



2016/2017
**ANNUAL
REPORT**



Contents

2016/2017 ANNUAL REPORT

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Chairman's Review

Al Grundy

I would like to start by saying what an honour it has been to be Tourism Whitsundays' chairman again this year.

From a chairman's perspective, this is our first full year after the new TW was formed in April last year and it has been an incredibly successful journey, notwithstanding a lot of challenges that could hardly have been forecast.

The latest visitation results are outstanding considering what happened with TC Debbie and to see the growth in both international and domestic tourism is encouraging and bodes well for the future.

The investment that's coming our way with the State and Federal Government funding will help with infrastructure in the marine park and on the mainland and will see us into future prosperity.

We must, however, manage our growth carefully and we must maintain our core values in protecting our natural assets.

Whitsunday operators are amazing but we have to be careful we don't break what we have. Whitehaven is beautiful again and the walks on the islands will be amazing but we don't want them to be too crowded. So we must focus on high yielding visitor experiences rather than the mass market.

I would like to take this opportunity to thank the local tourism industry for their strength and resilience in the face of adversity and of course our members in particular, our board members for their continued support, and the staff and CEO of Tourism Whitsundays for everything they have done in what turned out to be a very tough year indeed.



And lastly, I would like to thank the Mayor, CEO and Councillors for their ongoing support of Tourism Whitsundays, both the Federal and State Governments for helping us when we need it, and of course our partners Tourism and Events Queensland who we continue to work very closely with to the betterment of the region.

I personally want to thank the TW board, who volunteer their time, and special thanks to Craig Turner and all the TW staff.

Allen Grundy
Chairman
Tourism Whitsundays Ltd

CEO's Report

Craig Turner

I'd like to firstly recognise the efforts of our local tourism industry in what has been a very challenging year. Everyone has acted with stoicism and just got on with it and it is a real credit to everyone involved.

Before TC Debbie hit the region was on track to have an all time record year. The International and Domestic Statistics for the year ending December 31, 2016 showed record numbers to the Whitsundays.

I'd like to pay tribute to the efforts of the Tourism Whitsundays team during the past six months. Their efforts are always appreciated but they have gone above and beyond these past months and I am very proud of them. I'd just like to add here also that all roles since the re-inception of TW have been filled by local people living in the Whitsunday region, something I'm personally proud of.

I would also like to recognise the support of the TW Board who also rose to the challenge and their assistance has been both very much appreciated and also admirable given what they must have been going through in their own businesses and lives.

As an organisation, we have chalked up many achievements since the rebirth of TW last April, too many to list here, but some highlights include increased membership numbers and excellent member engagement through networking nights, forums and workshops; and our marketing and promotion has also hit the mark including the biggest Whitsunday East Coast Roadshow ever and a record PR value of in excess of \$10 million globally.



Of course none of this would be possible without the support of our partners Tourism and Events Queensland, Whitsunday Regional Council and of course our members.

We have also achieved positive outcomes from a financial perspective, with the company solvent and everything above board!

Going forward, the organisation's overall objective, as always, is to increase visitation to the destination, along with increased length of stay and expenditure, and dispersal of our visiting tourists throughout the whole region.

Thank you for the support of Industry and I look forward to continued growth in the Whitsundays.

Craig Turner
CEO
Tourism Whitsundays Ltd

Tourism Whitsundays Board



*Al Grundy
Chairman*



*Nick Hortle
Deputy Chair*



*Andrew Telford
Secretary*



*Greg Waites
Treasurer*



*Mayor
Andrew Willcox*



Racheal Klitscher



Toni Ward



Matt Boileau



Jan Claxton



Naomi McKinnon



Jonathon Freeman



Jessica Lawrence



Karen Vloedmans

Tourism Whitsundays Staff



Craig Turner
CEO



Natassia Wheeler
Sales and Marketing
Manager



Emma Whitney
International Sales
Manager



Donna van't Hoff
Domestic Marketing
Specialist



Deborah Friend
PR & Communications
Specialist



Lorelei van Dalen
Business Events Marketing
Specialist



Aimee Cameron
Business Development Manager



Kylie Forgione
Sales and Marketing
Coordinator



Jasmine Kratz
Corporate Services
Coordinator



Leanne Althaus
Finance Officer



Ella McLean
Receptionist

Former Staff 2016/2017

Carolyn Hanks - Marketing Coordinator
Joanne Hennessy - PR & Communications Specialist
Georgia Hill - Digital Marketing Specialist
Amy Isaac - Weekend Visitor Services Coordinator
Georgie Law - Visitor Services Coordinator
Melanie Atkins - Marketing Coordinator



International Report

In the 2016/17 financial year a key goal was to re-establish strong relationships with international trade partners including inbound tour operators (ITOs), wholesalers and agent networks.

This was achieved by attending the Australian Tourism Exchange, Queensland on Tour China, Queensland on Tour Europe, Queensland on Tour UK and Nordic, ATEC Inbound Up North, Queensland on Stage NZ, Australia Marketplace and Queensland on Tour Americas.

New products were taken to ATE for the first time to showcase the growth of the destination to trade partners and offer the opportunity to products that are becoming internationally ready.

Tourism Whitsundays engaged Global Spot to act as marketing representative in Germany, focusing on increasing exposure throughout the Germanic market.

TW also participated in trade campaigns in Europe, UK and the Americas in the 2016/17 financial year.

A major milestone for TW was committing to the 'Connecting with Asia' program, which connects Regional Airports to the major gateway of Brisbane Airport. So far, China Eastern Airlines has announced it will increase its direct Shanghai-Brisbane flights to daily and Brisbane is expecting its first direct flights from Beijing with Air China, due to fly four times a week.

Another major goal was to build a strong media network with key international leisure-focused media outlets to help increase the Whitsundays messaging through hosted familiarisation programs.

The result of this was to gain additional exposure throughout a series of international outlets by leveraging partnerships and working with key stakeholders such as TEQ.

Tourism Whitsundays believes the cruise ship market is extremely important to the destination. The region is seeing an enormous growth in cruise ship arrivals, with more than 80 ships expected to arrive in 2018.

The average arriving passenger spends approx. \$200-\$300 per port stop, with 58 per cent of passengers spending on Food & Beverage, 50 per cent spending on shopping and 22 per cent spending on organised tours. The cruise ship industry adds \$38 billion to the global economy and more than 90 new ships have been ordered for the next 10 years, which equates to 230,788 passengers.

New consumer messaging was developed for the Youth and Adventure segment to ensure the region had a strong voice suited to this audience.

It is therefore very important to ensure TW is delivering to this market, so the organisation engaged with cruise ITO's several times throughout 2016/17 and assisted with product pitches. TW also maintained the cruise product manual and ran cruise ship workshops in partnership with TEQ.

Product development opportunities in 2016/17 included an 'International Ready' program with a workshop, followed by individual mentoring sessions.



Domestic Report

At the start of the 2016/17 financial year it was decided that a major goal should be to re-establish strong relationships with key domestic trade partners, including wholesalers and online travel agent's (OTAs).

This was achieved through hosting the Whitsunday Tourism Exchange in region and the Whitsunday East Coast Roadshow, in Brisbane, Sydney and Melbourne, with the roadshow actually ending up being the biggest one staged to date.

A comprehensive trade familiarisation program was also activated, as well as an incentive program for travel agents.

Another objective for the 2016/17 financial year was to engage with the consumer market regionally and nationally, with the regional "More to Explore" campaign very successful in showcasing that the Whitsundays has hidden gems as well as its hero experiences.

The concept behind the "More to Explore" regional campaign was that the Whitsundays' offering is stronger than ever and has so many options including rustic Collinsville, the beaches of Bowen, Lake Proserpine, Airlie Beach and the islands.

A series of consumer campaigns was also rolled out, including the Virgin Holidays campaign, and TW employees attended a series of consumer shows including the Moranbah Expo, Caravan and Camping Shows in Brisbane, Sydney and Melbourne, and Flight Centre Expos in Brisbane, Sydney and Melbourne.

From a public relations perspective, the main objective was to build a strong media network with key domestic leisure media outlets and increase the Whitsundays messaging through hosted familiarisation programs.

In total, 63 representatives from Australian media outlets and 15 journalists from international media outlets were hosted in region during 2016/17, resulting in additional exposure for the region across a wide range of publications, websites, blogs and social media channels. The estimated value of this publicity was in excess of \$10 million globally.

Through leveraging already established relationships and working closely with organisations such as Tourism and Events Queensland, the Whitsundays was also featured in a total of 12 TV shows in 2016/17 in Australia and overseas.

Event support was also identified as a major goal for the year, recognising that local events are a major conduit for visitor attraction. Resources were put behind key events that had the potential to increase visitation to the destination, along with length of stay, expenditure and dispersal. A very successful Event Bootcamp was staged in February with attendance by almost every event organiser in the region.

A 'Domestic Ready' Workshop was also held at the start of the year to train Tourism Whitsundays members and assist them in being able to work within the domestic trade market.



Membership

During 2016/17:

There was an increase in membership engagement from the entire Tourism Whitsundays Team that saw an increase from 77 to 234 members. Staff attended site visits and invited operators into the office on a regular basis to talk about their products and any updates.

Engaged with members attending the monthly networking nights - on a regular basis, up to 200 people are attending networking nights. Members are signing on due to the benefit of staff attending these events and mixing with other industry professionals.

A complete review of the existing membership prospectus was carried out with a new-look, more user-friendly prospectus launched in March, and the member renewal processes were also reviewed to make it more streamlined for members.

Targeted market segments that have previously not been engaged, for example non-tourism businesses, and increased benefits for these segments to attract membership to Tourism Whitsundays.

Encouraged a “whole-of-team” approach to membership attraction. TW staff are involved in the recruitment process and encouraged to talk about membership with their contacts. Member recruitment drives were instigated to coincide with TW activity in Bowen, Proserpine and Collinsville.

A program to ensure regular contact with regional members was also instigated.

The annual Whitsunday Tourism Awards in the 2016/17 year were a huge success with 270 people attending the lavish event at Cape Gloucester Resort in October.



Digital Strategy Report

In the 2016/17 financial year the digital strategy focused on increasing visitation to the Tourism Whitsundays website and, once on the site, increasing conversion.

Increase visitation to the website

Steps taken to increase visitation included:

Enhance SEO (Search Engine Optimisation) through keyword research and adding specific content beneficial for increased exposure on Google Search Engine Results Pages (SERPs).

Inject sales focused posts throughout the social calendar on Facebook and Instagram.

Boost successful posts through Facebook.

Use PPC (Pay-Per-Click) advertising and Google re-marketing for campaigns and promotions

Use these tools to send website traffic back to the Tourism Whitsundays website and put bookings through that rather than promoting third party campaigns, which do not create revenue for TW.

June 2017 visitation to the website was 50,000 and the goal is to increase this to 67,000 by June 2018.

Increase conversion on the website

Steps taken to increase conversion included:

Implemented "tried and tested" features on the website to turn visitors into customers including enhancing the site navigation to be more customer focused and changing the CTA colour throughout the booking process so there is only one CTA per page

June 2017 the conversion rate was 0.06 per cent and the goal is to increase this to 0.50 per cent by June 2018.



Business Events

During 2016-17, Tourism Whitsundays' business events bureau, Whitsundays Business Events (WBE) delivered various marketing initiatives to promote the Whitsundays as the ideal business events destination and increase business event leads. Although Cyclone Debbie impacted the year's performance, several favourable results were still achieved.

Stakeholder, Member and Industry Engagement

WBE works closely with its members, TEQ, Business Events Australia (BEA), AACB, and industry associates to enhance the Whitsundays profile within the business events sector, educate the community on the importance of business events to the economy, and increase government support of business events marketing.

In the 2016/17 financial year, WBE:

- Conducted two member meetings and member site visits to discuss marketing performance, future direction and opportunities, with new initiatives implemented as a result.

- Introduced a Business Events membership incentive scheme to encourage existing BE members to sign up new members and receive a \$300 discount on their annual membership fees for every new member. At 30 June 2017 one new member had been introduced
- Distributed a total of 38 leads and referrals to Business Events members, an increase of 10 on the previous year, with two bids supported also.

Marketing and Corporate Communications

WBE employs sales calls, print and online advertising and editorial, tradeshows and networking events to drive greater awareness of the Whitsundays and its business events products.

Five integrated advertising features were published in business events publications, including Executive PA, micenet, CIM Magazine, and Travel Bulletin. The Whitsundays' iconic locations, Heart Reef and Whitehaven Beach, adorned the front cover of micenet and Executive PA, seen by more than 82,000 event buyers combined.



A digital advertising campaign with prize giveaway was conducted including website ads and EDMs, with the material published in Executive PA, micenet, Business Events News, Event Connect, and on LinkedIn platforms, receiving over 43,000 impressions.

Trade contacts and members were kept informed of WBE activity via four quarterly e-Newsletters distributed throughout the year, with an average open rate of 44%.

Trade Events and Familiarisations

Eight trade familiarisations, showcasing a number of business event venues and tours, were conducted; a group familiarisation involving executive assistants and in-house event planners from Monsanto, Siemens Ltd, Velg Training, GWA Group, IAG, and ANZ, and seven single familiarisations involving event buyers from Cadabra Incentives/New Poland, Mary Kay, Cadabra Incentives, Liberty International Underwriters, Velg Training, Coronis Group and MYOB.

In partnership with several WBE members, a three-city roadshow was conducted in Brisbane, Sydney and Melbourne incorporating presentations, prizes, and networking.

WBE exhibited at the following trade events during the year:

- 2016 ConveneQ tradeshow in Brisbane (+ sponsored the event's breakfast seminar)
- 2016 Professional Conference Organisers Association (PCOA) Conference in Brisbane
- 2017 Asia Pacific Incentives and Meetings Expo (AIME) together with Hamilton Island and Cruise Whitsundays, in Melbourne
- 2017 Executive Assistant Network Conference & Exhibition in Sydney
- Attended the Meetings & Events Australia Conference in Sydney.



Education & Training

VaK8 – ‘Creating Pathways to Employment’ Pilot Program

In 2017 Tourism Whitsundays rolled out a State first pilot program to give young people in the Whitsundays opportunities to work in the tourism industry. In collaboration with the Department of Education and Training (DET) the school-to-work transition program was designed specifically for the tourism and travel industry. The program provides local employers with opportunities to reshape their workforce by building the capacity of staff to work with young people; link with schools and school students; implement recruitment practices which incorporate employment pathways for young people and recruit work-ready employees.

It includes a 20-week (one day per week) unpaid work experience placement and completion of an industry-endorsed and nationally recognised qualification SIT20116 Certificate II in Tourism.

VaK8 is a partnership between employers, who provide the work placement and future employment opportunities for participants, including school based apprenticeships/traineeships and

- Registered training organisations (RTO) that provide the training and assessment services required for the industry endorsed and nationally recognised qualification

- Secondary schools which supply and support the students undertaking the program
- Parents/guardians who support the students to participate and complete the program
- DET which provides funding for the provision of the qualification through VET in Schools (VETiS) specifically for this program, and regional officers who facilitate and co-ordinate the program.

Tourism Whitsundays assisted the Department of Education and Training with the coordination of the program in region. 13 Whitsunday tourism industry employers were matched with 19 students from Proserpine State High School, St Catherine’s College and Whitsunday Christian College. The students attended 10 days training every third Friday with Response Learning at Peppers, Airlie Beach. The other Fridays were spent working at the employer’s place of business and bringing their learning to life.

The program has successfully produced four employment offers for students, and provided some students with the necessary requirements to complete their Year 12 Certificate. Tourism Whitsundays is confident the success of the program will eventuate for an even larger program to be delivered in 2018, and potentially rolled out nationally with the Whitsundays being the champion.



Destination Awards

This year the Whitsundays took home several destination awards including:

2016	2016 Golden Backpacker Awards	The Whitsundays	Best Destination in Australia
2016	2016 Golden Backpacker Awards	The Whitsundays' Great Barrier Reef	Best Visitor Attraction
2016	2016 Australian Traveller Peoples Choice Awards	Sailing in the Whitsundays, QLD	Third
2016	2016 Australian Traveller Peoples Choice Awards	Snorkelling and Diving the Great Barrier Reef	Best Aquatic Experience
2016	2016 Australian Traveller Peoples Choice Awards	Hamilton Island	Most Desirable Island Escape
2016	2016 Australian Traveller Peoples Choice Awards	Hayman Island	Runner -Up
2016	2016 Australian Traveller Peoples Choice Awards	Luxury Island Stay in the Whitsundays	Runner -Up
2016	2016 Conde Nast 29th Annual Readers Choice Awards		4th Best Island Destination in the World outside the USA
2016	2016 TripAdvisor Travellers Choice Awards	Whitehaven Beach	Best Beach in Australia
2016	2016 TripAdvisor Travellers Choice Awards	Whitehaven Beach	Best Beach in the South Pacific
2016	2016 Expedia The 25 Most Beautiful Places In Australia	The Whitsundays, Queensland	2nd Most Beautiful Place in Australia
2017	YourLifeChoices Great Aussie Bucket List 2017	Whitehaven Beach	Voted number five in the top ten favourite beaches in Australia by our members.

Partners:

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

Associates:

Kaye Lawson
Lionel Madden CA

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE 2017

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TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

DIRECTORS' REPORT

Your directors present their report on the company for the financial year ended 30 June 2017.

Directors

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

David Stielow (Resigned 30 October 2016)
Trevor Rees (Resigned 30 October 2016)
Allen Grundy (Appointed 1 April 2016)
James Hortle (Appointed 1 April 2016)
Andrew Telford (Appointed 31 October 2016)
Matt Boileau (Appointed 1 April 2016)
Janice Claxton (Appointed 1 April 2016)
Scott Wilkinson (Resigned 30 October 2016)
Toni Ward (Appointed 1 April 2016)
Jonathan Freeman (Appointed 1 April 2016)
Naomi McKinnon (Appointed 31 October 2016)
Jessica Bruce (Appointed 31 October 2016)
Karen Vloedmans (Appointed 3 November 2016)
Andrew Wilcox (Ex-Officio Director)
Craig Turner (Ex-Officio Director)
Racheal Klitscher (Ex-Officio Director)

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 \$806.

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 period were the operation of the Whitsunday region's tourism marketing agency, including facilitating partnerships and promoting sustainable tourism.

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

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

DIRECTORS' REPORT

Meeting of Directors

During the financial year, 12 meetings of directors were held. Attendances by each director during the year were as follows:

	Directors' Meetings	
	Number eligible to attend	Number attended
David Stielow	4	2
Trevor Rees	4	4
Allen Grundy	12	10
James Hortle	12	12
Andrew Telford	12	9
Matt Boileau	12	6
Janice Claxton	12	8
Scott Wilkinson	4	1
Toni-Ann Ward	12	10
Jonthan Freeman	12	8
Greg Waite	9	7
Naomi McKinnon	9	7
Jessica Bruce	9	7
Karen Vloedmans	8	7
Andrew Wilcox	12	4
Craig Turner	12	12
Racheal Klitscher	12	9


Members' Guarantee

The company is incorporated under the Corporations Act 2001 and is a company 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 2017, the total amount that members of the company are liable to contribute if the company is wound up is \$20.

Auditor's Independence Declaration

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

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

Director 

Director 

Dated: 6/10/17

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

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

**TO THE DIRECTORS OF
TOURISM WHITSUNDAYS LIMITED**

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2017 there have been no contraventions of:

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

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



Partner: Brett Quinn

Mackay

Dated: 6 OCTOBER 2017

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF PROFIT OR LOSS
FOR THE YEAR ENDED 30 JUNE 2017

	Note	2017 \$	2016 \$
Revenue	2	2,249,475	2,287,887
Other income	2	-	1,107
Operating Costs		(1,407,353)	(1,460,902)
Employee benefits expense		(837,127)	(905,464)
Depreciation and amortisation expenses		<u>(4,189)</u>	<u>(11,346)</u>
Profit (loss) before income tax	3	806	(88,718)
Tax expense		<u>-</u>	<u>-</u>
Profit (loss) for the year		<u><u>806</u></u>	<u><u>(88,718)</u></u>
Profit (loss) attributable to member of the company		<u><u>806</u></u>	<u><u>(88,718)</u></u>

The accompanying notes form part of these financial statements.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2017

	Note	2017 \$	2016 \$
Profit (loss) for the year		806	(88,718)
Other comprehensive income:			
De-amalgamation Costs		-	(149,893)
Total other comprehensive income for the year		-	-
Total comprehensive income (expense) for the year		806	(238,611)
Total comprehensive income (expense) attributable to member of the company		806	(238,611)

The accompanying notes form part of these financial statements.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF FINANCIAL POSITION

AS AT 30 JUNE 2017

	Note	2017 \$	2016 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	5	215,511	258,122
Trade and other receivables	6	415,623	345,802
Other assets	7	199,773	20,434
TOTAL CURRENT ASSETS		830,907	624,358
NON-CURRENT ASSETS			
Property, plant and equipment	8	13,672	15,586
TOTAL NON-CURRENT ASSETS		13,672	15,586
TOTAL ASSETS		844,579	639,944
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	9	317,943	270,807
Borrowings	10	15,436	7,957
Provisions	11	33,508	16,538
Other	12	350,940	218,696
TOTAL CURRENT LIABILITIES		717,827	513,998
TOTAL LIABILITIES		717,827	513,998
NET ASSETS		126,752	125,946
EQUITY			
Retained earnings		126,752	125,946
TOTAL EQUITY		126,752	125,946

The accompanying notes form part of these financial statements.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2017

	Retained Earnings \$	Total \$
Balance at 1 July 2015	364,557	364,557
De-amalgamation Costs	(149,893)	(149,893)
Profit (loss) for the year	(88,718)	(88,718)
Total comprehensive income for the year attributable to the member of the company	<u>(88,718)</u>	<u>(88,718)</u>
Balance at 30 June 2016	<u>125,946</u>	<u>125,946</u>
Balance at 1 July 2016	125,946	125,946
Comprehensive income		
Profit (loss) for the year	806	806
Total comprehensive income for the year attributable to the member of the company	<u>806</u>	<u>806</u>
Balance at 30 June 2017	<u>126,752</u>	<u>126,752</u>

The accompanying notes form part of these financial statements.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2017

	Note	2017 \$	2016 \$
Cash flows from operating activities			
Receipts from Customers		1,999,188	2,152,194
Payments to Suppliers and Employees		(2,040,651)	(2,338,379)
Interest Received		1,127	1,181
Net cash provided by (used in) operating activities	18	<u>(40,336)</u>	<u>(185,004)</u>
Cash flows from investing activities			
Payments for Property, Plant and Equipment		-	5,000
Purchase of Property, Plant and Equipment		(2,274)	-
Net cash provided by (used in) investing activities		<u>(2,274)</u>	<u>5,000</u>
Net cash provided by financing activities		<u>-</u>	<u>-</u>
Net increase (decrease) in cash held		(42,610)	(180,004)
Cash and cash equivalents at beginning of financial year		258,121	438,125
Cash and cash equivalents at end of financial year	18	<u>215,511</u>	<u>258,121</u>

The accompanying notes form part of these financial statements.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017

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

The financial statements were authorised for issue on 9 October 2017 by the directors of the company.

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Preparation

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

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

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

(a) Income Tax

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

(b) Property, Plant and Equipment

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

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 are 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 (refer to Note 1 for details of impairment).

Plant and equipment that have been contributed at no cost, or for nominal cost, are valued and recognised at the fair value of the asset at the date it is acquired.

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 entity commencing from the time the asset is held ready for use.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017

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

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

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

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

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

(c) Financial Instruments

Initial recognition and measurement

Financial assets and financial liabilities are recognised when the entity becomes a party to the contractual provisions of the instrument. For financial assets, this is equivalent to the date that the 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 immediately as expenses in profit or loss.

Classification and subsequent measurement

Financial instruments are subsequently measured at fair value, amortised cost using the effective interest method or cost.

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.

TOURISM WHITSUNDAYS LIMITED

ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2017

(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.

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).

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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017

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.

TOURISM WHITSUNDAYS LIMITED
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017

(f) Revenue and Other Income

Non-reciprocal grant revenue is recognised in the statement of profit and loss when the entity 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 transaction and the grant revenue is recognised in the statement of financial position as a liability until the service has been delivered to the contributor, otherwise the grant is recognised as income on receipt.

Tourism Whitsundays Limited 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 profit or loss.

Donations and bequests are recognised as revenue when received.

Interest revenue is recognised using the effective interest method, which for floating rate financial assets is the rate inherent in the instrument.

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.

(h) Comparative Figures

Comparative figures have been adjusted to reflect the changes in presentation due to the entity changing the management chart of accounts.

TOURISM WHITSUNDAYS LIMITED
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017

	2017 \$	2016 \$
2. REVENUE AND OTHER INCOME		
Revenue		
Sales revenue:		
Grant & Other Income	2,235,554	2,231,222
Other revenue:		
Interest received	2(a) 1,127	1,181
Recoveries	12,794	-
Reimbursements	-	55,484
Total revenue	<u>2,249,475</u>	<u>2,287,887</u>
Other Income		
Gain on disposal of property, plant and equipment	-	1,107
Total other income	<u>-</u>	<u>1,107</u>
(a) Interest received from:		
Other corporations	<u>1,127</u>	<u>1,181</u>
3. PROFIT (LOSS) FOR THE YEAR		
Profit (loss) from continuing operations includes the following specific expenses:		
(a) Expenses:		
Operating Costs	1,407,353	1,460,902
Depreciation and Amortisation	4,189	11,345
Employee Benefits Expense	837,127	905,464
(b) Significant revenue and expenses:		
The following significant revenue and expense items are relevant in explaining the financial performance:		
Auditors Remuneration	<u>11,796</u>	<u>30,432</u>
De-amalgamation Costs	<u>-</u>	<u>149,893</u>

TOURISM WHITSUNDAYS LIMITED
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017

	2017 \$	2016 \$
4. KEY MANAGEMENT PERSONNEL COMPENSATION		
Other KMP transactions		
Any person(s) having authority and responsibility for planning, directing and controlling the activities of the entity, directly or indirectly, including any director (whether executive or otherwise) of that entity, is considered key management personnel (KMP).		
The totals of remuneration paid to KMP of the company during the financial year are as follows:		
Short-term benefits	166,925	19,385
Total compensation	166,925	19,385
5. CASH AND CASH EQUIVALENTS		
Cash on hand	450	450
Float WRIC	200	200
Bond - Carlo Drive	57	-
NAB General Account	137,786	23,440
NAB Business Maximiser Account	-	34,845
WRIC NAB Account	41,844	117,213
AGRI Workforce Account	-	81,974
NAB Business Events	35,174	-
	215,511	258,122
6. TRADE AND OTHER RECEIVABLES		
CURRENT		
Trade receivables	376,374	345,340
Accrued Income	12,794	-
Other Receivables	-	462
Direct Debit Memberships	26,455	-
	413,823	345,802
7. OTHER ASSETS		
CURRENT		
Prepayments	199,773	20,434
8. PROPERTY, PLANT AND EQUIPMENT		
Buildings	134,819	134,819
Less accumulated depreciation	(132,221)	(131,161)
Total land and buildings	2,598	3,658

TOURISM WHITSUNDAYS LIMITED
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017

	2017 \$	2016 \$
Plant and equipment	205,737	203,463
Less accumulated depreciation	<u>(195,873)</u>	<u>(193,137)</u>
	<u>9,864</u>	<u>10,326</u>
 Furniture and fittings	 15,117	 15,117
Less accumulated depreciation	<u>(13,907)</u>	<u>(13,515)</u>
	<u>1,210</u>	<u>1,602</u>
 Total plant and equipment	 <u>11,074</u>	 <u>11,928</u>
 Total property, plant and equipment	 <u>13,672</u>	 <u>15,586</u>

(a) Movements in carrying amounts

For disclosure on movement in carrying amounts please refer to note 19(a) at the end of this financial report.

9. TRADE AND OTHER PAYABLES

CURRENT

Good and services tax	40,727	26,925
Deposits Held	29,069	41,691
Trade creditors	202,011	147,498
Accrued Expenses	5,760	24,454
TW Social Club	1,178	-
Withholding taxes payable	18,538	10,670
Superannuation payable	18,989	19,569
Other Payroll Liabilities	<u>1,671</u>	<u>-</u>
	<u>317,943</u>	<u>270,807</u>

Financial liabilities at amortised cost classified as trade and other payables

Trade and other payables		
Total current	317,943	270,807
Less other payables	(29,069)	(41,691)
Less Other Liabilities	<u>(5,760)</u>	<u>(24,453)</u>
Financial liabilities as trade and other payables	<u>283,114</u>	<u>204,663</u>

10. BORROWINGS

CURRENT

Credit Cards	<u>15,436</u>	<u>7,957</u>
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TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017

	2017 \$	2016 \$
11. PROVISIONS		
CURRENT		
Employee entitlements	<u>33,508</u>	<u>16,538</u>
		2017 \$
Employee entitlements:		
Opening balance at 1 July 2016		16,539
Additional provisions raised		<u>16,970</u>
Balance at 30 June 2017		<u>33,508</u>
12. OTHER LIABILITIES		
CURRENT		
Income in advance	<u>350,940</u>	<u>218,696</u>
13. LEASING COMMITMENTS		
(a) Operating Lease Commitments		
Non-cancellable operating leases contracted for but not recognised in the financial statements		
Payable:		
not later than 12 months	40,000	40,000
between 12 months and five years	<u>33,333</u>	<u>73,333</u>
	<u>73,333</u>	<u>113,333</u>

Tourism Whitsundays Limited has entered into a 3 year lease agreement to lease the premises of Lot 1/5 Carlo Drive, Cannonvale. The lease agreement expires 31 January 2019.

The directors of Tourism Whitsundays Limited are in the process of renegotiation.

14. CONTINGENT LIABILITIES

Government Grants

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

15. ECONOMIC DEPENDENCE

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

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017

	2017	2016
	\$	\$

16. FINANCIAL RISK MANAGEMENT

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

17. COMPANY DETAILS

The registered office of the company is:

Tourism Whitsundays Limited
5 Carlo Drive
Cannonvale QLD 4802

The principal place of business is:

Tourism Whitsundays Limited
5 Carlo Drive
Cannonvale QLD 4802

18. CASH FLOW INFORMATION

(a) Reconciliation of Cash

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

Cash and Cash Equivalents	215,511	258,121
	215,511	258,121

(b) Reconciliation of cash flow from operations with profit after income tax

Profit after income tax	806	(238,611)
Non-cash flows in profit:		
Depreciation of Non-current Assets	4,189	11,345
Profit on Sale of Assets	-	(1,107)
Changes in assets and liabilities:		
(Increase)/Decrease in Current Receivables	(31,034)	(133,712)
(Increase)/Decrease in Other Current Assets	(218,126)	(1,906)
Increase/(Decrease) in Payables	54,513	(6,680)
Increase/(Decrease) in Income in Advance	132,244	218,696
Increase/(Decrease) in Employment Entitlements	16,970	(12,369)
Increase/(Decrease) in Short-term Borrowings	7,479	(3,261)
Increase/(Decrease) in Other Current Liabilities	(7,377)	(17,399)
Net cash provided by (used in) operating activities	(40,336)	(185,004)

TOURISM WHITSUNDAYS LIMITED
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2017

19. (a) MOVEMENT IN CARRYING AMOUNTS

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

	Property improvements \$	Buildings \$	Plant and equipment \$	Furniture and fittings \$	Total \$
Balance at 1 July 2015	3,592	7,797	19,020	3,046	33,455
Disposals	(2,009)	-	(1,245)	(639)	(3,893)
Depreciation expense	(1,583)	(4,139)	(7,449)	(805)	(13,976)
Carrying amount at 30 June 2016	-	3,658	10,326	1,602	15,586
Additions	-	-	2,274	-	2,274
Depreciation expense	-	(1,060)	(2,736)	(392)	(4,188)
Carrying amount at 30 June 2017	-	2,598	9,864	1,210	13,672

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

DIRECTORS' DECLARATION


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

1. The financial statements and notes, as set out on pages 5 to 20 are in accordance with the Corporations Act 2001: and
 - a. comply with Australian Accounting Standards, which, as stated in accounting policy Note 1 to the financial statements, constitutes compliance with International Financial Reporting Standards; and
 - b. give a true and fair view of the financial position as at 30 June 2017 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

 Greg White

Director

 A. Grundy

Dated:

6/10/17

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

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

Report on the Audit of the Financial Report

Opinion

We have audited the financial report of Tourism Whitsundays Limited (the company), which comprises the statement of financial position as at 30 June 2017, the statement of profit or loss, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

In our opinion:

- a. the accompanying financial report of Tourism Whitsundays Limited is in accordance with the Corporations Act 2001, including:
 - (i) giving a true and fair view of the company's financial position as at 30 June 2017 and of its financial performance for the year then ended; and
 - (ii) complying with Australian Accounting Standards and the Corporations Regulations 2001; and
- b. the financial report also complies with International Financial Reporting Standards as disclosed in Note 1.

Basis for Opinion

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

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

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

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

The directors of the company are responsible for the other information. The other information comprises the information included in the company's annual report for the year ended 30 June 2017, but does not include the financial report and our auditor's report thereon. Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon. In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

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

Responsibilities of the Directors for the Financial Report

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the Corporations Act 2001 and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

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

Auditor's Responsibility for the Audit of the Financial Report

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

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

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

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

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

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

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



Partner: Brett Quinn

Mackay

Dated: 9 OCTOBER 2017



tourismwhitsundays.com.au