

# Annual Report



2014 / 2015







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# Chairpersons Report



I am pleased to present this Chairperson's report for Whitsundays Marketing and Development (WMDL). In its third year the WMDL business model has continued to evolve in structure and strategic direction to better deliver outcomes to increase our ability as a region to attract new business opportunities, visitors, investors and residents.

Each of the departments within WMDL- tourism, development and business events- are equally important in building the capacity of our region to stay connected, current and competitive in a progressively global economy. To address internal and external challenges WMDL have encountered since its 2012 commencement, and to ensure the Economic Development and Tourism departments are equally supported, WMDL has adopted an innovative dual General Manager Model. The new company model has enabled WMDL's departments to continue to leverage benefits from shared resources and knowledge while ensuring stakeholder expectations are met across company policy, structure and department identify.

Under the direction and with support of the Strategic Advisory Groups, WMDL have come to the forefront with Government and Industry in setting the agenda for our regional priorities. It is a pivotal time for our region with tourism, airline infrastructure projects coming to fruition, shovel ready energy, water and port projects in the pipeline.

The team have successfully delivered for stakeholders including Whitsunday Regional Council, Tourism Events Queensland, Industry and Business Partners all of whom I would like to publicly acknowledge for their strong commitment to our organisation and region.

I would like to take this opportunity to thank the members of the WMDL Board - Cr Jennifer Whitney, Jeff Aquilina, David Nebauer, and David Stielow as well as Company Secretary Lyn Gregson. I would like to thank all the members of the three Strategic Advisory Groups. Your personal commitment to WMDL has to be strongly acknowledged.

I would also like to single out Jeff Aquilina for providing leadership to WMDL in the position of Acting Executive Director for much of the financial year. Of note Jeff's passion and knowledge of the Whitsundays tourism industry provided a significant contribution to the activities and output of WMDL's tourism department. Jeff is to be praised for the time and commitment he put into supporting the WMDL team in delivering projects, campaigns and priorities for the Whitsundays.

The WMDL team also are to be commended for their achievements in promoting and building the economic capacity of our region.

Finally and most importantly, I would like to pay tribute to all WMDL's partners for your support over the past financial year. You are what make WMDL so strong. I thank you for your commitment and participation in our activities and initiatives over the year.

The last year has seen WMDL's role as an agency providing leadership for the Whitsundays grow. WMDL's increased engagement with government, business, community and industry stakeholders has cultivated a more unified, streamlined approach to our regional strategic direction. Moving forward WMDL's agenda and new corporate structure are focused on working collectively with our stakeholders to represent and deliver real economic growth outcomes for the Whitsundays.

I commend the Annual Report to you all.

*Hon, Jim Elder*

*Chairperson,*

*Whitsundays Marketing and Development Ltd.*

# CEO'S Report

Many changes have taken place over the last financial year and the organisation will continue to grow in this next year to come. I stepped into the organisation in November 2014 as Executive Director following the resignation of the Chief Executive Officer, Danial Rochford. I would like to formally acknowledge Danial's tremendous efforts and his positive contribution to the organisation during his tenure.

WMDL staff have soldiered through some daunting challenges and a lot of organisational change, but have continued to work tirelessly to keep the organisation and the region moving forward and delivering some impressive results.

I am pleased to announce that WMDL has moved away from the CEO structure and has appointed two General Managers to lead the organisation. Denise Kreymborg, General Manager of Economic Development and Operations, has been with WMDL since 2012 bringing over 17 years of experience across industry and business development, strategy and investment. Rebeca Nicol, General Manager of Tourism, joined WMDL in December 2014 with over twenty years of strategic marketing and branding experience in tourism, airline and hotel industries, across both international and domestic markets.

As the organisation transitions to the two General Manager structure, I am pleased to continue in an advisory and support role. I would like to acknowledge the Board and in particular Jim Elder as Chair, all the SAG committee members as well as our great members whose continued support, enthusiasm and participation help WMDL achieve results.

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.

*Jeff Aquilina*

*Executive Director*

*Whitsundays Marketing and Development Ltd.*



## WMDL Governance



**Jim Elder**



**Dave Nebauer**



**David Stielow**



**Jennifer Whitney**



**Jeff Aquilina**

## WMDL Staff



**Denise Kreymborg**  
General Manager Operations  
and Economic Development



**Rebecca Nicol**  
General Manager Tourism



**Marnie Reiffel**  
Finance Manager



**Anne-Maire Coulton**  
Business Events Manager



**Elouise Lamb**  
Economic Development  
Specialist



**Jasmine Kratz**  
Workforce Development  
Officer



**Kate Dwyer**  
Events and Administration  
Officer



**Emma Whitney**  
Destination Tourism  
Specialist



**Tash Wheeler**  
Destination Tourism  
Specialist (Maternity Leave)



**Tori Curtis**  
Marketing and  
Administration Officer



**Georgie Law**  
WRIC Coordinator



**Amy Issac**  
WRIC Weekend Coordinator

### Former Staff 2014-15

Danial Rochford – Chief Executive Officer | Trisha Jandt – Finance and Administration Manager | Greg France – Partnership Manager | Mercedes Ireland – Domestic Tourism Manager | Deb Lewis – Small Business Advisor | Chelsea Hauschka – Marketing Executive Communications | Savannah Harley – Administration Officer | Sonya Werner – Assistant WRIC Coordinator | Julia Wheyway – Workforce Development Officer



# Economic Development Strategic Advisory Group Report



# Economic Development Strategic Advisory Group Report

During the 2014/15 financial year the WMDL Economic Development (ED) department has been effective in driving outcomes against the region's key priorities through delivery of events, creating regional collateral, regional promotional activities and implementation of projects to enable our region to grow through attraction of new residents, business opportunities, investment and jobs.

The ED team had notable success in attracting significant additional funds to increase their capacity to support business across the region.

The department completed works against set objectives derived from the priorities of business, industry and government on a local, state and national level.

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.

## ED Priority Areas


as identified in the Regional Economic Development Strategy:

1. Major Projects and Regional Development Priorities
2. Business Development
3. Investment Attraction
4. Liveability and Resident attraction
5. Workforce Development
6. Industry Development
7. Advocacy





# Major Projects and Regional Development Priorities

 **Regional Priority Projects** – WMDL has continued to advocate for and develop opportunities to deliver the priority development and community projects identified as most needed for Whitsunday regional economic sustainability. The regional priority projects list is used to communicate to government, industry business and community.

During 2014/15 WMDL's major projects activity focused on driving outcomes to support:

- Expansion of the Whitsunday Coast Airport
- Water and energy security
- New tourism product development
- New projects and attracting investment
- A balanced and sustainable approach to the development of Abbot Point Port and State Development Area

## PROJECTS OF NOTE

### Whitsunday Coast Airport

- Advocating for the extension of the runway
- Development of the Airport capability statement
- Supporting the attraction of investment to expand the airport
- Providing input into the economic benefits of the expansion of the airport

### Water and Energy Security

- Draft Sustainable **Energy Strategy** provided to WRC for approval and input
- **Factsheets and collateral developed** to showcase energy generation need and opportunities
- **Support and advocacy of the RATCH solar project and Collinsville base load power proposals**– includes building awareness at WMDL events and approaching and inviting a number of State and Federal Ministers to region to discuss project opportunities
- Significant WMDL resources committed to advocate and promote the **Whitsunday Growth Corridor** project (a platform for a strategic approach to sustainable energy)
- **Whitsunday Growth Corridor factsheets** and other collateral developed including content on Urannah Dam, Elliot Main Channel and Burdekin dam
- Significant advocacy taken place to drive water security and the development of water infrastructure – Urannah Dam, Elliot Main Channel and Burdekin
- Presentations have been made across the region to gain support from other regions
- Input has been provided into all regional, state and federal planning documents on the need for water security and water infrastructure across the region
- Draft **Framework for a Sustainable Regional Water Strategy**

### Abbot Point and the SDA

- Provided input into the development of briefing papers for government and industry
- Advocated for the development of Abbot Point at State and Federal levels of government
- Collaboration and progression of priorities through Regional Development Australia and the Department of State Development
- **Factsheet for Abbot Point SDA** developed
- Providing input into process and working closely with government at all levels where possible
- Provide opportunities for industry to gain information on the investment opportunities in region around major development and the SDA
- Provide input into local government planning when required
- Provide advocacy and coordination of regional group to progress the SDA and Port of Abbot Point Expansion

### EVENTS

**Major Projects Summit (MPS) 2014-** WMDL delivered the Major Projects Summit 2014 including sponsorship, marketing, and event coordination. There were well over 200 delegates in attendance predominately from the resource sector. The event drew key speakers from government and industry.

**Major Projects Summit (MPS) 2015** – WMDL is in the process of coordinating the 2015 MPS which will be delivered in collaboration with the State Government this year. The November 2015 event will look at a broader group of projects presenting across the key industries of Resources, Tourism, Construction Energy and Agriculture.





# Business Development

**Small Business Advisory Service (QNDA)** –Delivery and completion of the SBAS project which effectively provided small business assistance as a free service to start-ups, business intenders and SME's across the Whitsundays (265+ local businesses assisted).

**Australian Small Business Advisory Services** - Secured \$300k contestable funding from Federal government to deliver an innovative business programme over 3 years. The funding will enable WMDL to build local business capability to support developing entrepreneurs, start-ups, intenders and micro business capability to be resilient, confidence, sustainable and profitable businesses. The program will be intensively focussed on General Business Development, Financial Management, Digital integration and marketing, Business Planning and Workforce development for improved productivity.

**Supply Chain Development** - Facilitation of local supply chain and procurement development through:

- **Whitsunday Plus More** – the development of a business to business portal and tender/contract platform – launched locally in July with membership
- Developed supply chain management, skilling and collaboration model for major project proponents
- Secured commitment from major proponents to work with WMDL and WRC across procurement and workforce activity

**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
- QTIC – Business development forum: \$12,000.00



**Workshops and Events** - Working with government, industry and business to deliver numerous workshops, forums and training opportunities to business (**35+ workshops/forums**)

WORKSHOP	FACILITATOR /PRESENTER	COLLABORATORS	PAX
Women in Business Breakfast	WMDL	Adani	200 +
Digital Economy Workshops	Paul Stapleton	REDC	50
Customer Service workshop	Martin Grunstein	Enterprise Connect	80
Chinese Cultural Awareness forum	NAB and local specialists	NAB	120
Certificate IV Train the trainer	Penny Curnow	Response Learning	14
Lunch Box Sessions (10 per session – Airlie, Bowen, Collinsville, Proserpine) <ul style="list-style-type: none"> <li>• Business planning</li> <li>• Financial management</li> <li>• Accounting systems</li> <li>• Business online</li> <li>• Social Media and Marketing</li> <li>• Business Wellbeing</li> <li>• Public relations and business</li> <li>• Communications within business</li> <li>• Workforce development</li> <li>• Mental health</li> <li>• Workplace health and safety integration</li> <li>• Business and insurance</li> <li>• Continuity planning</li> </ul>	Deb Lewis	SBAS	270 +



# Investment

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

**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 continue to be made accessible in 2015/2016.

**Investment prospectus**- WMDL created a regional investment attraction document for the Whitsundays providing key insights into the regions industry and business opportunities. Document to be in print EOY 2015.

**Investment Capacity Development**- Provided input into:

- **MIW Investment Potential strategy**
- **The Whitsunday Regional Council/DSD Investment Policy**
- **Trade and Investment Queensland AUSTRALIA Investment Opportunities process**
- **Trade and Investment Queensland AUSTRALIA – North Queensland Development Project**

**Direct Investment Attraction** - Worked in **collaboration with DSD on MIW Investment Attraction activities/Strategy** including RegionsQ/Regional Showcase activity promoting the investment opportunities in the Whitsundays to South East Queensland.

**Airport Capability Statement**- WMDL reworked collateral for the Whitsunday Coast Airport's capability document to showcase the Airports attributes and attract investors to the Airport's proposed industrial land area and business hub opportunities.

**Agricultural Capability Statement**- WMDL printed and distributed collateral at AG.TRADE.LIFE Mackay and through directly targeted marketing activities to promote and communicate the regions agricultural industry's substantial size and capability and to also promote growth, development and investment opportunities.

## EVENTS

WMDL will be facilitating the following investment attraction focused forums including:

- **Major Projects Summit Sept 2014 & Nov 2015**
- **Agricultural Investor Innovation Export Forum - August 2015**
- **Tourism Industry strategic investment innovation forum late 2015/early 2016**
- **Promotion - Ag Trade Life, Regions Queensland Showcase 2015**





## Liveability

**Coffee table book development and distribution** - The success of the WMDL Ray White regional Coffee Table book has meant 3000 copies were printed for placement in all the local hotel accommodation rooms across the Whitsundays.

This was followed by its Chinese translation and further development and going to print at 100,000 copies. This version was distributed throughout China to significant Chinese investors and their networks to drive interest in the Whitsundays for major development.

**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 2 years 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.

A draft **Regional Marketing plan** provided to WRC for approval to increase the marketing of the Whitsunday region in attracting residents and workforce.

Regional Marketing documents developed and distributed:

- Liveability prospectus
- Agriculture industry capability
- Tourism visitor guide
- Airport capability

**Regional Showcase Expo** - Provided input and representation at this Queensland Expo to attract residents and business to regional Queensland communities.

**WMDL media and PR exposure**- locally, regionally and nationally  
Skills Migration Program promoted through our website



# Industry Development

## AGRICULTURAL SECTOR

**Agriculture Workforce Development** – Attracted and matched \$158000 in funding to provide workforce development support to build the capacity of agricultural enterprises and improve attraction, retention and skilling outcomes over 2 years. Under the project WMDL have engaged a workforce development officer who is in the process of developing and delivering a strategic plan across agriculture and facilitating recommendations to be delivered within the industry sector.

**Agricultural Capability**- Document completed, printed, widely distributed and translation to Chinese in collaboration with WRC

**Agri-Tourism industry Strategy** - Contributed to the attraction of funding and delivery of the **Agri-Tourism Industry Strategy** across MIW including the development of Regional Food Council and building the capability of producers to diversify.

**Local agrifood and tourism group** - The development of a local agrifood and tourism group driving the development of locally grown and produced cottage products, agritourism food trails, regional food brand development, the development of a local food culture around local produce and the attraction of celebrity chefs to enhance the agritourism and food experience

**Ag Trade Life Show** – WRC/WMDL Stand over two days promoting Agriculture and the region  
Management of Agricultural investment forum in Bowen to take place 21 & 22 August 2015

## TOURISM

**QTIC Grant** - Attracted funding to deliver a Tourism workshop supporting the award submission process and improving current local tourism product offerings

**Tourism Product Development**- WMDL supported multiple grant and development applications that would provide new products to the regions tourism sector in line with the needs identified at the Regional Tourism Summits (2012/2013 FY) these included new tours on the main land, 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

# 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.

# Advocacy

Deputations were held with Ministers on the following regional priorities:

- Health Department on Community Health Infrastructure
- State Development, Infrastructure and Planning - State Development Area, abbot Point Expansion, Major Mining and resources projects, local supply chains and major infrastructure such as water, energy and the expansion of the Whitsunday Coast Airport
- Training and Employment - Workforce Development
- Agriculture - market access, workforce development, water infrastructure, land security
- Energy - Base load energy, renewable energy
- Tourism, Major Events, Small Business - Small Business and Events

WMDL have provided input and collaboration on the development of **strategic planning documents** at a local, state and federal level across industries and departments:

- QLD Plan
- RegionsQ Plan
- Northern Australia White Paper
- Agricultural Green Paper
- Queensland's Agriculture Strategy
- Digital Strategy
- RDA Regional Roadmap
- Destination Tourism Plan



# Engagement & Collaboration with Community, Government and Industry

- WMDL have provided input and collaboration on the development of **strategic planning documents** at a local, state and federal level across industries and departments

• Member of the Regional Development (ED) Network which includes Regional Development Australia, MIW representation across economic development and the Department of State Development to progress regional priorities

**Collinsville Development and Industry Group (DIG)-** WMDL coordinated meetings and forums and actively assisting 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.

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

- Leadership Group
- Whitsunday Women in Business
- 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
- Whitsunday Food Council







## In conclusion

Our region's diverse industry sectors- Tourism, Agriculture and Resources, are perfectly positioned to leverage significant opportunities as an outcome of new consumer demand trends, technology, market access and innovation.

Over the past year, the Economic Development team have directly created numerous opportunities for business and industry to develop their skills, connect with stakeholders and investors and actively increase their organisational capacity to meet current and future growth opportunities.

Our Economic Development Department have demonstrated the capacity to identify and drive outcomes for priority projects across our industry sectors as well as directly supporting an entrepreneurial business culture and building our regional workforce skills capabilities to benefit our local economy.

The Whitsundays Economic Department, with the support and direction of the Board and Economic Development Strategic Advisory Group, are recognised and respected across government and industry for their knowledge, innovative and forward thinking approach to developing regional skills and capacity, dedication to fighting for regional priorities and overall ability to achieve outcomes for the Whitsundays.

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



## Great Year for Business Events

Whitsundays Business Events (WBE) enjoyed a solid improvement in the financial year 2014 – 2015 with pre audit data indicating the region increased its overall market share of the highly competitive Business Events sector by a 25% on FY 2013-2014, representing a conservative economic impact of \$23.73m.

These pleasing results reinstate the importance of Business Events to the region, the beyond tourism benefits of the sector to our economy, while heightening the profile of the Whitsundays as one of Australia's leading regional destinations in which to hold a Business Event. Currently Business Events are the highest yielding sectors of the Tourism economy, with the average daily delegate spend being up to 5 times greater than a leisure traveller.

Each year members of Whitsundays Business Events contribute high line Business Events data to the Queensland Business Events Survey. The data, audited by Queensland Department of Treasury determines our share of Queensland Government Business Events funding and informs the strategic marketing activities of the organisation in relation to Business Events.

## The role of Whitsundays Business Events

- Position Whitsundays as a leading Business Events destination
- Create strategic marketing opportunities to members which provide a platform for market exposure domestically and internationally
- Provide research, analysis and insights on the Business Events data
- Encourage best practice and industry development
- Act as the lead organisation for Business Events in the region
- Identify new opportunities to help grow the local economy

## Key Activity

Highlights of the FY 2014-2015, across the four main strategic areas of the Business Events division include:

### 1. Stakeholder, Member and Industry Engagement

- WMDL appointed a consultant early August to manage the logistics of the Assoc of Australian Convention Bureaux Inc. (AACB) Conference, which was held on Daydream Island late August.
- A new full time Business Events Manager, Anne-Marie Coulton was appointed mid-September 2014.
- In conjunction with BESAG and outcomes of member meetings a detailed strategy and action plan was developed for the remainder of the FY 14/15.
- Provided major updates for all members including highline audited business Events survey data for FY 13/14 and active member engagement to determine draft strategies and direction for 2014/2015.
- Maintained strong ongoing relationships with key stakeholders including Tourism and Events Queensland, Business Events Australia and as a member of the board of the Association of Australian Convention Bureau (AACB Inc).



## 2. Marketing and Corporate Communications

- Developed and delivered a new more robust BE marcoms plan.
- Developed a quarterly business Events e-news update for members to share key information between BESAG meetings.
- A full audit and update of the Business Events website was completed and identified the need for a new site to be developed in FY 15/16.
- Maintained open lines of communication to maximise opportunities for exposure in Business Events publications and digital platforms securing media exposure in key publications and media outlets.
- Developed a detailed calendar of activity and co-op marketing opportunities for members in FY 14/15.
- Undertook review of key Business Events collateral and identified future needs.

## 3. In market Activity

- Managed logistics of Association of Australian Convection Bureau annual conference held on Daydream Island.
- Attended PCO Conference
- Managed Whitsunday participation at the AsiaPacific Incentives and Meetings Expo (AIME) 2015, along with being a representative.
- Sponsorship of welcome function of Meetings and Australia national conference held on Hamilton Island where we also exhibited.
- Managed three city roadshow in cooperation with BE members
- Sponsorship of a breakfast seminar and also exhibited at ConveneQ trade show.
- Increased engagement with conference organisers and key influencers.
- Delivered a Business Events famil in conjunction with Jetstar to celebrate the inaugural flights from Melbourne to Whitsunday Coast Airport.
- Provided leads and referrals to members during the period 1 October 2014 to 30 June 2015.

## 4. Emerging markets and Research

- Provided data and input into National Business Events survey and Bureau performance reports for use in advocacy and as lobbying tools to demonstrate the value and importance of the sector at a Federal Governmentt level.
- Provided data and input into Australian Association of Convention Bureau surveys.
- Facilitated Queensland Treasury audits of the Business Events Survey data, and ongoing support of BES.



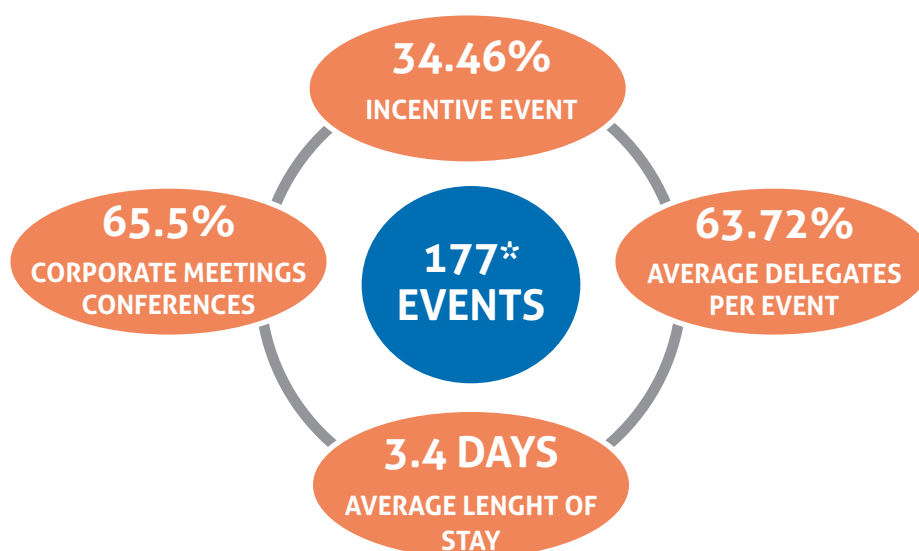
## Pre Audit Performance Data

The following data is extracted from high line pre-audited data for the financial year 2014 -2015.

Number of Business Events held: 177\*

	13/14 ( Audited)	14/15* (Audited)	Variance (+/-)
Events	142	177	35
Delegates	9,043,	11,280	2,237
Delegate Days	30,609	40,531	9,922

Source of business	Origin of delegate days		Variance (+/-_
	13/14	14/15*	
State and local	25.2%	27.1%	1.9%
National	71.6%	63.9%	-7.7%
International	3.1%	9.0%	5.9%



The Whitsunday region has its challenges in the Business Events sector and it is recognised industry wide we 'bat well above our average', with this period providing solid results. I would like to take this opportunity to thank all members for their support and involvement throughout the year. Additionally I would like to acknowledge and thank Manager Anne-Marie Coulton for her ongoing commitment and drive with at times limited resources, to provide a positive outcome and results for members.

I commend the Business Events Report to you.

*David Stielow*  
 Chairperson  
 Whitsundays Business Events

# Tourism Strategic Advisory Group Report





# Tourism Strategic Advisory Group Report



While 2014-15 was a year of change for the organisation, our tourism sector continued to punch well above its weight. Despite challenges with staffing levels and resources during the year, your peak destination marketing association 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 continued enthusiasm and support and for their passion for the region.

Visitation statistics for the year presented a mixed bag of results, particularly in our domestic source markets. The National Visitor Survey for the year ending June 2015 showed that while the total annual number of 389,000 domestic holiday visitors was 13.8% less than the previous year, the number of visitors from interstate markets rose by 6%. This is a reflection of the marketing initiatives undertaken by Whitsundays Marketing and Development Ltd, Tourism and Events Queensland and our local industry operators in the southern states, particularly in the Melbourne and Sydney markets. The decline in intrastate visitors was largely from Queensland areas associated with the mining and construction industry, which have been facing less than favourable economic conditions. The growth of flights into our two regional airports also is helping to drive interstate visitation and we salute the great strides made in aviation access to the Whitsundays, and in particular the great work done by the Whitsunday Regional Council in attracting new direct service from Melbourne to the Whitsunday Coast Airport in June 2015, and Hamilton Island brought full-service air service back to the region by securing Qantas flights to Hamilton Island Airport.

Although domestic statistics were somewhat disappointing, this was a year of strong international visitor growth for the Whitsundays. According to the International Visitor Survey for the year ending June 2015, the number of international visitors to the region increased by an impressive 10.2%, surpassing both Queensland and national growth rates. The annual total number of international visitors to the Whitsundays reached 210,000, with our top two markets, the UK and Germany, each growing by 11.5% to 49,000 and 30,000 annual visitors respectively. Total number of nights rose by 162,000, or 12%, to 1.5 million annually and total expenditure rose by 14.3% to \$146.9 million, representing an additional \$18 million into the local economy. China and New Zealand continue on their strong growth trajectories, reaching 12,000 annual visitors each, while visitors from the USA reached 16,000 for the year. Importantly, total international visitor expenditure increased significantly, by 14.3%, with average spend per visitor \$700.31.

Our usually slow period of February came alive this year with an influx of Chinese visitors during the Chinese New Year holiday period. All signs point to this trend continuing over the foreseeable future. We at WMDL share the optimism and buoyancy of our local industry operators, and we continue to strive to achieve our 2020 target of doubling visitor expenditure to \$1.25 billion.

# Visitors year ended June 2015

Source: IVS June 2015 + NVS June 2015

	International Visitors YE June 2015	Annual Change	Expenditure \$ million
	Domestic Visitors YE June 2015	Annual Change	Expenditure \$ million
Queensland	2,229,000	7.7%	4,582.7
	19,088,000	5.6%	13,673.6
Brisbane	1,066,000	9.8%	1,781.5
	5,413,000	4.7%	3,429.1
Gold Coast	861,000	6.2%	1,102.1
	3,329,000	-5.9%	2801.3
Sunshine Coast	257,000	10.6%	193.6
	2,873,000	2.8%	1,800.7
Faser Coast	135,000	14.1%	46.8
	566,000	3.7%	313.3
SQC	1,993,000	5.6%	85.5
	495,000	11.8%	679.7
SGBR	137,000	10.8%	96.8
	1,930,000	14.9%	943.3
Mackay	45,000	-0.1%	31.8
	867,000	28.6%	433.2
Whitsundays	210,000	10.2%	146.9
	989,000	-21.4%	427.1
Townsville	123,000	26.7%	78.8
	924,000	-1.6%	684.7
TNQ	759,000	9.8%	1,000.0
	1,798,000	10.6%	1,836.0

## INTERNATIONAL MARKETING ACTIVITY:

Strategic outcome: Growth in international visitation and expenditure

### Trade focused activity:

- Led operators on Queensland on Tour/Europe to seven European cities in September 2014; met with approximately 300 travel agents, product managers and reservations staff
- Led group of four Whitsundays operators on Queensland on Tour/New Zealand in February 2015; reached approximately 100 travel agents, product managers and reservations staff in Auckland as well as travel media
- Attended Flight Centre Expo in Auckland in February 2015, largest consumer travel show in New Zealand
- Attended the Australian Tourism Exchange (ATE) in June 2015 with eleven Whitsundays operators; 86 appointments with international travel trade representatives; hosted pre and post ATE famils
- Attended Greater China Mission with five Whitsundays operators; joint TEQ and NSW mission to Wuhan and Guangzhou, China in March 2015; met with 200 Chinese travel trade representatives
- Attended Corroboree Europe in Adelaide in April 2015 and met with key European travel trade; hosted two post-Corroboree trade famils to region in May 2015
- Attended Corroboree Greater China with eight Whitsundays operators in May 2015 on Hamilton Island; Met with over 200 Chinese buyers and hosted two post-Corroboree trade famils
- Led delegation of Whitsundays operators on New Zealand extension of East Coast Roadshow in May 2015
- Trade Famils: Hosted 14 international travel trade famils
- Quarterly e-newsletters issued to WMDL's trade database.

### Consumer focused activity:

- Commenced redevelopment of consumer website to improve navigation, look and feel and conversion rate
- In conjunction with Whitsunday Regional Council, helped organise and promote Chinese New Year celebrations and fireworks in Airlie Beach
- Media Famils: Hosted 24 international media famils in conjunction with TEQ
- 38 media releases distributed in 2014/15
- Attended the ATE Media Program prior to ATE in June 2015; 21 one-on-one appointments with key media and digital influencers
- Media e-newsletters distributed to media database
- Story pitching and servicing of media requests throughout the year

## DOMESTIC MARKETING ACTIVITY:

Strategic outcome: Growth in domestic visitation and expenditure

### Trade focused activity:

- Delivered the second Whitsundays Tourism Exchange in February 2015; 26 buyers and 36 sellers participated
- Led eleven Whitsundays operators on East Coast Roadshow to Brisbane, Sydney, Melbourne (plus Auckland extension); reached over 300 travel agents
- Quarterly e-newsletters are issued to the WMDL trade database;
- Domestic Trade Famils: hosted 45 domestic travel trade famils

### Consumer focused activity:

- Launched TEQ Contestable Grant campaign "Closer Than You Think" campaign in March 2015, targeting Townsville/drive market; total campaign value \$150,000, funded by TEQ, WMDL and industry operators; integrated campaign including print, digital, social media, letterbox drop, travel trade event in Townsville, local restaurant vouchers booking incentive and VIP consumer famil to Whitsundays; generated awareness, increased Facebook followers by 290%, exceeded digital KPIs



- Winter Coop campaign with TEQ and Wotif in May/June 2015 targeting Sydney, Melbourne and Brisbane consumers; supported by TEQ \$750k in TV, cinema, digital and in-flight screen advertising, combination of brand and tactical messaging and call to action; total campaign value \$845,000; leveraged winter weather in southern states to highlight region's mild climate and position as perfect winter escape destination; over 1 million impressions from Wotif ad placements, 1598 room nights booked; room nights/day and flight bookings/day on Wotif increased year over year by 23.6% and 17.5% respectively
- Produced and distributed approximately 120,000 copies of annual visitor guide, in partnership with Mackay Tourism
- Attended Caravan & Camping Show in February 2015
- Attended Flight Centre Expos in Brisbane, Sydney and Melbourne in February 2015, with total attendance of over 62,000 consumers
- Met with key media in Brisbane, Sydney, Melbourne and Auckland during East Coast Road Show in May 2015
- In partnership with Tourism and Events Queensland, the Whitsundays was featured in episodes of The Living Room, Queensland Weekender, The Morning Show, Sunrise and Marriage at First Sight
- Coordinated media visits with TEQ for a "Sailing from Restaurant to Restaurant" media famil, and TV filming for Queensland Weekender and Travel Oz in June 2015 for broadcast and distribution in next financial year
- Media e-newsletters issued to WMDL's media contacts; story pitching and servicing of media requests throughout the year
- Ongoing investment and maintenance of our consumer destination website: [www.tourismwhitsundays.com.au](http://www.tourismwhitsundays.com.au)  
A redesign is in progress to improve navigation, look and feel and conversion rate
- Website visitation statistics as at 30 June 2015:
  - o 905,814 sessions
  - o 676,788 users (unique visits)
  - o 03:09 minutes average session/time on site
  - o 73.1% of visitors are new
- Ongoing investment and maintenance of destination social media profiles. High growth across all channels. Statistics as at 30 June 2015
  - o Facebook followers: 45,241; increase of 30%
  - o Facebook shares averaged 21 per post (increase from 18 last year)
  - o Facebook likes averaged 207 per post (increase from 131 last year)
  - o Facebook comments averaged 21 per post (increase from 15 last year)
  - o Twitter: 4,546 followers
  - o Instagram: 33,700 followers; increased by 19,313 (134%) in only 6 months
  - o Youtube/TripAdvisor/Pinterest profiles maintained
- Domestic media familis: Hosted 25 domestic media familis



## Whitsunday Region Information Centre

- Bookeasy system generated \$405,748 in sales for Whitsundays operators during the year, resulting in \$55,103 in commission income for WMDL during year
- The centre is open seven days a week catering to the large number of visitors travelling along the Bruce Highway. Coordinators are augmented by a group of volunteers
- To take greater advantage of heavy travel periods, adjusted open hours to open earlier; current hours are 9 am to 5 pm, 7 days per week
- Simplified staffing roster; one weekday coordinator and one weekend coordinator
- Over 1,400 visitors to WRIC during the year
- Staff and volunteers participated in Experience Development Workshop in June 2015, presented by TEQ and Visit Queensland

## Events

Strategic outcome: Growth in visitation through events

- Assisted local event committees with publicity, organisation of their events, funding applications and marketing
- Assisted new events in region during the year:
  - o Obstacles Gone Mad
  - o Stand-Up Paddleboard Races

## Leadership

Strategic outcome: Provide leadership to the local tourism industry

- Participated in TEQ's Conversations With Industry Forum in June 2015; updated industry on WMDL activities and strategies
- Quarterly NVS and IVS visitor statistics are distributed and analysed
- WMDL 2014 Whitsunday Tourism Awards held in October 2014
- Fortnightly e-newsletter distributed to WMDL members and other stakeholders
- Distribution of media 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

- Promotion of the new direct Jetstar service from Melbourne to Whitsunday Coast Airport, launched in June 2015
- WMDL continues to work closely with WRC toward goal of attracting international flights to the airport

*Jeff Aquilina*

*Chairperson*

*Tourism Strategic Advisory Group*



# Finance Report





**Partners:**

John Murphy FCA  
Brett Quinn FCA  
Jenny Story CA  
Luke Worth CA

**Associates:**

Kaye Lawson  
Lionel Madden CA

# **WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**

**ABN 23 574 179 504**

## **FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2015**

**Address:** 12 Gregory Street, PO Box 1396 Mackay QLD 4740 | **ABN 59 221 120 758**

**Phone:** (07) 4951 9333 | **Fax:** (07) 4951 9344 | **Email:** [admin@concar.com.au](mailto:admin@concar.com.au) | **www.concar.com.au**

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

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**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**DIRECTORS' REPORT**

Your directors present their report on the company for the financial year ended 30 June 2015.

**Directors**

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

Jeffrey Aquilina  
Jennifer Whitney  
David Nebauer  
David Stielow  
James Elder

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 \$40,913.

A review of the operations of the company during the financial year and the results of those operations are as follows:

**Principal Activities**

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

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

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

**Meeting of Directors**

During the financial year 4 meetings of directors were held. Attendances by each director were as follows:

	Directors' Meetings	
	Number eligible to attend	Number attended
James Elder	4	4
Jennifer Whitney	4	3
David Nebauer	4	4
Jeffrey Aquilina	4	4
David Stielow	4	4



**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**DIRECTORS' REPORT**

**Members' Guarantee**

The entity is incorporated under the Corporations Act 2001 and is an entity limited by guarantee. if the entity is wound up, the constitution states that each member is required to contribute a maximum of \$10 each towards meeting any outstanding obligations of the entity. As at 30 June 2015, the total amount that members of the company are liable to contribute if the company is wound up is \$500.

**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.

Signed in accordance with a resolution of the board of directors:

Director



Dated:

25-9-2015

Director



Dated:

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED  
ABN 23 574 179 504**

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

**TO THE DIRECTORS OF  
WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2015 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.

**Connoie Carlisle  
Chartered Accountant  
12 Gregory Street  
MACKAY, QLD, 4740**

  
\_\_\_\_\_  
**Partner: Brett Quinn**

**Mackay**

**Dated:** 1 October 2015

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**STATEMENT OF PROFIT OR LOSS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

	Note	2015 \$	2014 \$
Revenue	2	2,592,544	2,660,197
Operating Costs		(1,702,500)	(1,683,678)
Employee benefits expense		(823,292)	(961,771)
Depreciation and amortisation expenses		<u>(25,839)</u>	<u>(23,882)</u>
<b>Profit (loss) before income tax</b>	3	40,913	(9,134)
Tax expense		<u>-</u>	<u>-</u>
<b>Profit (loss) for the year</b>		<u><u>40,913</u></u>	<u><u>(9,134)</u></u>
Profit (loss) attributable to member of the company		<u><u>40,913</u></u>	<u><u>(9,134)</u></u>

The accompanying notes form part of these financial statements.

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**STATEMENT OF COMPREHENSIVE INCOME**  
**FOR THE YEAR ENDED 30 JUNE 2015**

	Note	2015 \$	2014 \$
Profit (loss) for the year		40,913	(9,134)
Other comprehensive income:			
Total other comprehensive income for the year		-	-
Total comprehensive income (expense) for the year		<u>40,913</u>	<u>(9,134)</u>
Total comprehensive income (expense) attributable to member of the company		<u>40,913</u>	<u>(9,134)</u>

The accompanying notes form part of these financial statements.



**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**STATEMENT OF FINANCIAL POSITION**

**AS AT 30 JUNE 2015**

	Note	2015 \$	2014 \$
<b>ASSETS</b>			
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	4	438,125	356,728
Trade and other receivables	5	212,090	175,614
Other assets	6	18,529	51,745
<b>TOTAL CURRENT ASSETS</b>		<u>668,744</u>	<u>584,087</u>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment	7	30,825	56,664
<b>TOTAL NON-CURRENT ASSETS</b>		<u>30,825</u>	<u>56,664</u>
<b>TOTAL ASSETS</b>		<u>699,569</u>	<u>640,751</u>
<b>LIABILITIES</b>			
<b>CURRENT LIABILITIES</b>			
Trade and other payables	8	294,886	268,393
Borrowings	9	11,218	10,466
Provisions	10	28,908	38,249
<b>TOTAL CURRENT LIABILITIES</b>		<u>335,012</u>	<u>317,108</u>
<b>TOTAL LIABILITIES</b>		<u>335,012</u>	<u>317,108</u>
<b>NET ASSETS</b>		<u>364,557</u>	<u>323,643</u>
<b>EQUITY</b>			
Retained earnings		364,557	323,643
<b>TOTAL EQUITY</b>		<u>364,557</u>	<u>323,643</u>

The accompanying notes form part of these financial statements.

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**STATEMENT OF CHANGES IN EQUITY**  
**FOR THE YEAR ENDED 30 JUNE 2015**

	Share Capital \$	Retained Earnings \$	Total \$
<b>Balance at 1 July 2013</b>	-	332,777	332,777
<b>Comprehensive income</b>			
Profit (loss) for the year	-	(9,134)	(9,134)
<b>Total comprehensive income for the year attributable to the member of the company</b>	-	(9,134)	(9,134)
<b>Balance at 30 June 2014</b>	-	323,643	323,643
<b>Balance at 1 July 2014</b>	-	323,643	323,643
<b>Comprehensive income</b>			
Profit for the year	-	40,914	40,914
<b>Total comprehensive income for the year attributable to the member of the company</b>	-	40,914	40,914
<b>Balance at 30 June 2015</b>	-	364,557	364,557

The accompanying notes form part of these financial statements.

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

	Note	2015 \$	2014 \$
<b>Cash flows from operating activities</b>			
Receipts from Customers		2,589,284	2,700,992
Payments to Suppliers and Employees		(2,507,887)	(2,964,537)
<b>Net cash provided by (used in) operating activities</b>	<b>16</b>	<b>81,397</b>	<b>(263,545)</b>
<b>Cash flows from investing activities</b>			
Purchase of Property Plant and Equipment		-	(13,008)
WRIC Float		-	200
<b>Net cash provided by (used in) investing activities</b>		<b>-</b>	<b>(12,808)</b>
Net increase (decrease) in cash held		81,397	(276,353)
Cash and cash equivalents at beginning of financial year		356,728	633,081
Cash and cash equivalents at end of financial year	<b>16</b>	<b>438,125</b>	<b>356,728</b>

The accompanying notes form part of these financial statements.

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

The financial statements cover Whitsundays Marketing & Development Limited as an individual entity. Whitsundays Marketing & Development Limited is a company limited by guarantee, incorporated and domiciled in Australia.

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

**1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

**Basis of Preparation**

These general purpose financial statements have been prepared in accordance with the Corporations Act 2001, Australian Accounting Standards and Interpretations of the Australian Accounting Standards Board and International Financial Reporting Standards as issued by the International Accounting Standards Board. The company is a for-profit entity for financial reporting purposes under Australian Accounting Standards. 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 cash flow information, have been prepared on an accruals 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 impairment losses.

**Property**

Freehold land and buildings are carried at their fair value (being the amount for which an asset could be exchanged between knowledgeable willing parties in an arm's length transaction), based on periodic, but at least triennial, valuations by independent valuers, less accumulated depreciation for buildings.

Increases in the carrying amount arising on revaluation of land and buildings are credited to a revaluation surplus in equity. Decreases that offset previous increases of the same asset are recognised against revaluation surplus directly in equity; all other decreases are recognised in profit or loss.

Any accumulated depreciation at the date of revaluation is eliminated against the gross carrying amount of the asset and the net amount related to the revalued amount of the asset.



**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2015 (Continued)**

**Plant and Equipment**

Plant and equipment are measured on the cost basis and are therefore carried at cost less accumulated depreciation and any accumulated impairment losses. In the event the carrying amount of plant and equipment is greater than its estimated recoverable amount, the carrying amount is written down immediately to its estimated recoverable amount and impairment losses recognised either in profit or loss or as a revaluation decrease if the impairment losses relate to a revalued asset. A formal assessment of recoverable amount is made when impairment indicators are present.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the company and the cost of the item can be measured reliably. All other repairs and maintenance are recognised as expenses in the statement of profit or loss in the financial period in which they are incurred.

**Depreciation**

The depreciable amount of all fixed assets, including buildings and capitalised lease assets but excluding freehold land, is depreciated on a straight-line basis over the asset's useful life to the company 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%%
Plant and equipment	7.5% - 25%%
Information Centre Proserpine	5% - 10%%
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. An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are recognised in profit or loss when the item is derecognised. When revalued assets are sold, amounts included in the revaluation reserve relating to that asset are transferred to retained earnings.

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

**(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 company commits itself to either purchase or sell the asset (i.e. trade date accounting is adopted).

Financial instruments are initially measured at fair value plus transactions costs, except where the instrument is classified 'at fair value through profit or loss' in which case transactions costs are recognised as expenses in profit or loss immediately.

**Classification and subsequent measurement**

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

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

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

Fair value is determined based on current bid prices for all quoted investments. Valuation techniques are applied to determine the fair value for all unlisted securities, including recent arm's length transactions, reference to similar instruments and option pricing models.

The company does not designate any interests in subsidiaries, associates or joint venture entities as being subject to the requirements of Accounting Standards specifically applicable to financial instruments. Accordingly, such interests are accounted for on a cost basis.

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

*(i) Financial assets at fair value through profit or loss*

Financial assets are classified at 'fair value through profit or loss' when they are held for trading for the purpose of short-term profit taking, derivatives not held for hedging purposes, or when they are designated as such to avoid an accounting mismatch or to enable performance evaluation where a group of financial assets is managed by key management personnel on a fair value basis in accordance with a documented risk management or investment strategy. Such assets are subsequently measured at fair value with changes in carrying amount being included in profit or loss.

*(ii) Loans and receivables*

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

*(iii) Held-to-maturity investments*

Held-to-maturity investments are non-derivative financial assets that have fixed maturities and fixed or determinable payments, and it is the company's intention to hold these investments to maturity. They are subsequently measured at amortised cost.

Gains or losses are recognised in profit or loss through the amortisation process and when the financial asset is derecognised.

*(iv) Available-for-sale investments*

Available-for-sale investments are non-derivative financial assets that are either not capable of being classified into other categories of financial assets due to their nature or they are designated as such by management. They comprise investments in the equity of other entities where there is neither a fixed maturity nor fixed or determinable payments.

They are subsequently measured at fair value with any re-measurements other than impairment losses and foreign exchange gains and losses recognised in other comprehensive income. When the financial asset is derecognised, the cumulative gain or loss pertaining to that asset previously recognised in other comprehensive income is reclassified into profit or loss.

Available-for-sale financial assets are classified as non-current assets when they are not expected to be sold within 12 months after the end of the reporting period. All other available-for-sale financial assets are classified as current assets.

*(v) Financial liabilities*

Non-derivative financial liabilities other than financial guarantees are subsequently measured at amortised cost. Gains or losses are recognised in profit or loss through the amortisation process and when the financial liability is derecognised.

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

**Impairment**

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

In the case of available-for-sale financial assets, a significant or prolonged decline in the market value of the instrument is considered to constitute a loss event. Impairment losses are recognised in profit or loss immediately. Also, any cumulative decline in fair value previously recognised in other comprehensive income is reclassified into profit or loss at this point.

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

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

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

**(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) 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. Bank overdrafts are shown within borrowings in current liabilities on the statement of financial position.



**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

**(f) Revenue and Other Income**

Non-reciprocal grant revenue is recognised in the statement of comprehensive income when the association obtains control of the grant and it is probable that the economic benefits gained from the grant will flow to the entity and the amount of the grant can be measured reliably.

If conditions are attached to the grant which must be satisfied before it is eligible to receive the contribution, the recognition of the grant as revenue will be deferred until those conditions are satisfied.

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

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

Donations and bequests are recognised as revenue when received.

Revenue from the rendering of a service is recognised upon the delivery of the service to the customer.

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

The membership subscription year runs from 1 July through 30 June. Member subscriptions are paid in advance. Only membership fees and subscriptions received which are attributable to the current reporting period are recognised as revenue. Revenue relating to periods beyond the current reporting period is shown as Income in Advance under current liabilities.

**(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.

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2015 (Continued)**

	2015 \$	2014 \$
<b>2. REVENUE AND OTHER INCOME</b>		
Sales revenue:		
Sale of goods	2,315,938	2,619,363
Other revenue:		
Other revenue	276,606	40,834
Total revenue	<u>2,592,544</u>	<u>2,660,197</u>
<b>3. PROFIT (LOSS) FOR THE YEAR</b>		
Profit (loss) from continuing operations includes the following specific expenses:		
<b>(a) Expenses:</b>		
Operating Costs	1,702,500	1,683,678
Depreciation and Amortisation	25,839	23,882
Employee Benefits Expense	823,292	961,771
	<u>                    </u>	<u>                    </u>
<b>(b) Significant revenue and expenses:</b>		
The following significant revenue and expense items are relevant in explaining the financial performance:		
Auditors Remuneration	<u>16,232</u>	<u>13,200</u>
<b>4. CASH AND CASH EQUIVALENTS</b>		
Cash on hand	72	250
Float WRIC	200	200
Electronic Clearing Account	(7,608)	-
Cash at bank - NAB General Account	216,850	117,633
Cash at bank - NAB Business Maximiser Account	34,285	165,349
Cash at bank - Skills Formation Strategy	104,356	50,263
WRIC NAB Account	84,798	23,033
AGRI Workforce Account	5,172	-
	<u>438,125</u>	<u>356,728</u>

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

	2015 \$	2014 \$
<b>5. TRADE AND OTHER RECEIVABLES</b>		
<b>CURRENT</b>		
Trade receivables	112,090	175,614
Accrued Income	100,000	-
	<u>212,090</u>	<u>175,614</u>
<b>6. OTHER ASSETS</b>		
<b>CURRENT</b>		
APN Contra Account	4,900	-
Prepayments	5,660	43,776
AACB Trust Account	7,969	7,969
	<u>18,529</u>	<u>51,745</u>
<b>7. PROPERTY, PLANT AND EQUIPMENT</b>		
Property improvements	7,256	7,256
Less accumulated depreciation	(3,663)	(1,348)
Total land and buildings	<u>3,593</u>	<u>5,908</u>
Plant and equipment	216,122	216,122
Less accumulated depreciation	(199,128)	(189,804)
	<u>16,994</u>	<u>26,318</u>
Information Centre Proserpine	134,819	134,819
Less accumulated depreciation	(127,347)	(114,146)
	<u>7,472</u>	<u>20,673</u>
Furniture and fittings	19,851	19,851
Less accumulated depreciation	(17,085)	(16,086)
	<u>2,766</u>	<u>3,765</u>
Total plant and equipment	<u>27,232</u>	<u>50,756</u>
<b>Total property, plant and equipment</b>	<u>30,825</u>	<u>56,664</u>

**(a) Movements in carrying amounts**

For disclosure on movement in carrying amounts please refer to note 17(a) at the end of this financial report.

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

	2015 \$	2014 \$
<b>8. TRADE AND OTHER PAYABLES</b>		
<b>CURRENT</b>		
Good and services tax	21,527	21,033
Young at Heart	255	-
Income in Advance	37,749	134,187
Trade Creditors	154,178	73,547
Accrued Expenses	70,500	6,750
WMDL Social Club	1,262	1,255
Withholding taxes payable	9,336	12,074
Superannuation payable	79	19,770
Fringe benefits tax payable	-	(223)
	<u>294,886</u>	<u>268,393</u>
<b>Financial liabilities at amortised cost classified as trade and other payables</b>		
Trade and other payables		
Total current	294,886	268,393
Less other payables	(37,749)	(134,187)
Less Other liabilities	<u>(70,500)</u>	<u>(6,750)</u>
Financial liabilities as trade and other payables	<u>186,637</u>	<u>127,456</u>
<b>9. BORROWINGS</b>		
<b>CURRENT</b>		
Credit cards	<u>11,218</u>	<u>10,466</u>
<b>10. PROVISIONS</b>		
<b>CURRENT</b>		
Employee entitlements	<u>28,908</u>	<u>38,249</u>
		2015 \$
<b>Employee entitlements:</b>		
Opening balance at 1 July 2014		38,249
Additional provisions raised		<u>(9,341)</u>
Balance at 30 June 2015		<u>28,908</u>



**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

	2015 \$	2014 \$
<b>11. LEASING COMMITMENTS</b>		
<b>(a) Operating Lease Commitments</b>		
Non-cancellable operating leases contracted for but not recognised in the financial statements		
Payable:		
not later than 12 months	54,173	59,884
between 12 months and five years	-	14,263
	<u>54,173</u>	<u>74,147</u>

Whitsundays Marketing and Development Limited's current lease agreement for the premises located at 2623 Shute Harbour Road, Jubilee Pocket ceased on 11 August 2015. Accordingly, Whitsundays Marketing and Development Limited are currently on a month to month lease. Management are currently negotiating new lease terms with the property owner.

**12. 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.

**13. ECONOMIC DEPENDENCE**

Whitsundays Marketing & Development Limited is dependent on Tourism 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 will not continue to support Whitsundays Marketing & Development Limited.

**14. FINANCIAL RISK MANAGEMENT**

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

*Financial assets pledged as collateral*

Certain financial assets have been pledged as security for debt and their realisation into cash may be restricted subject to terms and conditions attached to the relevant debt contracts.

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

	2015 \$	2014 \$
<b>15. COMPANY DETAILS</b>		
The registered office and principal place of business of the company is: Whitsundays Marketing & Development Limited 2623 Shute Harbour Rd Jubilee Pocket QLD 4802		
<b>16. CASH FLOW INFORMATION</b>		
<b>(a) Reconciliation of Cash</b>		
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	438,125	356,728
	<u>438,125</u>	<u>356,728</u>
<b>(b) Reconciliation of cash flow from operations with profit after income tax</b>		
Profit after income tax	40,913	(9,134)
Non-cash flows in profit:		
Depreciation of Non-current Assets	25,839	23,882
Changes in assets and liabilities:		
(Increase)/Decrease in Current Receivables	(36,476)	79,548
(Increase)/Decrease in Other Current Assets	33,216	(38,754)
Increase/(Decrease) in Payables	80,631	(333,720)
Increase/(Decrease) in Income in Advance	(96,437)	20,151
Increase/(Decrease) in Employment Entitlements	(9,341)	(447)
Increase/(Decrease) in Short-term Borrowings	752	(5,071)
Increase/(Decrease) in Other Current Liabilities	42,300	-
<b>Net cash provided by (used in) operating activities</b>	<u>81,397</u>	<u>(263,545)</u>

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 30 JUNE 2015**

**17. (a) MOVEMENT IN CARRYING AMOUNTS**

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

	Property improvements \$	Plant and equipment \$	Information Centre Proserpine \$	Furniture and fittings \$	Total \$
Balance at 1 July 2013	1,486	28,607	33,874	3,571	67,538
Additions	5,757	6,036	-	1,215	13,008
Depreciation expense	(1,335)	(8,325)	(13,201)	(1,021)	(23,882)
<b>Carrying amount at 30 June 2014</b>	<b>5,908</b>	<b>26,318</b>	<b>20,673</b>	<b>3,765</b>	<b>56,664</b>
Depreciation expense	(2,315)	(9,324)	(13,201)	(999)	(25,839)
<b>Carrying amount at 30 June 2015</b>	<b>3,592</b>	<b>16,994</b>	<b>7,472</b>	<b>2,767</b>	<b>30,825</b>

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**DIRECTORS' DECLARATION**

In accordance with a resolution of the directors of Whitsundays Marketing & Development Limited, the directors of the company declare that:

1. The financial statements and notes, as set out on pages 5 to 21 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 (IFRS); and
  - b. give a true and fair view of the financial position as at 30 June 2015 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

  
\_\_\_\_\_

Dated:

25-9-2015

Director

Dated:

  
\_\_\_\_\_  
20/9/2015

**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**INDEPENDENT AUDITOR'S REPORT**  
**TO THE MEMBER OF**  
**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**

**Report on the Financial Report**

We have audited the accompanying financial report of Whitsundays Marketing & Development Limited (the company) which comprises the statement of financial position as at 30 June 2015, the statement of profit or loss, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory notes and the directors' declaration.

*Directors' Responsibility 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 - Reduced Disclosure Requirements 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 is free from material misstatement, whether due to fraud or error.

*Auditor's Responsibility*

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the company's preparation of the financial report that gives a true and fair view 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

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

*Independence*

In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, provided to the directors of Whitsundays Marketing & Development Limited, would be in the same terms if provided to the directors as at the time of this auditor's report.



**WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**  
**ABN 23 574 179 504**

**INDEPENDENT AUDITOR'S REPORT  
TO THE MEMBER OF  
WHITSUNDAYS MARKETING & DEVELOPMENT LIMITED**

*Auditor's Opinion*

In our opinion:

- a. The financial report of Whitsundays Marketing & Development 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 2015 and of its performance for the year ended on that date; and
  - (ii) complying with Australian Accounting Standards - Reduced Disclosure Requirements and the Corporations Regulations 2001.
- b. The financial report also complies with International Financial Reporting Standards as disclosed in Note 1.

**Connole Carlisle**  
**Chartered Accountant**  
**12 Gregory Street**  
**MACKAY, QLD, 4740**

  
\_\_\_\_\_  
**Partner: Brett Quinn**

**Mackay**

**Dated:** 1 OCTOBER 2015



Whitsundays Marketing and Development Limited  
2623 Shute Harbour Road  
Jubilee Pocket, QLD 4802

