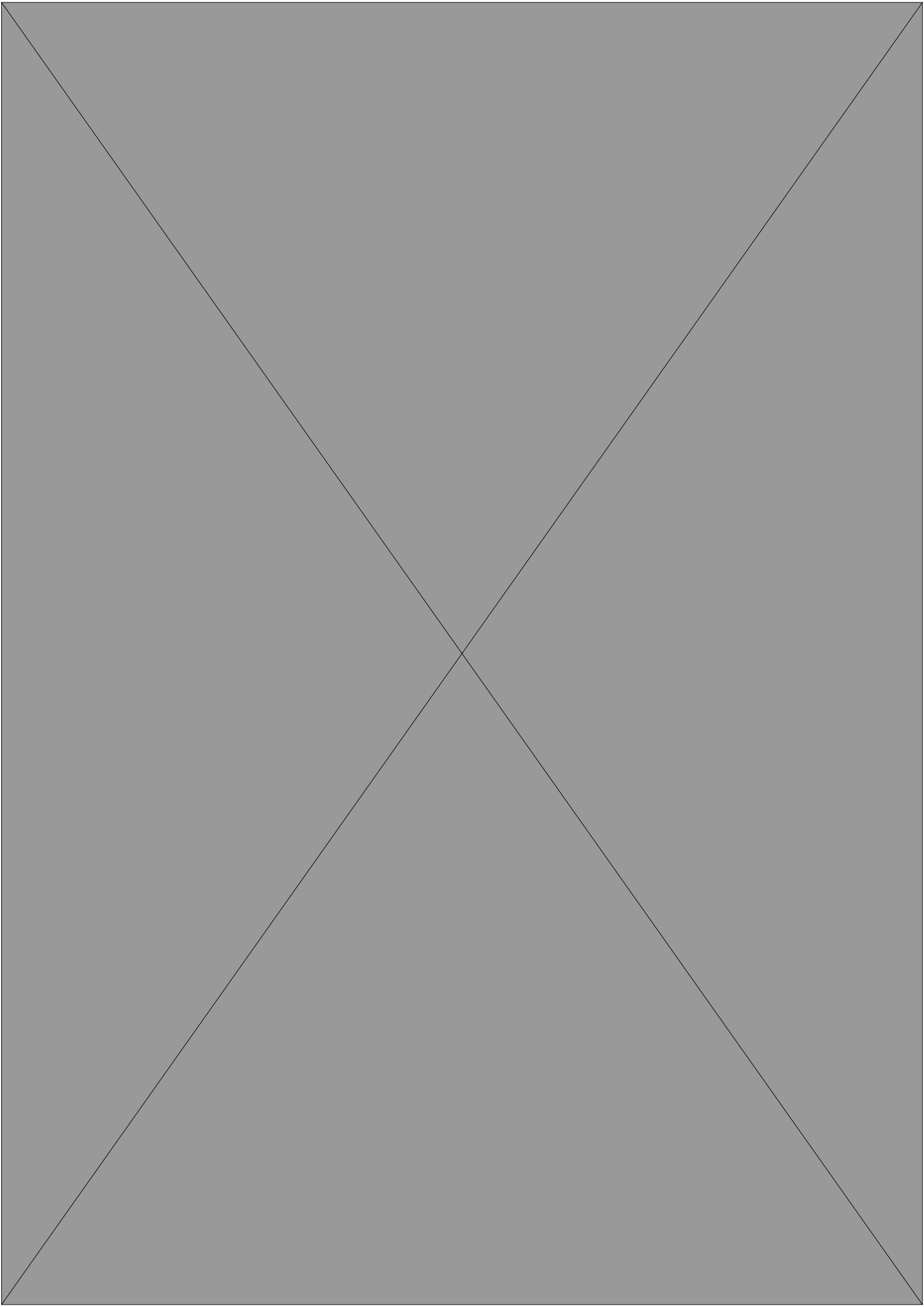


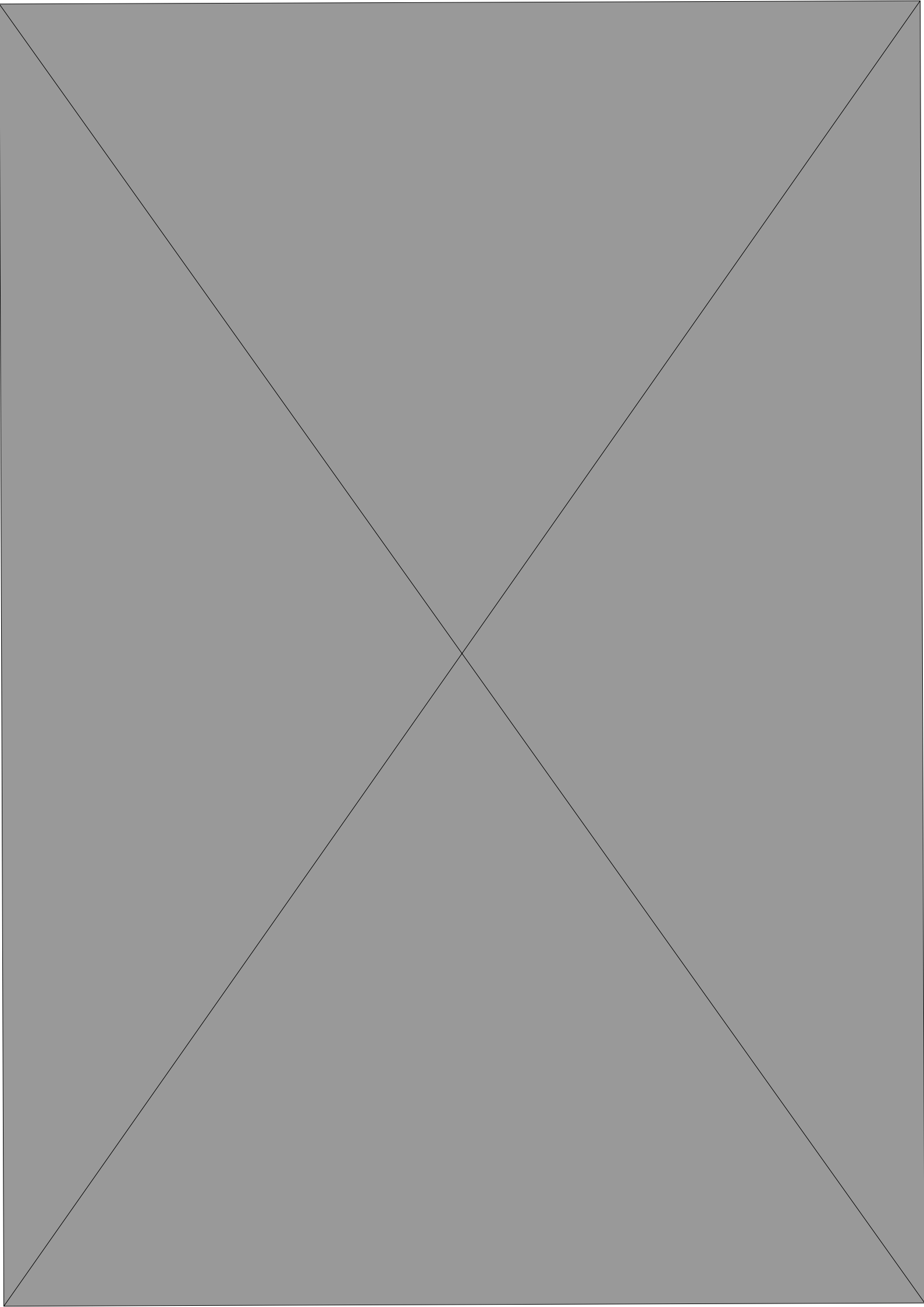
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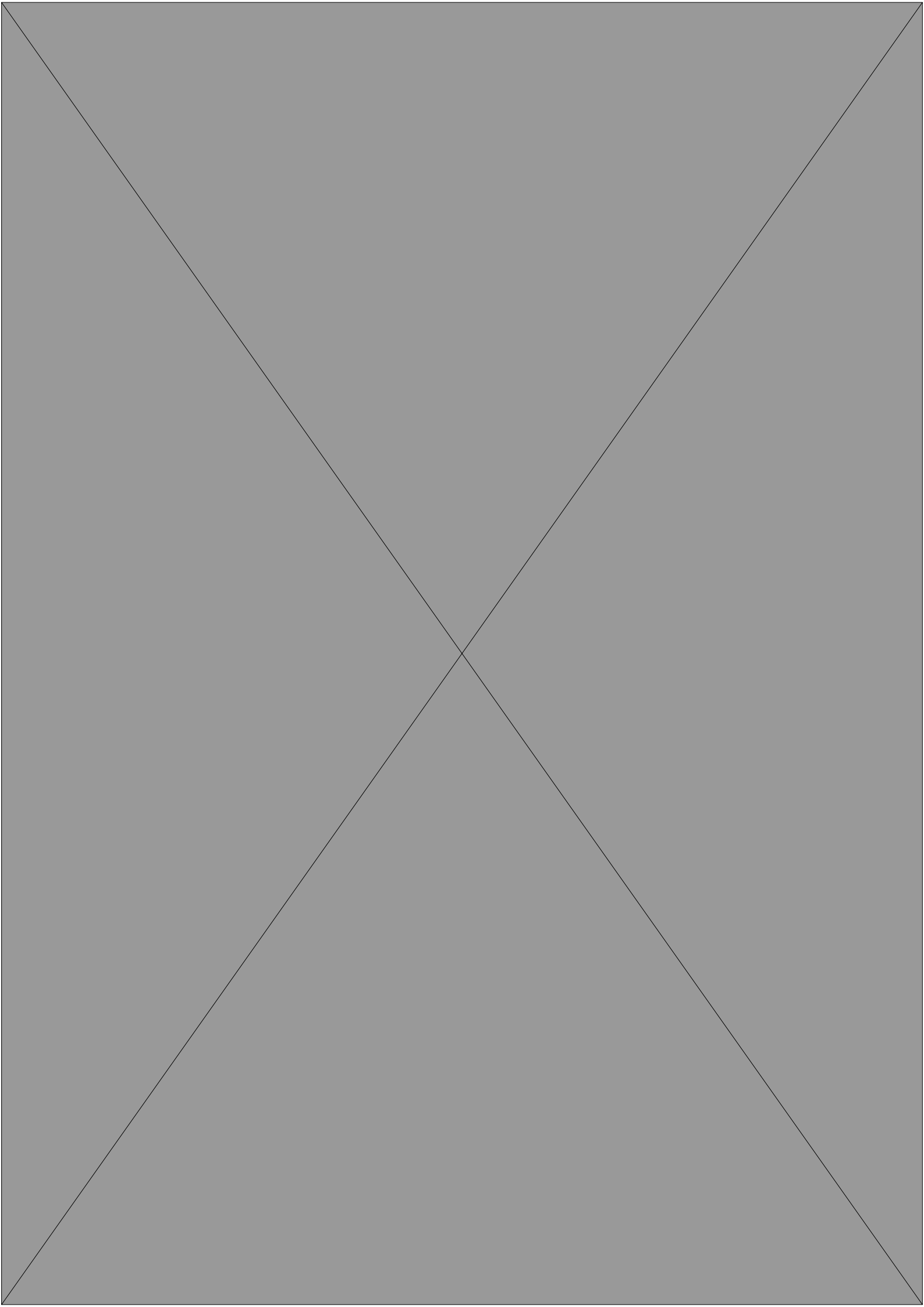


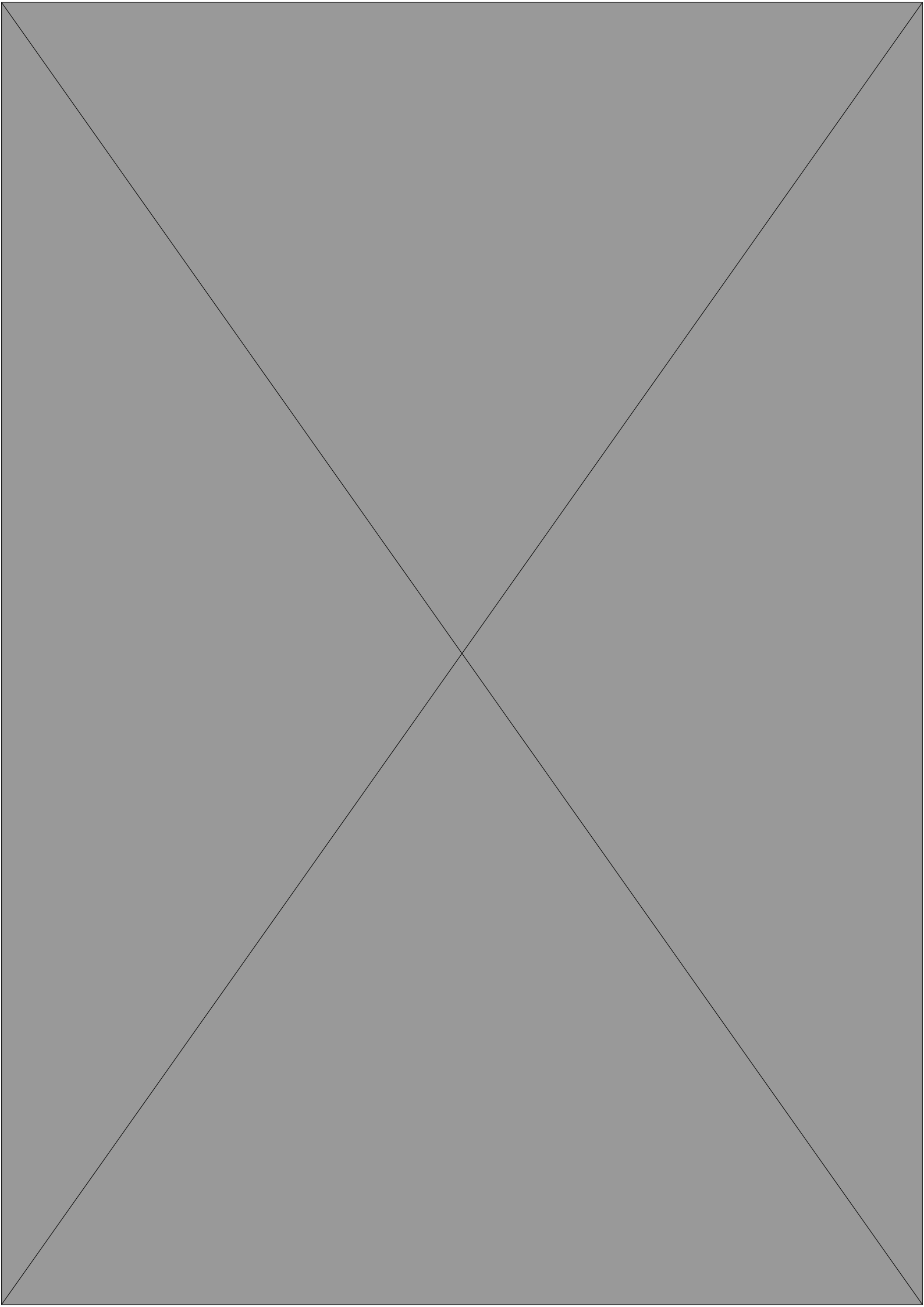


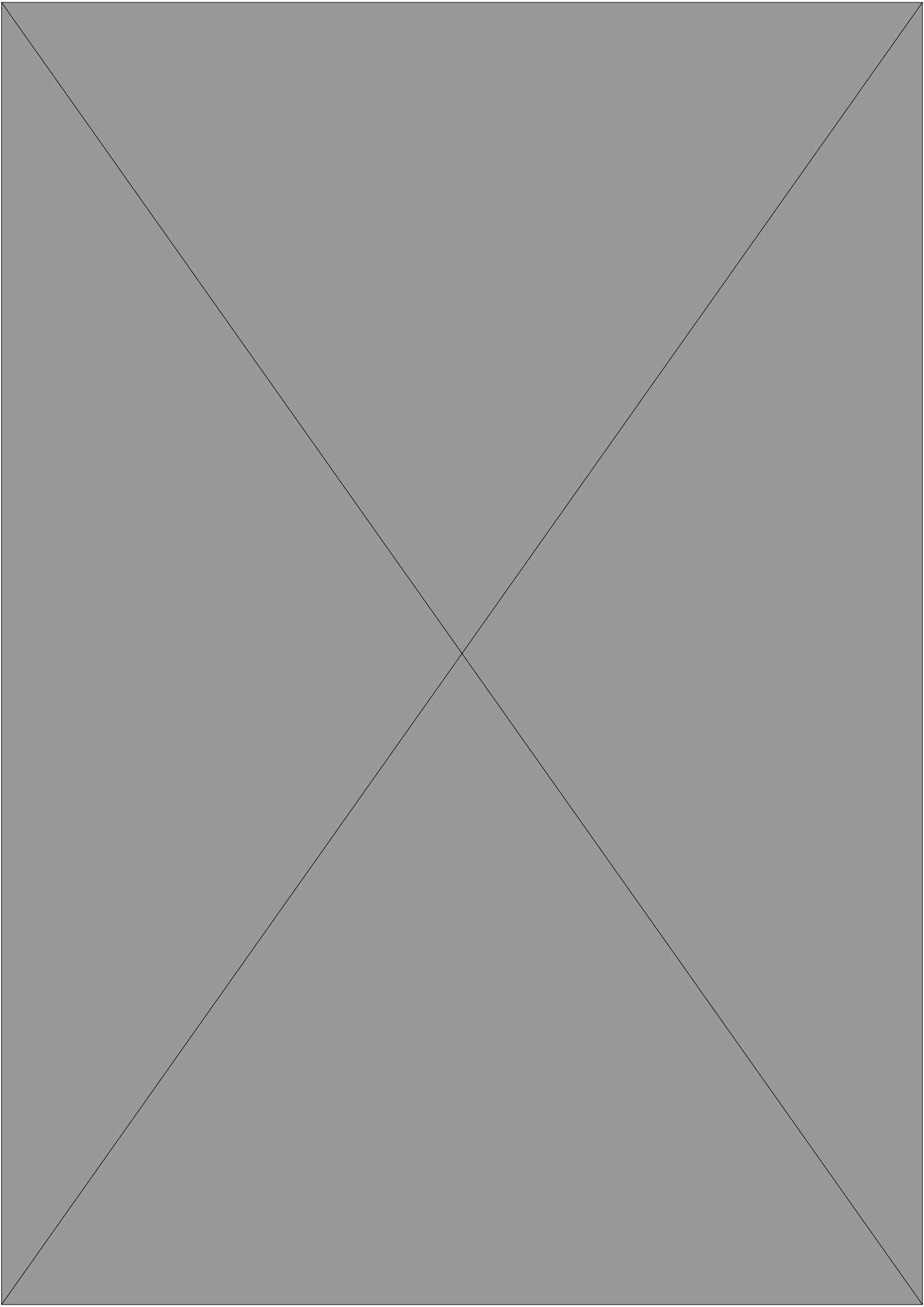


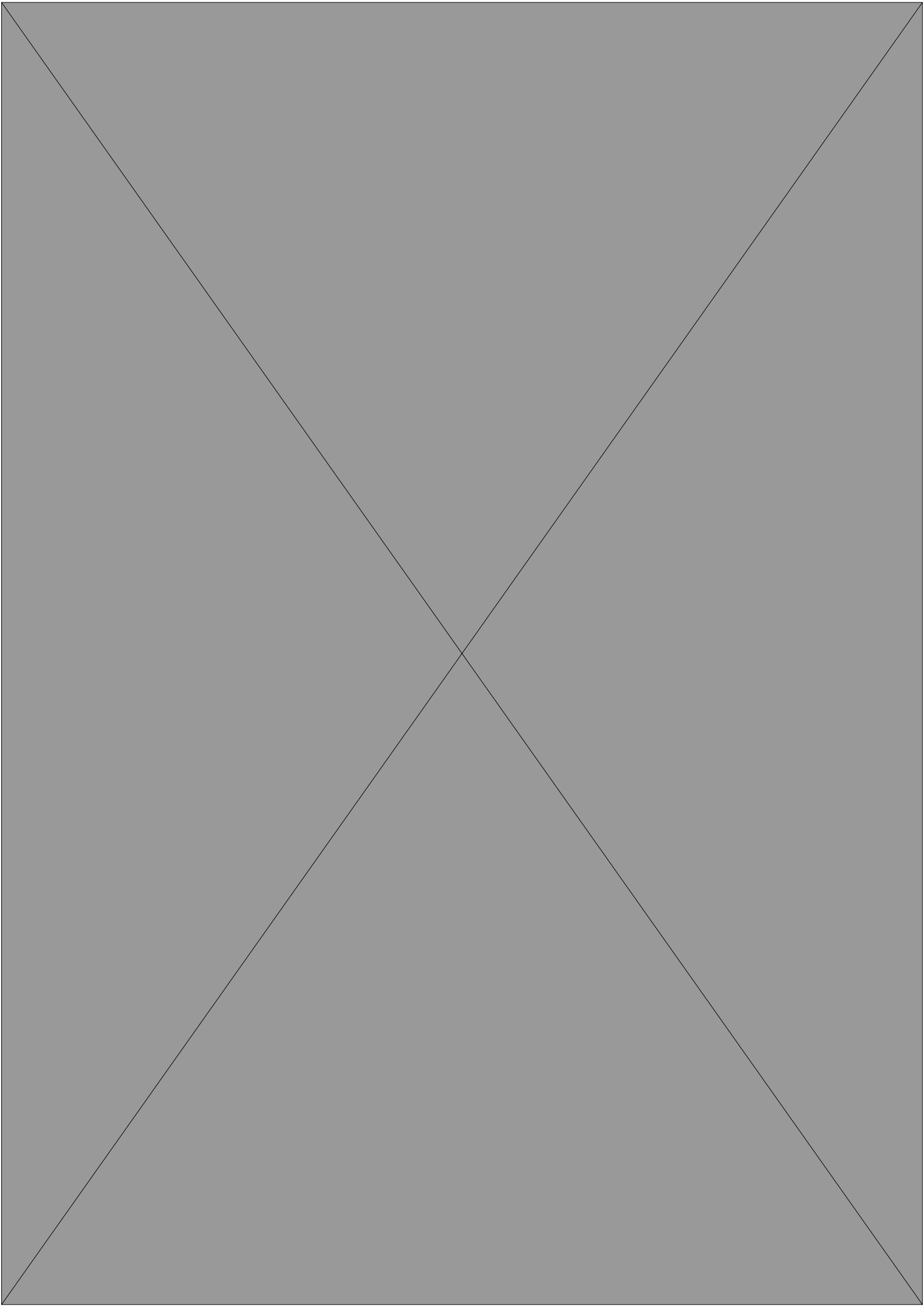


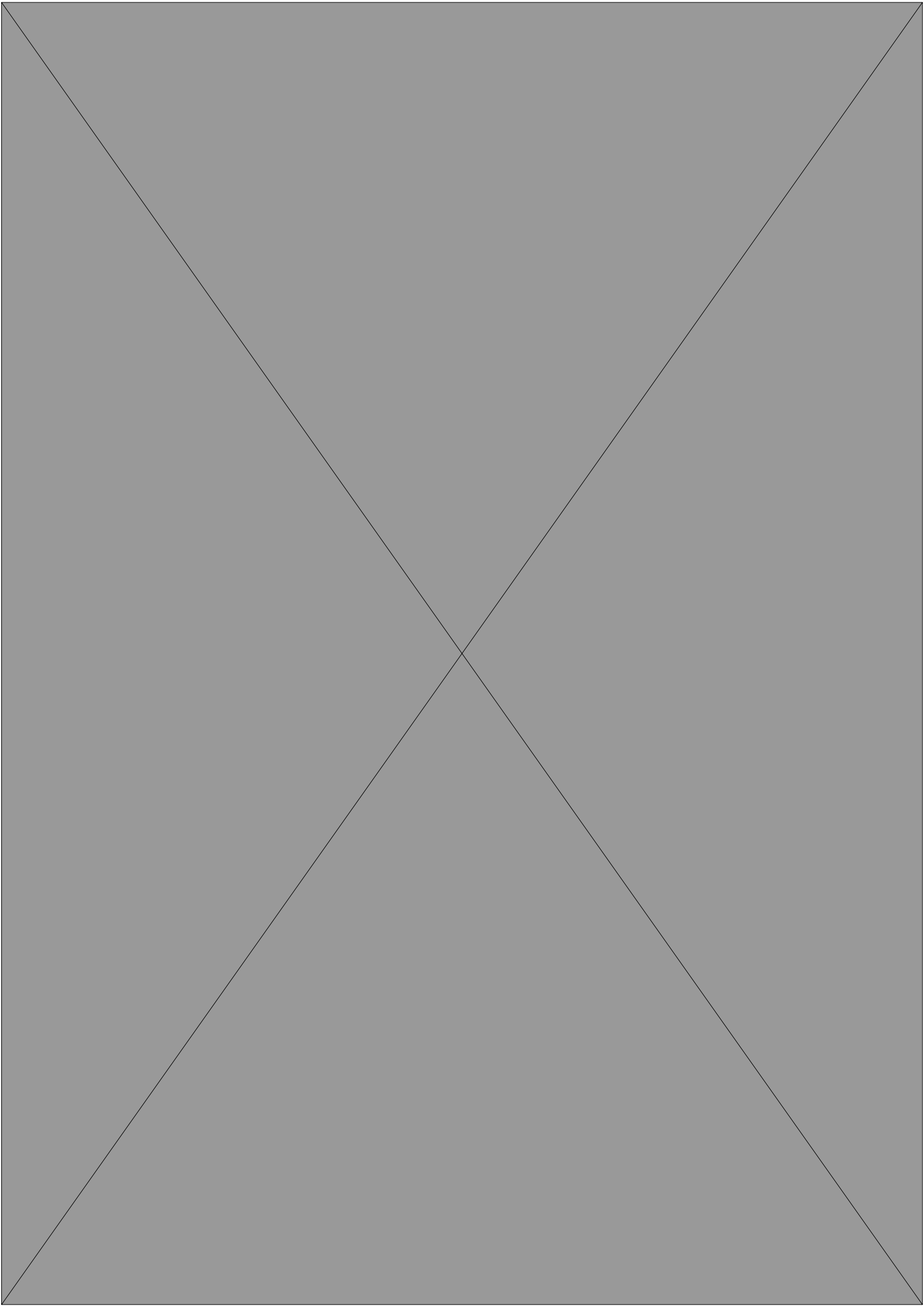


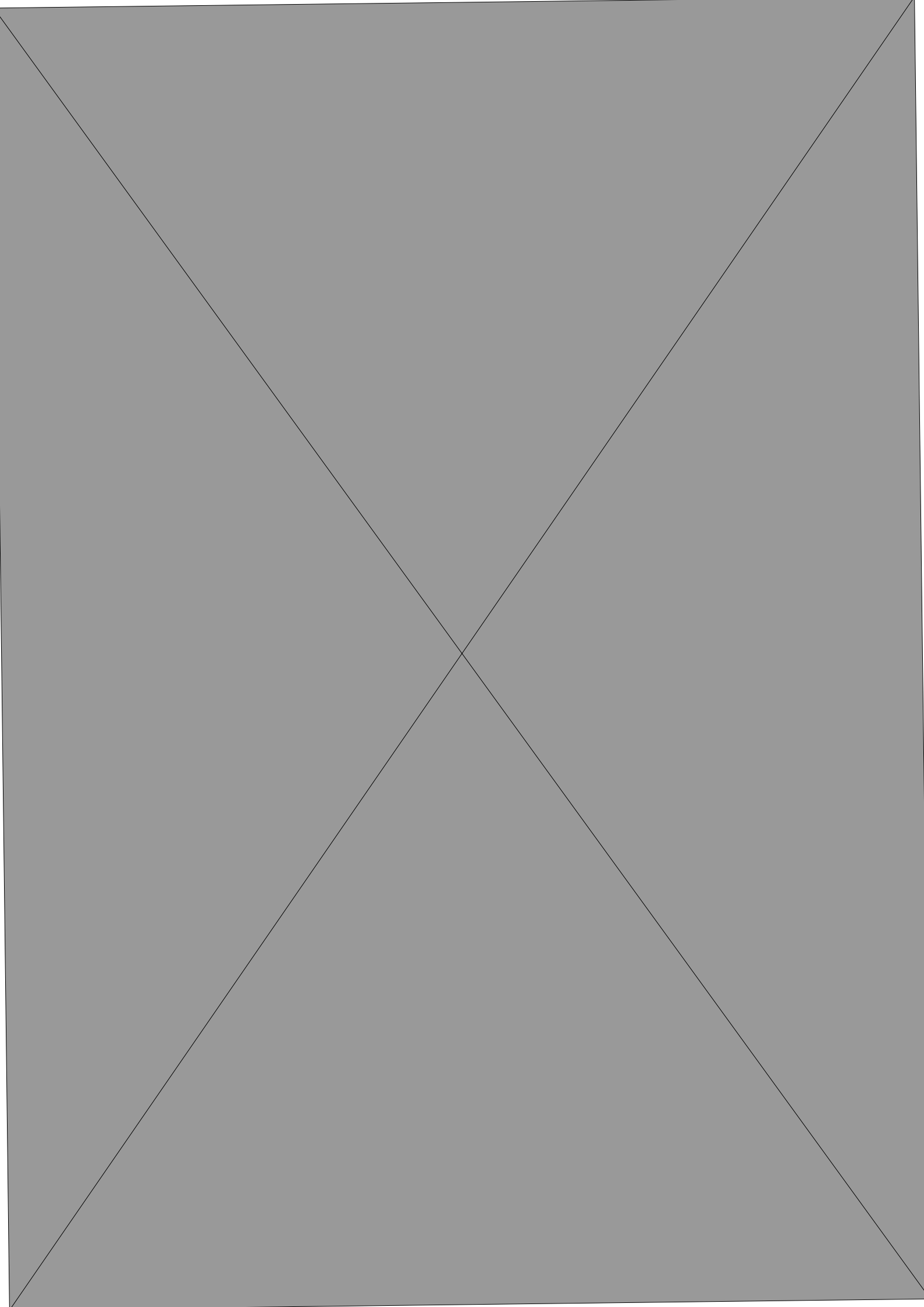


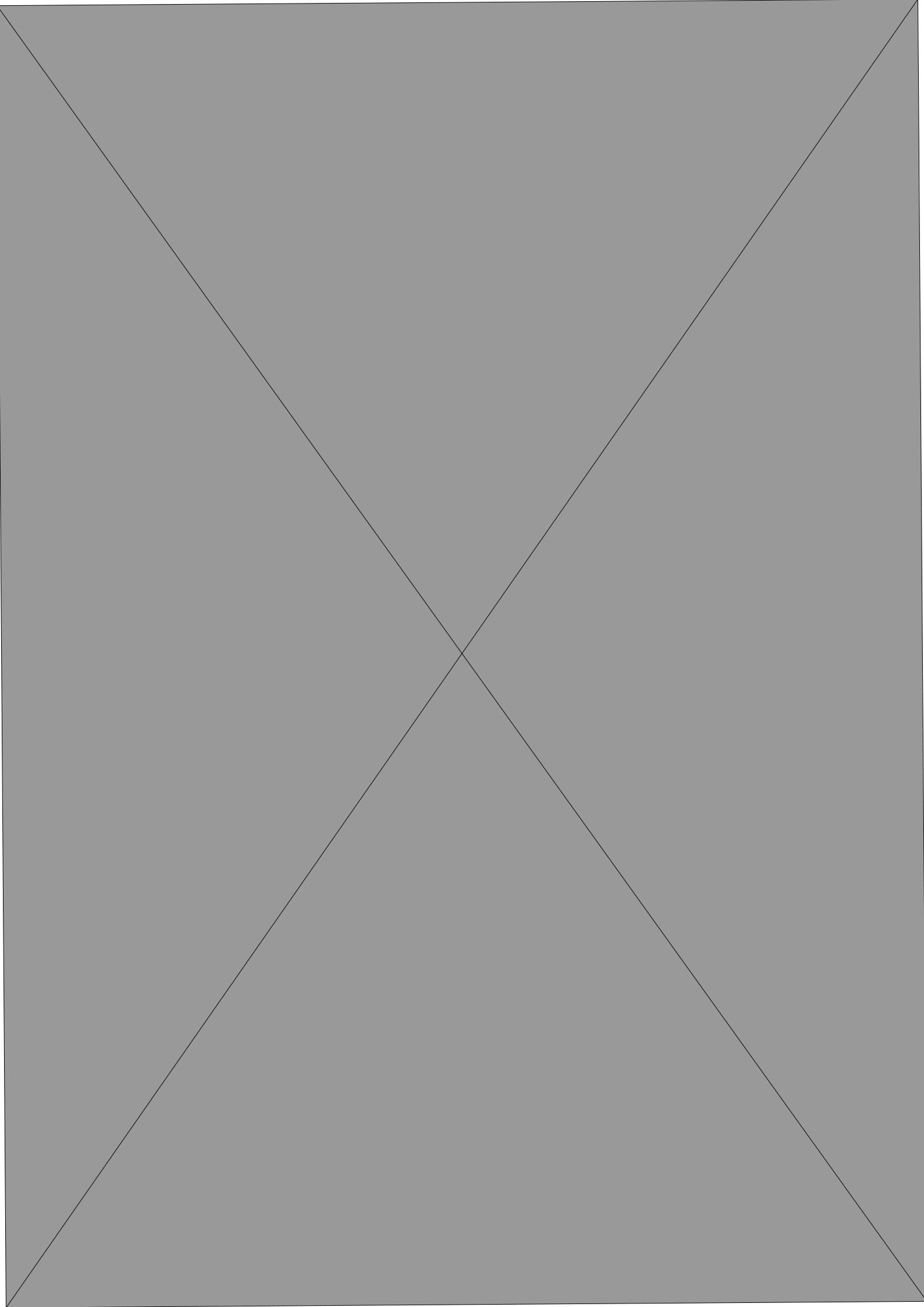


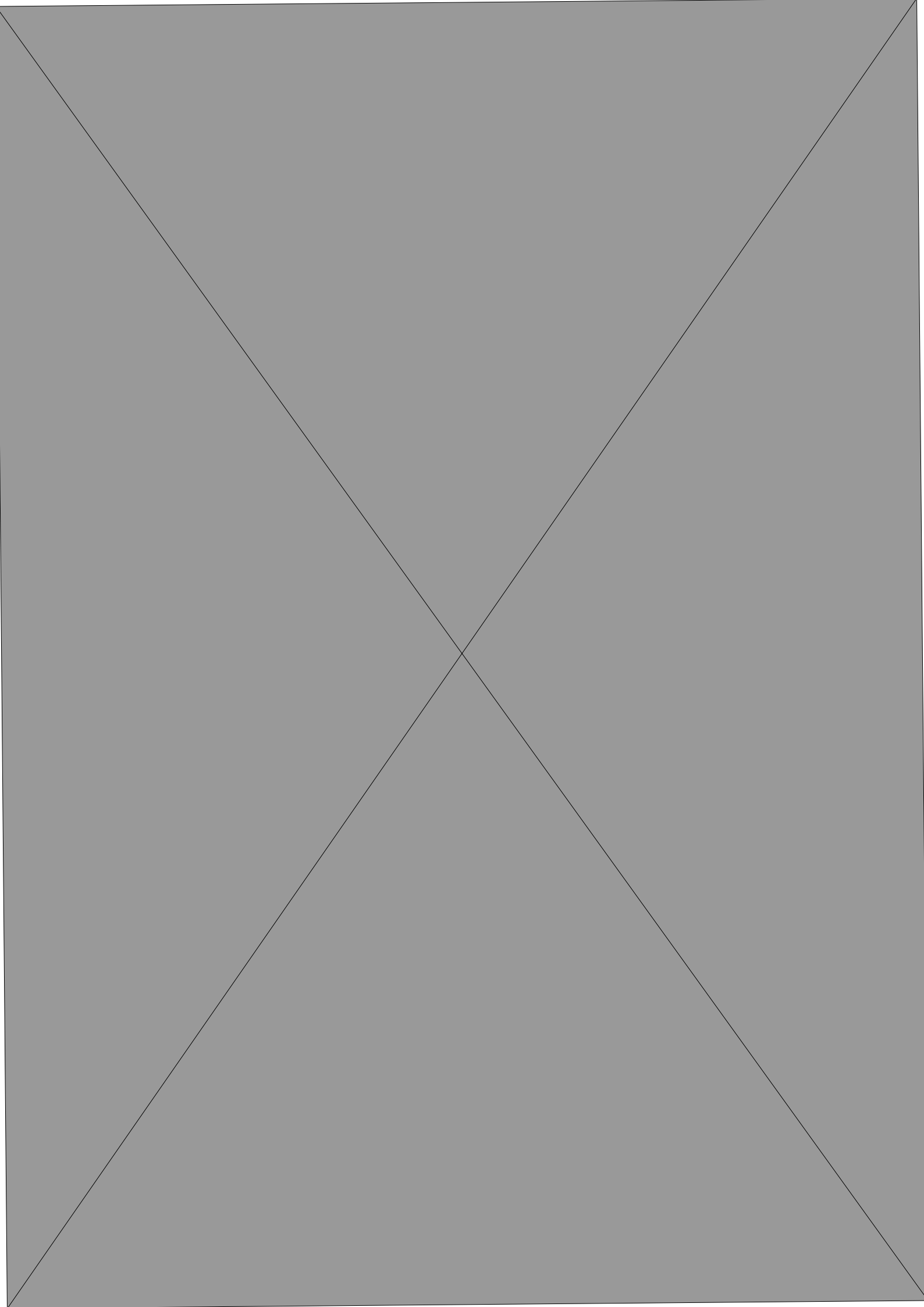


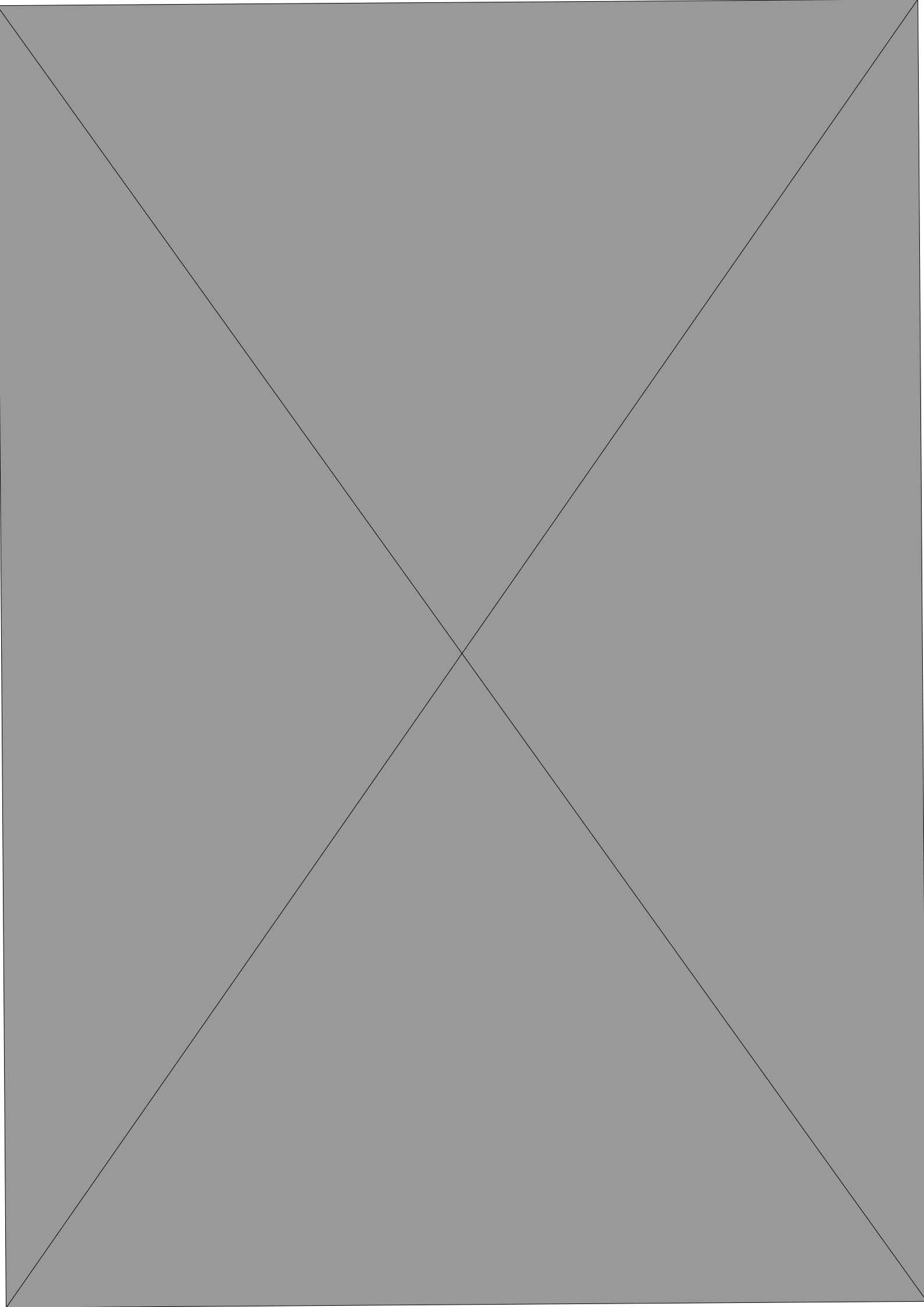


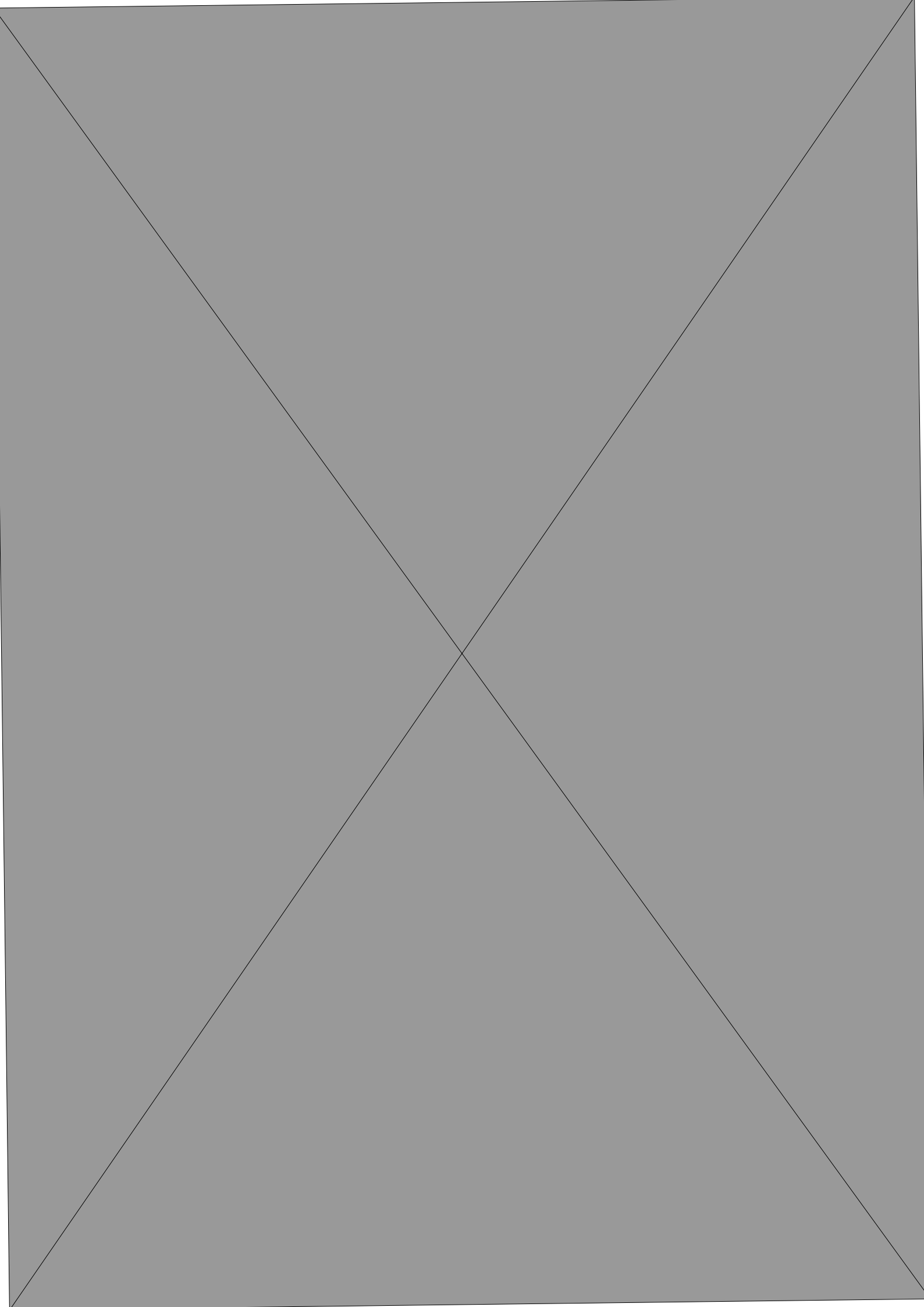


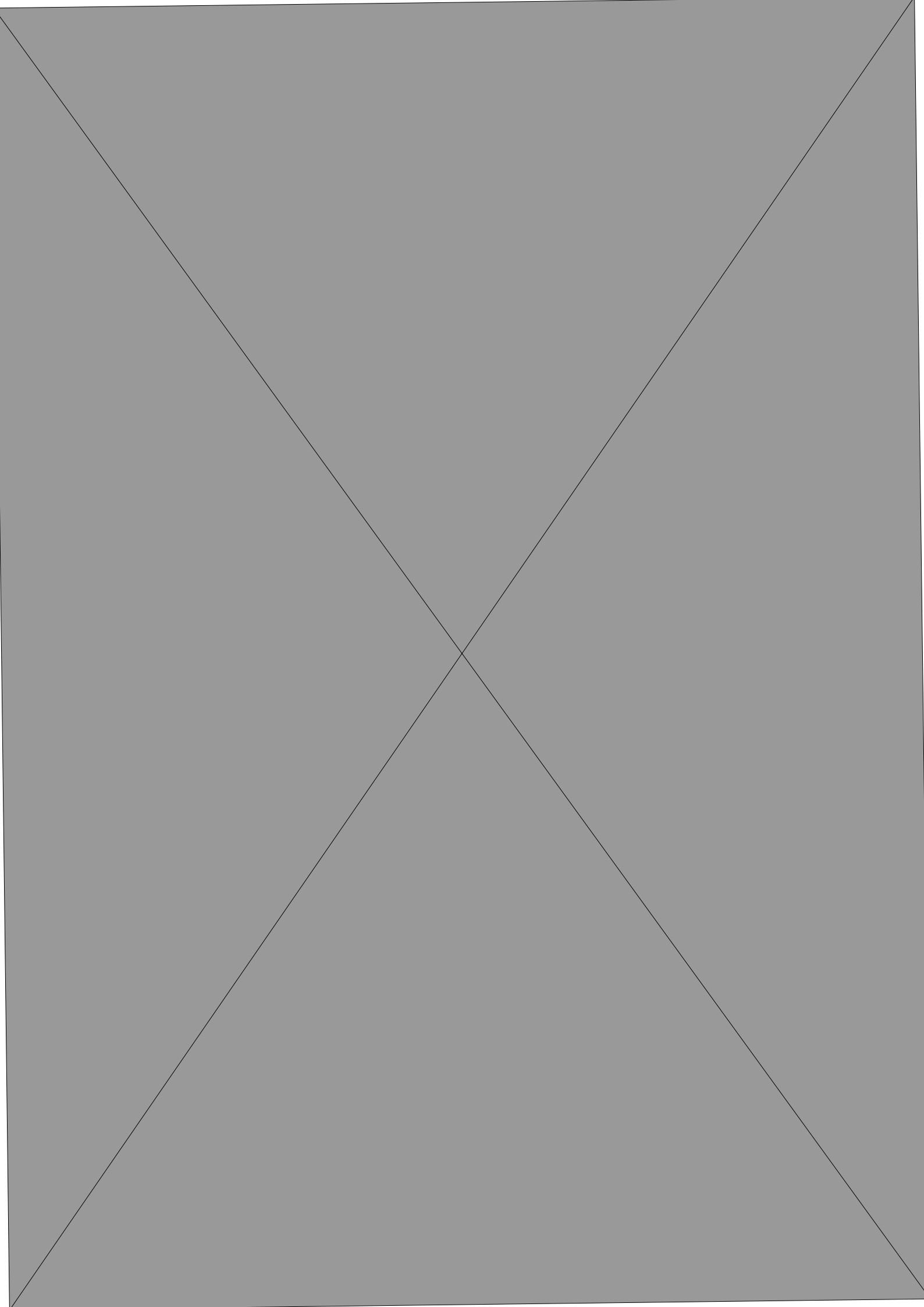


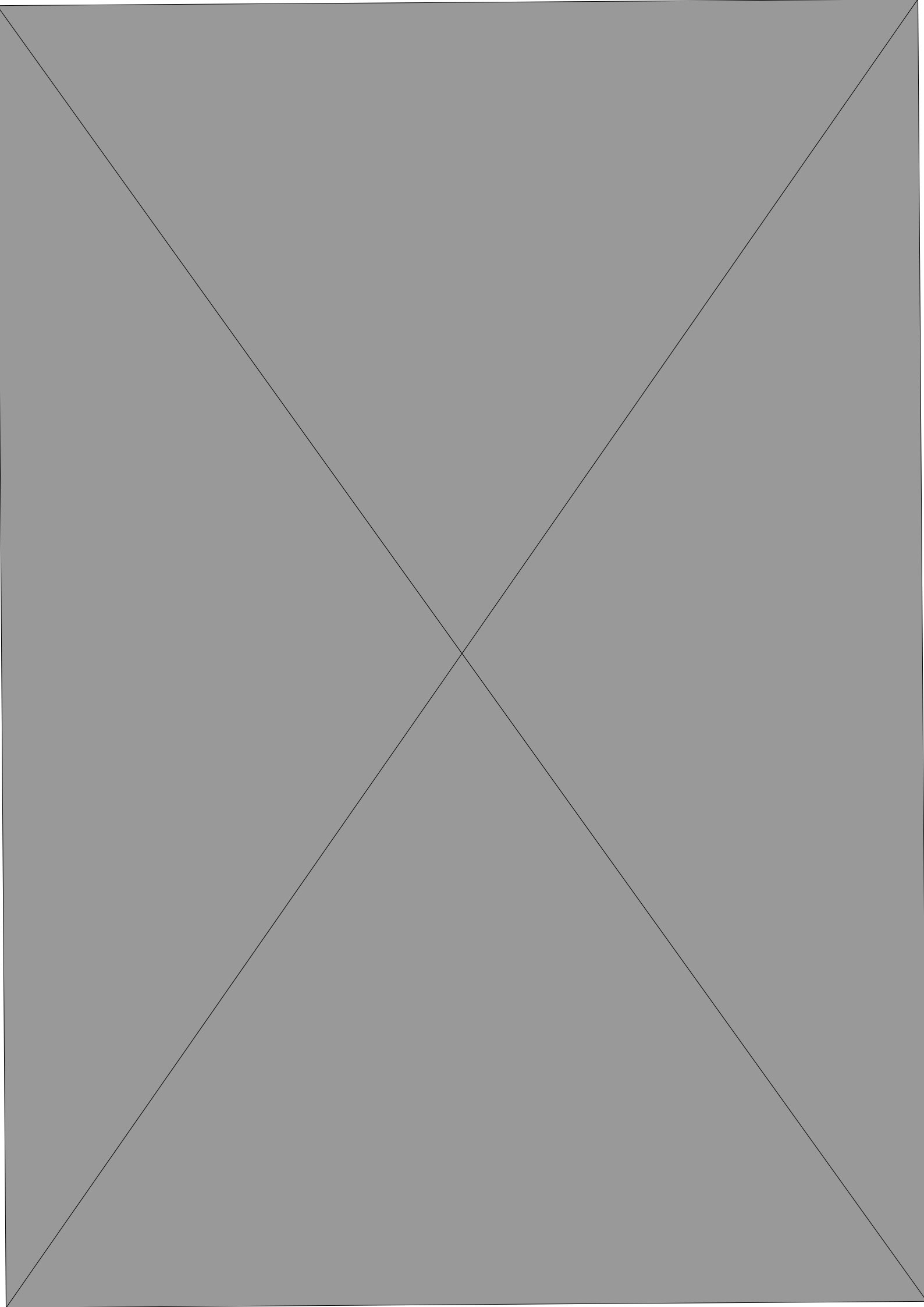


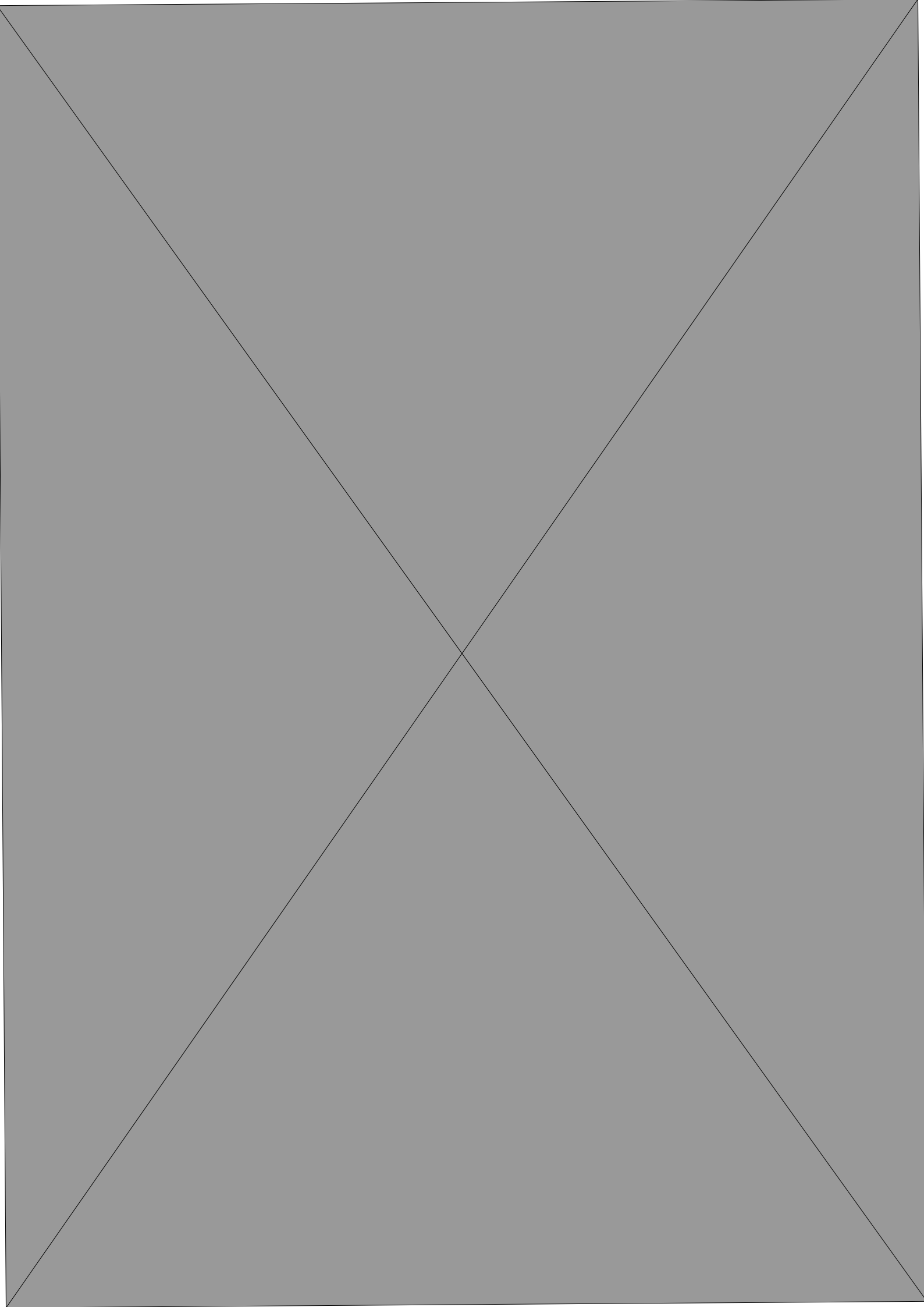


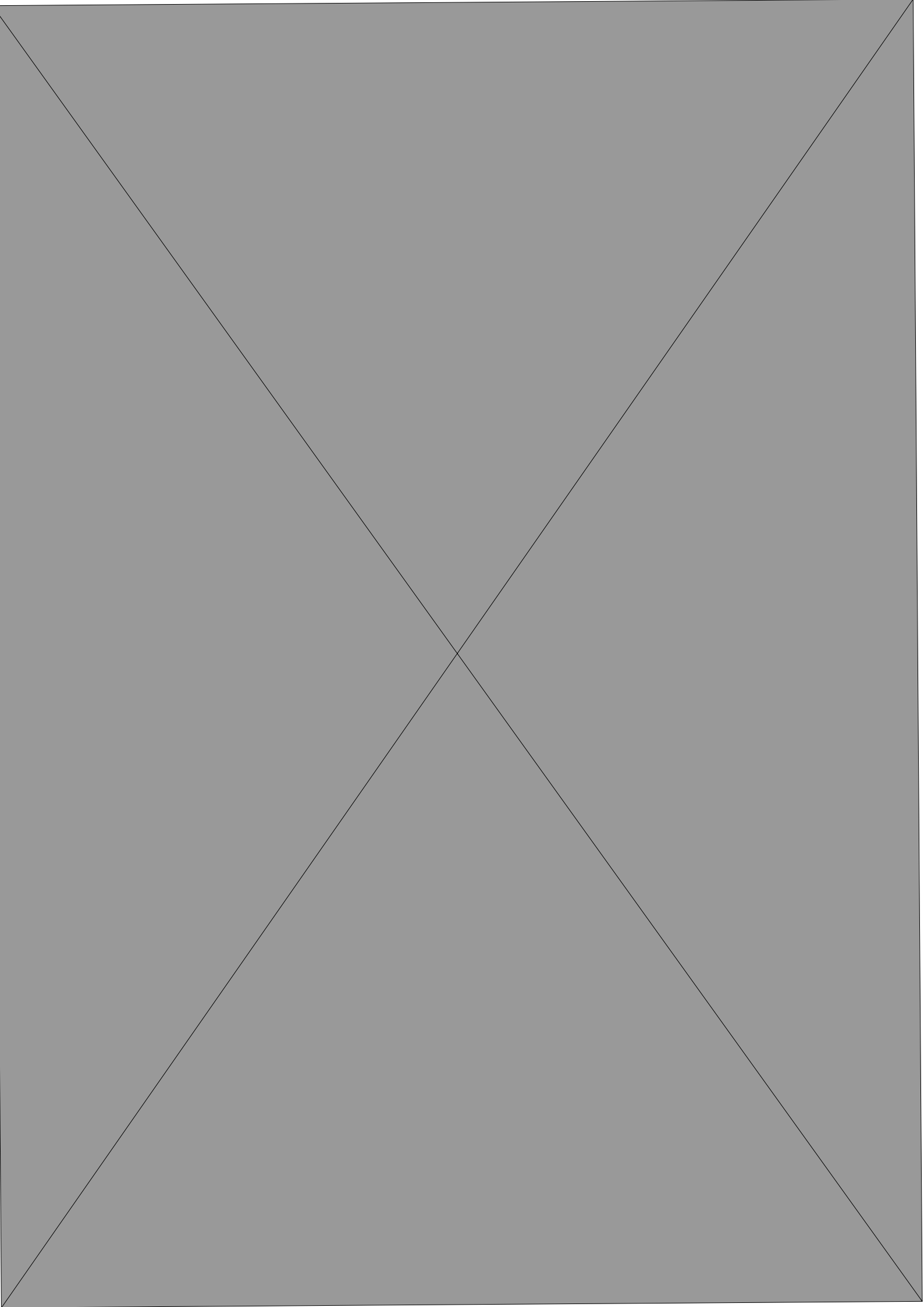


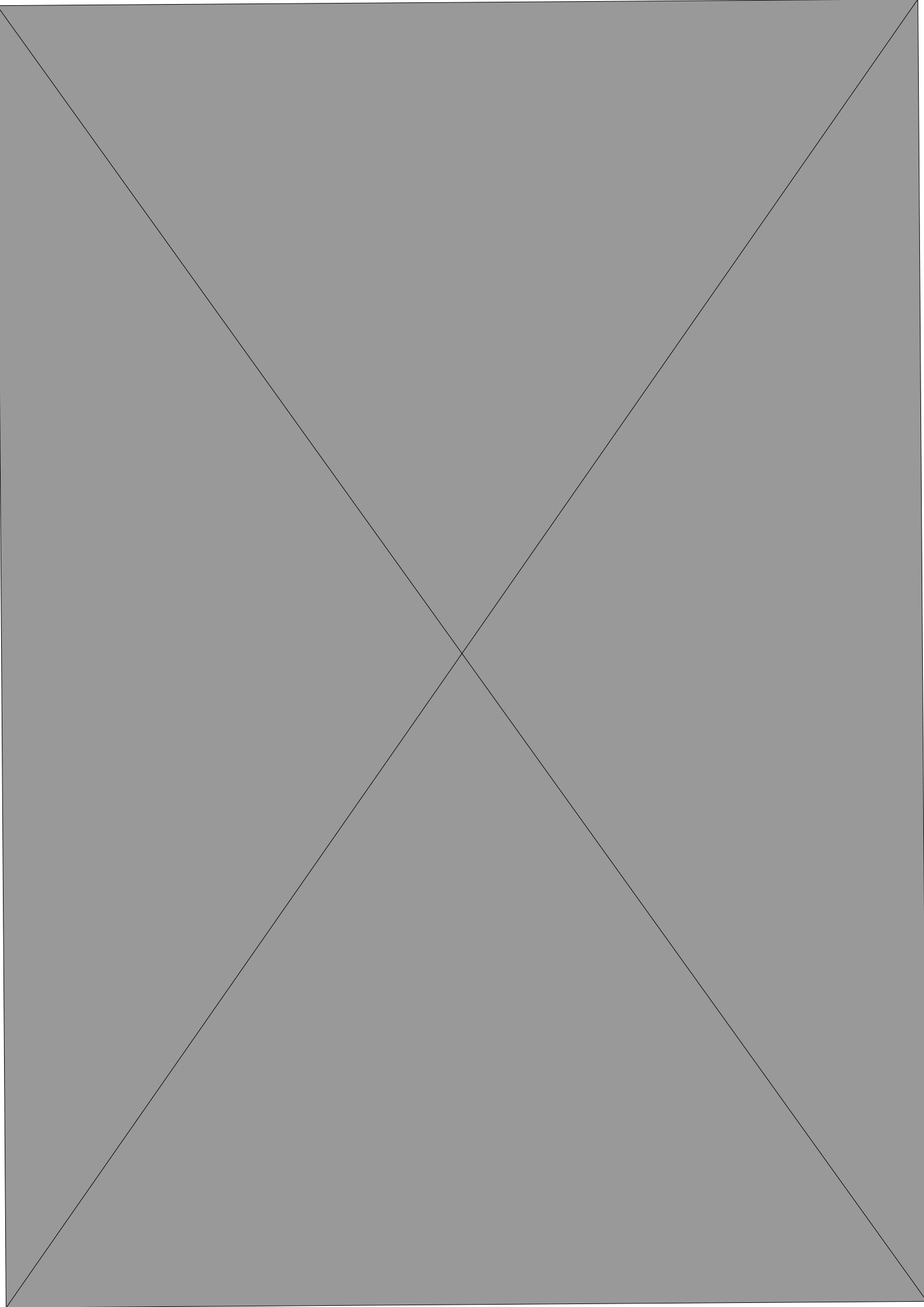


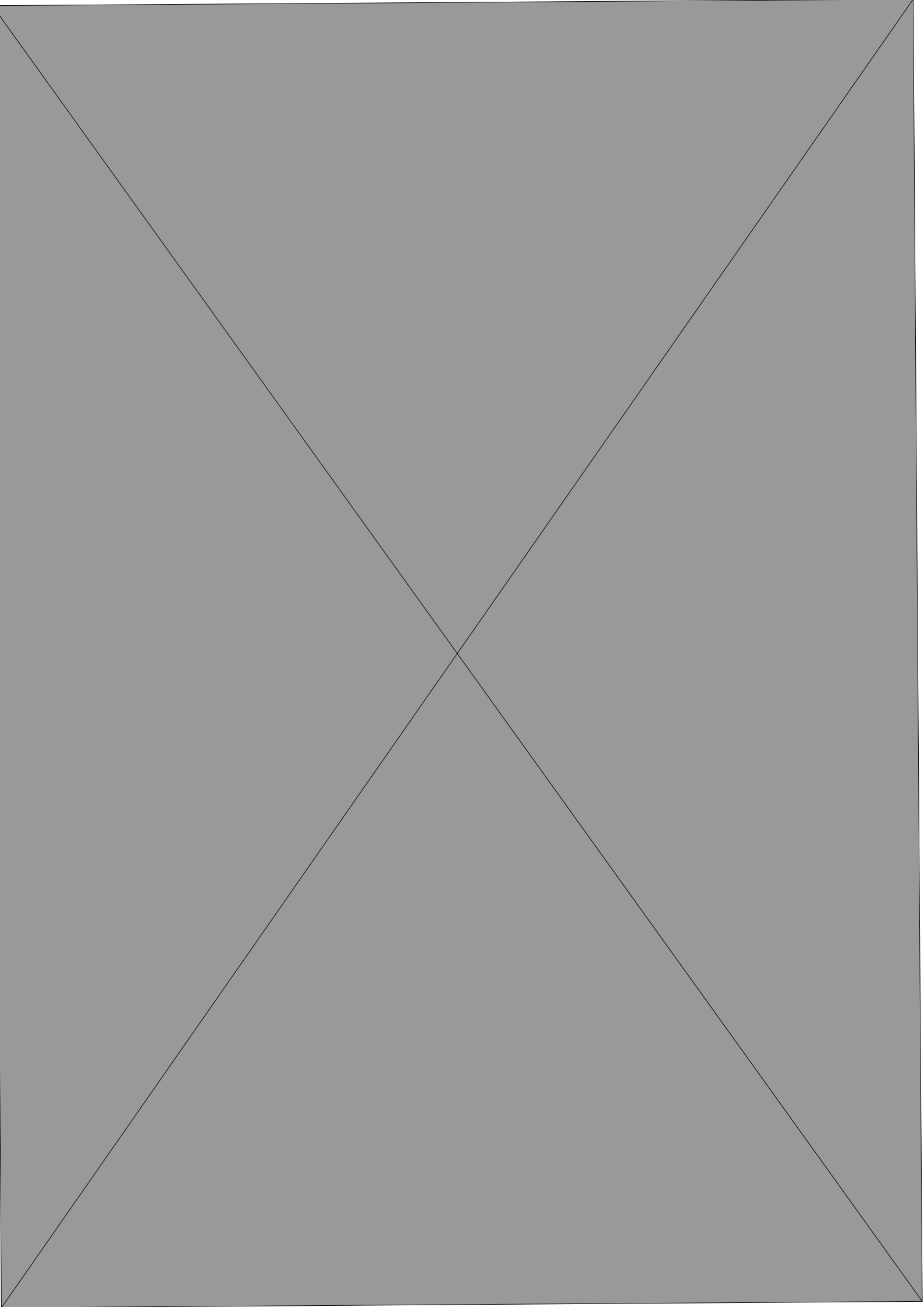


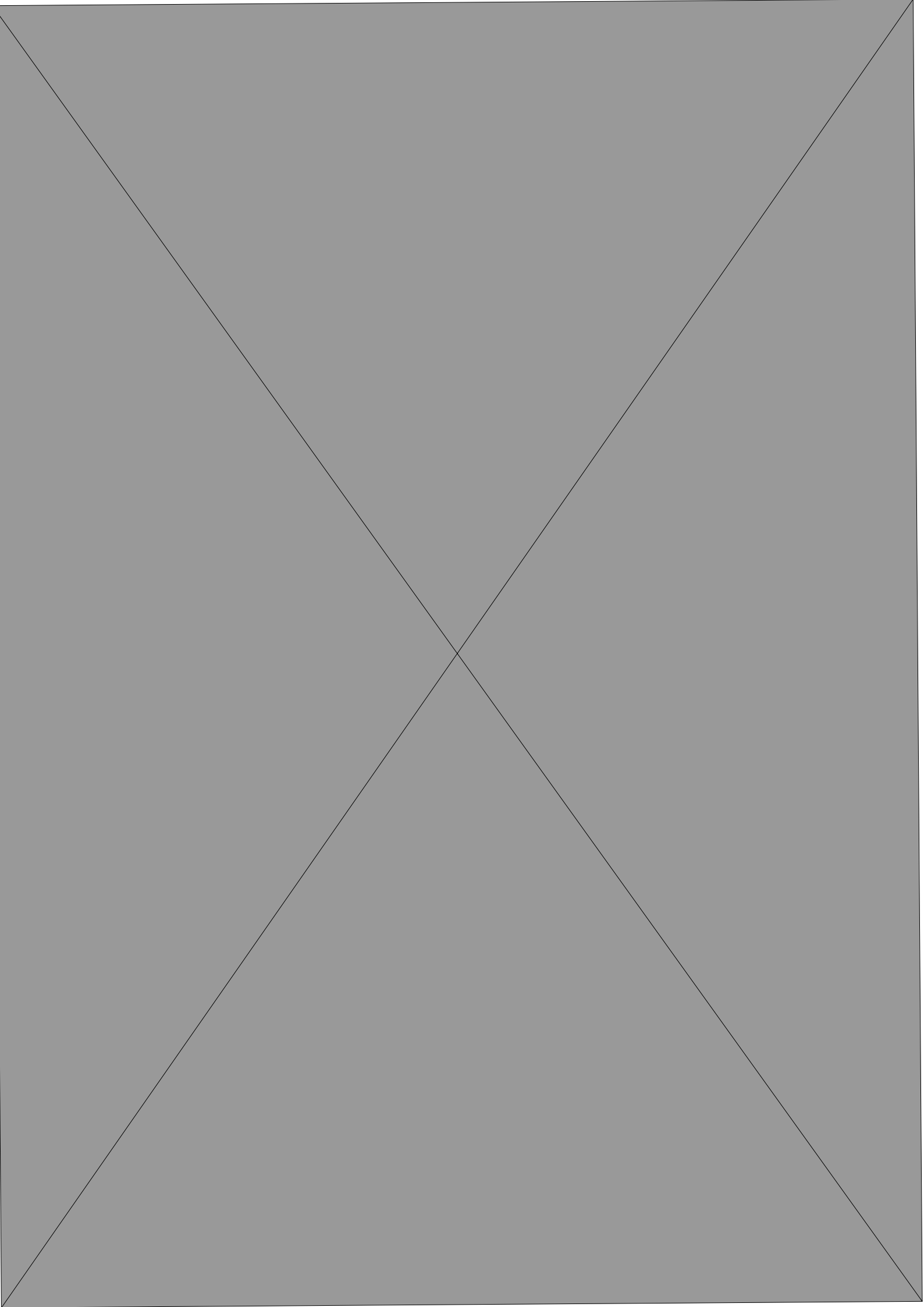


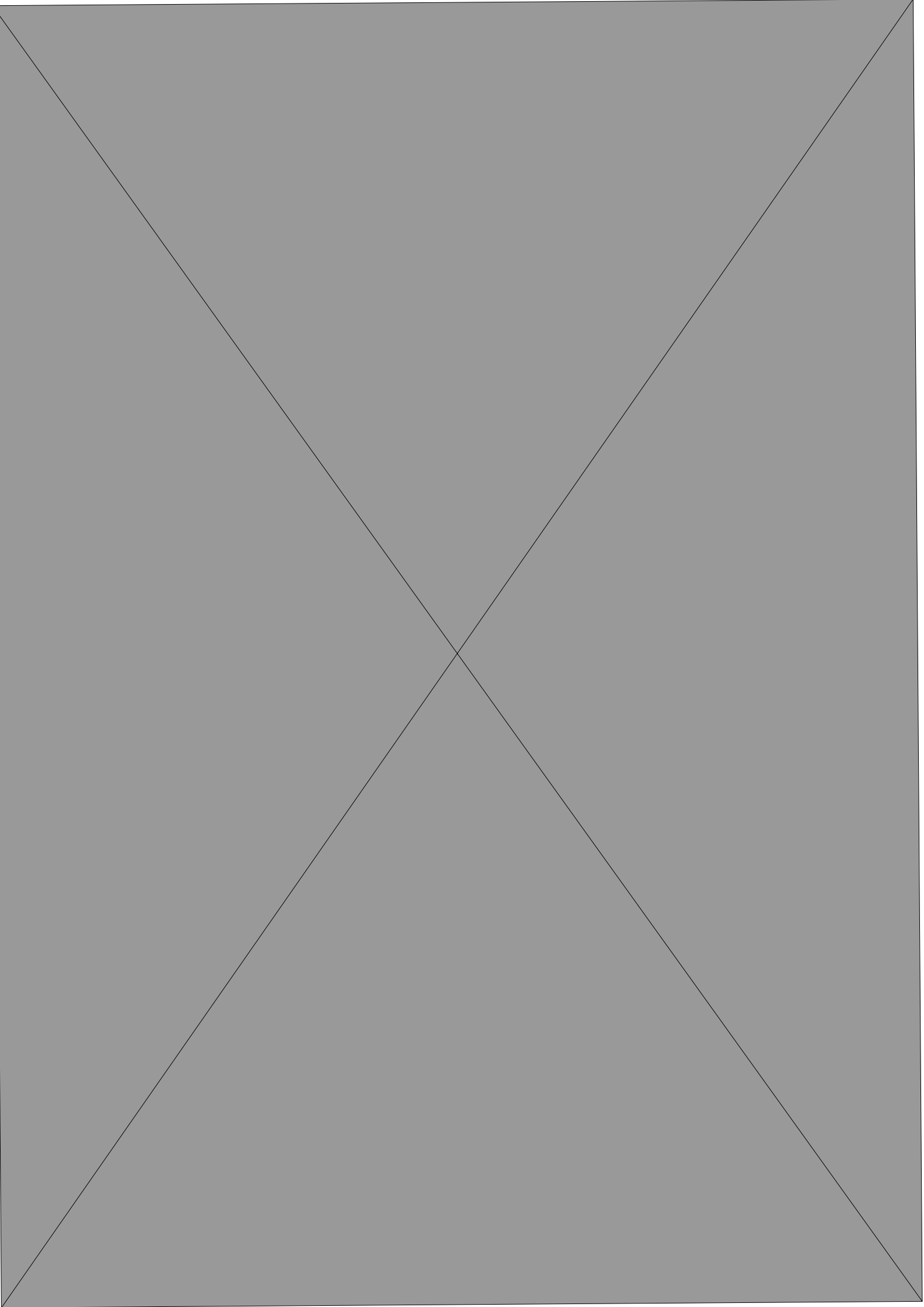


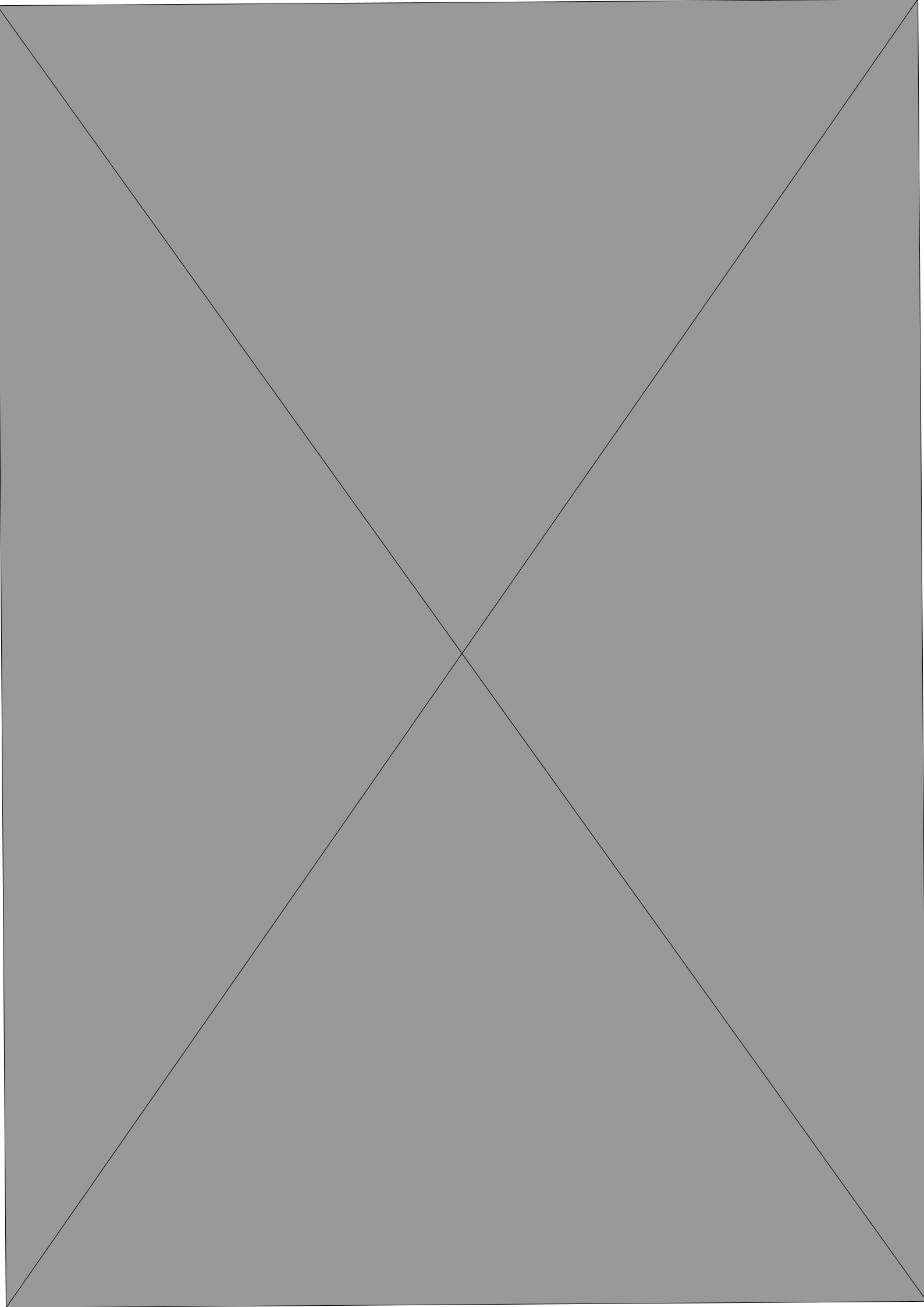


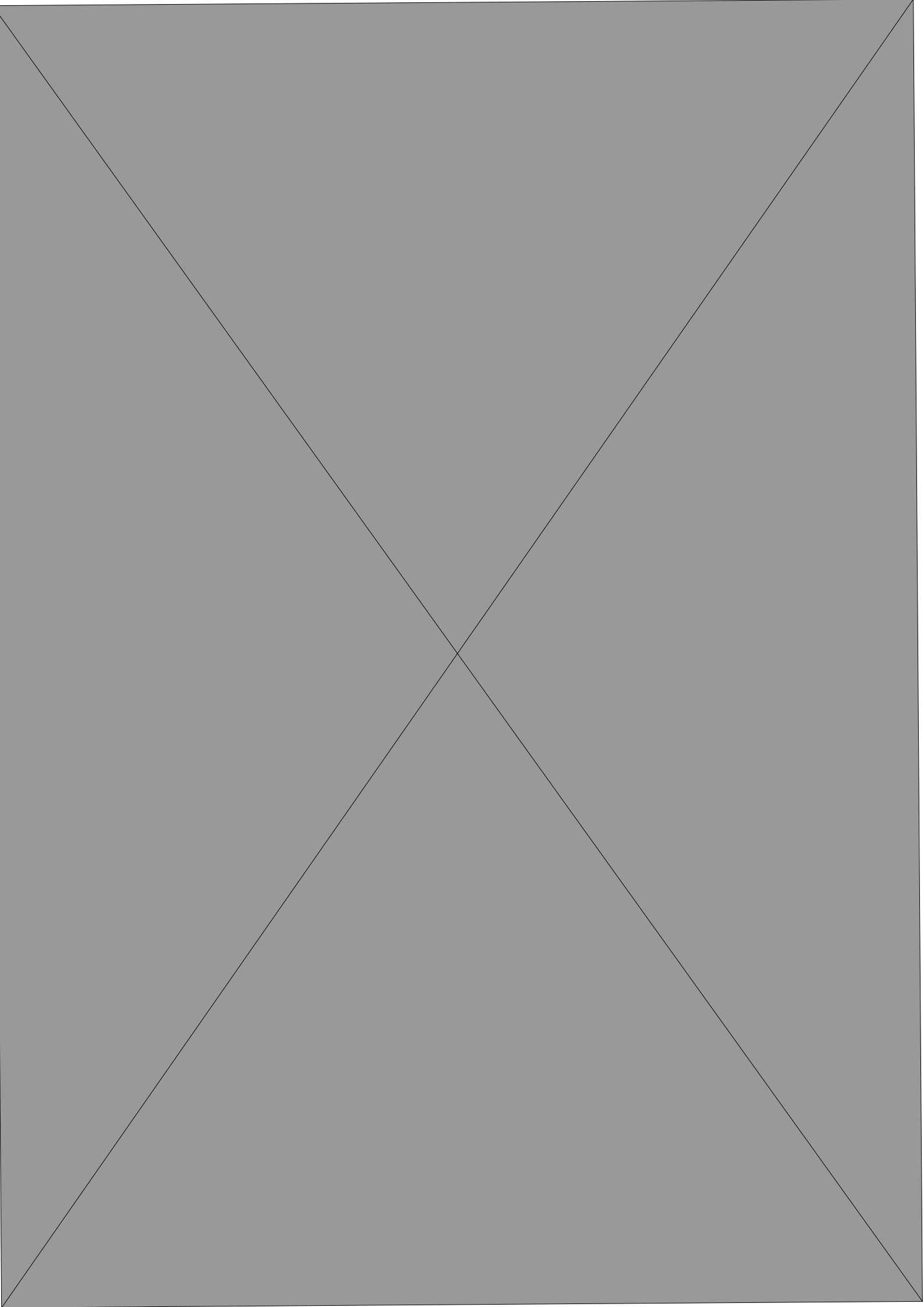


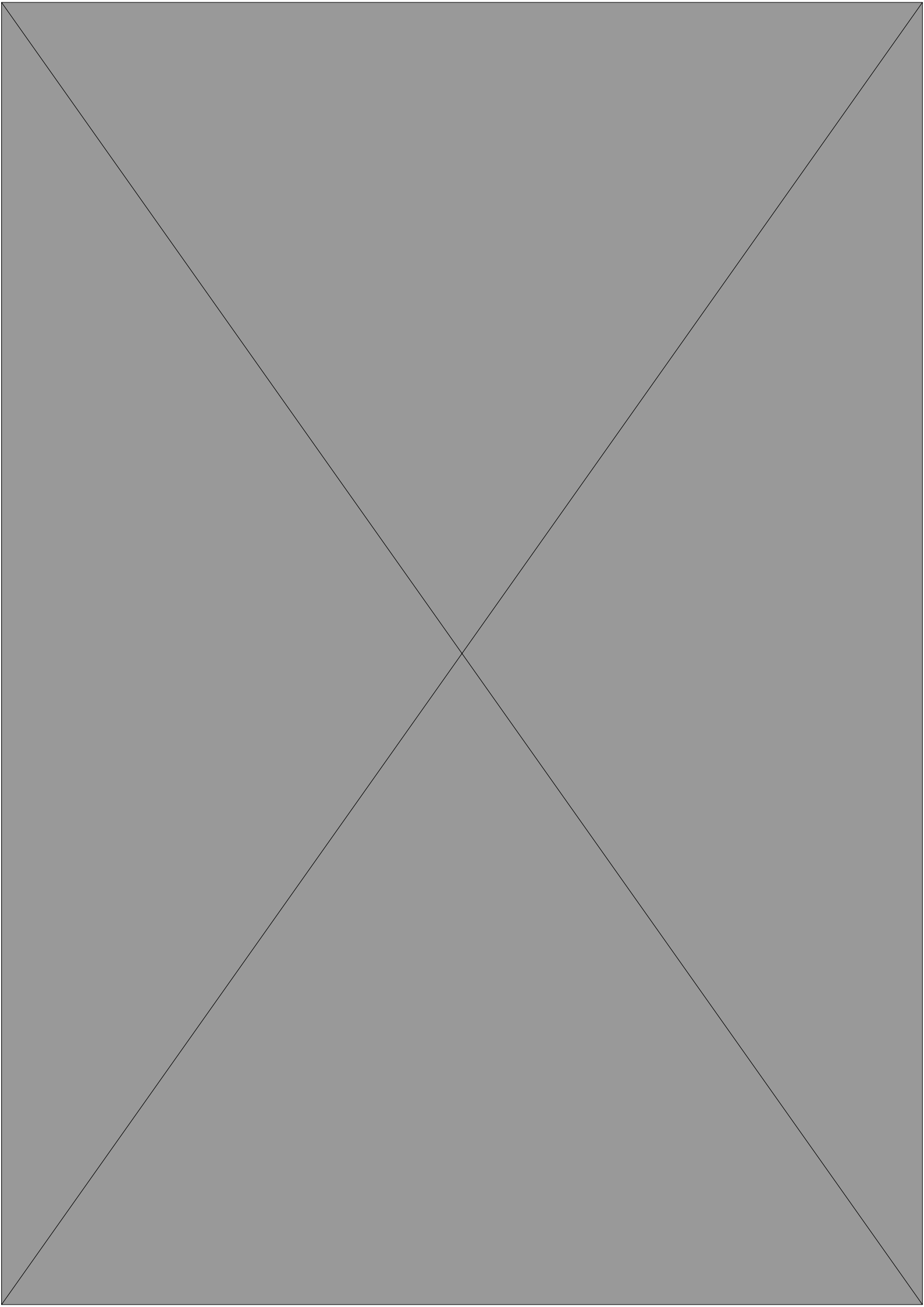


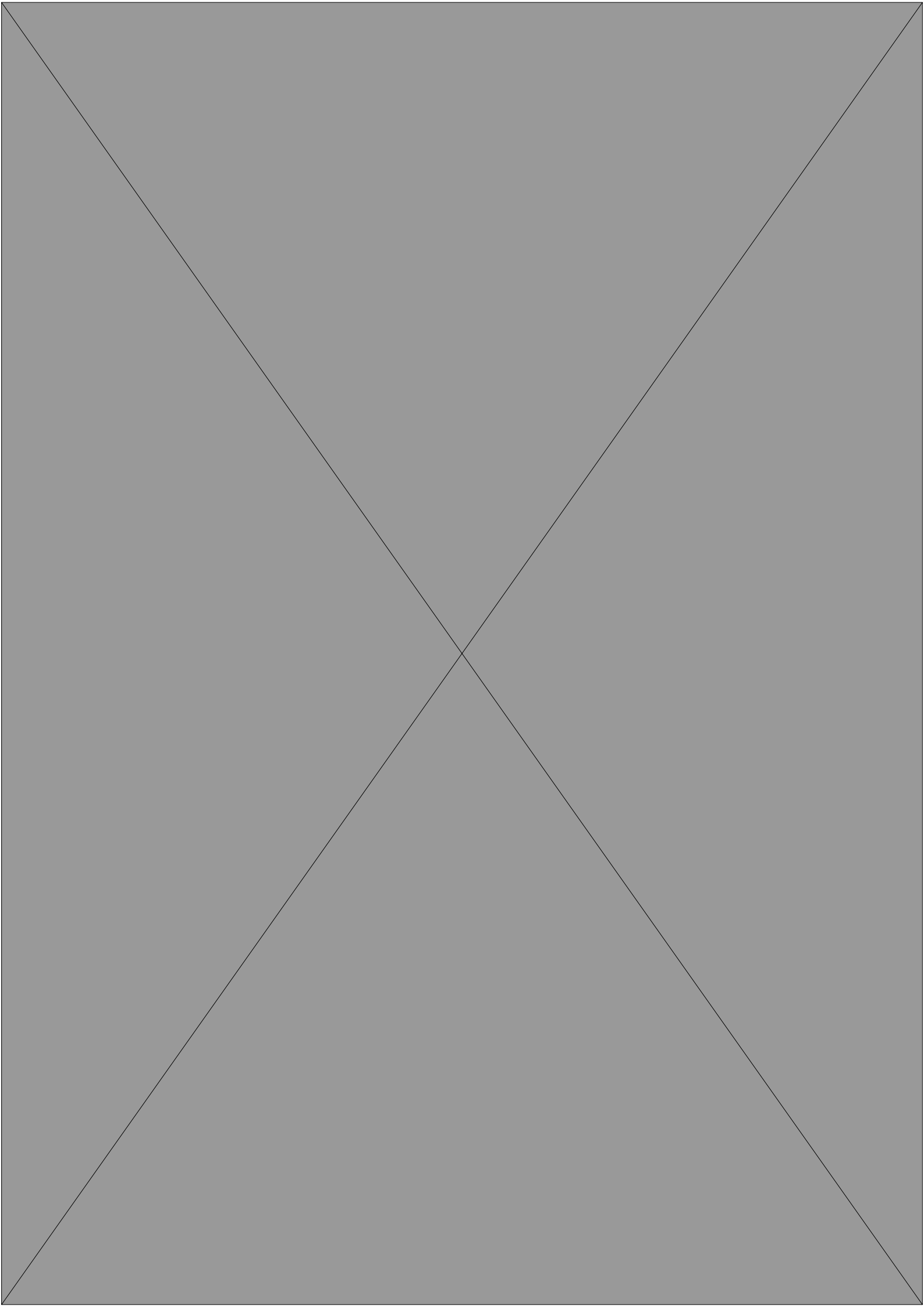














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