

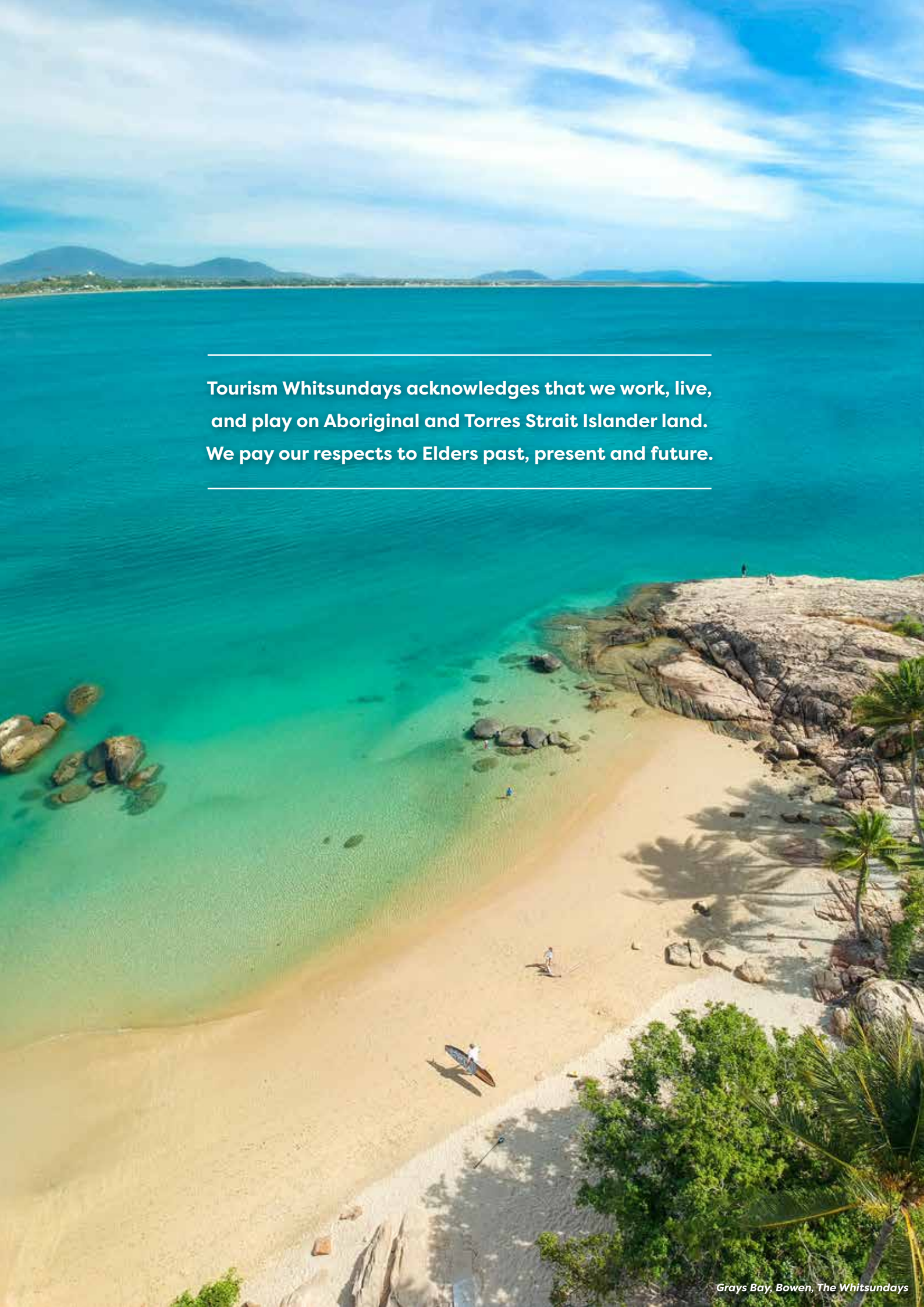
An aerial photograph of a vibrant coral reef in turquoise water. Two people are snorkeling near a large, circular coral formation. The text 'Tourism Whitsundays' is overlaid in the upper center, with 'Whitsundays' in a larger, bold font. Below it, the text 'Destination Marketing | Industry Development | Visitor Services' is displayed. At the bottom, a white-bordered box contains the words 'ANNUAL REPORT', and below that, the years '2020/2021' are shown.

Tourism Whitsundays

Destination Marketing | Industry Development | Visitor Services

ANNUAL REPORT

2020/2021



Tourism Whitsundays acknowledges that we work, live, and play on Aboriginal and Torres Strait Islander land. We pay our respects to Elders past, present and future.

Grays Bay, Bowen, The Whitsundays

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A little bit about the organisation...

Who we are

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

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

Our Mission

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

Our Vision

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

Goals

To return The Whitsundays overnight visitor expenditure to better than pre-Tropical Cyclone Debbie and COVID-19 figures of over \$850 million and total visitation to 1 million. Tourism represents one in three jobs in The Whitsundays and is the most tourism reliant region in Queensland.

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



Lake Proserpine, The Whitsundays



Boathaven Beach, Airlie Beach, The Whitsundays

A message from our Chair & Chief Executive Officer



Tourism is the lifeblood of our region and our community. It is what keeps the region thriving and we know that from the last 12 months the region comes alive when visitors return.

The heart and strength of Tourism Whitsundays as an organisation is the investment and support received by members and local businesses who see value in supporting their destination management organisation, investing in tourism in the region. We have seen significant growth in membership over the financial year when we expected a reduction, thanks to local businesses and tourism operators that got behind us.

Moving into the financial year, we had four key areas of focus:

- Collate the impacts and keep all levels of government across the situation on the ground.
- Use the data to advocate for the needs of the region.
- Apply for grants, to increase marketing funds and drive industry development across the region.
- Deliver high quality marketing with a focus on tactical campaigns and a minimum 3:1 return on investment.

While there are still significant challenges due to COVID-19, there have been several moments over the past year where forward bookings and occupancy was strong due to the efforts of our industry, Whitsunday Regional Council, Tourism and Events Queensland, Tourism Australia and the team at Tourism Whitsundays. We have collectively worked together to drive campaigns that yielded incredible results, from Wonders of The Whitsundays to the aviation campaign. While some of these have a direct result for those participating in the campaigns, we were also able to see a direct flow on to the whole region and many businesses.

One of the highlights of the year would most certainly be the advocacy that led to the activation of the Whitsundays Holiday Dollars campaign which directly contributed 'bums on seats' to tour operators throughout May and June, when they needed it most. This campaign was made possible thanks to the Queensland Government and in partnership with Tourism and Events Queensland, however had it not been for the around the clock contribution of the teams at Tourism Whitsundays and Bowen Tourism and Business, this campaign would not have been possible.

While Tourism Whitsundays is a membership-based organisation, the team are committed to delivering campaigns, publicity, trade engagement and visitor services that focus on the region as a whole. As a result all businesses in the region, whether member or not, benefit from the efforts, contribution, and outcomes of the organisation.

The year ahead is going to continue to throw curveballs, however, one thing that we know is that the team at Tourism Whitsundays are ready with a solid plan, full of activity built to be flexible and agile. We must stick together as an industry, look after each other and continue reinforcing the impacts at a local, state and federal level to ensure the voice of The Whitsundays is heard loud and clear.

This destination and our operators are world-class, and the Board and team are proud to represent, market and advocate for each and every corner of this magnificent region. The annual report is quite a read, and we hope that as you review, you will be as proud of the efforts of not just the organisation, but the members and stakeholders that support us along the way, as we are.

*Kind regards,
Matt and Tash.*

Board of Directors

The Tourism Whitsundays Board consists of a maximum of 11 directors, made up of seven elected directors and up to four invited directors. The intended purpose of giving the Board scope to invite up to four Directors is to identify specialist Board members such as an accountant, governance specialist or vital stakeholders from the tourism industry if the Board deems necessary.

General Meetings

| DIRECTORS: | JUL | AUG | SEP | OCT | NOV | FEB | APR | JUN | Attendance | Absences |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|------------|----------|
| Matt Boileau | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 0 |
| Glenn Bourke | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 6 | 2 |
| Shaun Cawood | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 0 |
| Toni Ward | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 7 | 1 |
| Julie Telford | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 0 |
| Trevor Rees | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 7 | 1 |
| Craig Turner | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 7 | 1 |
| Andrew Telford | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 1 | 6 | 2 |
| Jenn Honnery | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 5 | 3 |
| Judy Porter | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 7 | 1 |
| Brett Kapernick | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 0 |
| Cr Andrew Willcox | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 5 | 3 |
| Natassia Wheeler | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 8 | 0 |
| Jan Claxton | 1 | 1 | 1 | - | - | - | - | - | 3 | 0 |



Chair, Matt Boileau,
Invited Representative



Treasurer, Trevor Rees, Elected
Representative from any
sector of the tourism industry



Jenn Honnery,
Bowen Tourism and Business,
Invited Representative



Chair, Shaun Cawood, Elected
Representative from Marine
sector (Resigned May 2021)



Mayor Andrew Willcox,
Whitsunday Regional Council,
Ex-officio



Judy Porter,
Elected Representative from
Tour and Transport sector



Deputy Chair, Craig Turner,
Elected Representative from
any sector of the tourism
industry



Brett Kapernick,
Queensland Tourism Industry
Council, Ex-officio



Julie Telford,
Elected Representative from
Accommodation Sector



Secretary, Andrew Telford,
Invited Representative



Glenn Bourke,
Elected Representative from
Island Resorts



Toni Ward,
Elected Representative from
Youth Sector

Ceased following 2020 Annual General Meeting: Jan Claxton

Our Team



Natassia Wheeler,
Chief Executive Officer



Donna van 't Hoff,
Marketing Manager



Alison Rosemond, Finance
& Operations Manager



Nele Graebs, Visitor
Services & Sales Manager



Suzy Bohan,
Trade Manager



Aimee Cameron,
Executive Assistant



Kylie Forgiore, Senior
Marketing Coordinator



Alyssa Turner, Marketing
Coordinator



Jade Edney, Marketing &
Communications Coordinator



Bridget Franettovich,
Marketing &
Administration Coordinator



Meghan Wilson, Visitor
Services & Sales Assistant

Thank you to outgoing team members: Liza Muller, Henrik Bossmeyer, Annie Freeman



Airlie Beach, The Whitsundays

COVID-19 Recovery

The Whitsundays was one of the first tourism destinations to be significantly impacted by the COVID-19 crisis with 1 in 3 jobs in the region directly related to tourism.

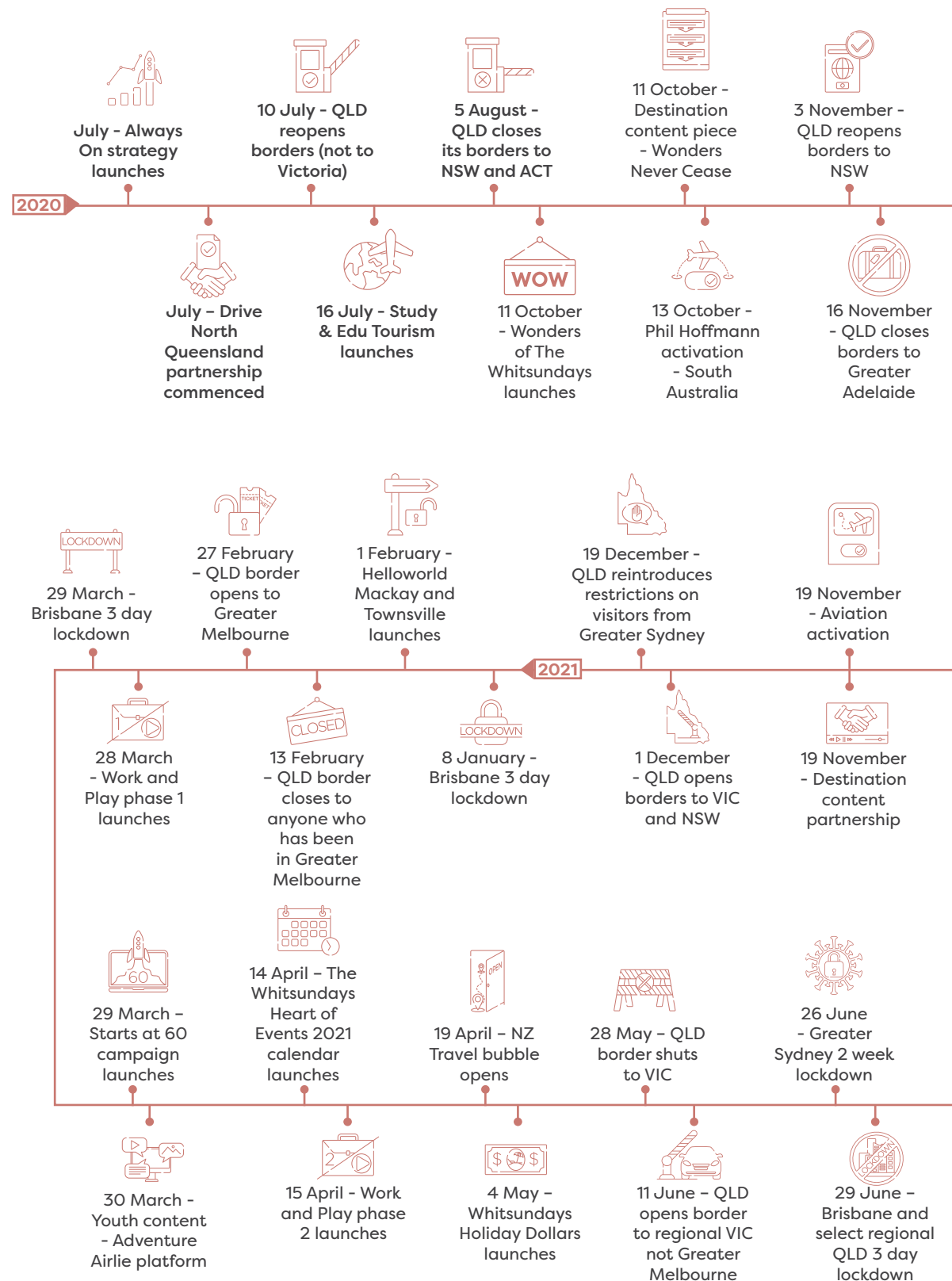
During the crisis period, Tourism Whitsundays continued to stay in direct contact with both federal and state-based tourism bodies and associations, business advisory groups and key stakeholders to continue advocating for additional support and assistance for the region.

In a year full of challenges due to the impacts of COVID-19, the strength and resilience of the community, members, operators and products is something to be proud of. The Whitsundays region continued to pivot and adapt to changes as they occurred.

The COVID-19 timeline highlights the campaigns and initiatives that Tourism Whitsundays undertook throughout the 2020/21 year to ensure The Whitsundays was kept front of mind to showcase The Whitsundays as the globally recognised Great Barrier Reef destination.

Timeline of Events

1 July 2020 – 30 June 2021



Destination Marketing

Early July 2020, saw travel restrictions ease in Queensland with the borders reopening to New South Wales, Tourism Whitsundays then launched the COVID-19 recovery campaign.

This activity was developed by the team during the previous financial year, built to be a fluid and moving plan which was able to respond based on restrictions.



Due to the continued uncertainty around border restrictions, activity booked was flexible to allow for last minute pauses, changing messaging and creative. The focus throughout the year for all destination marketing activity was to:

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

Four other key areas of focus were to address and educate Aussie's on:

- Ease of access (air, road, rail)
- Destination offers value and it is worth it
- Suitable for a variety of demographics
- So much to see and do

An important part of the re-launch activity was third-party partnerships and tapping into large consumer databases in a cost-effective way. These partnerships also provided the opportunity to push campaigns out to new audiences and segments with personal reasons to visit The Whitsundays.

From the collection of recovery marketing activities executed within this period, there were some incredible results which were reflected throughout a number of different data sources.

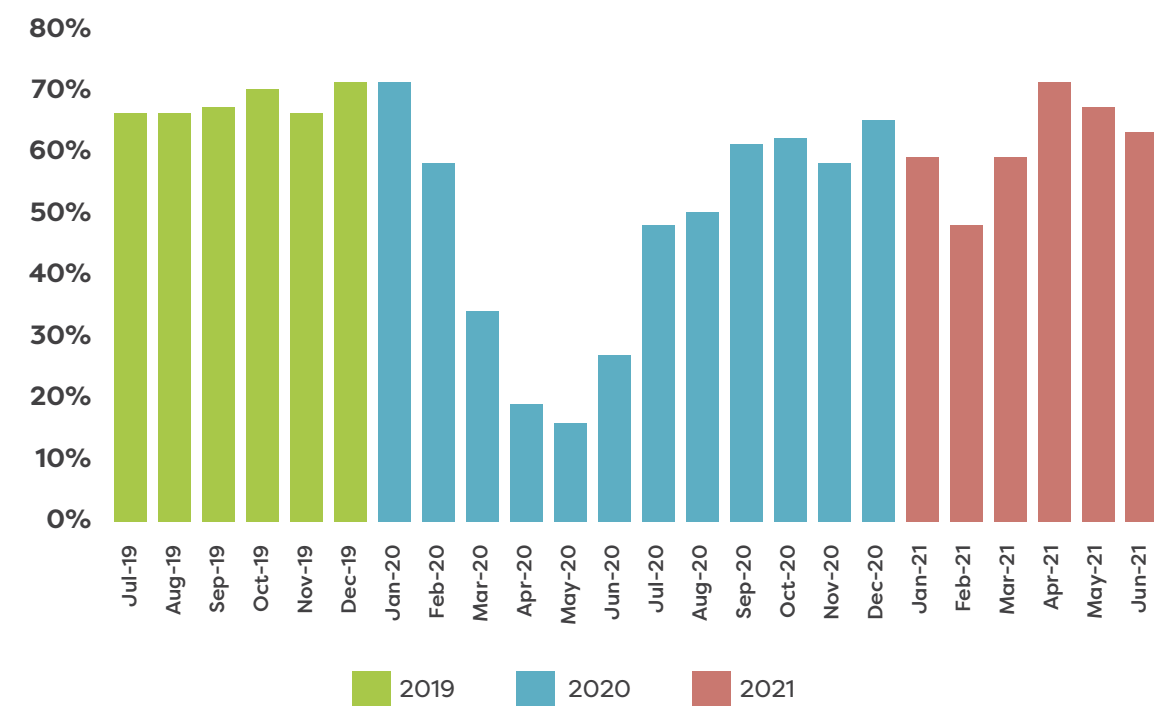
| National Visitor Statistics* | | |
|--------------------------------|----------|---------------------|
| Total Domestic Expenditure | \$631.9M | +4.4% year on year |
| Annual Domestic Visitor Change | +4.4% | |
| Total Domestic Visitors | 528,000 | -15.3% year on year |

*Data to 31 March 2021

Destination Marketing



The Whitsundays occupancy detailed in the table below, shows the downward trend in occupancy from March through to June 2020, due to COVID-19 and the slow improvement from July onwards, with the easing of travel restrictions.

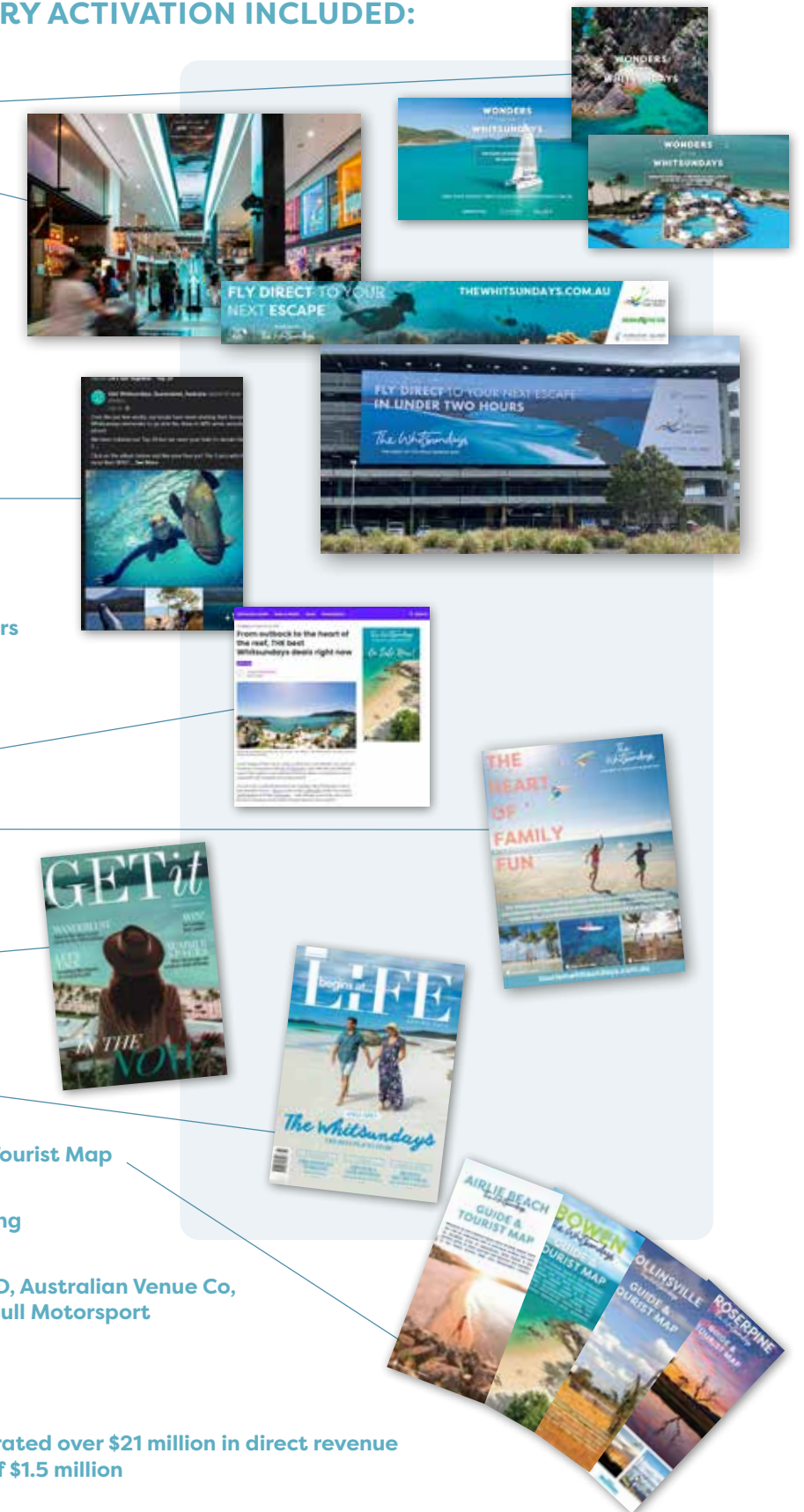


Source: Localis

(data from mobile phones, accommodation booking platforms and flight booking platforms).

THE COVID-19 RECOVERY ACTIVATION INCLUDED:

- Wonders of The Whitsundays
- Whitsundays Aviation
- Mates Rates
- Escape Winter
- Frontline Workers
- Working Holiday Maker
- Lets Get Together
- Always On Activity
- The Whitsundays Holiday Dollars
- Work and Play – 2 phases
- Starts at 60 campaign
- Out and About with Kids
- Commando Magazine
- Get It Magazine
- Navy employee Magazine
- Life Begins at Magazine
- Whitsundays Mini Guides and Tourist Map
- Township pieces in Core/Tripping
- Partnerships with Diabetes QLD, Australian Venue Co, Pacific National and Declan Coull Motorsport
- Drive North Queensland
- 8 campaigns collectively generated over \$21 million in direct revenue to the industry, from a spend of \$1.5 million



Destination Marketing

The Whitsundays Destination Ambassador

Karen Jacobsen

One partnership that drove incredible marketing and PR results was the Destination Ambassador alliance with 'Siri'. Karen Jacobsen, also known as Siri, was the perfect choice to partner with Tourism Whitsundays. She brings an instantly recognisable voice, a passion for the destination and tourism industry, and the means to drive marketing and PR outcomes.

Karen Jacobsen's recognisable voice is in over a billion GPS and smartphone devices worldwide, as the original Australian voice of Siri. The partnership with Karen assisted to navigate Aussies to their holiday destination in the Heart of the Great Barrier Reef.

Utilising Siri's recalculation expertise within recovery activity generated over \$70,000 in publicity in the first 24 hours alone. As the Whitsundays Destination Ambassador Karen's role included preparing vlogs and blogs, featuring in various media and marketing opportunities, hosting a virtual reality site inspection for the Business Events segment, regular media spots and paid advertising over the term of the partnership.



SEGMENTS

Cruise

Tourism Whitsundays, in partnership with Tourism and Events Queensland and Whitsunday Regional Council actively support the cruise segment via engagement with cruise lines, inbound tour operators, itinerary and product development.

Due to COVID-19, no cruise ships visited The Whitsundays. Tourism Whitsundays continued to liaise with inbound tour operators and provide support on queries for upcoming ground arrangements when ships will return in the future.



Over the past year, Tourism Whitsundays continued to support the Volunteer Cruise Ship Ambassadors through morning teas, annual celebrations and were provided new opportunities during the Whitsundays Holiday Dollars and other Tourism Whitsundays activities.

The Whitsundays was due to welcome approximately 85 cruise ships (based on 2019/20 confirmed numbers prior to COVID-19), which would have brought approximately \$21 million into the local economy.



Drive

The drive market has always been a key segment for The Whitsundays. Given the importance of the drive market during COVID-19, Tourism Whitsundays looked at ways to specifically target this market. This included billboard activation through campaigns, a new partnership with Drive NQ and new brochures supported by grant funding to showcase short drives across The Whitsundays & Mackay and The Whitsundays Four Dams Fishing. The Whitsundays Visitor Guides were also distributed to eight caravan and camping shows in Brisbane, Adelaide, Gold Coast, Perth, Sydney and Melbourne.

A collective was formed called Drive North Queensland which was made up of five regional tourism organisations including Tourism Tropical North Queensland,

Townsville Enterprise Limited, Mackay Tourism Limited, Outback Queensland Tourist Association and Tourism Whitsundays. The purpose of the partnership was to increase consumer consideration of the various drive routes available across the five regions. The campaign consisted of drive itineraries for each region, a dedicated Drive North Queensland website along with social media marketing and digital activation. A Drive North Queensland map was developed, providing mud maps of various itineraries



as well as an extensive map of North Queensland along with contact information for Accredited Visitor Information Centres.

Results for the Drive North Queensland campaign include:

Social media results from phase one of the campaign for The Whitsundays (August 20 – February 21) saw 1.48 million impressions and more than 15,000 clicks with an average click through rate (CTR) of 1.3%. Phase two saw 1.69 million impressions, nearly 10,000 clicks and an average CTR of 0.57%.

Tourism Whitsundays partnered with Paradise Outdoor Advertising to deliver static billboards across North Queensland aimed to get drive traffic turning off in The Whitsundays. Some of these billboards were in a secured position and some moved between Rockhampton to Cairns.

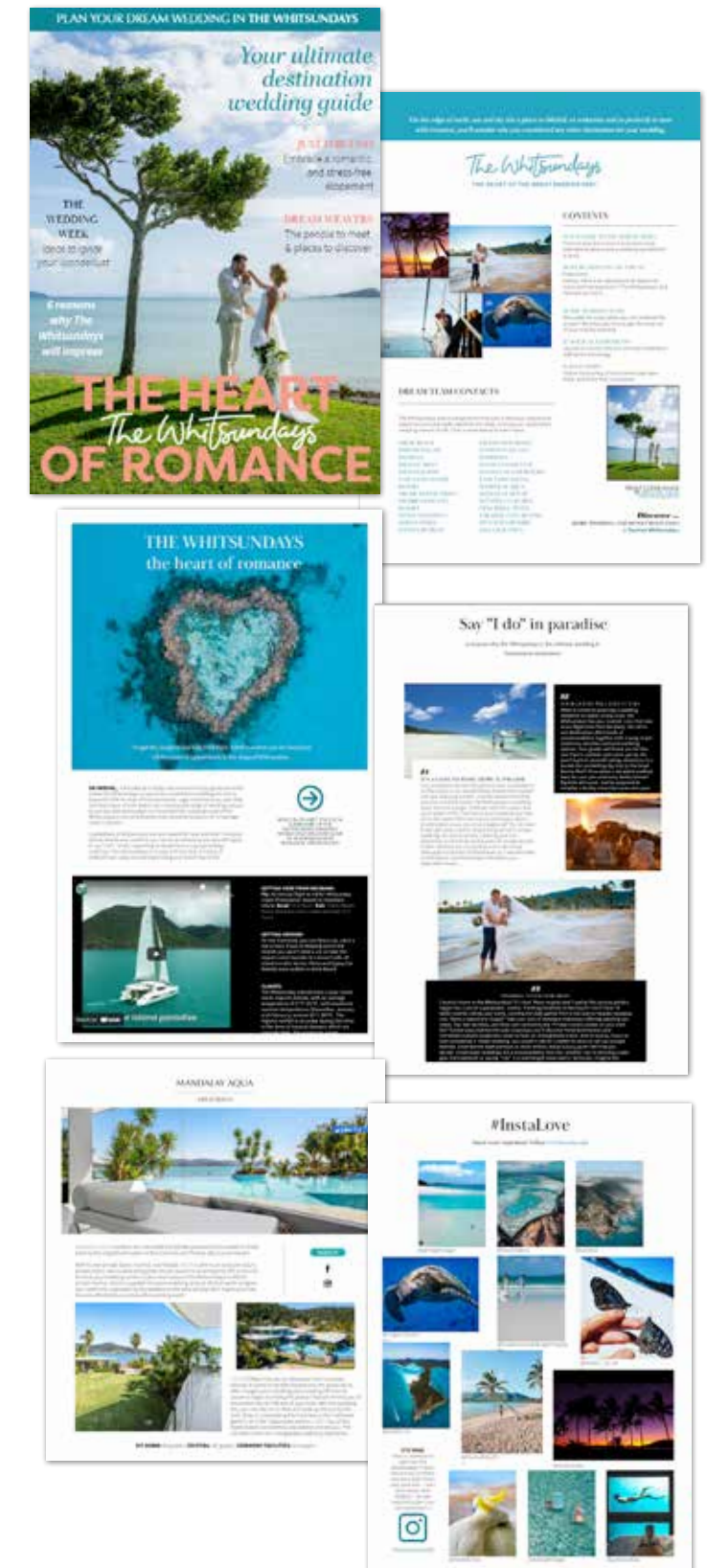
Weddings

The year was off to a challenge with COVID-19 however by quarter three the forward bookings and interest in The Whitsundays was incredibly strong.

Together with WeddingsWhitsundays.com and members, a Whitsundays Destination e-book was delivered via Queensland Brides and launched in October. This free to read guide positioned The Whitsundays as the perfect location for a destination wedding, whether it was a holiday wedding with friends and family or an intimate 'just-for-two' elopement. The e-book included 23 members and was supported by five pages of editorial.

Tourism Whitsundays also secured a double page advertisement in June 2020, with the Great Destinations Weddings annual publication. Coverage included a double page co-op spread, two pages of editorial and had a 12-month shelf life.

A media famil was scheduled for May 2021, however this was postponed due to uncertainty around border closures.



Youth

Tourism Whitsundays committed to the Airlie Beach Backpacking Association (ABBA) with the aim to unite representatives from the local youth sector and collectively market to the youth and adventure audience under the #AdventureAirlie brand.

Due to COVID-19 restrictions, operator availability and the constantly changing landscape of domestic backpacking this activity was led and delivered by the Tourism Whitsundays team.

With a gap in youth and adventure content becoming more noticeable, the focus was on developing still and video content to promote the unique offerings of The Whitsundays to the adventure market. The videos and content developed cater to a variety of audiences and experiences.

Focal points of the content include:

- Hiking
- Nightlife
- Overnight crewed sailing
- Day tours
- Underwater
- Whitsunday Islands
- Beaches
- Generic Airlie Beach footage

Four of the 11 video pieces were released, with a combined reach of over **200,000**

The Adventure Airlie social media channels grew by **467.8%**



CONSUMER CAMPAIGNS

With the everchanging landscape in the domestic market due to COVID-19, Tourism Whitsundays ensured that consumer campaigns had a tactical focus to generate revenue and provide a minimum 3:1 return on investment. Activity was targeted to specific states and segments based on who was able to travel at the time and was created to ensure flexibility should messaging need to change due to revised restrictions. For those not able to travel, The Whitsundays was kept top of mind through awareness messaging, moving to tactical as restrictions were eased.

A new destination website was developed thanks to partial funding from the Foundation for Rural and Regional Renewal and the

Gambling Community Benefit Fund grants. These grants allowed the organisation to undertake a complete website redesign to reflect the direction of the business and the needs of the destination. The new website delivered several innovative and creative features aimed to engage consumers and included a 'mobile first' design approach. Over the past 12 months, over 70% of visitors to the website accessed it via a mobile device, therefore it was important to provide a simple design to enhance user experience while appealing to a broader audience.

Several campaigns were launched late in the financial year of 2019/20 and concluded this year. Activity included:

MATES RATES

Targeted to the drive market, generating \$353,659 in revenue, a return on investment of 6:1

ESCAPE WINTER

Targeted to Southeast Queensland, generating \$467,256 in revenue, a return on investment of 4:1

FRONTLINE WORKERS

Exclusive offers available to frontline workers generated \$2.725,344, with no spend, a return on investment of 2.7 million:1

WORKING HOLIDAY MAKER

Targeted to backpackers still within Australia, to assist with job vacancies across the peak fruit and vegetable picking season

LET'S GET TOGETHER COMPETITION

Encouraged locals to share their favourite memory of The Whitsundays, designed to increase community pride and content from Whitsunday locals, and encourage their family and friends to visit. The competition attracted 259 entries and engaged over 200,000 people through Visit Whitsundays social platforms.



Destination Marketing

CONSUMER CAMPAIGNS

The 'Always On' campaign ran year round to remain present within the domestic market. Travel dreaming, planning and booking happens year round and this activity meant that the destination could stay at the top of consumers consideration list, convert audiences, and make campaigns in peak periods work harder. There were two key elements to this activity, both of which were free for members to participate:

1. Tactical – Active across social channels, search and website, to capture year-round demand. Member offers loaded to website, on a dedicated 'deals' landing page, some offers received paid social and search promotion.
2. Publicity – Selected offers pitched to news and travel media partners, which may be printed or published online.

Tactical activity drove over eight million impressions, 2,858 bookings and \$2.8 million in revenue.

Targeting the 50+ audience, a campaign was launched with Starts at 60 (Australia and New Zealand's largest and most engaged media brand for the over-60s). The aim of the campaign was to encourage bookings and create destination awareness while highlighting new experiences between Airlie Beach, Bowen, Collinsville and Proserpine.

Activity included a sponsored article, email direct marketing (EDM) placements and social and resulted in:

- A social media reach of 157,491
- Sponsored article which had 8,550 page views, with over 4 minutes spent on the page and a click through rate of 14.11%, exceeding Starts at 60 benchmark by 12%
- 11 x Starts at 60 EDMs to a database of approx. 114,239 with an average open rate of 24.6%
- 595,934 overall views across all Starts at 60 activity
- Over 2,000 unique views to the dedicated deals landing page on Tourism Whitsundays

Following the success of the Cairns Holiday Dollars, The Whitsundays was provided the opportunity to run a localised holiday dollars campaign in an effort to drive business to tour operators and experiences within the region. To operate the campaign, Tourism Whitsundays partnered with Tourism and Events Queensland, with it being led from the Whitsundays Visitor Information Centre.

The campaign launched on 4 May and had a voucher pot with \$1,200,000 in funds available for Queensland residents over the age of 18. This fund was made up of \$1,000,000 Queensland Government funding and \$200,000 Tourism Whitsundays funding.

Given the accommodation occupancy throughout this time was strong, the direction of the campaign was to target visitors who were already planning to visit the region during the campaign period and locals. The campaign timeframe was 4 May to 30 June 2021.



The campaign saw 42 operators involved in the Whitsundays Holiday Dollars and achieved the following results:

- Voucher bookings made: 4,623
- Value of bookings: more than \$1.6 million
- For every \$1 of campaign investment, \$2.24 went to operators
- Overall consumer satisfaction: 94%
- Overall operator satisfaction: 96%

WHITSUNDAYS HOLIDAY DOLLARS CONSUMER FEEDBACK

'I found all the online instructions pretty easy to understand and carry out. I got a reply with my voucher code only after a few hours, and I was happy with how many different vendors we could use the voucher with.'

Starting we did both Air and Sea combination - everyone was extremely friendly and helpful. Loved the experience. Thank you, Zig Zag Tours and Fly Aus (flight to the heart shape reef). And finally, thank you to Whitsunday Tourism / Australian Government!'

'Really great. We had already booked this trip, so the timing of the campaign was very fortunate. We already had flights booked; otherwise, we may have booked for longer to experience more!'

Whitsundays Holiday Dollars Operator Feedback

OPERATOR FEEDBACK

'Explore Group has seen a spike in bookings via the TW campaign page, which is great as we go into a traditionally quieter period. There have been some initial queries from customers unsure of the correct process to redeem their vouchers, cancelling existing bookings to rebook using their holiday dollars etc., which we have had to work through on a case by case basis, however overall, a great response!'

Aimee Jones, Explore Group.

OPERATOR FEEDBACK

'Yesterday we had to stay late in the office because we had to keep going with the bookings that were coming in. Honestly, we have been going an average of 2 boats a day for the last month, and today we got 7 boats out. It has made a massive difference!'

Jan Claxton, Ocean Rafting.

OPERATOR FEEDBACK

'Our Whitsunday Holiday Dollars experience since May 2021 has been overwhelmingly successful. We have received more than 200 bookings involving more than 450 passengers who chose to experience our product by utilising their holiday dollars here in the Whitsundays. An interesting observation has been the number of locals who have taken up the offer to check out products in their own backyard. This in turn will result in significant benefits through word-of-mouth to encourage other locals and visiting friends and relatives to support local tourism operators!'

Steve Watson, Whitsunday Crocodile Safari.

OPERATOR FEEDBACK

'The Whitsunday Holiday Dollars has exceeded our expectations and has provided Red Cat Adventures with the boost that we needed. The months of May and June are historically slow however due to the dollars we've been able to retain our staff, depart daily, launch a new product and feel a sense of relief due to forward bookings. We had one of our biggest booking days since COVID on the first day the dollars could be redeemed. We needed to call in more reservation staff to deal with the emails, calls and bookings. It was very rewarding and encouraging for our team. Lucky we have an incredible RTO and the marketing for the campaign has been impressive. The Whitsunday Dollars is the talk of the town and we are extremely grateful for the scheme. Thank you.'

Julie Telford, Red Cat Adventures.

Work and Play Phase 1

Towards the end of the calendar year, forward bookings and interest in The Whitsundays was incredibly strong, however the biggest challenge industry were facing was meeting the need of workforce. Within the region, the challenge was the same for agriculture as well as tourism and hospitality, therefore the organisation launched the Work and Play campaign. The purpose was to encourage workers to seek employment in The Whitsundays and enjoy the destination on their days off. The first phase of the campaign targeted harvesting and aquaculture positions across the region, while the second phase targeted tourism jobs and harvesting positions.

Partners included:

- Bowen Gumlu Growers
- Whitsunday Regional Council
- Hamilton Island
- InterContinental Hayman Island Resort
- Jurgen Gourmet Tomatoes
- Mulgowie Farming Company

While not a traditional tourism campaign the first phase delivered:

A reach of over
370,000
people

More than
9,000
unique website
visits on the website
landing page

Phase two of the campaign included out of home across café screens in key city areas and delivered:

A reach of over
680,000
people

More than
72,000
clicks

A click through
rate (CTR) of
2.33%

Native content amplification
was actioned with Fabulate
which generated more than
2.9 million
impressions

Wonders of The Whitsundays

Targeting domestic travellers, the successful Wonders of The Whitsundays marketing campaign was revitalised, leveraging the Destination Ambassador, Karen Jacobsen as the voice Siri. The \$1 million campaign was a partnership between Tourism and Events Queensland and 13 members. It delivered \$12.83 million in revenue. The campaign also employed a broad spectrum of creative media, with video a key component. Including hyper-targeted television advertising, digital displays, out-of-home activity (billboards and street furniture), content partnerships with NewsCorp, Escape and Pedestrian.TV, and social media activity.



Overall, the campaign delivered a staggering:

Return on investment of:

\$12.83 million in revenue

7,070
sales across all
platforms from a
total of
310,311
travel itinerary
quotes generated

12:1

310,311
quote requestes
converting to
7,070
unique bookings

354,887
unique page
views against a
KPI of
200,000
unique bookings

Edutourism

The other key segment that was identified early on in the year was school groups with their ability to assist in filling tours and backpacker products. A Whitsundays School Excursion Prospectus was developed, to showcase how The Whitsundays aligned with the school curriculum, through products available within the region. This was distributed to over 2,500 schools, universities and education providers. This piece of work was valuable when the Queensland Government launched the edutourism stimulus to promote Queensland schools to experience products on the Great Barrier Reef. Tourism and Events Queensland, supported by Tourism Whitsundays, also hosted a group of education/edutourism trade agents in The Whitsundays to introduce them to the edutourism and study tour opportunities in the region. Operators had the opportunity to pitch their product to trade agents. This continues to be a project moving forward.



Aviation

In tandem with the Wonders of The Whitsundays campaign, the organisation partnered with Tourism Australia, Tourism and Events Queensland, Hamilton Island Airport and Whitsunday Coast Airport on a dedicated aviation campaign, to drive airfare bookings into the region and ensure long term viability to sustain flights to region.

Virgin Australia was also a key partner, who provided access to special fares, homepage banner and social support, along with accommodation messaging to consumers who had booked flights to The Whitsundays.

Activity included a brilliant take on the SIRI-ously in need of a holiday audio with radio and Spotify, hyper-targeted

TV advertising, out-of-home activity (billboards), content partnerships with Pedestrian, digital display, search and social media activity.

The campaign generated:

Campaign spend
\$600,000

Revenue
\$4,800,000

Return on investment
8:1

18,570
seats booked

Thanks to the partnership with Brisbane Airport Corporation and support from Hamilton Island and Whitsunday Coast Airports, a massive billboard measuring 40 metres wide, and 10 metres high promoting The Whitsundays was active for eight months.

The organisation also supported the Whitsunday Coast Airport with the Alliance campaign. The campaign's focus was in Southeast Queensland to promote the airport, destination, selected operators and the new Alliance Airlines flights from Brisbane.

Print

1. Due to the strong relationship with Out and About with Kids, a full-page destination ad was secured in their September 2020 digital edition at no cost, offering fabulous visibility to the family market with over 1,300,000 impressions and 72,000 reads.



2. A full-page ad was secured in Commando magazine, distributed to the Queensland Defence Force, offering a 10% discount on any bookings made through the Tourism Whitsundays website. Rather than asking operators to provide a discount, this was funded through Tourism Whitsundays.



3. 'Get It' Magazine featured The Whitsundays on its front cover in their October/November issue and included a full-page destination ad and



editorial coverage. This coverage was aimed to the female 25 to 60 age group on the Gold Coast.

4. Targeting the 50+ market, the front cover of Life Begins At was secured to showcase The Whitsundays and included a full-page destination ad and editorial coverage which was on sale in January and February 2021.



5. A full-page advert was secured in an internal Navy magazine, distributed to Queensland Navy employees, encouraging them to take a break over the summer period. Deals were sourced from members and a dedicated landing page created to showcase various exclusive offers for this market.



6. The Whitsundays mini guides and tourist maps were launched to showcase Airlie Beach, Bowen, Collinsville and Proserpine, in partnership



with Whitsunday Regional Council and Proserpine Chamber of Commerce. The individual guides are the first of their kind for the region aimed to assist visitors and locals when exploring the Whitsunday Coast & Hinterland. Each guide was tailor-made to shine a light on the key attractions that can be found within the region.



A series of township pieces for Airlie Beach, Bowen, Collinsville and Proserpine featured in Core/Tripping Magazine. The features included information on each region such as things to see & do, places to stay, looking for information and key features.



Destination Marketing

CONSUMER CAMPAIGNS

Partnerships

Diabetes QLD

- Value: \$25,000
- Target audience: Intrastate
- Aim: Tap into a potential new audience with a holiday prize giveaway for The Whitsundays, generating awareness of the destination to potential visitors within Queensland
- Partners: at Hotel Group, Cruise Whitsundays, Daydream Island Resort, Mantra Club Croc, Red Cat Adventures
- Investment: \$0
- Outcome: The giveaway reached 40,285 people through social media and was distributed to over 33,000 members through the members Circle Magazine, with a total of 103 new members acquired by Diabetes QLD

Australian Venue Co

- Value: \$20,000
- Target audience: National
- Aim: To increase followers to the Visit Whitsundays social media account by providing three Whitsundays holidays giveaways in Australian Venue Co 'staycation' competition
- Partners: at Hotel Group, Cruise Whitsundays, Cumberland Yacht Charters, Red Cat Adventures, Shingley Beach Resort, Whitsunday Crocodile Safari, Whitsunday Green, Whitsundays Rainforest Retreat
- Investment: \$0
- Outcome: The competition reached 950,000 people and delivered over 300,000 impressions through social and had a database reach of 675,000 people



Declan Coull Motorsport

- Value: \$5,000
- Target audience: Local, regional and national sports and racing supporters
- Aim: To increase awareness of brand Whitsundays, the newly developed destination brand to a broad audience with logo placement in media and marketing
- Partners: Declan Coull Motor Sport and Racing for Road Safety
- Investment: \$1,000
- Outcome: Due to COVID-19 restrictions race meets have been postponed till the end of 2021

Pacific National

- Value: \$10,000
- Target audience: National
- Aim: To provide dedicated offers via the Tourism Whitsundays website to Pacific National employees tapping into an audience of over 3,000 people across Australia. This also drove awareness and

visitation to the Tourism Whitsundays website.

- Partners: Above and Below Photography Gallery, Backpackers By The Bay, Ballistic Beer Whitsundays, Coral Sea Marina Resort, Cumberland Charter Yachts, Daydream Island Resort, Explore Whitsundays, Magnums Accommodation Airlie Beach, OzSail

Whitsundays, Prosail Whitsundays, Red Cat Adventures, Salty Dog Sea Kayaking, Villa Botanica, Waterview Airlie Beach, Wings Sailing Charters Whitsundays

- Investment: \$0
- Outcome: Launched in June 2021, by end of financial year there had been 400 unique page views



Digital Activity

A series of blog content and drive itineraries were created with the goal of increasing reach and engagement. The blogs and itineraries focused on various segments (family, romance, youth/adventure, etc.) with each article promoted through the relevant social media platforms. A total of 745,000 users were reached with an engagement rate of 8%.

@VisitWhitsundays

Across the Visit Whitsundays Facebook and Instagram accounts more than 28 million people were reached. With a drive towards inspiration, dreaming and planning, the platform saw a strong engagement of over 6%. A rejuvenated 'likes' campaign was activated ensuring only

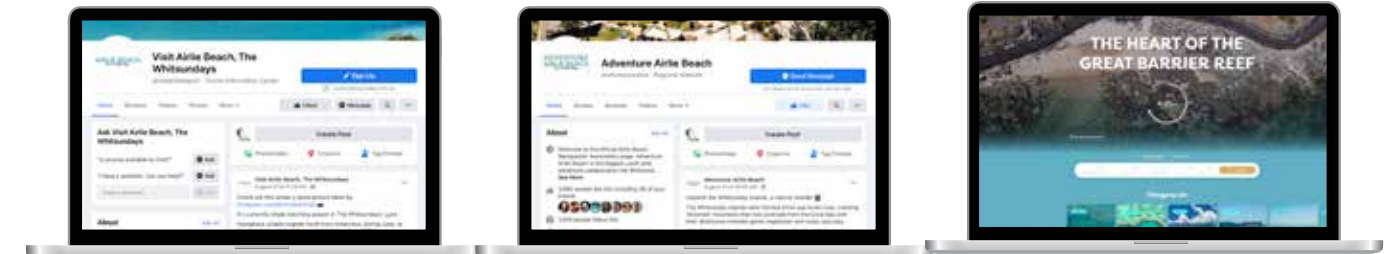
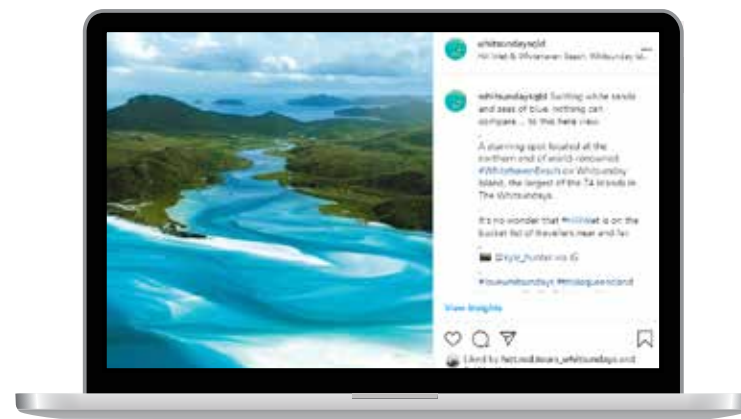
genuine potential travellers across the globe were being targeted and there is now over 900,000 followers across both the Facebook and Instagram platforms, an increase of over 6% on the previous year.

A monthly merchandise pack giveaway was run across the Visit Whitsundays Facebook page encouraging followers to subscribe to our consumer newsletter. More than 1,600 subscriptions were added to the consumer database.

Newly created Whitsundays videos were shared and promoted through the Facebook and Instagram platforms with over 120,000 people reached. Shorter videos of 15-30 seconds proved to garner more play throughs compared to

longer videos. These videos have also been loaded across Visit Whitsundays YouTube channel which has seen an increase in subscribers of 12.55%.

A Whitsundays Visitor Information Centre 'always on' campaign was created in November 2020 targeting people within a 400km radius of the centre, encouraging them to visit the information centre and to take advantage of the onsite attraction, Whitsunday Gold Coffee Plantation. A total of 140,000 people were reached since the beginning of the campaign with over 480,000 impressions. This activity also delivered over 2,000 landing page views to the Tourism Whitsundays website.



@VisitAirlieBeach

This channel provided a key focus on Airlie Beach concentrating on the incredible experiences and accommodation available as well as providing information on how easily the rest of the region can be accessed. More than 260,000 people have been reached on this platform across the 12-month period, with an engagement of more than 15%.

A likes campaign was created to generate interest in the page with only travellers in Australia being targeted at the beginning. In the last 12 months the page has seen an increase in followers of 1055%.

@AdventureAirlieBeach

A dedicated Schoolies campaign was launched through paid social activation on the Adventure Airlie channels. This was cancelled mid-campaign due to COVID-19 concerns resulting in a lack of bookings being made. After liaising with Schoolies.com, it was confirmed of the 700 bookings, all but 28 cancelled due to COVID-19. The campaign was active for nine weeks and reached 236,608 people, working as an awareness piece for future years.

In August a likes campaign was commenced which resulted in 2,025 page likes and reached 42,728 people.

Over the past year, the Adventure Airlie social media channels grew by 467.8% and reached 1.5 million people.

tourismwhitsundays.com.au

The Whitsundays destination website received 1,281,129 visitors over the 2020/21 financial year. This is a 160% increase on the previous financial year. The increase is largely due to the Wonders of The Whitsundays and Always On campaigns. Almost 77% of the visitors to the site were new users.

Destination Marketing



Green Sea Turtle, The Whitsundays

PUBLICITY & CONTENT

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

The Whitsundays was represented across a variety of domestic publications, with over 30 features in publications such as T Magazine Australia, The Times, Holidays for Couples, Just Luxe Magazine, AWOL, Courier Mail, Traveller Sydney Morning Herald, The Age, Canberra Times and the Qantas Inflight Magazine to name a key few.

Due to international border closures, the organisation was unable to host

international journalists and publications to the region. Through quarterly PR updates and media releases the organisation ensured that The Whitsundays was kept front of mind for when international borders reopen.

Through a new direction for publicity and media, Aruga were appointed to assist in keeping The Whitsundays front of mind through this turbulent and ever-changing tourism landscape. This included fortnightly travel deals to showcase key deals, news and events from across the region. Members are provided an 'always on' approach and able to share deals and news each fortnight which is then sent to more than 150 Australian media contacts, and more than 25 New Zealand media contacts specialising in tourism. The travel deals were circulated through Escape, Global Travel

Media and Travel Today NZ, reaching an audience of more than 1.8 million.



Thanks to member investment and partnership, the region hosted Channel 7's Weekender several times throughout the year. Six stories were produced with 20 operators that highlighted the region and reached 2,470,100 people.

TODAY Show weatherman, Tm Davies visited The Whitsundays three times and showcased the diversity across the region with live crosses from Airlie Beach, Collinsville, Hamilton Island and Proserpine. The broadcasts aligned with

activity happening in region and using different events and campaigns as a hook for the broadcast. The White on Whitehaven Long Lunch by Fish D'vine was a great example of the power of breakfast TV where ticket sales were launched and sold out in just over 28 hours. The estimated PR value of these weather crosses is over \$5 million.

people across television alone, with a value of \$275,000.

In December, Tourism Whitsundays in partnership with Mackay Tourism welcomed the filming of an episode for Reel Destinations (Fishing), the episode then went to air in May, with a value of \$178,200.

will be aired in the US in the next financial year and will then be available on screens throughout the world. In the US alone, there is approximately 1.5 million viewers per episode.



The 2013 winners of My Kitchen Rules, Dan & Steph filmed a tasty episode of 'Travel and EAT with Dan & Steph' in The Whitsundays thanks to partnership between Tourism Whitsundays and Bowen Tourism and Business. The episode showcased Airlie Beach and the fruit bowl capital, Bowen and had over 125,000 viewers with a publicity value of \$215,000. The QR code that was created for the show had 15,000 people in the first

two weeks scan the code and view the recipe page where The Whitsundays destination logo was featured and a link to the destination website.

Tourism Whitsundays worked closely with the international film production for Ticket to Paradise which will star George Clooney and Julia Roberts and have them call The Whitsundays home while filming takes place towards the end of 2021. While the movie is officially set in Bali, the potential PR value on this production is enormous and will significantly benefit the tourism industry and our region.

Karen Jacobsen is the official Destination Ambassador for The Whitsundays. Karen's recognisable voice is in over a billion GPS and smartphone devices worldwide, as the original Aussie voice of 'Siri'. Karen completed famils with BIG4 Adventure Whitsunday Resort, Whitsunday Green, Red Cat Adventures and Providence Sailing which assisted her to be more familiar with the destination and

experiences for media interviews e.g. House Hunters International. Karen has been a valued asset to the destination and contributed to the Wonders of The Whitsundays campaign which delivered a 12:1 return on investment. Through numerous radio and television advertising Karen was able to tap into consumers' need to get travelling again and assist in recalculating their travel plans to The Whitsundays.

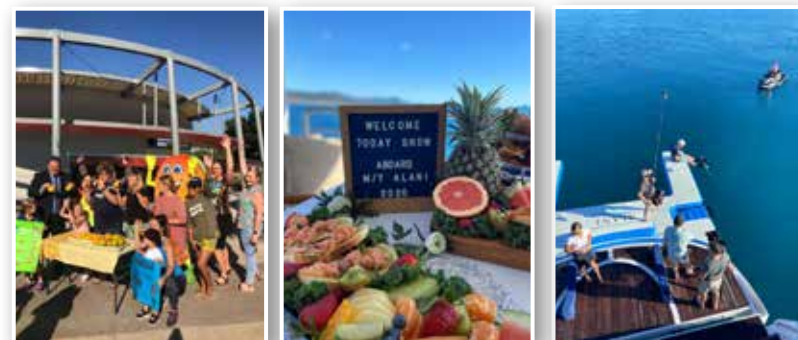


House Hunters International came and filmed an episode in The Whitsundays in May that followed Karen Jacobsen's search for a home in The Whitsundays. The episode featured different homes and apartments from around

the region and included Wings Sailing Charters and Sundowner Cruises to showcase the destination. House Hunters International is one of the best rating shows in America, with 10 million views per episode in America alone. The show is also then sold off in 200 countries including 9Life & 9Now in Australia.

Tourism Whitsundays promotes The Whitsundays region, events, activities, and news through a combination of digital activity, television, radio, online and print media. All of these activities throughout the year made up over \$64 million in leisure PR value.

Due to the impacts of COVID-19 and future uncertainty, the decision was made to not produce the 2020/21 Whitsundays Visitor Guide and to continue distributing the 2019/20 guide. This took place throughout the year at various consumers shows, through visitor centres and with local businesses providing members from the previous year further value from the production.



In March, thanks to partnership with Bowen Tourism and Business, Hayden Quinn came to region to film an episode of Taste of Australia which showcased local produce from fresh fruit to seafood. Local personality, Kev Collins featured in this episode, guiding Hayden through the region. The episode aired in May and has reached over 320,000

A spin off series to Below Deck, 'Below Deck Down Under' approached Tourism Whitsundays and Tourism and Events Queensland for support. Tourism Whitsundays assisted connecting the production team with local businesses and personalities. The episodes were filmed during May and showcases the breathtaking views, locations and experiences in the region. Below Deck

Destination Marketing

TRADE

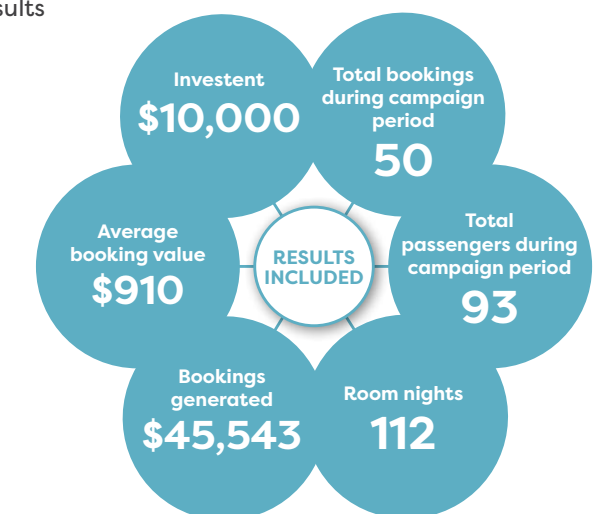
Each year Tourism Whitsundays undertakes a series of trade activities with a focus on training travel agents, increasing Whitsundays' products contracted with wholesalers, online travel agents and inbound tour operators, and ensuring The Whitsundays is represented appropriately throughout trade partner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

With the closure of international borders, Tourism Whitsundays engaged the services of a dedicated Trade Manager in October 2020. This newly created role formed a key part of the marketing strategy to drive the recovery of the \$750 million tourism industry. With the international borders closed for the foreseeable future, travel trade is heavily focused on the domestic market which is why it was crucial to have a team member dedicated to this important piece of the travel puzzle.

The role manages all trade communication and activity to increase The Whitsundays awareness and sales. As well as increase product knowledge of agents through training, the other key areas was to identify new opportunities with key trade partners as well as increase and support new product to become contracted. Results from the year include:

- Met with 161 trade partners
- Delivered two trade campaigns
- Delivered 13 training sessions with a reach to 500 travel agents
- 18 new Whitsundays tourism businesses contracted
- Hosted two famils thanks to Tourism and Events Queensland and Tourism Australia including 'edutourism' and pre-Australian Tourism Exchange famils

Recognising that in this new world of domestic only travel, there was the opportunity to open up new domestic markets, Tourism Whitsundays partnered with South Australian Travel Agent, Phil Hoffman Travel. Members who joined the campaign were featured across print, radio, social, instore creative and electronic direct mail (EDM) activity.



A dedicated EDM was sent to the Magellan agency network, with a call to action through ANZCRO. This was a two phase EDM, with only one distributed to date. Due to limited availability in region, the second EDM is scheduled to

Destination Marketing

TRADE



be sent in November 2021. The first EDM was sent on 1 February 2021 with a travel period for bookings between 1 February to 9 March 2021.

Investment

\$1000

Number of agents distributed to

64

Total database reach

78,000

Total enquiries

23

Total bookings

7

Sales to date

\$42,143

The Australian Tourism Exchange (ATE) was held in a hybrid setting of a live event in Sydney, with Australian trade partners (6-9 June 2021), and a virtual event with international trade partners (11-17 June 2021).

Key outcomes for Tourism Whitsundays from ATE include:

- Total meetings held: 112
- ATE Live appointments: 61
- ATE Online appointments: 51
- E-intros made for potential new product contracted: 21 (with more to come)

With international borders closed due to the global pandemic of COVID-19, Tourism Whitsundays conducted all international activity, virtually. Virtual events attended include:

- ATE - Eastern and Western Buyers
- ATEC Korea Host Program - 3-day workshop event
- Tourism Australia Market Briefing - North America and Canada

- Tourism Australia Market Briefing - South & Southeast Asia
- Tourism Australia Market Briefing - Greater China
- Tourism Australia Market Briefing - New Zealand
- Tourism Australia Market Briefing - Japan and South Korea
- Tourism Australia Market Briefing - UK & Northern Europe
- Tourism Australia Market Briefing - Continental Europe
- Queensland Tourism Exchange - USA
- Tourism Australia Marketplace - USA
- Tourism Australia Marketplace - UK/ Europe
- Tourism Australia Marketplace - China
- Tourism Australia Marketplace - Japan

Visitor Services & Volunteer Program



The Whitsundays Visitor Information Centre welcomed over 4,102 travellers who directly visited the centre, responded to a total of 9,956 enquiries and generated a total of \$520,262.53 in bookings. During the Whitsundays Holiday Dollars campaign the team at the Whitsundays Visitor Information Centre managed the high volume of enquiries and bookings

assisting with conversion and any changes to new and existing bookings.

Since its re-opening after the initial COVID-19 lockdown during the previous financial year, the Whitsundays Visitor Information Centre remained open 7 days a week and was only closed during Christmas Day, Boxing Day, New Year's Day and ANZAC Day.

The team at the Whitsundays Visitor Information Centre is led by a Visitor Services and Sales Manager, a Visitor Services and Sales Assistant and a team of regular volunteers. The volunteers come in each week to assist in greeting visitors and providing information, this past year the small group of volunteers donated a total of 345 hours.

| Type of Inquiry | 20/21 | Annual increase |
|-----------------|-------|-----------------|
| Walk-Ins | 4,102 | ↑ 1085% |
| Phone | 2,427 | ↑ 583% |
| Website | 530 | ↑ 125% |
| Email | 2,897 | ↑ 1432% |
| TOTAL | 9,956 | ↑ 785% |

Visitors Services & Volunteer Program



Whitsundays Visitor Information Centre Marketing

The Whitsundays Visitor Information Centre had several marketing opportunities available to members such as lightboxes outside the centre, television video opportunities inside the centre, as well as website banner advertising and shuttle bus advertising on Whitsunday Transit's daily bus transfers between Airlie Beach and the Whitsunday Coast Airport.

Visitor Information Centre Passport

The Visitor Information Centre Passport was a collaboration between Bowen Tourism and Business, Mackay Tourism and Tourism Whitsundays to encourage travellers to stop in at all three accredited Visitor Information Centres (Bowen, Proserpine & Sarina). It was developed to

include information about both regions and entice travellers to collect stamps at each destination to go into a draw to win \$3,000 worth of holiday vouchers. From 1 August 2020 to 1 March 2021 roughly 500 passports were handed out to travellers with 78 entries and email addresses received. The promotion has further generated over 56,000 in reach on social media and generated over 1,000 website clicks.



Whitsundays Volunteer Ambassador Program

With the absence of cruise ships into Airlie Beach, in June 2021 Tourism Whitsundays created a new Whitsundays Volunteer Ambassador Program. The program will include weekly and annual volunteering opportunities at local community events and other activities as they arise.

Active volunteers receive a variety of opportunities through the program and in the past 12 months received six familiarisation opportunities with local operators thanks to:

1. Providence Day Sail
2. Red Cat Adventures
3. Just Tuk'n Around
4. Cruise Whitsundays
5. Whitsunday Transit
6. Zig Zag Whitsundays

The Whitsunday Sailing Club has been the host for all morning and afternoon teas during the financial year providing complimentary drinks and food. This provides the volunteers an opportunity to meet, hear updates from Tourism Whitsundays and network together.

| VOLUNTEER ENGAGEMENT - TOTAL VOLUNTEER HOURS DONATED 2020/21 | | | | |
|--------------------------------------------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
| Volunteer activity | Number of active volunteers | Total number of volunteers | Number of families provided | Total volunteer hours (FY) |
| Visitor Centre | 5 | 5 | 6 | 345.00 |
| Whitsundays Holiday Dollars | 11 | 11 | 0 | 51 |
| Cruise Program | 0 | 47 | 0 | 0 |
| TOTAL | 16 | 52 | 6 | 396.00 |

*Cruise Program on hold due to COVID-19

Business Events



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

Tourism Whitsundays facilitated several business

event and incentive requests for members in 2020/21. When a request for proposal was sent to members, it was encouraged that they work together with other members and partners of Tourism Whitsundays to provide a complete business event package including accommodation, conference facility, pre and post-event requirements, activities and all catering requirements.

Leads included:

- Active Escapes
- BRP Australia
- Natural Light Venues

Tourism Whitsundays in partnership with nine member businesses were successful in securing funds through the Business Events Australia Boost Program in 2020/21. These funds supported the development of a virtual reality (VR) site inspection to promote business events venues and assets. The program delivered a whole of region VR site inspection, separate site inspections for each of the members participating, business events specific destination images and video, a verified business events database, and marketing initiatives to ensure wide distribution and interest in the assets created.

Regional Event Marketing & Support



2020/21 saw the cancellation of many events across the region due to COVID-19 restrictions. Tourism Whitsundays continued to look for opportunities to support destination events as they play a key role in the recovery process.

The positive economic impact and interest in a community that holds a successful regional event can not only help to build a sense of local pride they can also foster confidence and strengthen the entire community.

Tourism Whitsundays aims to support events that:

- Generate local economic activity and development in the destination
- Attract external visitation to the destination

- Drive social and community outcomes for the destination, noting the important link between community outcomes and economic benefit
- Enhance the profile and appeal of the host destination

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

- Inclusion in the Whitsundays Visitor Guide events calendar
- In the lead up to the event include information in the Tourism Whitsundays consumer, Trade and PR E-news
- Inclusion on social media platforms as appropriate
- Issuing joint press releases to leisure media databases
- Support with ATDW event listing
- Sharing blogs on the Tourism Whitsundays website
- Inclusion of event-specific banners on tourismwhitsundays.com.au
- Access to Tourism Whitsundays marquee

Regional Event Marketing & Support



White on Whitehaven Long Lunch by Fish D'vine

The White on Whitehaven Long Lunch was established by Fish D'vine as a first time, stand-alone event in 2021. Marketed by Tourism Whitsundays with support from Tourism and Events Queensland, the aim was to raise the profile of the premium event, food and wine and destination offering in The Whitsundays. This was achieved by building valuable relationships with media and influencers that incorporated print, television, radio, social media and other online opportunities, positioning White on Whitehaven Long Lunch by Fish D'vine as the event of the year.

Tickets to the 2021 White on Whitehaven Long Lunch by Fish D'vine went on sale on Thursday 11 February, launched through the TODAY Show weather crosses with Tim Davies. Tickets to the event on Saturday 29 May sold out in 28 hours. Due to demand, an additional date was launched for Sunday 30 May.

Present on the day were a number of media influencers, TV personalities and production teams including Channel 7's Weekender.

More than 2,000 expressions of interest were registered for the 2022 White on Whitehaven Long Lunch by Fish D'vine event. Results include:

Ticket sales

- Saturday 29 May: 416
- Sunday 30 May: 324

PR

- Audience reach: 2.8 million
- Number of media clips: 295 (including social, print and broadcast media)
- Total Advertising Sale Rates (ASR): \$105,000

Famils

- Number of famils hosted in region: 9 (including Sam & Rachel Thaiday, Amy & Emma Sheppard and more)
- Audience reach: 617,000
- Number of operators featured: 10
- Number of social media posts and stories: 80

Industry Leadership

Whitsunday Tourism Awards

The 2020 Whitsunday Tourism Awards were cancelled due to the continuing impacts of COVID-19.

Monthly Networking Nights

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

In 2020/21 venue restrictions and capacities influenced the number of guests able to attend each event. Networking locations and associated attendance is listed below:

- September 2020 hosted by Reef Gateway Hotel with 42 attendees (Destination Q)
- October 2020 hosted by Whitsunday Sailing Club with 106 attendees
- February 2021 hosted by The Garden Bar and Bistro with 145 attendees
- March 2021 hosted by Jubilee Tavern with 85 attendees
- April 2021 hosted by Whitsunday Sailing Club with 145 attendees



- May 2021 hosted by Northerlies Bar and Grill with 150 attendees
- June 2021 hosted by Proserpine Golf Club with 112 attendees
- November 2020 hosted by Coral Sea Marina Resort with 150 attendees



Industry Development

In 2020/21, thanks to the partnership with Queensland Tourism Industry Council (QTIC), Tourism Whitsundays offered members and local industry opportunities to participate in the Tourism Industry Business Capability Development Program (TIBCDP). In its third year, TIBCDP involved three stages of coaching, webinars, one on one coaching and additional coaching to successful applicants. The aim was for participation in this program to assist businesses through the challenges of COVID-19, and focus on restarting, transitioning and resilience.

In addition to this, Tourism Whitsundays were successful in securing additional funds to run direct workshops and training courses for members. A key program was the roll out of the second year of the Resilient Leadership and Mentors Program, in partnership with Mackay Tourism.



The program developed personal resilience leadership skills, resilient and adaptive networks alongside trained Tourism Resilience Mentors from within industry ranks.

Other key workshops facilitated include:

1. Business Continuity Plan Workshops
2. QTIC PIVOT Product and Innovation

3. QTIC COVID Reopening and preparation
4. QTIC One on one mentoring and coaching 24 Whitsunday businesses
5. New to ATDW, funded by Regional Development Australia
6. Optimising ATDW and Social Media basics, funded by Regional Development Australia



Grant Funding

With so much uncertainty around funding for marketing the destination, the organisation invested time in applying for relevant grants throughout the year. Below is a list of grants that were applied for and include those that were successful.

| | |
|-----------------------------------|--------------------|
| Total funding applied for: | \$3,446,580 |
| Total successful funding: | \$3,269,900 |

| Grant applications include: | |
|-----------------------------------------------------------------------------|-------------|
| QTIC Tourism Industry Business Capabilities Development Program | \$23,500 |
| Recovery for Regional Tourism Funding, Federal Government | \$3,000,000 |
| Queensland Destination Event Funding – White on Whitehaven Event | \$40,000 |
| Small Business COVID Adaption Grant – Queensland Government | \$10,000 |
| Monsoon Trough Grant Round 2 – Business Continuity | \$11,900 |
| Monsoon Trough Grant Round 2 – Drive Inland | \$40,000 |
| Monsoon Trough Grant Round 2 – Resilient Leader | \$45,000 |
| Foundation for Rural and Regional Renewal – Strengthening Rural Communities | \$10,000 |
| Gambling Community Benefit Fund | \$27,000 |
| Year of Indigenous Tourism Support Program | \$27,500 |
| Business Events Boost Program – Tourism Australia | \$35,000 |

Industry Leadership

Corporate Communications

Tourism Whitsundays promotes the activities and achievements of the organisation through a variety of platforms, including fortnightly industry e-newsletters, media releases, corporate social media channels as well as columns in all key newspapers within the region. Some key execution points for 2020/21 include:



- Distribution of 27-industry E-newsletters
- Tourism Whitsundays distributed updates in an effort to keep industry informed of COVID-19 news (restrictions, available business grants, JobKeeper requirements, member content opportunities, etc.)
- 31 media releases distributed with an average open rate of 33.52%
- 6,504 followers on Tourism Whitsundays Facebook page which is an increase of 524 from the year prior
- Fortnightly CEO columns in the Whitsunday News Newspaper
- Bi-monthly CEO columns in CORE Life Magazine

For the year of 2020/21 Tourism Whitsundays generated \$4 million in corporate publicity value highlighting the purpose and outcomes of Tourism Whitsundays, this was achieved by media interviews with television programs such as Channel 7 and ABC, and radio interviews with ABC Radio Australia, ABC Tropical North, ABC North Queensland and Grant Broadcasters and various online and print media such as Daily Telegraph, Whitsunday Times, ABC Online, 9news.com.au and more.



Advocacy

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



- o Letter of support – Mulpha Hayman Island Accommodation Pavilions
- o Letter to Phillipa Harrison Tourism Australia – Aviation Marketing
- o Letter of support – Cruise Whitsundays – Shute Harbour Expression of Interest
- o Letter to Phillip Thompson – Townsville New Zealand Proposal
- o Letter of support – Whitsunday Paradise Explorer Shute Harbour Expression of Interest
- o Letter to Treasurer Frydenberg – JobKeeper
- o Letter to Premier Palaszczuk – Whitsunday Tourism Support
- o Letter of support – Reef Catchments
- o Letter of support – Travel Guides
- o Letter of support – Great Barrier Reef Festival
- o Letter of support – Whitsunday Regional Council Whitsunday Sculptures Drive and Dive Project
- o Letter for Let's Get Together Campaign and Gallery
- o Letter of support – Whitsundays Carbon Buster Tool
- o Letter of support – Shute Harbour Hydrogen Hub Rendezvous Project
- o Letter to all 2020 candidates – Election Priorities
- o Letter of support – Airlie Beach Festival of Music
- o Letter to George Christensen MP – 2020 Whitsunday Priorities
- o Letter of support – Great Barrier Reef Festival
- o Letter of support – Daydream Island Resort

Industry Leadership

- o Letter of support – Giya Gia Kaiyu Official Women’s Business Aboriginal Corporation
- o MTL Letter to Tourism & Events Queensland – Support for Cross Regional Event
- o Letter of support – Whitsunday Regional Council – Whitsunday Arts & Cultural Events Activation Support
- o Letter of support – Telephone Coverage offshore
- o Letter – Pre Budget Submission
- o Letter of support – The Neighbourhood Hub
- o Letter of support – Whitsunday Regional Council Lake Proserpine New Market Attractions Project
- o Letter of support – Whitsunday Regional Council Choose Collinsville Project
- o Letter of support – Whitsunday Regional Council Whitsundays Arts Culture and Heritage Plan
- o Letter of support – Proserpine Golf Club
- o Letter of support – Marine Stinger Project
- o Letter to George Christensen – Federal Governments Tourism and Aviation Support Announcement
- o Letter of support – Coral Sea Marina
- o Letter to The Hon. Anastacia Palaszczuk MP – Whitsunday Tourism Support
- o Letter of support – Below Deck
- o Letter of support – Girudala Community NIAA Funding
- o Letter of support – Red Cat Adventures
- o Letter – Pre Budget Submission
- o Letter of support – TSI_Hydrogen Industry Funding
- o Letter of support – Volunteer Marine Rescue Whitsundays
- o Letter of support – Eureka Productions
- o Letter of support – Port of Airlie Development
- o Letter – Reinsurance in The Whitsundays



Membership



During 2020/21, Tourism Whitsundays increased its already strong membership base of 300 financial members to over 340. Tourism Whitsundays Limited (TW) is a not-for-profit destination management organisation tasked to market the destination, support industry with product development and deliver visitor services. The team at TW visited over 150 members during the financial year to share updates, deliver visitor guides, assist with ATDW,

Bookeasy and website listings, as well as to inform on member deals and updates.

The organisations focus is to increase visitation and length of stay and drive dispersal throughout the areas of Airlie Beach, Bowen, Collinsville, Islands and Proserpine with the outcome being an increase in visitor expenditure. Businesses in The Whitsundays can invest in membership with the organisation, which helps to not only

raise the investment in destination marketing but also allows the industry to be featured in relevant marketing activity and upskilling workshops. Tourism Whitsundays is not an advocacy body, therefore included in industry membership is an annual membership with Queensland Tourism Industry Council (QTIC). Thank you to those who continue to invest in the organisation so that Tourism Whitsundays can facilitate region-wide marketing activations.



Membership

CORPORATE PARTNERS

Archers Soft Drinks
Bishopp
Bowen Tourism & Business
Core and Tripping Magazine
Fraser Ford
Grant Broadcasters
Paradise Outdoor Advertising
Queensland Rail Travel
Whitsunday News Newspaper

ULTIMATE

Cruise Whitsundays/Journey Beyond
Daydream Island Resort and Living Reef
Hamilton Island Enterprises
InterContinental Hayman Island Resort

PREMIUM

Airlie Beach Hotel
at Hotel Group
BIG4 Adventure Whitsunday Resort
Coral Sea Marina Resort
Elysian Retreat
Explore Group
Explore Whitsundays
GSL Whitsundays
Jubilee Tavern
Magnums Accommodation Airlie Beach
Mantra Boathouse Apartments
Mantra Club Croc
Mirage Whitsundays
Ocean Rafting
Red Cat Adventures
Reef Gateway Hotel
Rufus and Co.
Whitsunday Transit
Wings Sailing Charters Whitsundays
Wisdom Café

ESSENTIAL

Accom Whitsunday
Airlie Apartments
Airlie Beach Tourism
Airlie Beach YHA
Airlie Court Holiday Units
Alani Whitsundays
Azure Sea Whitsunday Resort
Backpackers by the Bay
Ballistic Beer Co
BARRA World
Big Fury
BIG4 Conway Beach Tourist Park
BIG4 Whitsundays Tropical Eco Resort
Bike and Hike Whitsunday
Boundless Marine
Camp Island Lodge
Cape Gloucester Beach Resort
Charter Yachts Australia
Club Wyndham Airlie Beach
Colonial Palms Motor Inn
Coral Cove Apartments
Cumberland Charter Yachts
Discovery Parks Airlie Beach
Dream Yacht Charter Australia
Expedia Group
Freedom Shores
Hamilton Island Air
Harbour Lights Caravan Park
Heart of Reef Shuttles
Helireef Whitsundays
Hertz Whitsundays
Hook Island Eco Resort
iSail Whitsundays
Island Gateway Holiday Park
Island Transfers
Just Tuk'n Around
Kipara Tropical Rainforest Retreat
Lady Enid Sailing
Mango House Resort
Martinique Whitsunday Resort
NRMA Bowen Beachfront Holiday Park
Ocean Dynamics
Opal Ridge Motel
Palm Bay Resort
Paradise Cove Resort

Peach & Pear Event Catering
Pinnacles Resort
Pioneer Adventures
Portland Roads
Prosail Whitsundays
Providence Sailing
Queens Beach Tourist Village
Reefstar Cruises
Reel Addiction Fishing Charters
Renegade Fishing Charters
Rose Bay Resort
Sailing Whitsundays
Salty Dog Sea Kayaking
Sarina Sugar Shed
Sea Star Apartments
Seabreeze Tourist Park
Sealink Services
Shingley Beach Resort
Skydive Airlie Beach (Skydive Australia)
Skyview Units
Sunlit Waters
Tallship Adventures - Alexander Stewart
TeePee Events
Topnotch Game Fishing
Toscana Village Resort
True Blue Sailing
Villa Botanica
Waterview Airlie Beach
Whitehaven Xpress
Whitsunday Apartments Hamilton Island
Whitsunday Crocodile Safari
Whitsunday Escape
Whitsunday Fishing Charters
Whitsunday Holiday Rentals
Whitsunday Island Camping Connection / Scamper
Whitsunday Jetski Tours
Whitsunday Paradise Explorer
Whitsunday Rent a Yacht
Whitsunday Sands Resort
Whitsunday Segway Tours
Whitsunday Terraces
Whitsunday Vacations
Whitsunday Waterfront Apartments
Whitsundays Rainforest Retreat
Whitsundays Sailing Adventures
Zigzag Whitsundays

BUSINESS

8 Seconds
A1 Fishing Charters & Tours Whitsundays
Above & Below Gallery
Achieve Business Dynamics
Adelyn Retail Consultancy
Airlie Beach Adventure Tours
Airlie Beach Babysitting
Airlie Beach Day Trips
Airlie Beach Music Centre
Airlie Beach Party Bus
Airlie Beach Swim Centre
Airlie Sail & Shade Solutions
All Marine Services
Anchor Bar Airlie Beach
Angel Signs
ANZ Airlie Beach
Aquava Boutique Catering
Archers Body Corporate
Ash Electrical Whitsundays
Aurealis Creative Jewellery Design
Aus Eco Shield Pty Ltd
Base Backpackers
Bendigo Bank Cannonvale - Proserpine
Birds Fish Bar
Book The Whitsundays
Bowen River Hotel
Breeze Bar
Brooke Miles Photography
Café One3
Cold Rock Airlie Beach
Colour Me Crazy
Community Solutions
Connole Carlisle
Craig Turner
Destiny Tourism Solutions
Divine Weddings Whitsundays
Drive 'n' Dive Tours
Earlando
Eclipse Financial Services
Embroidery in Stitches
Epicure Homewares
Fat Frog Beach Café
Filby's Motors
Fish D'vine
FISHI



Membership

Front Page Gifts
Gallagher
Garden Bar Bistro
Garuma Café and Bar
Grand View Hotel
Graphic House
Green Energy Technologies
Hamilton Island Vacation Rentals
Harbour Cove
Harvey Norman Electrical
Harvey Norman Furniture/Bedding
Harvey Norman IT/AV
Institute for Tourism Leadership Australia
Jayfresh Australia
John Batman Group
KB Design
KC's Bar & Grill
La Marina
La Tabella
Le Sorelle The Sisters Coffee House & Florist
Leader Group
Lions Camp Kanga
Live Life Pharmacy Airlie Beach
M2Signs
Macrossan & Amiet Solicitors
McDonalds Restaurants
Metropole Hotel
Mr Bean Cold Brew
North Queensland Holding Pty Ltd
Northerlies Beach Bar & Grill
Ocean Marine Risks
Optus
OzSail & Matador Whitsundays
Paddys Shenanigans
Pinnacle IT
Port of Airlie
Proserpine Golf Club
Quadrant Marine
RADS Whitsundays
Ray White Whitsundays
Real Time Productions
Reef Goddess Boutique
Rekenen Accountants
Riptide Creative

Roebuck Civil
Shiift
Shirtfront Solutions
Sorrento Restaurant & Bar
Stix Pix Productions
Sundowner Cruises
TAFE Queensland
Taylor's Property Specialists
The Café - Horseshoe Bay
The Creek Whitsundays
The Deck Airlie Beach
The Jungle Trader
The Pit Pony Tavern
Tropical Designs
Tropix Photography
Twenty16 Communications
Vink Publishing
Weddings of the Whitsundays
Whitsunday Computers and Stationery
Whitsunday Foodservice
Whitsunday Fun
Whitsunday Gold Coffee Plantations
Whitsunday Green
Whitsunday Hot Rod Tours
Whitsunday Law
Whitsunday Marble and Granite
Whitsunday Sailing Club
Whitsunday Tickets
Yangaro and Holiday in the Whitsundays
Zambrero

AFFILIATE

A & A Motel
Bowen Holiday Park
Castle Lodge Motor Inn
Dale Last MP
Horseshoe Bay Resort
I Do Weddings Whitsundays
Kapow Interactive
Karen Morton Insurance Services
Professionals - Frank Sellars and Company
Queensland Country Bank
Volunteer Marine Rescue Bowen

SUPPORTER

Alesa Aird
Alexander Dakin
Allen Grundy
Deb Lewis
Jasmine Kratz
Jonathan Press

COMMUNITY

Airlie Beach Bowls Club
Australian Marine Conservation Society
Bowen Bowls Club
Bowen Chamber of Commerce
Bowen Golf Club
Bowen Gumlu Growers Association
Bowen Pastoral Agricultural Assoc Inc (The Bowen Show)
Bowen PCYC
Bowen Turf Club
Collinsville Bowls Club
Collinsville Community Association Inc
Collinsville Connect Telecentre Group
Collinsville Lions Club
Collinsville RV Park
Collinsville Visitor Information Centre
Collinsville Workers Club (Coal Face Museum)
Collinsville Youth Coalition
Coral Sea Catalina Heritage Museum
Eco Barge Clean Seas
Fly High Billie
Girudala Cooperative Community Society
Giya/Gia Kaiyu Official Women's Business Association Inc.
Greater Whitsunday Alliance
Greater Whitsunday Food Network
Lions Airlie Beach Community Markets
Lions Club of Bowen
New Beginnings
Proserpine Bowls Club
Proserpine Chamber of Commerce
Proserpine Historical Museum
Proserpine Indigenous Reference Group
Proserpine RV Park
Queensland Youth Orchestras

Reef Catchments
Ronald McDonald House Charities North Australia
Rotary Club of Airlie Beach
Safe Night Airlie Beach CBD Precinct
Skal Whitsundays
Small Business Financial Counselling Service North Queensland
VMR Whitsunday
Weddings Whitsundays
Whitsunday 000 Charity Ball
Whitsunday Charter Boat Industry Association (WCBIA)
Whitsunday Coast Chamber of Commerce
Whitsunday Conservation Council
Whitsunday Cruisin' Car Club
Whitsunday Endurance Club (Horses)
Whitsunday Housing Company
Whitsunday Lions club
Whitsunday Neighbourhood Centre
Whitsunday Running Club
Whitsunday Sportspark
Whitsunday Suicide Prevention Network
Whitsundays Arts Festival
Zonta Whitsunday

LIFE MEMBER

Paul Sergeant

OUT OF REGION MEMBERSHIP

Australia Zoo
Bird World Kuranda
Cairns Zoom Wildlife Dome
Hartley's Crocodile Adventures
Historic Village Herberton
Oh Deere Farm Stay
Yongala Dive

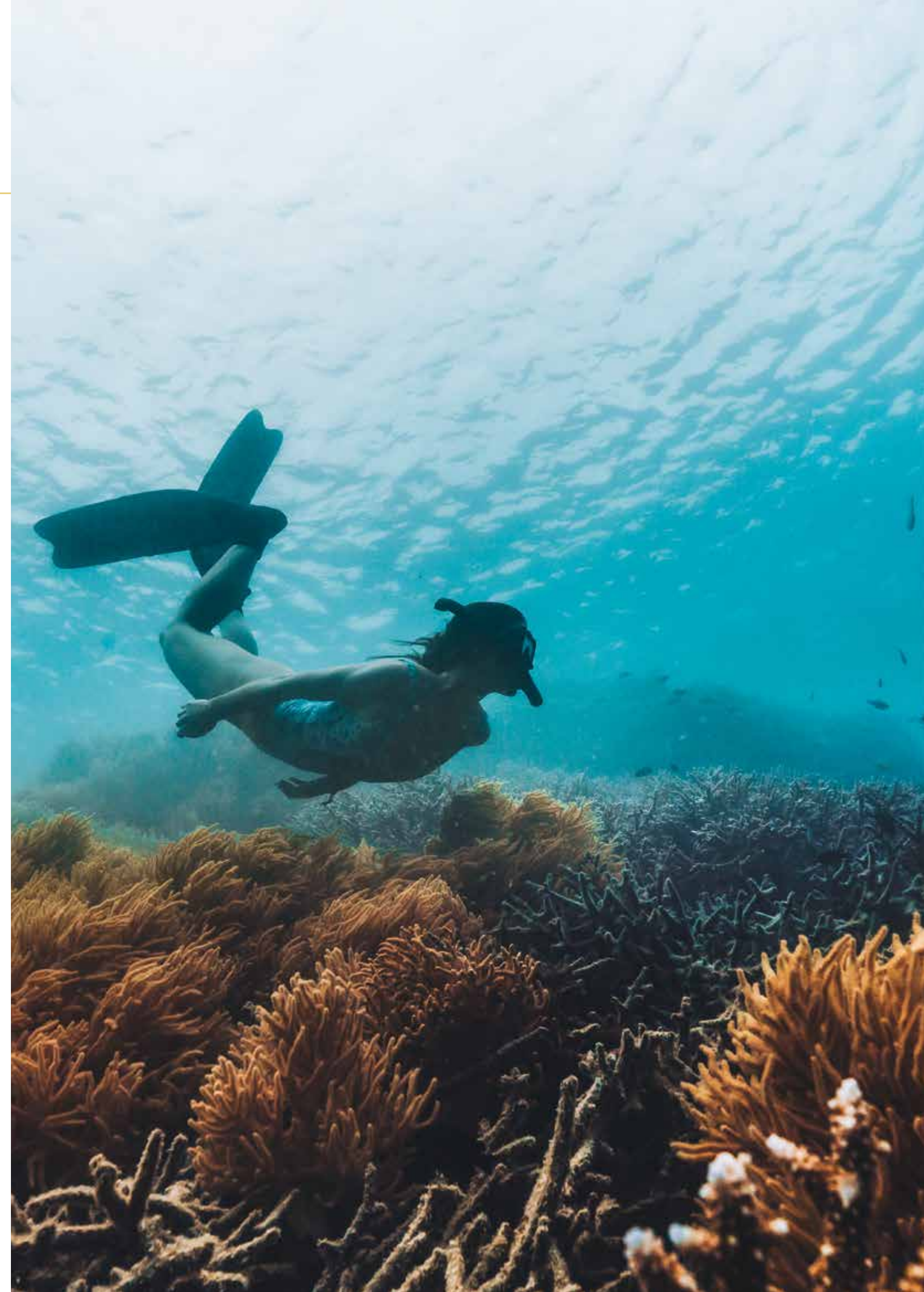
WHITSUNDAY REGIONAL COUNCIL

Proserpine Tourist Park
Wangaratta on the Beach Caravan Park
Whitsunday Coast Airport

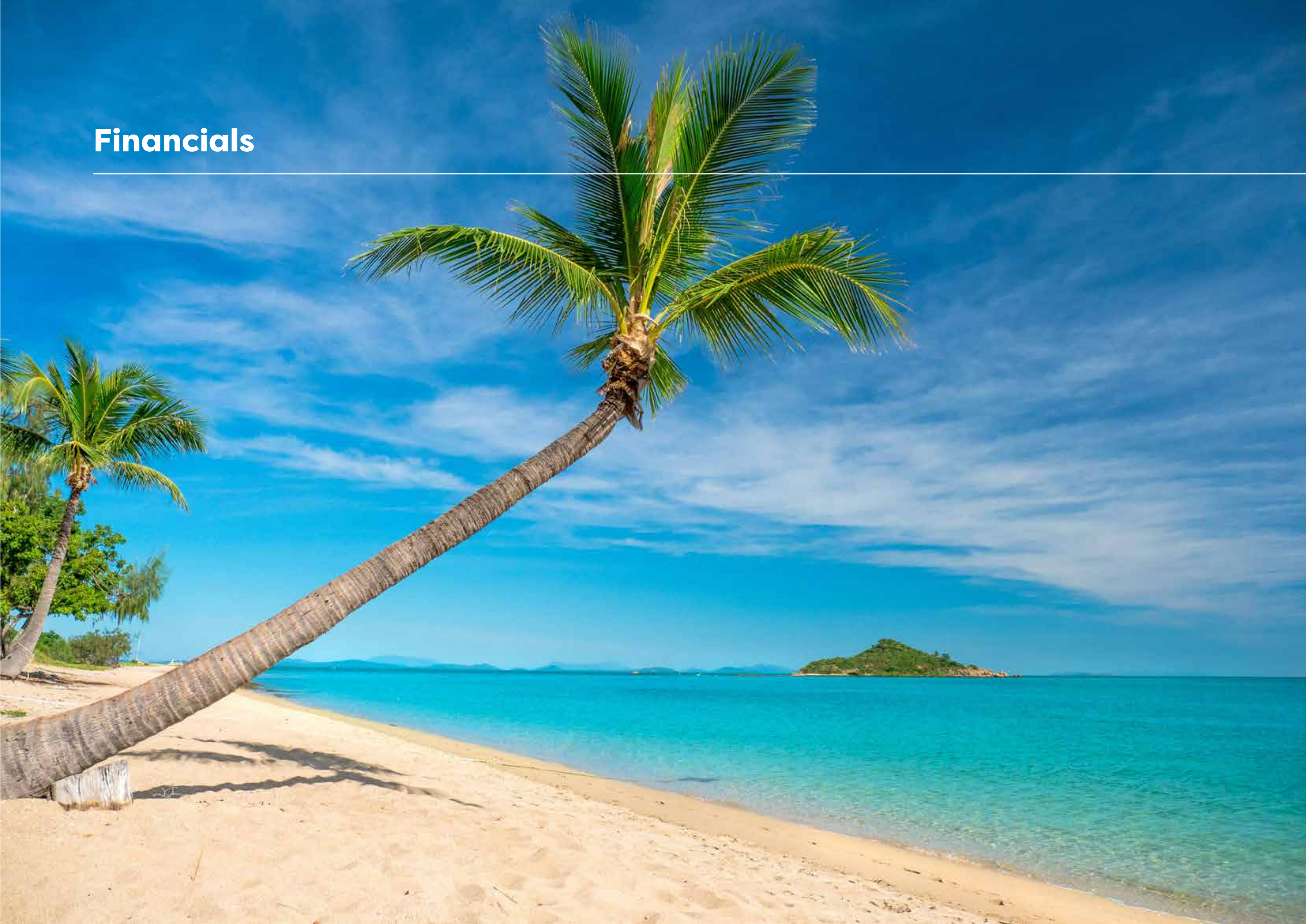
Partner Organisations

Tourism Whitsundays has a strong working partnership with a number of organisations and looks forward to continue working closely with:

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



Financials



TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

Partners:
Luke Worth CA
Brett Quinn FCA
Jenny Story CA
Lionel Madden CA
Kaye Lawson CA
Krystal Blyth CA
Principal Consultant:
John Murphy FCA
CA (Singapore)

FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE 2021

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 2021.

Directors

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

Trevor Rees (Appointed 31 July 2018)
Andrew Telford (Appointed 31 October 2016)
Matt Boileau (Appointed 1 April 2016)
Janice Claxton (Resigned 29 October 2020)
Toni Ward (Appointed 29 April 2019)
Judy Porter (Appointed 31 July 2018)
Rachael Klitscher (Ex-Officio Director)
Andrew Wilcox (Ex-Officio Director)
Craig Turner (Appointed 16 November 2019)
Brett Kapernick (Appointed 2 May 2019)
Jenn Honnery (Appointed 16 November 2019)
Glenn Bourke (Appointed 16 November 2019)
Shaun Cawood (Resigned 29 April 2021)
Julie Telford (Appointed 29 October 2020)

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 \$274,789.

COVID-19

As stated above, the company recorded a profit of \$274,789, which is inclusive of the following financial benefits received by the company due to COVID-19:

- Cashflow Boost received from the ATO totalling \$50,000
- JobKeeper payments totalling \$148,000

Future Funding Commitments

The directors note the above profit of the company for the 2021 financial year. It is expected that the current level of increased funding will cease at the end of the 2022 financial year and revert back to its normal level. A portion of the profit recorded in the 2021 financial year will be allocated to boosting marketing funds as key source markets open up.

Significant Changes in the State of Affairs

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

Principal Activities

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

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

Events Subsequent to the End of the Reporting Period

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

DIRECTORS' REPORT

Likely Developments and Expected Results of Operations

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

Environmental Regulation

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

Dividends

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

Options

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

Indemnification of Officers

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

| | Directors' Meetings | |
|-----------------|---------------------------|-----------------|
| | Number eligible to attend | Number attended |
| Trevor Rees | 8 | 7 |
| Andrew Telford | 8 | 6 |
| Matt Boileau | 8 | 8 |
| Janice Claxton | 3 | 3 |
| Toni-Ann Ward | 8 | 7 |
| Craig Turner | 8 | 7 |
| Judy Porter | 8 | 7 |
| Brett Kapernick | 8 | 8 |
| Glenn Bourke | 8 | 6 |
| Jenn Honnery | 8 | 5 |
| Shaun Cawood | 8 | 8 |
| Julie Telford | 5 | 5 |

DIRECTORS' REPORT

Proceedings on Behalf of Company

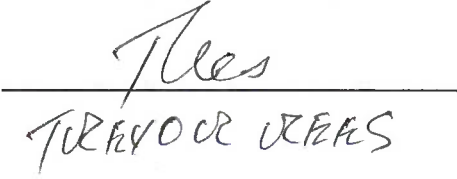
No person has applied for leave of court to bring proceedings on behalf of the company or intervene in any proceedings to which the company is a party for the purpose of taking responsibility on behalf of the company for all or part of those proceedings.


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

Auditor's Independence Declaration

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

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

Director 
TREVOR REES

Director 
Dated: Craig Turner
30/8/21

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

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

**TO THE DIRECTORS OF
TOURISM WHITSUNDAYS LIMITED**

In accordance with section 307C of the Corporations Act 2001, I am pleased to provide the following declaration of independence to the directors of Tourism Whitsundays Limited. As the lead audit partner for the audit of the financial report of Tourism Whitsundays Limited for the year ended 30 June 2021, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

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

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



Partner : Brett Quinn

Mackay

Dated: 25 AUGUST 2021

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

**STATEMENT OF PROFIT OR LOSS
FOR THE YEAR ENDED 30 JUNE 2021**

| | Note | 2021 \$ | 2020 \$ |
|----------------------------------------------|----------|----------------|---------------|
| Revenue | 2 | 4,655,231 | 2,298,947 |
| Other income | 2 | 127,945 | 507,944 |
| Consumables used | | (3,782,368) | (2,095,174) |
| Employee benefits expense | | (723,554) | (667,162) |
| Depreciation and amortisation expenses | | (2,466) | (1,271) |
| Other expenses | | - | (6,723) |
| Profit before income tax | 3 | 274,789 | 36,561 |
| Tax expense | | - | - |
| Profit for the year | | 274,789 | 36,561 |
| Profit attributable to member of the company | | 274,789 | 36,561 |

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2021

| | Note | 2021 \$ | 2020 \$ |
|------------------------------------------------------------------|------|----------------|---------------|
| Profit for the year | | 274,789 | 36,561 |
| Other comprehensive income: | | | |
| Total other comprehensive income for the year | | - | - |
| Total comprehensive income for the year | | 274,789 | 36,561 |
| Total comprehensive income attributable to member of the company | | 274,789 | 36,561 |

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2021

| | Note | 2021 \$ | 2020 \$ |
|--------------------------------------|------|------------------|------------------|
| ASSETS | | | |
| CURRENT ASSETS | | | |
| Cash and cash equivalents | 5 | 2,439,467 | 1,086,745 |
| Trade and other receivables | 6 | 161,182 | 251,983 |
| Other assets | 7 | 3,945 | 17,776 |
| TOTAL CURRENT ASSETS | | 2,604,594 | 1,356,504 |
| NON-CURRENT ASSETS | | | |
| Property, plant and equipment | 8 | 3,861 | 6,327 |
| TOTAL NON-CURRENT ASSETS | | 3,861 | 6,327 |
| TOTAL ASSETS | | 2,608,455 | 1,362,831 |
| LIABILITIES | | | |
| CURRENT LIABILITIES | | | |
| Trade and other payables | 9 | 263,146 | 298,371 |
| Borrowings | 10 | 13,699 | (355) |
| Provisions | 11 | 59,185 | 64,871 |
| Other | 12 | 1,780,322 | 786,629 |
| TOTAL CURRENT LIABILITIES | | 2,116,352 | 1,149,516 |
| NON-CURRENT LIABILITIES | | | |
| Provisions | 11 | 10,000 | 6,001 |
| TOTAL NON-CURRENT LIABILITIES | | 10,000 | 6,001 |
| TOTAL LIABILITIES | | 2,126,352 | 1,155,517 |
| NET ASSETS | | 482,103 | 207,314 |
| EQUITY | | | |
| Retained earnings | | 482,103 | 207,314 |
| TOTAL EQUITY | | 482,103 | 207,314 |

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2021

| | Retained Earnings \$ | Total \$ |
|------------------------------------------------------------------------------------------|----------------------------|-------------|
| Balance at 1 July 2019 | 170,753 | 170,753 |
| Comprehensive income | | |
| Profit for the year | 36,561 | 36,561 |
| Total comprehensive income for the year attributable to the member of the company | 36,561 | 36,561 |
| Balance at 30 June 2020 | 207,314 | 207,314 |
| Balance at 1 July 2020 | 207,314 | 207,314 |
| Comprehensive income | | |
| Profit for the year | 274,789 | 274,789 |
| Total comprehensive income for the year attributable to the member of the company | 274,789 | 274,789 |
| Balance at 30 June 2021 | 482,103 | 482,103 |

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2021

| | Note | 2021 \$ | 2020 \$ |
|------------------------------------------------------------|-----------|-------------|-------------|
| Cash flows from operating activities | | | |
| Receipts from Customers | | 4,885,018 | 2,699,235 |
| Payments to Suppliers and Employees | | (3,535,086) | (3,034,465) |
| Interest Received | | 2,790 | 4,920 |
| Net cash provided by (used in) operating activities | 19 | 1,352,722 | (330,310) |
| Cash flows from investing activities | | | |
| Payments for Property, Plant and Equipment | | - | 40 |
| Purchase of Property, Plant and Equipment | | - | (7,598) |
| Net cash provided by (used in) investing activities | | - | (7,558) |
| Net cash provided by financing activities | | - | - |
| Net increase (decrease) in cash held | | 1,352,722 | (337,868) |
| Cash and cash equivalents at beginning of financial year | | 1,086,745 | 1,424,613 |
| Cash and cash equivalents at end of financial year | 19 | 2,439,467 | 1,086,745 |

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

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 30 August 2021 by the directors of the company.

1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Preparation

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

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

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

(a) Income Tax

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

(b) Property, Plant and Equipment

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

Depreciation

The depreciable amount of all fixed assets, including buildings and plant and equipment 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.

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.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

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. Gains are not classified as revenue. When revalued assets are sold, amounts included in the revaluation surplus relating to that asset are transferred to retained surplus.

(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 the date that the entity commits itself to either the purchase or sale of the asset (i.e. trade date accounting is adopted).

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

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

Classification and subsequent measurement

Financial liabilities

Financial liabilities are subsequently measured at:

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

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

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

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

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

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

A financial liability is held for trading if it is:

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

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

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

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

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

A financial liability cannot be reclassified.

Financial guarantee contracts

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

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

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

Financial assets

Financial assets are subsequently measured at:

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

Measurement is on the basis of the two primary criteria:

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

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

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

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

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

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

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

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

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

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

Equity instruments

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

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

Derecognition

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

Derecognition of financial liabilities

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

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

Derecognition of financial assets

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

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

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

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

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

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

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

Impairment

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

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

Loss allowance is not recognised for:

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

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

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

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

General approach

Under the general approach, at each reporting period, the company assesses whether the financial instruments are credit impaired, and:

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

Simplified approach

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

This approach is applicable to:

- trade receivables; and
- lease receivables.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

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

Purchased or originated credit impaired approach

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

Evidence of credit impairment includes:

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

Low credit risk operational simplification approach

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

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

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

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

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

Recognition of expected credit losses in financial statements

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

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

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

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

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

(d) Employee Benefits

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

(e) Government Grants

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

(f) Cash and Cash Equivalents

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

(g) Goods and Services Tax (GST)

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

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

(h) Comparative Figures

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

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

| | | 2021 \$ | 2020 \$ |
|-----------------------------------------------------------------------------------------------------------|------|------------|------------|
| 2. REVENUE AND OTHER INCOME | | | |
| Other sources of revenue | (i) | 4,655,231 | 2,298,947 |
| Other income | (ii) | 127,945 | 507,944 |
| (i) Other sources of revenue | | | |
| Interest received | 2(a) | 2,790 | 4,920 |
| Funding Income | | 1,352,000 | 1,485,016 |
| Other revenue | | 384,944 | 173,816 |
| WRIC Income | | 282,149 | 21,547 |
| Events | | 219,344 | 60,000 |
| Campaign Income | | 2,210,845 | - |
| Membership Income | | 203,159 | 553,648 |
| Total other sources of revenue | | 4,655,231 | 2,298,947 |
| (ii) Other Income | | | |
| Rental Income - Sublet | | 14,321 | 33,324 |
| Domestic Marketing Income | | 64,086 | 47,874 |
| Projects | | 49,538 | 426,745 |
| Foreign currency exchanges | | - | 1 |
| Total other income | | 127,945 | 507,944 |
| (a) Interest received from: | | | |
| Other corporations | | 2,790 | 4,920 |
| 3. PROFIT FOR THE YEAR | | | |
| Profit from continuing operations includes the following specific expenses: | | | |
| (a) Expenses: | | | |
| Cost of sales | | 3,782,368 | 2,095,174 |
| Depreciation and Amortisation | | 2,466 | 1,271 |
| Employee Benefits Expense | | 723,554 | 667,162 |
| Net loss on disposal of non-current assets: | | | |
| Property, plant and equipment | | - | 6,723 |
| (b) Significant revenue and expenses: | | | |
| The following significant revenue and expense items are relevant in explaining the financial performance: | | | |
| Auditors Remuneration | | 14,580 | 14,977 |

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

| | 2021 \$ | 2020 \$ |
|-------------------------------------------------|------------|------------|
| 4. KEY MANAGEMENT PERSONNEL COMPENSATION | | |
| Short-term benefits | 138,654 | 121,923 |
| Total compensation | 138,654 | 121,923 |
| 5. CASH AND CASH EQUIVALENTS | | |
| Cash on hand | 400 | 400 |
| Float WRIC | 200 | - |
| Bond - Carlo Drive | 4,913 | 4,863 |
| Petty cash imprest | (200) | (200) |
| NAB General Account | - | 84 |
| Bendigo Reserve Account | 531,097 | 1,000,181 |
| WRIC NAB Account | - | 3 |
| Bendigo General Account | 167,612 | 11,962 |
| Bendigo Grant Fundings | 1,543,927 | 1 |
| Bendigo WRIC Account | 85,518 | 14,229 |
| Bendigo Provision Account | 106,000 | 55,222 |
| | 2,439,467 | 1,086,745 |
| 6. TRADE AND OTHER RECEIVABLES | | |
| CURRENT | | |
| ATO Receivables | - | 3,795 |
| Trade receivables | 148,233 | 221,188 |
| Good and services tax | 12,949 | - |
| Accrued Income | - | 27,000 |
| | 161,182 | 251,983 |
| 7. OTHER ASSETS | | |
| CURRENT | | |
| Prepayments | 3,945 | 17,776 |
| 8. PROPERTY, PLANT AND EQUIPMENT | | |
| Plant and equipment | 5,287 | 5,287 |
| Less accumulated depreciation | (3,054) | (1,040) |
| | 2,233 | 4,247 |
| Furniture and fittings | 2,311 | 2,311 |
| Less accumulated depreciation | (683) | (231) |
| | 1,628 | 2,080 |
| Total property, plant and equipment | 3,861 | 6,327 |

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

| | 2021 \$ | 2020 \$ |
|----------------------------------------------------------------------------------------------------------------|------------|------------|
| (a) Movements in carrying amounts | | |
| For disclosure on movement in carrying amounts please refer to note 20(a) at the end of this financial report. | | |
| 9. TRADE AND OTHER PAYABLES | | |
| CURRENT | | |
| Good and services tax | - | 9,655 |
| Accrued Expenses/ Committed Expenses | 24,223 | 170,805 |
| Deposits Held | 66,628 | 9,357 |
| Trade creditors | 158,806 | 97,330 |
| TW Social Club | 2,292 | 2,478 |
| Withholding taxes payable | 10,475 | 8,296 |
| Superannuation payable | 122 | - |
| Other Payroll Liabilities | 600 | 450 |
| | 263,146 | 298,371 |
| Financial liabilities at amortised cost classified as trade and other payables | | |
| Trade and other payables | | |
| Total current | 263,146 | 298,371 |
| Less other payables | (66,628) | (9,357) |
| Less Other Liabilities | (24,223) | (170,805) |
| Financial liabilities as trade and other payables | 172,295 | 118,209 |
| 10. BORROWINGS | | |
| CURRENT | | |
| Credit Cards | 13,698 | (355) |

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

| | 2021 \$ | 2020 \$ |
|------------------------------------------------------------------------------------------------|------------------|----------------|
| 11. PROVISIONS | | |
| CURRENT | | |
| Employee entitlements | 59,185 | 51,353 |
| Provision for Fringe Benefit Tax | 10,894 | 13,518 |
| FBT Instalments Paid | (10,894) | - |
| | <u>59,185</u> | <u>64,871</u> |
| NON-CURRENT | | |
| Provision for Office Reinstatement | <u>10,000</u> | <u>6,001</u> |
| | | 2021 \$ |
| Employee entitlements: | | |
| Opening balance at 1 July 2020 | | 51,354 |
| Additional provisions raised | | 7,831 |
| Balance at 30 June 2021 | | <u>59,185</u> |
| 12. OTHER LIABILITIES | | |
| CURRENT | | |
| Deferred 2020 Campaign Funding | - | 474,193 |
| Income in advance | 1,780,322 | 312,436 |
| | <u>1,780,322</u> | <u>786,629</u> |
| 13. LEASING COMMITMENTS | | |
| (a) Operating Lease Commitments | | |
| Non-cancellable operating leases contracted for but not recognised in the financial statements | | |
| Payable: | | |
| not later than 12 months | 52,000 | 52,000 |
| between 12 months and five years | 82,333 | 134,333 |
| | <u>134,333</u> | <u>186,333</u> |

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

14. CONTINGENT LIABILITIES

Government Grants

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

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

| | 2021 \$ | 2020 \$ |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|
| 15. ECONOMIC DEPENDENCE | | |
| Tourism Whitsundays Limited is largely dependent on Tourism and Events Queensland and the Whitsundays Regional Council for the majority of its revenue used to operate the business. At the date of this report, the Board of Directors has no reason to believe the Department or Whitsunday Regional Council will not continue to support Tourism Whitsundays Limited. | | |
| 16. FINANCIAL RISK MANAGEMENT | | |
| The company's financial instruments consist mainly of deposits with banks, short-term investments, accounts receivable and payable, and leases. | | |
| 17. COMPANY DETAILS | | |
| The registered office of the company is: | | |
| Tourism Whitsundays Limited | | |
| 5 Carlo Drive | | |
| Cannonvale QLD 4802 | | |
| The principal place of business is: | | |
| Tourism Whitsundays Limited | | |
| 5 Carlo Drive | | |
| Cannonvale QLD 4802 | | |
| 18. FUTURE CONTINGENCY FUND | | |
| The Tourism Whitsundays Board set in motion for the organisation to retain \$50,000 in funds each year for four years until the organisation has a reserve of \$200,000. The purpose of the reserve is to have funds available in the event of a natural disaster or emergency that can be used to drive consumer awareness and marketing fast. The contingency fund can only be accessed via Board endorsement. | | |
| 19. CASH FLOW INFORMATION | | |
| (a) Reconciliation of cash | | |
| Cash at the end of financial year as included in the statement of cash flows is reconciled to the related items in the statement of financial position as follows: | | |
| Cash and Cash Equivalents | 2,439,467 | 1,086,745 |
| | <u>2,439,467</u> | <u>1,086,745</u> |

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

| | 2021 \$ | 2020 \$ |
|-------------------------------------------------------------------------------------|------------------|------------------|
| (b) Reconciliation of cash flow from operations with profit after income tax | | |
| Profit after income tax | 274,789 | 36,561 |
| Non-cash flows in profit: | | |
| Depreciation of Non-current Assets | 2,466 | 1,271 |
| Loss on Sale of Assets | - | 6,723 |
| Changes in assets and liabilities: | | |
| (Increase)/Decrease in Current Receivables | 90,801 | (121,014) |
| (Increase)/Decrease in Other Current Assets | 13,831 | 18,278 |
| Increase/(Decrease) in Payables | (35,226) | (236,980) |
| Increase/(Decrease) in Income in Advance | 993,692 | (47,004) |
| Increase/(Decrease) in Employment Entitlements | 7,832 | 8,688 |
| Increase/(Decrease) in Short-term Borrowings | 14,054 | (11,351) |
| Increase/(Decrease) in Other Current Liabilities | (13,518) | 13,518 |
| Increase/(Decrease) in Other Non-Current Liabilities | 4,000 | 1,000 |
| Net cash provided by (used in) operating activities | 1,352,722 | (330,310) |

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

20. (a) MOVEMENT IN CARRYING AMOUNTS

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


| | Buildings \$ | Plant and equipment \$ | Furniture and fittings \$ | Total \$ |
|----------------------------------------|-----------------|------------------------------|---------------------------------|--------------|
| Balance at 1 July 2019 | 910 | 5,203 | 650 | 6,763 |
| Additions | - | 5,287 | 2,311 | 7,598 |
| Disposals | (910) | (5,203) | (650) | (6,763) |
| Depreciation expense | - | (1,040) | (231) | (1,271) |
| Carrying amount at 30 June 2020 | - | 4,247 | 2,080 | 6,327 |
| Depreciation expense | - | (2,014) | (452) | (2,466) |
| Carrying amount at 30 June 2021 | - | 2,233 | 1,628 | 3,861 |

DIRECTORS' DECLARATION


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

1. The financial statements and notes, as set out on pages 6 to 24 are in accordance with the Corporations Act 2001: and
 - a. comply with Australian Accounting Standards, which, as stated in accounting policy Note 1 to the financial statements, constitutes compliance with International Financial Reporting Standards; and
 - b. give a true and fair view of the financial position as at 30 June 2021 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


TREVOR REES

Director


Craig Turner.
30/8/21

Dated:

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 2021, 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 2021 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 2021, but does not include the financial report and our auditor's report thereon. Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon. In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

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

Responsibilities of the Directors for the Financial Report

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

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

Auditor's Responsibility for the Audit of the Financial Report

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

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

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

TOURISM WHITSUNDAYS LIMITED
ABN 23 574 179 504

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

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

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


Partner : Brett Quinn

Mackay

Dated: 2 September 2021



Tourism Whitsundays

Destination Marketing | Industry Development | Visitor Services

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