

Tourism Tropical North Queensland

Where rainforest meets the reef

2016/2017 Annual Report



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IT'S NOT WHAT YOU SEE...
IT'S HOW YOU FEEL



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Gold Members 2016/17



Chair Report

News that Cairns would have direct flights from China was an exciting end to the 2016-17 financial year for Tropical North Queensland (TNQ). China Southern Airlines announced on June 30 that it would schedule three direct flights per week from Guangzhou starting December 2017.

With the support of Cairns Regional Council, Cairns Airport Ltd, Tourism and Events Queensland (TEQ) and Tourism Australia this region was successful in attracting these flights through the Connecting with Asia Fund. The Fund was established by the Queensland Government following strong representation by Tourism Tropical North Queensland (TTNQ).

Scheduled flights herald the start of a new era for Cairns giving our destination the opportunity to tap in to China, the world's fastest growing tourism market. They come as Cairns undergoes a renaissance with fresh investment in tourism infrastructure to assist in meeting projected tourism growth. Work undertaken by TTNQ regarding visitor forecasting and demand and supply analysis contributed to regional investment decisions by developers and an investment prospectus developed cooperatively by Cairns Regional Council, Advance Cairns and TTNQ.

The progress of the Cairns Aquarium and the Cairns Performing Arts Centre, plus the commencement of work on three Ghassan Aboud Group hotel sites in the Cairns Business District indicates strong investor confidence and better prepares the region for growth from the new international air services.

Growth of 4.5% was achieved for the international markets in 2016-17, while there was a 4% decline for domestic visitation. This resulted in a total visitation of 2.7 million and expenditure of \$2.97 billion for the year. While the year saw a

slowing of the very high growth previously being experienced for both domestic and international markets, increased air access and infrastructure development keeps TNQ on track to meet our upgraded 2020 forecast of \$3.91 billion with the stretch target of \$4.1 billion in reach.

The decline in Australian travellers in the second half of 2016-17 after strong growth is a challenge which we are meeting by undertaking research to identify the pressure points and looking for opportunities within our control. This will enable strategies to be developed to return the region to a growth trend. Our digital strategy will better identify the market segment opportunities and provide a platform to speak with potential visitors in a more targeted and compelling way.

The first board meeting for the TTNQ initiated Citizens of the Great Barrier Reef Foundation (Citizens) was held in October with Alex De Waal appointed as Chair. Wendy Morris has since been appointed to the board of Citizens as a TTNQ director. Andy Ridley was employed as CEO and work on establishing the Citizens website and social media platform has progressed. Concurrently the Citizens Gateway to the Great Barrier Reef artwork has progressed towards launch.

Our opportunities are many and TTNQ is working with industry, the State and Local Governments to maximise opportunities for growth and its associated benefits for our regional economy.

The Cairns Regional Council continues to be a major supporter of our industry committing \$3 million to TTNQ and tourism marketing under Economic Stimulus for the region in the 2017-18 budget. This commitment by Council demonstrates an understanding of the flow-on economic effect from tourism and demonstrates leadership in providing economic stimulus to the regional economy and to stimulating employment.

The region had 109 cruise ship visits to the five locations of Trinity Wharf, Yorkeys Knob, Port Douglas, Cooktown and Thursday Island in the 2016-17 year. This was an increase of 89 visits and with Cairns attracting home porting, increased economic benefits to the region are being seen.

Events continue to reduce our shoulder seasons with the region seeing the benefit of the 2000 attendees at the Great Barrier Reef Masters Games held for the first time in May, as well as annual major sporting events in the region like the Cairns Airport Adventure Festival. The opportunity to bid for the Amway China Leadership Seminar for 2019 with more than 6000 delegates has been a major business events achievement for the year and is supported by an almost doubling of business events inquiries.

TTNQ is further growing the appeal of our destination with the Timeless Experiences brand for the region's Indigenous tourism experiences. This was launched at the Australian Tourism Exchange in Sydney and received much interest from the trade and the media. TTNQ is seeking funding to assist with marketing and to develop Indigenous experiences across the region.

We are growing the capability of our industry through the Australian Small Business Advisory Services – Northern Australia Tourism Initiative service. Coordinated by TTNQ, this service assisted small or intending tourism operators in developing the tools necessary for their businesses through workshops in Cairns, Port Douglas and Mission Beach and individual mentoring sessions.

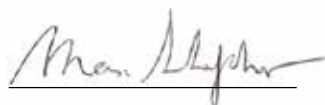
The TTNQ Board and TTNQ team have been energetic, insightful, and passionate about their work for our members and the industry at large and I thank them for their outstanding dedication.

The 2016-17 year was a year of change with the resignation of Alex de Waal to progress his career with national coach operator, Greyhound Australia. Alex has been an outstanding CEO for TTNQ, guiding strategy development and implementation with the success in achieving direct flights from mainland China and the launch of Citizens of the Great Barrier Reef an exceptional legacy.

Pip Close has been recruited to take on the role of CEO at TTNQ and steer the organisation and our industry forward into a new age. Pip has extensive experience across many facets of the Australian tourism industry and more recently with Margaret River Busselton Tourism Association in Western Australia and Fraser Coast Tourism.

Wendy Morris has been appointed as a Director and Chair elect of TTNQ, attending her first meeting in April as part of a structured handover which will see her take on the position of Chair after the 2017 Annual General Meeting.

I will stand down as Chair after the Annual General Meeting at the end of my three-year commitment and thank all members, the Board, and the TTNQ team for their support while I have served in this rewarding role.



Max Shepherd
Chair

Domestic

Progress

Domestic visitors to TNQ continued growing in the first two quarters of 2016-17 before declining in the second two resulting in a drop of 4% to 1.8 million visitors.

The fall in visitation was driven by interstate visitors which were down by 19.5%. The number of Brisbane holidaymakers was up 42% to 97,000 while intrastate holiday visitors remained stable at 515,000. Melbourne holidaymakers increased by 6.4% to 144,000, but our greatest market share loss was from Sydney with a 38.5% fall in holiday visitors to 85,000. Visiting friends and relatives remained a vital part of our market with 25.4% growth. The average length of stay was 4.9 nights, while holiday visitors stayed on average 5.7 nights. The National Visitor Survey indicated a 9.1% decline in expenditure to \$1.87 billion.

During this period, the region saw the introduction of Air North direct services from Toowoomba to Cairns and Tigerair increase its Melbourne flights with 2880 more seats during the peak summer travel period.

The drive market continued to be important for the region, especially for the dispersal of visitors. Domestic drive visitors increased by 12% to 1.01 million, contributing to 58% of the total domestic market, and international drive visitors grew by 7% in 2016-17 to 106,000.

To inform our strategy going forward the team is investigating impacts from:

- Cheap packages to SE Asian destinations such as Bali.
- Marketing campaigns from competitive destinations.
- Changes from destination to experience marketing by TEQ.

- Capacity and fare level constraints during peak period.

The TTNQ team has made significant progress in aligning TTNQ resources to leverage TEQ's new "I know just the place" domestic campaign and successfully conducted our first Mega Famil aimed at the domestic market. Online partnerships and the delivery of targeted content to the right audience at the right time is becoming increasingly important in the domestic marketplace. TTNQ will achieve this through a digital strategy underway including a new consumer website and more digital resources to be rolled out in 2017-18.

Significant Activities and Events

TTNQ welcomed 57 Agents from Victoria, New South Wales, South East Queensland and New Zealand for a Mega Famil from 26 April to 02 May 2017. Eight different itineraries involved over 80 operators and took agents from Cape Tribulation to Mission Beach, and as far west as Cobbold Gorge. The event ended with a full day workshop where agents met in one on one appointments with 40 operators, followed by an adrenaline and fun-filled farewell function at AJ Hackett. Feedback from both operator and agent surveys highlight the event was a huge success with many of the industry rating the event 10 out of 10 overall.

Informative and successful dinners with top Flight Centre agents in Sydney, Melbourne and Brisbane were held during 2016-17 to gather further insights to inform our domestic activity moving forward.

TTNQ, in conjunction with Air North, welcomed 14 agents from Toowoomba and surrounding regions to TNQ in March 2017. The agents spent the week travelling on three different itineraries from Mission Beach in the south to Cooktown in the north, including time on the Great Barrier Reef. One agent returned to her office and sold

99 nights on her first day back – booking a family of 9 to the region for 11 nights.

Under the TEQ and Drive North Queensland partnership with Local Tourism Organisations (LTOs) TTNQ attended the key caravan and camping shows in Sydney, Brisbane and Melbourne.

With the support of TEQ's Incentive Funding, a drive partnership between five RTOs (Townsville, Southern Great Barrier Reef, Whitsundays, Mackay and TTNQ) and one LTO (Tropical Coast Tourism) produced a 36-page guide titled 'Driving the Great Barrier Reef' to encourage visitors to stay longer and disperse along the length of the Reef. 350,000 copies were printed in five different languages and will be distributed through Visitor Information Centres, accommodation and rental

car companies. An online version is also available.

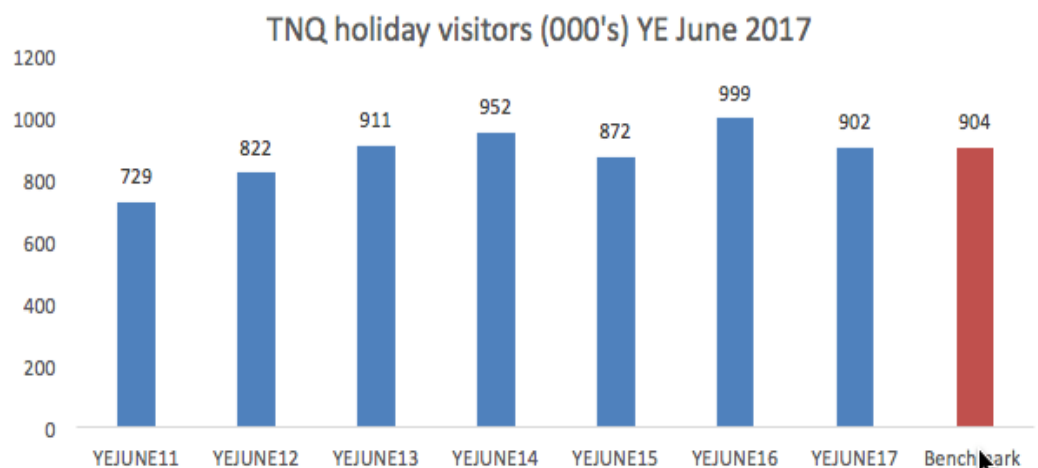
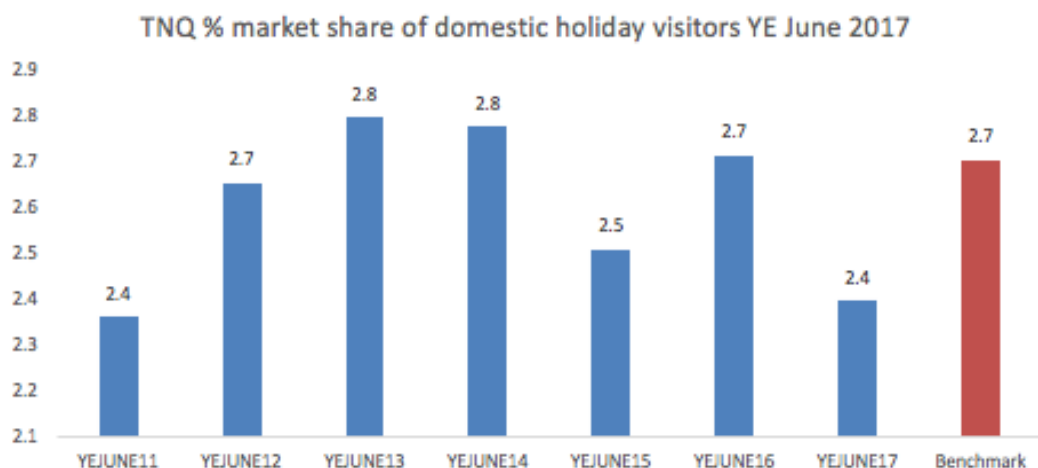
TTNQ attended the Flight Centre Travel Expos in February 2017. The event, lead by Flight Centre and TEQ took place over three weekends in Sydney, Melbourne and Brisbane, attracting more than 65,000 visitors.

A media partnership with Newscorp saw the production and distribution of the 26-page magazine insert "Due North" in the Australian Weekender in NSW, Victoria and Southern Queensland in May. This has been underpinned with a substantial digital campaign driving visitation to a series of content features and five new videos highlighting key experiences and product across the region.



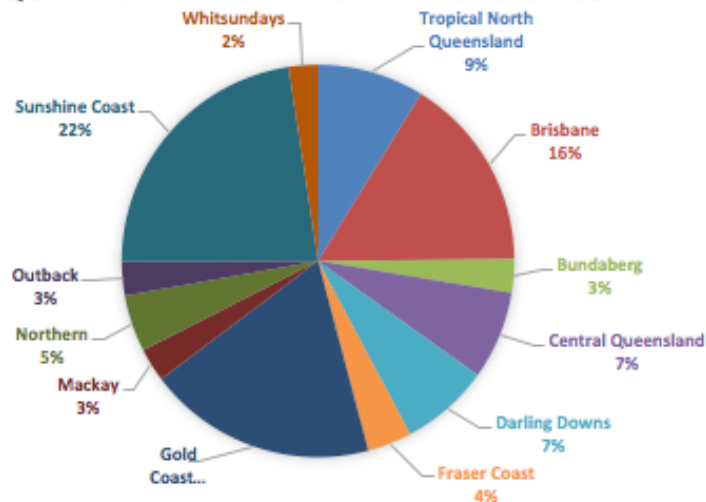
Success

- 902,000 holiday visitors and 2.4% of Australian domestic holiday travel**
(KPI - 904,000 holiday visitor numbers and 2.7% of Australian domestic holiday travel)

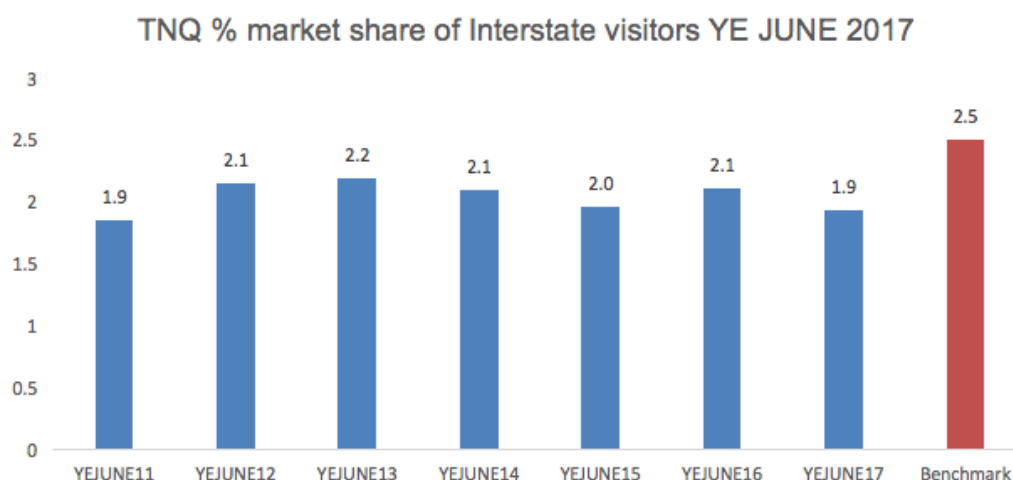


- 9% share of Queensland intrastate holiday travel**
(KPI - 9% share of Queensland intrastate holiday travel)

TNQ SHARE OF INTRASTATE HOLIDAY VISITORS YEJUNE17



3. 2.5% share of Australian interstate domestic travel (KPI - 1.9% share of Australian interstate domestic travel)



KPI - 100% leverage of TTNQ investment in joint campaign activities

Leverage %	TTNQ campaign spend	Campaign partner buy-in
96%	\$1,041,384	\$994,741

International Destination Development

Progress

International visitation to TNQ grew by 4.5% to 898,000 with an average length of stay of 7.5 nights. This growth was driven by holiday visitors which grew 4.7% to reach a record high of 837,000 visitors. Visitor nights grew 3.5% while visitor expenditure remained unchanged (0.4%) at \$1.08 billion due to a 3.7% decline in average spend per night to \$160. China remains the largest source market with stable visitation for 2016-17. Visitation grew from USA, Japan and Germany, while UK visitation softened.

Direct air access is critical to future growth from our international markets. Currently more than 70% of international visitors travelling through the Cairns Airport use domestic flights. The advent of direct scheduled services from China will be a strong stimulus for growth.

With the growth in demand for new product and itinerary suggestions, TTNQ is continuing to work with our international trade partners to develop

new and extended itineraries encouraging greater dispersal and extended stays in the region.

Significant Activities and Events

China

After consistent double-digit growth from China, this market stabilised with a 1.2% decline to 214,000. The Chinese New Year period saw an opportunity lost with China Eastern unable to announce services to Cairns due to the inability to obtain aircraft service slots at Shanghai. This was the first Chinese New Year in three years not to have charter flights, although there was additional capacity from Hong Kong Airlines and domestic connections for Chinese travellers. Direct flights announced by China Southern Airlines to start in December 2017 will grow these figures with more than 33,000 seats on the Cairns to Guangzhou route each year.

Chinese agents report there is an increase in travellers staying in Palm Cove and Port Douglas resulting in greater dispersal for our region.

TTNQ partnered with Tuniu, one of China's top four online travel agents, in 2016-17 and during that time more than 2000 people booked Cairns & Great Barrier Reef holidays through their platform, while our product offering on the platform has increased by 30%. Tuniu's influence is considerable with just one outdoor advertising campaign using multiple billboards in Chengdu to promote Cairns & Great Barrier Reef reaching around 8 million people per day.

Our relationship with the trade has strengthened with major agent Step the World looking after the northern market, Utour for the eastern market and GZL and Shenzhen CEPT for the southern market. Utour has a Cairns & Great Barrier Reef themed flagship store in Shanghai's CBD for two years. Through these agents TTNQ has run multiple campaigns with great success and trained agents in market.

Highlights include:

- Hangzhou Cultural Productions visited TNQ in July 2016 to produce a romantic comedy online movie 'Australian Raider' plus TNQ dedicated episodes for the highly popular TV travel show 'Dream Runner'. The shows received over 24 million views in market and is online with a potential reach of 284 million.
- Popular Taiwanese travel TV show 'iWalker' shot several dedicated TNQ episodes in August 2016 with an audience of over 220,000 in Taiwan, South China and South East China.
- Three Chinese celebrities visited TNQ to shoot the second season of an online reality show 'Travel with Superstar' which generated over 20 million clicks while the first six episodes screened in November and December 2016 received more than 10 million views.

- For the first time, more than 20 runners from China participated in the Great Barrier Reef Marathon and the event reached an audience of over 6 million in China. This resulted in Lion Travel wanting to use major sporting events to promote Cairns & GBR region as a longer-stay, FIT destination in both China and Taiwan.
- Guangzhou TV, Beijing TV, Bazaar Men and QQ Travel produced dedicated content on Cairns & GBR reaching an audience of over 60 million.
- In partnership with TEQ, TTNQ welcomed two major reality shows 'Divas on the Road' and 'We are in Love' across major networks in China which received strong PR value.

Japan and Korea

The number of visitors from Japan grew 5.4% to 110,000 with Cairns airport recording a record month for passengers on the direct Osaka and Tokyo routes in March 2017. The 32,880 passengers flying on these routes was the highest number since 2005. Jetstar significantly increased services between Osaka and Cairns from five a week to daily in December 2016.

The Jin Air Charter services between December and January delivered almost 6000 additional passengers and a \$9 million boost to Cairns thanks to an average load factor of 97%. The airline announced it would provide 12 seasonal services to Cairns from South Korea between December 22, 2017 and January 30, 2018.

TTNQ provided 31 training sessions in Cairns, Japan and Korea to a total of 978 trade staff in 2016-17.

Highlights included:

- Ten top HIS sales agents visited TNQ as part of an HIS General Manager's incentive award. They did a training session with members and on return to Japan they worked alongside TTNQ's Marketing Manager to

conduct a series of training seminars with HIS retail agent staff to increase awareness of this region.

- TTNQ hosted a Korean Inbound Agents educational in August 2016 and welcomed key wholesalers to the region in September.
- TTNQ and 12 members attended Queensland on Tour Japan in September 2016. Eight members participated in additional TTNQ Roadshow events in Sapporo and Fukuoka. Five members attended Queensland on Tour Korea the following week.
- TTNQ escorted 10 Japanese school representatives to TNQ. One school confirmed a trip for 2019, while others are discussing the opportunities.
- TEQ in partnership with Jetstar brought 20 key wholesale agents to Cairns in April 2017. TTNQ created itineraries and hosted a seminar and networking dinner.
- In partnership with TEQ, TTNQ hosted eight Japanese inbound tour operators from Sydney and the Gold Coast on a famil in the region in June 2017 to showcase accommodation options and new products.
- TTNQ was a part of seven group seminars held in four cities cross Japan in June 2017 targeting MICE and school groups.
- TTNQ in conjunction with Tokyo Sunshine Aquarium showcased Cairns & Great Barrier Reef at an exhibition from November 2016 to mid-January 2017.

North America

Visitation from North America grew 3.7% to 137,000 in 2016-17 driven by a resurgence in Group Series business.

- TTNQ attended Australian Marketplace and Queensland on Tour North America in March 2017.

United Kingdom

The number of visitors from the UK fell 5.6% to 92,000 in 2016-17. Market intelligence tells us that the uncertainty over Brexit is still affecting travel.

- 45 media and 58 trade visited from UK/Europe in 2016-17 including 34 agents from DNATA who shared their Top Tips through consumer activity.
- A UK First Timers campaign was conducted with Flight Centre, TEQ and the Northern Territory.

Europe

European visitors grew 8.2% to 161,000 in 2016-17. German travellers increased by 9.7% to 57,000, while French visitors fell 3.3% to 18,000. The Working Holiday Visa tax is having a negative effect on the youth and adventure market segment, especially out of Germany, Italy and France.

Highlights include:

- TTNQ Western Marketing Manager Claudia McFadden and eight TTNQ members attended Queensland on Tour Europe and UK/Scandinavia in January 2017.
- In conjunction with TEQ, Aussie Specialist famil groups from Italy and Germany visited TNQ in November 2016. All agents were first time visitors to TNQ.
- A French agent group from Voyageurs du Monde was in region in October 2016.
- TEQ/TTNQ partnership campaigns with Philippine Airlines, Cathay Pacific and Singapore Airlines were in market during the year focusing on the self-drive segment from Europe and showcasing Cairns as the gateway city into Australia out of the UK. These included One Stop to the Great Barrier Reef.

New Zealand

The number of visitors from New Zealand grew 12.1% to 48,000. While TNQ faces stiff competition thanks to aggressive airfare promotions by North American carriers and significant tactical offers from our key competitors USA/Hawaii, Bali, and the Pacific Islands, we have had a successful familiarisation campaign, and have received strong growth from this market.

- Fifteen agents visited TNQ in September 2016 on two separate itineraries, while an independently organised educational by Flight Centre NZ brought an additional 11 agents to our region.
- Ten agents participated in a 4-night educational in TNQ as part of Queensland on Stage New Zealand 2017.
- Celebrity chef Brett McGregor visited TNQ in April 2017 to film an episode for the 'Taste of a Traveller' TV series.
- A New Zealand Herald journalist travelled to TNQ as part of TEQ's NZ Winter campaign.
- Five agents visited TNQ in November 2016 on a drive itinerary for families with an emphasis on the less familiar areas of TNQ including the Atherton Tablelands and the Cassowary Coast.
- TTNQ sales calls included meetings and training with key wholesalers, airlines and media partners.
- 110,000 copies of TTNQ's magazine 'Due North' were inserted in the NZ Herald on Sunday in May.

Emerging Markets

The number of visitors from India grew 33.2% to 31,000 in 2016-17. SilkAir's direct flights from Singapore to Cairns increased from four to five flights per week in November 2016, providing greater access from India to Cairns. However, more than 90% of Indian visitors come through

other domestic ports in Australia, with Cairns often the fourth stop on a multi-stop itinerary.

Success

KPI - 200% leverage of TTNQ investment in joint initiatives

Met through famil support from operators.

Leverage %	TTNQ campaign spend	Campaign partner buy-in
212%	\$2,124,105	\$4,512,362

KPI - Improved / increased destination emphasis by trade partners as measured via the Destination Experience Product Gap Analysis (DEPGA) [annual brochure audit]

An annual DEPGA review was conducted across key source markets throughout the year. The key findings indicated that the number of itineraries and depth of product and dispersal has grown in China and Japanese wholesale programmes which extended to include Port Douglas and Island product for the first time. USA and UK product offering remained consistent with previous years with little change in TNQ offering and Germany featured a very broad range of TNQ experiences.

Improved/increased destination emphasis by trade partners as measured via DEPGA annual brochure audit.

Resort Holiday (Mono) Destination Development

Progress

TTNQ's proposal with partners TEQ, Cairns Airport and Cairns Regional Council, to bring more Chinese tourists to Cairns and the Tropical North received the go-ahead with the State Government establishing the Connecting with Asia Fund. With the assistance of this Fund, China Southern will commence three scheduled

services per week in December 2017 delivering 33,852 seats from Guangzhou to Cairns.

These flights will be supported by a strong marketing campaign in China directed at the experienced high-yield market seeking a resort holiday destination with the natural attractions and diversity of product and experiences that this region offers.

There will be an ongoing famils programme with more than 200 agents to visit TNQ in 2017-18 and a focus on itinerary development to encourage regional dispersal.

TTNQ is ensuring our members are ready for the influx of China visitors with workshops to be rolled out in the 2017-18 financial year to assist them in meeting the demands of this market. We are developing a trade toolkit and assisting with itinerary planning.

Events

Progress

The 2016-17 financial year was one of consolidation for business, major and regional events. Business Events Cairns & Great Barrier Reef (BEC) achieved a 34% increase in leads and almost doubled the events secured in 16/17.

TEQ undertook a funding review of the six-convention bureaux in Queensland which resulted in a guaranteed funding commitment of \$400,000 from July 2017 through to June 2020 for BEC. The focus, however, will shift towards marketing to the key international markets of New Zealand, US, China and the secondary markets of UK, Japan and SE Asia. The lack of subvention funding continues to be an issue at a local, state and national level. A submission was made by Cairns Convention Centre and Business Events Cairns, with endorsement from Darwin Convention Centre and the Northern Territory Convention Bureau under the Northern Australia

White Paper for funding of \$15 million over three years to attract events that align with the economic priorities of the region.

Following the implementation of the Regional Event Prioritisation Strategy, the region's event portfolio continues to assist in balancing the shoulder seasons for the destination. The partnerships between TEQ and local councils continues to grow with all stakeholders working collaboratively to achieve event outcomes. Of the 46 Major and Regional Events held throughout the region, 43% of these were held in the shoulder or low season. Mountain bike promotion continued to be a focus ahead of the 2017 UCI World Mountain Bike Championships.

Significant Activities and Events - Business Events

The BEC team delivered 96 leads to members which were valued directly and indirectly at \$126 million. In addition, 45 events were confirmed delivering economic impact to the region of \$45 million. BEC was invited to bid for the Amway China Leadership Seminar for April 2019 which was subsequently won in August 2017. The unaudited QBES statistics recorded a decline of 81 meetings to 362, however, both delegates (31,095) and delegate days (114,271) were on up on the previous year so the result was positive.

Key activities for the year included:

- Trade Show attendance at IMEX USA, BEA North Asia Showcase, AIME and PAICE.
- Regional Showcase in Melbourne and Sydney.
- Hosting Sell TNQ in Port Douglas.
- Development of the new Business Events website.
- Distribution of content via five Bureau Briefs, nine media stories and social media via Twitter and LinkedIn.
- Emma Perez was awarded the 2016 Destination Marketing Association International (DMAI) for young leaders.

- The BEC team was awarded the Australian Convention Bureau Innovation Award (AACB) Innovation Award for their member Professional Development Program.

Significant Activities and Events – Major & Regional Events

The team continued to work with stakeholders to secure events for the region along and promote the destination to assist with increasing participation, visitation and length of stay. This included activity with GBR Masters, Cairns Airport Adventure Festival, AFL, NRL and Port Douglas Marathon. New events confirmed for the region included the Queensland Cup Netball competition (August 2017), Beach Netball (November 2017), Elton John (September 2017) and Tour de Cure (April 2018).

Success

In 2016-17 45 events were confirmed which will deliver an economic impact of \$45 million to the region.

Consumer Advocacy

Progress

TTNQ's digital team established a content strategy for the destination and progressed its digital strategy. This included an audit and review of social media followed by the establishment of a content development and measurement framework as part of a long-term plan for efficient digital asset management. As part of this a digital service map and briefs for a website upgrade were developed with the target of a September launch of a new consumer website to provide a platform for both us and the industry to leverage. Digital resources will be increased by two staff to enable this focus in 2017-18.

TTNQ undertook stakeholder engagement with LTOs about the future of digital and content in the region and how they could be involved. We

continue to partner with TA and TEQ and ensured we were strategically aligned with their vision.

TNQ's social reach generated 136 million impressions while the portfolio of web properties had 205,000 unique visits.

The Cairns & Tropical North Visitor Information Centre refocused their dedicated volunteers as 'Inspiration Ambassadors' to build on the Centre's 21-year history of informed customer service focused on destination knowledge. The more than 40 experienced volunteers underwent continuous training with a focus on 'China Ready' activities. It is pleasing to see the VIC volunteer pool continues to be diverse with a broad range of ages, spoken languages and cultural backgrounds.

It is the third year of our Frontier Ambassador program that is successfully servicing customers heading to Cape York and surrounds. Customised 'Welcome' facilities staffed by volunteers greeted cruise ship guests at both Cairns Port and Yorkeys Knob terminals. The VIC volunteers also coordinate information services at various Cairns festivals and events.

Significant Activities and Events

Highlights included:

- A digital partnership with Trip Advisor delivered 1.5 million impressions.
- Integrated campaign activity undertaken with News Corp incorporating digital display and digital advertorial placements.
- Developing a portfolio of 360 degree footage for TTNQ/TEQ/TA distribution. Its social reach generated 136 million impressions.
- Leveraging VIP visits to the region including Alicia Silverstone, Mark Ruffalo and Magda Szubanski.
- Two focus groups were conducted in August 2016 to fine tune a 'Customer Centricity' program through the Australian Small

Business Advisory Services – Northern Australia Tourism Initiative service. This initiative will provide TNQ industry with a full year training program and facilitate their self-diagnosis, management and monitoring of how effective their business is in leveraging customer value.

- TTNQ supported the development and activation of a new 'GBR-Story telling'

workshop which will see the introduction of a story telling toolkit to support our industry's ability to develop and deliver one-of-a kind experiences.

- Management of the Airport Ambassador program was transitioned to the Cairns Airport.

Success

Digital table 2016-17

FY 16/17 Advocacy, Owned and Earned Platforms

This revised framework represents the first step in transitioning measurement



Visual Influence (Social)						
Reach		Same Period last FY (May 16 - Jun 16)	Previous Reporting Period (Mar 17 - Apr 17)	This Reporting Period (May 17 - Jun 17)	YoY % Change	% Change (Previous Reporting Period)
Amount of impressions for Facebook, Instagram and Twitter. Amount of Views on Youtube.						
Facebook - Consumer		693,271	1,168,320	1,213,933	75%	4%
Instagram - Consumer		19,075,894	18,238,911	20,458,360	7%	12%
Twitter - Consumer		730,001	283,060	494,038	-32%	75%
YouTube - Consumer		22,906	12,360	14,074	-39%	14%
Twitter - BEC		30,894	13,252	18,377	-41%	39%
Facebook - Ride Cairns		163,143	78,619	174,828	7%	122%
Instagram - Ride Cairns (like)		-	135,353	105,092	-	-22%
Total		20,716,109	19,929,875	22,478,702	9%	13%
Potential Future Expenditure (POI)		Same Period last FY (May 16 - Jun 16)	Previous Reporting Period (Mar 17 - Apr 17)	This Reporting Period (May 17 - Jun 17)	YoY % Change	% Change (Previous Reporting Period)
POI is a calculated metric designed to attribute economic impact to destination marketing social media activity. It takes into account user engagement, average spend per visitor in region and typical channel impact rates. This metric is the result of a white paper produced by the DMAI and whilst imperfect, provides a balanced platform for when we can attribute ROI and better understand relative impact of channel activity.						
Facebook - Consumer		\$1,354,843.27	\$748,893.58	\$1,072,693.27	-21%	43%
Instagram - Consumer		\$8,099,839.38	\$7,882,716.09	\$8,551,773.99	6%	8%
Twitter - Consumer		\$140,551.45	\$71,445.49	\$131,589.26	-6%	84%
YouTube - Consumer		\$816,312.51	\$440,479.47	\$501,562.13	-39%	14%
Twitter - BEC		\$6,697.64	\$1,799.64	\$3,095.37	-54%	72%
Facebook - Ride Cairns		\$120,088.97	\$57,241.63	\$86,716.81	-28%	51%
Instagram - Ride Cairns		-	\$97,310.38	\$61,437.15	-	-37%
Total		\$10,538,333.22	\$9,299,886.28	\$10,408,867.98	-1%	12%
Engagement Rate (Engagements per post)		Same Period last FY (May 16 - Jun 16)	Previous Reporting Period (Mar 17 - Apr 17)	This Reporting Period (May 17 - Jun 17)	YoY % Change	% Change (Previous Reporting Period)
This definition of engagements differs by channel: Facebook Unique likes, comments, & shares Instagram Comments & likes Twitter Retweets, likes, clicks & mentions Engagement rate is expressed as number engagements per post.						
Facebook - Consumer		846	664	911	8%	37%
Instagram - Consumer		3,127	3,607	3,553	14%	-1%
Twitter - Consumer		43	59	69	60%	17%
Twitter - BEC		17	27	15	-12%	-44%
Facebook - Ride Cairns		175	61	96	-45%	57%
Instagram - Ride Cairns		-	335	279	-	-17%
User Contributions		Same Period last FY (May 16 - Jun 16)	Previous Reporting Period (Mar 17 - Apr 17)	This Reporting Period (May 17 - Jun 17)	YoY % Change	% Change (Previous Reporting Period)
Number of submissions to relative hashtags from users on Instagram						
Instagram - #exploreTNQ		8,438	10,140	9,935	18%	-2%
Instagram - #ridecairns		-	348	374	-	7%
Web Property Performance						
Monthly Unique Visitors		Same Period last FY (May 16 - Jun 16)	Previous Reporting Period (Mar 17 - Apr 17)	This Reporting Period (May 17 - Jun 17)	YoY % Change	% Change (Previous Reporting Period)
Number of unique users visiting a website in a single month.						
Consumer website		21,176	21,936	18,707	-12%	-15%
Blog website		4,785	8,212	9,506	99%	16%
Drive website		302	143	145	-52%	1%
BEC website		1,024	899	919	-10%	2%
Ride Cairns website		-	3,409	7,285	-	114%
Total		27,287	34,599	36,562	34%	6%
Clicks from Organic Search		Same Period last FY (May 16 - Jun 16)	Previous Reporting Period (Mar 17 - Apr 17)	This Reporting Period (May 17 - Jun 17)	YoY % Change	% Change (Previous Reporting Period)
Number of visitors arriving at a website from natural listings in search engines (95%+ from Google)						
Consumer website		13,882	15,119	12,575	-9%	-17%
Blog website		2,677	6,224	8,098	203%	30%
Drive website		165	2	7	-96%	2.5
BEC website		578	658	684	18%	4%
Ride Cairns website		3,265	3,134	4,691	44%	50%
Total		20,567	25,137	26,055	27%	4%
Average Time Spent Per User		Same Period last FY (May 16 - Jun 16)	Previous Reporting Period (Mar 17 - Apr 17)	This Reporting Period (May 17 - Jun 17)	YoY % Change	% Change (Previous Reporting Period)
Average time a user spends on a site. NB: This total may span multiple visits/ sessions and represents the entire amount of time per person per month spent browsing.						
Consumer website		0:02:35	0:01:57	0:02:08	-17%	10%
Blog website		0:01:13	0:01:05	0:01:16	4%	18%
Drive website		0:00:34	0:00:51	0:00:56	66%	8%
BEC website		0:01:35	0:02:05	0:01:57	23%	-7%
Ride Cairns website		0:01:35	0:01:49	0:02:32	60%	40%
Average Pages Per Session		Same Period last FY (May 16 - Jun 16)	Previous Reporting Period (Mar 17 - Apr 17)	This Reporting Period (May 17 - Jun 17)	YoY % Change	% Change (Previous Reporting Period)
Average number of pages a user browses in a single visit.						
Consumer website		2.49	2.21	2.34	-6%	6%
Blog website		2.72	1.31	1.36	-50%	3%
Drive website		1.06	1.15	1.13	7%	-1%
BEC website		2.14	2.32	2.22	4%	-4%
Ride Cairns website		1.83	2.00	1.79	-2%	-10%
Visitor Information Centre						
VIC Metrics		Same Period last FY (May 16 - Jun 16)	Previous Reporting Period (Mar 17 - Apr 17)	This Reporting Period (May 17 - Jun 17)	YoY % Change	% Change (Previous Reporting Period)
Footfall reported as measured by VIC door counter.						
Footfall		10,679	12,605	14,878	39%	18%
# Cruise PAX Greeted		8,218	30,052	10,963	33%	-64%
Conversions (# Pax Booked)		1,677	1,512	1,595	-5%	5%
AOV (Per PAX)		\$ 137.04	\$ 135.23	\$ 133.52	-3%	-1%
Conversion Rate		16%	12%	11%	-32%	-11%

Destination Tourism Plan Management

Progress

The annual Destination Tourism Plan (DTP) workshop was held in November 2016. TTNQ delivered the workshop in partnership with Regional Development Australia Far North Queensland and Torres Strait (RDA). There was a diverse range of 45 key stakeholders from across the entire region.

The workshop aimed to review the DTP and its priority themes and was undertaken with the following goals:

- To increase our engagement with the key stakeholders in the region;
- Elevate the status of the DTP as the key strategic document for tourism growth;
- Identify key priorities for the region; and
- Determine if key priorities were still in line with the original 2014 DTP priorities.

Attendance at the review included representatives from Advance Cairns, Regional Development Australia Far North Queensland and Torres Strait, Far North Queensland Regional Organisation of Councils (FNQROC), Department of State Development, Queensland Parks and Wildlife Service (QPWS), Wet Tropics Management Authority (WTMA), Great Barrier Reef Marine Park Authority (GBRMPA), Local Governments, Councillors, Local Tourism Organisations Industry representatives, Central Queensland University (CQU), James Cook University (JCU), TEQ, Alliance for Sustainable Tourism and TTNQ Board members.

Top 10 Key Priorities for TNQ 2017

1. Adequate funding and investment in natural assets; Deliver the 'world's best practice' in sustainable tourism in TNQ; Delivery of Citizens of the GBR.
2. Genuine Indigenous participation.

3. Sustainable funding models for Regional Tourism Organisations and Local Tourism Organisations
4. Continue to grow events in TNQ in shoulder and low seasons; Leverage Commonwealth Games
5. Provision of greater digital and mobile connectivity
6. Aviation – direct flights
7. New product development
8. Targeted investment attraction
9. Increase dispersal of visitors throughout TNQ
10. Comprehensive research and evidence based strategy

The DTP workshop further highlighted that the tourism industry should aim to be environmentally sustainable and 'walk the talk' of promoting the 'world's best destination to engage with nature'. TTNQ has reviewed internal policy and a new environmental sustainability policy has been approved.



DTP Management Structure



- The DTP will be reviewed on an annual basis to determine any high-level changes and set priorities for the following year.
- A DTP management group with key stakeholders will meet on a six-monthly basis in February and August to discuss the progress across all areas of the Key Drivers and Enablers.
- This group met and approved the management structure in February 2017.
- Stakeholder representatives at the DTP management group are as follows: Representative from each LTO, FNQROC, RDA, Advance Cairns, TEQ, CRC, Department of State Development, CQU, JCU, QPWS, WTMA, GRMPA, Cairns Airport.
- Other strategic meetings that will be used to facilitate communication on the delivery of the DTP actions and priorities will be –
- Northern Forum six-monthly meeting with QPWS, WTMA and TTNQ
- FNQROC Economic Development Advisory quarterly meetings
- LTO quarterly meetings
- CRC Economic Priorities quarterly meetings
- Alliance for Sustainable Tourism quarterly meetings

Success

The revised growth forecast targets for TNQ are \$4.36 billion by the year ending 2020-21. TNQ is currently tracking to achieve this growth target. The forecast target for the year ending 2015-16 was \$3.3 billion and the actual expenditure for the year ending 2015-16 was \$3.36 billion. The Strategic Plan Framework identifies that the DTP expenditure targets will be delivered by the facilitation of stakeholder focus and implementation of the DTP priorities.

Total tourism expenditure was \$2.97 billion for the year ending 2016-17 with a growth target of \$3.47 billion.

Corporate and Membership Services

Progress

The operations plan underpins the best imaginable provision of corporate services to support delivery of the six defined strategies of the organisation. The operations plan incorporates finance, corporate governance, human resources, membership, destination management and stakeholder relations.

Core Strategies

1. Management, optimisation and reporting on financial assets.

The 2016-17 Management financial position was as forecast. The Financial reporting position presents a higher profit resulting from the recognition as revenue, of grant funds for future expenditure. Audited unqualified Financial Statements have been prepared.

Interim and year-end audits were undertaken as were audits of some grant funding agreements. Financial reporting, including funding acquittals, were completed on time for deadlines, monthly management reports and quarterly budget forecast reviews were made to department heads and Finance and Risk Management Committee. All campaign and leverage figures were tracked and recorded throughout the financial year.

Corporate governance was maintained at a high standard with all necessary company secretariat actions and government and board reporting completed.

2. Development of a highly skilled, engaged team.

The CEO completed both mid-term and full-term annual performance reviews of the Executive team, who in turn completed the same performance reviews with all staff. A confidential staff satisfaction survey was conducted with satisfaction levels increasing in 2016-17.

CEO Alex de Waal left at the end of May 2017.

Staff undertook a range of in-house and external training and development programs throughout the year, with a focus on building digital capability.

3. Improved community and stakeholder engagement/expectations.

Stakeholder engagement was very successful in 2016-17 which had the highest recorded membership retention rates and 42 new members sign up. Stakeholder expectations are managed through membership engagement and recognition, industry engagement and community engagement.

Inductions were held for new members and members were engaged throughout the year with regular newsletters giving news about both TTNQ and member activities. Seven networking functions, including functions in Daintree, Palm Cove and Port Douglas were held showcasing member properties and updating members on TTNQ activities.

The Australian Small Business Advisory Services – Northern Australia Tourism Initiative service coordinated by TTNQ assisted small or intending tourism operators in developing the tools necessary for their businesses through 29 workshops in Cairns, Port Douglas and Mission Beach and 80 one-hour individual mentoring sessions.

Success

1. Meeting of budget

Forecasted management budgets and cash flows were met.

2. Clean audit report

Clean audit report received.

3. Membership retention > 95%

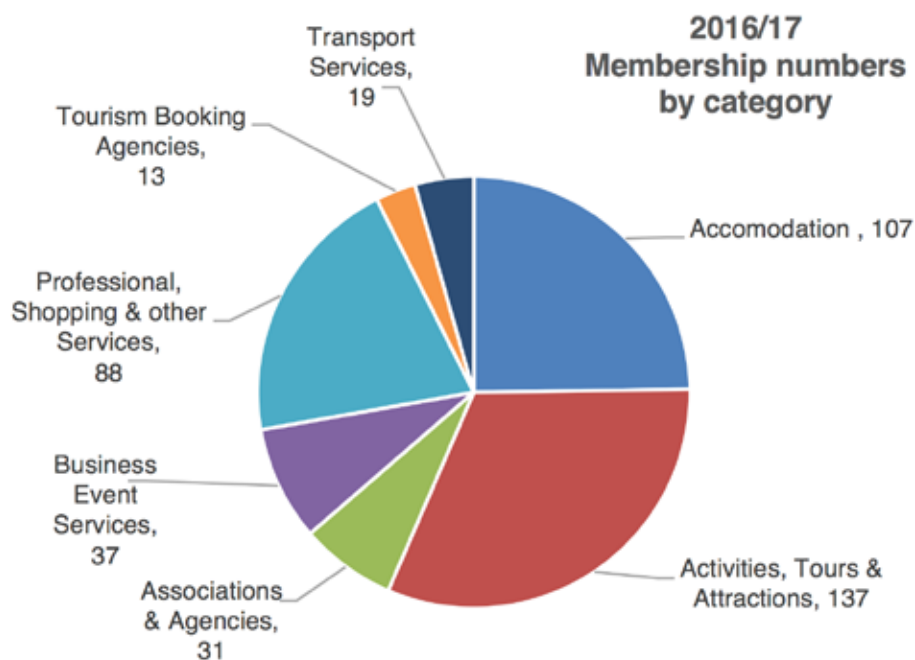
98% retention achieved

4. Increase non-industry membership > 10%
24 (57%) of new members were non-tourism industry operators. They are industry support services.

5. Staff satisfaction level increase to 3.5
2016-17 reported 3.27 and increase on 2.66 reported in 2015-16.

6. Aggregate staff values rating > D
Average was B.

7. Corporate communications engagement rate exceeds industry average > 25%
Engagement is 35 - 40%.



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**Far North Queensland Promotion
Bureau Limited trading as
Tourism Tropical North Queensland
ABN 94 009 953 084**

Annual financial report
For the year ended 30 June 2017

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Directors' report

The directors present their report together with the financial statements of Far North Queensland Promotion Bureau Limited (the "Company") for the financial year ended 30 June 2017 and the auditor's report thereon.

Directors

The directors of the Company at any time during or since the end of the financial year are:

Name and qualifications	Special responsibilities	Experience
Mr Max Shepherd Assoc. Diploma – Business Justice of the peace – Qualified. Fellow – AICD	Chair Appointed Director Chair – Platinum Forum Member – Finance & Risk management Committee.	Director – Skyrail Rainforest Foundation Ltd Chair – Alliance for Sustainable Tourism Member – Advance Cairns Advisory Council
Mr Ross Steele Bachelor of Business (Acc), Fellow - Certified Practising Accountant Certified Facility Executive Member - AICD	Deputy Chair Cairns South Director Chair – Finance & Risk Management Committee Chair – Business Events Strategic Panel	General Manager – Cairns Convention Centre Treasurer – ICCA Australia Company Secretary – BECA Member – FNQ Engagement Committee of Central Queensland University.
Ms Janice Antonson Bachelor of Arts. Diploma – Tourism & Business Marketing Member – AAAE (Position lapsed 30 June 2016)	Appointed Marketing Partner representative	General Manager – Aeronautical Development and Marketing at North Queensland Airports Past Chair – PATA Past Director – Crime Stoppers International Past Chair – Pacific Northwest Cruise Assoc. Past Chair – Bahamas Hotel Assoc. Past Director – Canadian Tourism Commission
Mr Russell Boswell Grad Cert – Marketing. Diploma of Education Bachelor of Arts Cert IV – Training Assessing Cert III – Tour Guiding	General Director Chair – Indigenous Tourism Strategic Panel	Manager – Savannah Way Limited Manager – Savannah Guides Limited Director – Alliance for Sustainable Tourism Director – Boz Oz Pty Ltd
Mr David Breadmore MBA – Tourism Hospitality (Retired 14 September 2016)	Director – Southern Zone Chair - LTO Strategic Panel	Board – Tropical Coast Tourism Committee Member – Tropical Coast Tourism Alternative Director/General Manager – Castaways Resort Director – BST Consulting Director – Reef Goddess (MB) Pty Ltd Director – MB Reef Adventures Pty Lrd Director – Mission Beach Dive

Name and qualifications	Special responsibilities	Experience
Mr Gary Kerr Bachelor of Business (Retired 1 June 2017)	General Director	Director Economic Development, Environment & Community – Cook Shire Council Director – Global ISES Pty Ltd
Prof. Robyn McGuiggan PhD, Marketing – Consumer Behaviour Masters – Commerce Bachelor of Science (Hnrs) Fellow – AICD	General Director Member – Finance & Risk Management Committee	Deputy Vice-Chancellor, Global Strategy & Engagement – James Cook University. Director – LA Wade marketing Pty Ltd Director JCU health Pty Ltd Director – Australian Festival of Chamber Music – North Queensland. Chair – JCU pathways Pty Ltd
Mr Dominic O'Donnell	Appointed Director Chair – Japan Strategic Panel	General Manager – Shangri-La Hotel NQ Representative of the National Accommodation Division of Tourism Accommodation Australia. Chair – Queensland Hoteliers Association – NQ Division.
Mr Todd Parker	General Director Chair – Tourism Events Strategic Panel Chair – Greater China & Asia Strategic Panel	Managing Director – Parker Travel Collection Global Distribution Mentor to Tourism Australia Executive Board Director – Trinity Anglican School.
Mr Michael Trout (Retired 26 October 2016)	Director – Tropical Tablelands /Remote Area Zone	Chair – Tropical Tablelands Tourism General Manager – Swanwood Pty Ltd
Ms Sheena Walshaw B. Science – Psychology	General Director Chair – Western Markets Strategic Panel Chair – Domestic Market Strategic Panel	Managing Director – Keydane Pty Ltd t/a Jungle Adventures Cape Tribulation & Jungle Surfing Canopy Tours. Chair – Port Douglas Daintree Tourism Ltd
Mr Gordon Wellham Member of the Order of Australia GAICD Bachelor of Economics Graduate Dip. Strategic Studies Dip. Applied Science (Econ) Graduate of United States Defence Resources Management Institute (Retired 25 October 2016)	Director – Cairns North	Director – Exemplar Coaches and Limousines
Mr Peter Woodward B. Commerce B. Science (Computer Science) (Elected 25 October 2016)	General Director Chair – Digital Strategic Panel	Managing Director - CaPTA Group of Companies Managing Director – Respax

Name and qualifications	Special responsibilities	Experience
Mrs Ghislaine Gallo (Appointed 16 November 2016)	Director – Tropical Tablelands /Remote Area Zone	Manager – The Crystal Caves Director – Tropical Tablelands Tourism
Mr Mark Evans Diploma of Management (Appointed 21 November 2016)	Director – Southern Zone	Managing Director – Paronella Holdings Pty Ltd Managing Director – Tropical Canopy Pty Ltd Chair – Tropical Coast Tourism TEL –Strategic Advisory Committee
Wendy Morris B. Science (Hnrs) Marine Biology/Zoology Grad. Cert. Management Graduate AICD Cert IV Training & Assessment (Appointed 26 April 2017)	Appointed Director	Managing Director – Reef Society Advisory Board Member – Advance Cairns Board Director – Citizens of the Great Barrier Reef

Company secretary

Ms Andrea Fogarty (CA, GAICD, Bachelor Commerce, Certificate IV Human Resources), was appointed to the position of company secretary in March 2004.

Directors' meetings

The number of directors' meetings and number of meetings attended by each of the directors of the Company during the financial year are:

Director	Board Meetings		F&RMC	
	No of meetings Held^A	Attended^B	No of meetings Held^A	Attended^B
Mr Max Shepherd	7	7	7	6
Mr Ross Steele	7	6	7	7
Ms Janice Antonson (position lapsed 1 July 2016)	-	-	-	-
Mr Russell Boswell	7	6	-	-
Mr David Breadmore (retired 14 September 2016)	2	2	-	-
Mr Gary Kerr (retired 1 June 2017)	6	5	-	-
Prof. Robyn McGuiggan	7	4	7	6
Mr Dominic O'Donnell	7	5	-	-
Mr Todd Parker	7	7	-	-
Mr Michael Trout (retired 26 October 2016)	3	1	-	-
Ms Sheena Walshaw	7	6	-	-
Mr Gordon Wellham (retired 25 October 2016)	3	2	-	-
Mr Peter Woodward (elected 25 October 2016)	5	5		
Ms Ghislaine Gallo (appointed 16 November 2016)	4	4		
Mr Mark Evans (appointed 21 November 2016)	4	3		
Ms Wendy Morris (appointed 26 April 2017)	2	2		

^A Number of meetings eligible to attend

^B Number of meetings attended

The Finance and Risk Management Committee comprising Ross Steele as Chair, Max Shepherd, Prof. Robyn McGuiggan and attended by the CEO Alex deWaal (resigned 3 May 2017), Company accountant and Company Secretary, Andrea Fogarty and Grant Thornton partner Graham Coonan, met during the financial year. The purpose is to discharge the board responsibilities as they relate to:

- The financial reporting process;
- The existence and maintenance of internal controls and accounting systems; and
- Corporate governance.

Membership

Classes of membership

The Company is a company limited by guarantee. Under the Company's constitution, there are five classes of membership.

Members' liability

Each member of the Company undertakes to contribute to the assets of the Company in the event of it being wound up while that person is a member or within one year after that person ceased to be a member for payment of the debts and liabilities of the Company contracted before that person ceased to be a member and of the costs, charges and expenses of winding up and for adjustment of the rights of the contributors amongst themselves, such amount as may be required, not exceeding \$10.

Objectives

The Company's objective is to build destination awareness for the "Tropical North Queensland" region in Australia and international markets under relevant destination branding in order to deliver maximum visitor numbers and expenditure. The Company will meet this objective through:

- Industry leadership
- Securing and leveraging funds through sustainable funding models
- Marketing the region to convert interest to sales and grow market share
- Maintaining a destination tourism plan and destination marketing partnerships
- Engaging industry in enhancing customer advocacy
- Monitoring markets and providing market insights
- Stimulating aviation growth, sector development and diversification
- Maximising tourism economic benefit for the region by growing visitor expenditure
- Boosting positive perceptions of the tourism industry within the region
- Maintaining a strong strategic direction

Tourism Tropical North Queensland strategic plan

The following strategies have been developed and adopted by the organization in order to achieve company objectives:

- Domestic market – Insight driven co-operative marketing
 - Strong partnership with TNQ industry to deliver highly effective, customer insight driven domestic cooperative marketing initiatives
- International – Trade destination development
 - Utilise Destination Experience and Product Gap Analysis (DEPGA) of each target market to inform and drive a united TTNQ/TNQ industry destination management focus and international trade distributor influence agenda

- Mono/holiday destination development
 - Define and market, consumer relevant, mono/holiday destination attributes and opportunity to trade distributors and airlines in short/medium haul markets.
- 365 days a year event calendar and leverage
 - Develop strong cooperative relationships with industry, Government and event organisers to create a portfolio of events spread across the 12 months of the year that are leveraged to the maximum benefit of the region
- Consumer advocacy
 - Drive consumer advocacy of the destination via traditional and in particular digital means
- Destination Tourism Plan (DTP) management
 - Manage the facilitation of stakeholder focus and implementation of DTP priorities
- Optimised corporate and membership services
 - Development of a highly skilled, engaged team
 - Improve community and stakeholder engagement/expectations
 - Optimise financial management and reporting

Principal activities

The principal activities of the Company during the course of the financial year related to tourism promotion of Tropical North Queensland. There were no significant changes in the nature of the activities of the Company during the year. The net surplus from ordinary activities after tax amounted to \$162,195 (2016: \$232,327)

There were no significant changes in the nature of the activities of the Company during the year.

Reconciliation of net surplus/(deficit)¹	2017	2016
	\$	\$
Operating surplus from ordinary activities before depreciation and amortisation expenses and the mis-match of grants and grant expenditures	61,395	95,827
Depreciation and amortisation expenses	(68,921)	(54,397)
Receipt of Government grant funds recognised as revenue in 2015/2016 (AASB 1004 Contributions) (ASBAS Yr1)	-	200,000
Expenditure of Government grant funds recognised as revenue in 2015/2016 (AASB 1004 Contributions)(ASBAS Yr1)	(154,667)	(9,103)
Receipt of Government grant funds recognised as revenue in 2016/2017 (AASB 1004 Contributions) (ASABAS Yr2)	200,000	-
Expenditure of Government grant funds recognised as revenue in 2016/2017 (AASB 1004 Contributions) (ASBAS Y2)	-	-
Receipt of Government grant funds recognised as revenue in 2016/2017 (AASB 1004 Contributions) (COGBRF)	825,000	-
Expenditure of Government grant funds recognised as revenue in 2016/2017 (AASB 1004 Contributions) (COGBRF)	(750,000)	-
Receipt of Government grant funds recognised as revenue in 2016/2017 (AASB 1004 Contributions)(Gateway Artwork)	1,107,000	-
Expenditure of Government grant funds recognised as revenue in 2016/2017 (AASB 1004 Contributions) (Gateway Artwork)	(1,057,612)	-
Net surplus for the year	<u>162,195</u>	<u>232,327</u>

¹ Basis of preparation: Operating surplus from ordinary activities is a non-AASB measure that is used as the basis for determining operational results for the financial year. Operating surplus from ordinary activities is determined as net surplus for the year, adjusted for unexpended government grants. Unexpended grants are funds that have been received and remain unspent at reporting date which have been recorded as revenue in accordance with AASB 1004 Contributions. Operating surplus from ordinary activities has not been audited or reviewed.

Key performance indicators

The Company measures its performance through:

- Visitor numbers and market share of Australian domestic holiday travel
- Improved/increased destination emphasis by international trade partners as measured via DEPGA annual audit
- Ratio of industry investment to TTNQ investment in joint campaigns/initiatives
- The proportion of mono destinations stays and seat utilisation of nominated mono destination services
- Growth of the economic contribution of business events measured through QBES statistics
- Reach, engagement, advocacy conversion and media performance
- Tourism expenditure in region
- Membership retention
- Corporate communication engagement rate

Corporate governance statement

Responsibilities

The directors are responsible to the members for the performance of the Company in both the short and the longer term and seek to balance these sometimes competing objectives in the best interests of the Company as a whole. Their focus is to enhance the interests of members and other key stakeholders and to ensure the Company is properly managed. The board draws on relevant corporate governance best practice principles to assist it to contribute to the performance of the Company.

The functions of the board include:

- Review and approval of corporate strategies, the annual budget and financial plans;
- Overseeing and monitoring organisational performance and the achievement of the Company's strategic goals and objectives;
- Monitoring financial performance including approval of the annual financial reports and liaison with the Company's auditors;
- Appointment of, and assessment of the performance of, the chief executive officer;
- Ensuring there are effective management processes in place and approving major corporate initiatives;
- Enhancing and protecting the reputation of the Company;
- Ensuring the significant risks facing the Company have been identified and appropriate and adequate control, monitoring and reporting mechanisms are in place; and
- Reporting to members.

Board members

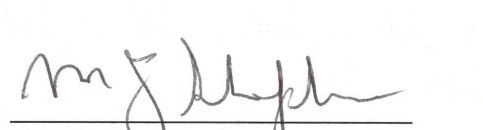
Details of the members of the board, their qualifications, term of office and independence status are set out in the directors' report under the heading "Directors". The board operates in accordance with the principles set out in the Company's constitution, including:

- The board is comprised of not less than 9 and not more than 15 directors. At the date of this report the board consisted of 12 members.
- The Chair of the board is elected by the full board.
- There shall be 9 elected directors. The board has the power to appoint up to 6 additional directors in accordance with the provisions of the "Constitution".

Auditor's independence declaration

The auditor's independence declaration is set out on the following page and forms part of the directors' report for the financial year ended 30 June 2017.

This report is made out in accordance with a resolution of the directors:



Max Shepherd
Director
18th September 2017

Date

Auditor's independence declaration

Cairns Corporate Tower
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Cairns QLD 4870

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W www.grantthornton.com.au

Auditor's independence declaration to the directors of Far North Queensland Promotion Bureau Limited

In accordance with the requirements of section 307C of the *Corporations Act 2001*, as lead auditor for the audit of Far North Queensland Promotion Bureau Limited for the year ended 30 June 2017, I declare that, to the best of my knowledge and belief, there have been:

- a No contraventions of the auditor independence requirements of the *Corporations Act 2001* in relation to the audit; and
- b No contraventions of any applicable code of professional conduct in relation to the audit.



GRANT THORNTON AUDIT PTY LTD
Chartered Accountants



G J Coonan
Partner – Audit & Assurance
Cairns, 18 September 2017

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Statement of comprehensive income

For the year ended 30 June 2017

	Note	2017 \$	2016 \$
Income			
Revenue	5	<u>8,772,265</u>	<u>6,984,018</u>
Expenses			
Administration		1,709,265	1,625,990
Industry representation		353,922	307,169
Marketing and promotion		6,562,706	4,796,409
Research		<u>9,014</u>	<u>46,011</u>
		<u>8,634,907</u>	<u>6,775,579</u>
Results from operating activities		137,358	208,439
Finance income	7	<u>24,837</u>	<u>23,888</u>
Net surplus before tax		162,195	232,327
Income tax expense	4f	<u>-</u>	<u>-</u>
Net surplus		162,195	232,327
Other comprehensive income		<u>-</u>	<u>-</u>
Total comprehensive income		<u>162,195</u>	<u>232,327</u>

This statement should be read in conjunction with the notes to the financial statements.

Statement of financial position

As at 30 June 2017

	Note	2017 \$	2016 \$
Assets			
Cash and cash equivalents	8	1,674,050	1,182,104
Term Deposits		571,508	556,499
Trade and other receivables	9	579,044	148,762
Inventories	10	611	598
Prepayments		33,466	10,219
Total current assets		2,858,679	1,898,182
Property, plant and equipment	11	133,105	177,615
Total non-current assets		133,105	177,615
Total assets		2,991,784	2,075,797
Liabilities			
Trade and other payables	13	1,524,474	1,126,138
Employee benefits	14	87,834	90,784
Provisions	15	28,051	23,966
Deferred income/revenue	16	605,391	263,487
Total current liabilities		2,245,750	1,504,375
Provisions	15	42,026	29,609
Total non-current liabilities		42,026	29,609
Total liabilities		2,287,776	1,533,984
Net assets		704,008	541,813
Equity			
Retained surplus	19	704,008	541,813
Total equity		704,008	541,813

This statement should be read in conjunction with the notes to the financial statements.

Statement of changes in equity

For the year ended 30 June 2017

	2017 \$	2016 \$
Retained surplus		
Balance at 1 July	<u>541,813</u>	<u>309,486</u>
Total comprehensive income		
Net surplus	162,195	232,327
Total other comprehensive income	<u>-</u>	<u>-</u>
Total comprehensive income	<u>162,195</u>	<u>232,327</u>
Balance at 30 June	<u>704,008</u>	<u>541,813</u>

This statement should be read in conjunction with the notes to the financial statements.

Statement of cash flows

For the year ended 30 June 2017

	Note	2017 \$	2016 \$
Cash flows from operating activities			
Cash receipts from:			
Industry contributions and membership		2,865,915	2,418,235
Government and institutional grants		5,678,673	4,145,513
Commission income		255,490	233,466
Rental income from property subleases		114,157	106,629
Sponsorships		603,360	755,598
Sale of goods		2,216	3,489
Sundry revenue		<u>32,662</u>	<u>7,895</u>
Total cash receipts		9,552,473	7,670,825
Cash paid to suppliers and employees		<u>(9,045,765)</u>	<u>(6,997,641)</u>
Cash generated from operating activities		509,151	673,184
Interest received		<u>24,658</u>	<u>19,716</u>
Net cash from/(used in) operating activities	20	<u>531,366</u>	<u>692,900</u>
Cash flows from investing activities			
Acquisition of property, plant and equipment		(24,411)	(76,390)
Sale of property, plant and equipment		-	13,023
Transfer/(acquisition) of investments		<u>(15,009)</u>	<u>(556,499)</u>
Net cash from/(used in) investing activities		<u>(39,420)</u>	<u>(619,866)</u>
Net increase (decrease) in cash and cash equivalents		491,946	73,034
Cash and cash equivalents at 1 July	8	<u>1,182,104</u>	<u>1,109,070</u>
Cash and cash equivalents at 30 June	8	<u>1,674,050</u>	<u>1,182,104</u>

This statement should be read in conjunction with the notes to the financial statements.

Notes to the financial statements

1 Reporting entity

Far North Queensland Promotion Bureau Limited (the "Company") is domiciled in Australia. The Company's registered office is at 51 The Esplanade, Cairns QLD, 4870. The Company is a not-for-profit entity and primarily is involved in promotion and development of tourism in Far North Queensland.

2 Basis of accounting

a Statement of compliance

The financial statements are general purpose financial statements which have been prepared in accordance with Australian Accounting Standards ("AASBs") adopted by the Australian Accounting Standards Board ("AASB") and the *Corporations Act 2001*. Because the Company is a not-for-profit entity and AASBs include requirements for not-for-profit entities which are inconsistent with International Financial Reporting Standards ("IFRSs") to the extent these inconsistencies are applied, the financial statements of the Company do not comply with IFRSs adopted by the International Accounting Standards Board. The main impact is the timing of the recognition of non-reciprocal grant income. They were authorised for issue by the Board of Directors on the date shown on the directors' declaration.

b Basis of measurement

The financial statements have been prepared on the historical cost basis.

c Functional and presentation currency

These financial statements are presented in Australian dollars, which is the Company's functional currency.

d Use of judgements and estimates

In preparing these financial statements, management has made judgements, estimates and assumptions that affect the application of the Company's accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to estimates are recognised prospectively.

Assumptions and estimation uncertainties

Management is not aware of any assumptions and estimation uncertainties that have a significant risk of resulting in a material adjustment within the next financial year.

e Economic dependency and going concern

The financial statements have been prepared on a going concern basis, which contemplates continuity of normal business activities and the realisation of assets and settlement of liabilities in the ordinary course of business.

The Company is a not-for-profit entity and is reliant on government funding in order to continue its operations. Management has no reason to believe that the required funding will not be forthcoming for the foreseeable future. However, should future government funding be significantly reduced or curtailed, the Company would be unlikely to be able to continue its operations at current levels.

3 New and amended accounting standards

a New and amended standards adopted

The Company has adopted all the amendments to Australian Accounting Standards issued by the AASB which are relevant to, and effective for, the Company's financial statements for the annual period beginning 1 July 2016. None of the amendments have had a significant impact on the Company.

b Standards issued but not yet effective

A number of new standards and amendments to standards are effective for annual periods beginning after 1 July 2016, and have not been applied in preparing these financial statements. The following new standards may have an impact on the Company's financial statements, although any such impact has not yet been assessed:

- AASB 9 *Financial Instruments* becomes mandatory for annual periods beginning on or after 1 January 2018 (with early adoption permitted) and includes revised guidance on the classification and measurement of financial instruments, a new revised credit loss model for calculating impairment on financial assets and new general hedge accounting requirements. It also carries forward the guidance on recognition and derecognition of financial instruments from AASB 139.
- AASB 15 *Revenue from Contracts with Customers*, AASB 1058 *Income of Not-for-profit Entities* and AASB 2016-8 *Amendments to Australian Accounting Standards – Australian Implementation Guidance for Not-for-profit Entities* become mandatory for annual periods beginning on or after 1 January 2019. AASB 15 will replace AASB 118 *Revenue*, AASB 111 *Construction Contracts* and a number of Interpretations. AASB 2016-8 sets out Australian requirements and provides guidance for not-for-profit entities in applying AASB 9 and AASB 15, and AASB 1058 will replace AASB 1004 *Contributions*. Together, they establish a comprehensive framework for determining whether, how much and when revenue is recognised.
- AASB 16 *Leases* becomes mandatory for annual periods beginning on or after 1 January 2019 (with early adoption permitted) and in essence requires a lessee to:
 - recognise all lease assets and liabilities (including those currently classed as operating leases) on the statement of financial position, initially measured at the present value of unavoidable lease payments;
 - recognise amortisation of lease assets and interest on lease liabilities as expenses over the lease term; and
 - separate the total amount of cash paid into a principal portion (presented within financing activities) and interest (which entities can choose to present within operating or financing activities consistent with presentation of any other interest paid) in the statement of cash flows.

The Company does not plan to adopt these standards early.

4 Significant accounting policies

The accounting policies set out below have been applied consistently to all periods presented in these financial statements.

a Foreign currency

Transactions in foreign currencies are translated to Australian dollars at exchange rates at the dates of the transactions. Monetary assets and liabilities denominated in foreign currencies at the reporting date are translated to Australian dollars at the foreign exchange rate at that date. Foreign currency differences arising on translation are recognised in income or expense.

b Revenue

i Sale of goods

Revenue is recognised when the significant risks and rewards of ownership have been transferred to the customer, recovery of the consideration is probable, the associated costs and possible return of goods can be

estimated reliably, there is no continuing management involvement with the goods, and the amount of revenue can be measured reliably. Revenue is measured net of returns.

ii Commissions

If the Company acts in the capacity of an agent rather than as the principal in a transaction, the revenue recognised is the net amount of commission made by the Company.

iii Rental income

Rental income is recognised on a straight-line basis over the term of the lease. Lease incentives granted are recognised as an integral part of the total rental income, over the term of the lease.

iv Membership income

Membership income is recognised in the period that the membership renewal/purchase pertains to.

v Industry contributions

Industry contribution income is recognised in the period that the purchased activity occurs.

vi Sponsorship income

Sponsorship income is recognised as it accrues in the period to which it relates. Certain sponsorship income which is received in kind is brought to account at its fair value.

c Government grants and other contributions of assets

Government grants and other contributions of assets are accounted for in accordance with AASB 1004 *Contributions* based on whether they are reciprocal or non-reciprocal in nature and are measured at the fair value of the contributions received or receivable.

Reciprocal transfers are those where approximately equal value is exchanged in the transfer between the transferor (grantor) and the transferee (grantee). Non-reciprocal transfers are those where equal value is not exchanged.

i Reciprocal transfers

Where grants and other contributions are received that are reciprocal in nature, revenue is recognised over the term of the funding arrangements. The Company currently does not have any reciprocal grants.

ii Non-reciprocal transfers

Revenue from a non-reciprocal grant that is not subject to conditions is recognised when the Company obtains control of the funds, economic benefits are probable and the amount can be measured reliably. Where a grant may be required to be repaid if certain conditions are not satisfied, a liability is recognised at year end to the extent that conditions remain unsatisfied.

Where the Company receives a non-reciprocal contribution of an asset from a government or other party for no or nominal consideration, the asset is recognised at fair value and a corresponding amount of revenue is recognised.

d Finance income and finance costs

Finance income and finance costs include interest income and interest expense. Interest income or expense is recognised using the effective interest method.

e Employee benefits

i Short-term benefits

Short-term employee benefits are expensed as the related service is provided. A liability is recognised for the amount expected to be paid if the Company has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee and the obligation can be estimated reliably.

ii Defined contribution plans

Obligations for contributions to defined contribution plans are expensed as the related service is provided. Prepaid contributions are recognised as an asset to the extent that a cash refund or a reduction in future payments is available.

iii Other long-term employee benefits

The Company's net obligation in respect of long-term employee benefits is the amount of future benefit that employees have earned in return for their service in the current and prior periods. That benefit is discounted to determine its present value. Remeasurements are recognised in expenses in the period in which they arise.

iv Termination benefits

Termination benefits are expensed at the earlier of when the Company can no longer withdraw the offer of those benefits and when the Company recognises costs of restructuring. If the benefits are not expected to be settled wholly within 12 months at the end of the reporting period, then they are discounted.

f Income tax

The Company has been granted exemption from income tax under Division 50 of the *Income Tax Assessment Act 1997*.

g Inventories

Inventories are measured at the lower of cost and net realisable value. The cost of inventories is based on the first-in first-out principle. In the case of manufactured inventories and work in progress, cost includes an appropriate share of production overheads based on normal operating capacity.

Net realisable value is the estimated selling price in the ordinary course of business, less the estimated costs of completion and selling expenses.

h Property, plant and equipment

i Recognition and measurement

Items of property, plant and equipment are measured at cost less accumulated depreciation and any accumulated impairment losses.

If significant parts of an item of property, plant and equipment have different useful lives, then they are accounted for as separate items (major components) of property, plant and equipment.

Any gain or loss on disposal of an item of property, plant and equipment is recognised in income or expenses.

ii Subsequent expenditure

Subsequent expenditure is capitalised only when it is probable that the future economic benefits associated with the expenditure will flow to the Company.

iii Depreciation

Depreciation is calculated to write off the cost of property, plant and equipment less their estimated residual values using the straight line basis over their estimated useful lives and is generally recognised in expenses.

Leased assets are depreciated over the shorter of the lease term and their useful lives unless it is reasonably certain that the Company will obtain ownership by the end of the lease term. Land is not depreciated.

The estimated useful lives of property, plant and equipment are as follows:

- Leasehold improvements 3-10 years
- Computer equipment 2-5 years
- Office furniture 2-15 years

Depreciation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

i Financial instruments

i Non-derivative financial assets and financial liabilities – Recognition and derecognition

The Company initially recognises loans and receivables on the date that they are originated. All other financial assets and financial liabilities are initially recognised on the trade date.

The Company derecognises a financial asset when the contractual rights to the cash flows from the asset expire, or it transfers the rights to receive the contractual cash flows in a transaction in which substantially all of the risks and rewards of ownership of the financial asset are transferred, or it neither transfers nor retains substantially all of the risks and rewards of ownership and does not retain control over the transferred asset. Any interest in transferred financial assets that is created or retained by the Company is recognised as a separate asset or liability.

The Company derecognises a financial liability when its contractual obligations are discharged or cancelled, or expire.

Financial assets and financial liabilities are offset and the net amount presented in the statement of financial position when, and only when, the Company has a legal right to offset the amounts and intends either to settle on a net basis or to realise the asset and settle the liability simultaneously.

ii Non-derivative financial liabilities – measurement

Non-derivative financial liabilities are initially recognised at fair value plus any directly attributable transaction costs. Subsequent to initial recognition these financial liabilities are measured at amortised cost using the effective interest method.

j Impairment

i Non-derivative financial assets

Financial assets are assessed at each reporting date to determine whether there is any objective evidence of impairment.

Objective evidence that financial assets are impaired can include default or delinquency by a debtor, restructuring of an amount due to the Company on terms that the Company would not consider otherwise, or indications that a debtor or issuer will enter bankruptcy.

The Company considers evidence of impairment for financial assets measured at amortised cost (loans and receivables) at a specific asset level.

An impairment loss in respect of a financial asset measured at amortised cost is calculated as the difference between its carrying amount and the present value of the estimated future cash flows discounted at the asset's original effective interest rate. Losses are recognised in expenses and reflected in an allowance account. When the Company considers that there are no realistic prospects of recovery of the asset, the relevant amounts are written off. If the amount of impairment loss subsequently decreases, and the decrease can be related objectively to an event occurring after the impairment was recognised, the previously recognised impairment loss is reversed through other income.

ii Non-financial assets

At each reporting date, the Company reviews the carrying amounts of its non-financial assets, to determine whether there is any indication of impairment. If any such indication exists then the asset's recoverable amount is estimated.

The recoverable amount of an asset is the greater of its value in use and its fair value less costs to sell. As the Company is a not-for-profit entity, value in use is the depreciated replacement cost of an asset as the future economic benefits of the asset are not primarily dependent on the asset's ability to generate net cash inflows and as the entity would, if deprived of the asset, replace its remaining future economic benefits.

An impairment loss is recognised if the carrying amount of an asset exceeds its recoverable amount.

Impairment losses are recognised in expenses.

An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

k Provisions

Provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the liability. The unwinding of the discount is recognised as finance costs.

l Leases

i Determining whether an arrangement contains a lease

At inception of an arrangement, the Company determines whether the arrangement is or contains a lease.

At inception or on reassessment of an arrangement that contains a lease, the Company separates payments and other consideration required by the arrangement into those for the lease and those for other elements on the basis of their relative fair values. If the Company concludes for a finance lease that it is impracticable to separate the payments reliably, an asset and a liability are recognised at an amount equal to the fair value of the underlying asset. Subsequently the liability is reduced as payments are made and an imputed finance cost on the liability is recognised using the Company's incremental borrowing rate.

ii Leased assets

Assets held by the Company under leases which transfer to the Company substantially all of the risks and rewards of ownership are classified as finance leases. The leased assets are measured at an amount equal to the lower of their fair value and the present value of the minimum lease payments. Subsequent to initial recognition, the assets are accounted for in accordance with the accounting policy applicable to that asset.

Assets held under other leases are classified as operating leases and are not recognised in the Company's statement of financial position.

iii Lease payments

Payments made under operating leases are recognised in expenses on a straight-line basis over the term of the lease. Lease incentives received are recognised as an integral part of the total lease expense, over the term of the lease.

Minimum lease payments made under finance leases are apportioned between the finance costs and the reduction of the outstanding liability. The finance costs are allocated to each period during the lease term so as to produce a constant periodic rate of interest on the remaining balance of the liability.

m Share capital

The Company is a company limited by guarantee. The Company has no share capital.

	2017 \$	2016 \$
5 Revenue		
Industry contributions and membership	2,358,814	2,314,460
Government and institutional grants	5,500,127	3,652,510
Commission income	232,264	216,157
Rental income from property subleases	100,843	95,901
Sponsorship	548,509	686,906
Sale of goods	2,015	6,807
Sundry revenue	29,693	11,277
	<u>8,772,265</u>	<u>6,984,018</u>

6 Personnel expenses

Included in expenses for the year are the following personnel expenses:

Salaries and wages	1,953,211	1,778,181
Contributions to defined contribution superannuation plans	182,540	166,238
Increase in liability for annual leave	(2,950)	14,271
Increase in liability for long service leave	16,502	(15,090)
	<u>2,149,303</u>	<u>1,943,600</u>

7 Finance income and finance costs

Interest income on:

Term Deposits	23,324	23,888
Grant funds held	1,513	-
	<u>24,837</u>	<u>23,888</u>

Net finance income recognised in profit or loss

8 Cash and cash equivalents

Bank balances	1,670,869	1,178,964
Cash on hand	3,181	3,140
	<u>1,674,050</u>	<u>1,182,104</u>

9 Trade and other receivables

Current

Trade receivables	579,044	148,762
Less: Allowance for impairment losses	-	-
	<u>579,044</u>	<u>148,762</u>

2017
\$

2016
\$

10 Inventories

Visitor Information Centre stock

611

598

11 Property, plant and equipment

	Leasehold Improvements \$	Computer Equipment \$	Office Furniture \$	Total \$
Cost				
Balance at 1 July 2015	1,623,024	52,145	134,784	1,809,953
Additions	-	71,571	-	71,571
Disposals	-	(17,715)	(567)	(18,282)
Balance at 30 June 2016	1,623,024	106,001	134,217	1,863,242
Balance at 1 July 2016	1,623,024	106,001	134,217	1,863,242
Additions	10,560	11,850	2,000	24,412
Disposals	-	(7,466)	(358)	(7,824)
Balance at 30 June 2017	1,633,585	110,385	135,859	1,879,829
Depreciation and impairment				
Balance at 1 July 2015	(1,516,481)	(23,370)	(101,456)	(1,641,307)
Depreciation for the year	(35,515)	(8,925)	(9,958)	(54,397)
Disposals	-	9,511	567	10,078
Balance at 30 June 2016	(1,551,996)	(22,784)	(110,847)	(1,685,627)
Balance at 1 July 2016	(1,551,996)	(22,784)	(110,847)	(1,685,627)
Depreciation for the year	(35,593)	(24,246)	(9082)	(68,921)
Disposals	-	7,466	358	7,824
Balance at 30 June 2017	(1,587,588)	(39,564)	(119,572)	(1,746,724)
Carrying amounts				
At 1 July 2015	106,542	28,775	33,328	168,645
At 30 June 2016	71,028	83,217	23,370	177,615
At 30 June 2017	45,997	70,821	16,287	133,105

12 Financial instruments – fair values and risk management

a Accounting classifications and fair values

The fair values of financial assets and financial liabilities approximate the carrying amounts shown in the statement of financial position.

b Financial risk management

The Company has exposure to the following risks from financial instruments:

- credit risk
- liquidity risk
- market risk.

i Risk management framework

The Board of Directors has overall responsibility for the establishment and oversight of the risk management framework. The Board has established the Finance and Risk Management Committee, which is responsible for developing and monitoring risk management policies. The committee reports regularly to the Board of Directors on its activities.

Risk management policies are established to identify and analyse the risks faced by the Company, to set appropriate risk limits and controls, and to monitor risks and adherence to limits. Risk management policies and systems are reviewed regularly to reflect changes in market conditions and the Company's activities. The Company, through its training and management standards and procedures, aims to develop a disciplined and constructive control environment in which all employees understand their roles and obligations.

The Finance and Risk Management Committee oversees how management monitors compliance with the Company's risk management policies and procedures and reviews the adequacy of the risk management framework in relation to the risks faced by the Company.

ii Credit risk

Credit risk is the risk of financial loss to the Company if a customer or counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the Company's receivables from customers, members and sundry organisations.

The carrying amount of financial assets represents the maximum credit exposure.

Trade and other receivables

The Company's exposure to credit risk is influenced mainly by the individual characteristics of each customer. The demographics of the Company's customer base, including the default risk of the industry in which customers operate, has less of an influence on credit risk.

At the reporting date there were no significant concentrations of credit risk.

The Company has established a credit policy under which each new customer is analysed individually for creditworthiness. The Company reviews external ratings, when available, and in some cases bank references.

The Company does not require collateral in respect of trade and other receivables.

The Company establishes an allowance for impairment that represents its estimate of incurred losses in respect of trade and other receivables.

At the reporting date, the maximum exposure to credit risk for trade and other receivables by geographic region was as follows:

	2017 \$	2016 \$
Australia	579,044	146,918
Other regions	-	1,843
	<u>579,044</u>	<u>148,761</u>

At the reporting date, the maximum exposure to credit risk for trade and other receivables by type of customer was as follows:

Wholesale customers	232,343	4,349
Retail customers	346,701	144,412
	<u>579,044</u>	<u>148,761</u>

At the reporting date, the Company's most significant customer, Cairns Regional Council, accounts for \$224,643 of the trade and other receivables carrying amount (2016: \$78,353).

2017	2016
\$	\$

Impairment

At the reporting date, the aging of trade and other receivables that were not impaired was as follows:

Neither past due nor impaired	351,542	144,520
Past due 1-30 days	811	262
Past due 31-90 days	2,691	3,403
Past due 91-120 days	224,000	576
	<u>579,044</u>	<u>148,761</u>

There are no allowances for impairment losses in respect of trade and other receivables at 30 June 2017 (2016: nil). During the year, the Company wrote off nil in bad debts (2016: nil).

Cash and cash equivalents

Cash and cash equivalents held by the Company at reporting date are held with Australian financial institutions with credit ratings of AA- or higher.

iii Liquidity risk

Liquidity risk is the risk that the Company will encounter difficulty in meeting its financial obligations associated with its financial liabilities that are settled by delivering cash or another financial asset. The Company's approach to managing liquidity is to ensure, as far as possible, that it will have sufficient liquidity to meet its liabilities when they are due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the Company's reputation.

The Company aims to maintain the level of its cash and cash equivalents at an amount in excess of expected cash outflows on financial liabilities (other than trade payables) over the next 60 days. This excludes the potential impact of extreme circumstances that cannot reasonably be predicted, such as natural disasters.

Exposure to liquidity risk

The following are the remaining contractual maturities of financial liabilities at reporting date. The amounts are gross and undiscounted, and include estimated interest payments and excluding the impact of netting agreements:

	Carrying amount \$	Contractual cash flow \$	6 months or less \$	6-12 months \$	1-2 years \$	2-5 years \$	More than 5 years \$
2017							
Trade and other payables	1,504,474	1,504,474	1,504,474	-	-	-	-
	<u>1,504,474</u>	<u>1,504,474</u>	<u>1,504,474</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
2016							
Trade and other payables	1,126,138	1,126,138	1,126,138	-	-	-	-
	<u>1,126,138</u>	<u>1,126,138</u>	<u>1,126,138</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

It is not expected that the cash flows included in the maturity analysis could occur significantly earlier, or at significantly different amounts.

iv Market risk

Market risk is the risk that changes in market prices, such as interest rates will affect the Company's income. The objective of market risk management is to manage and control market risk exposures within acceptable parameters, while optimising the return.

Currency risk

The Company is not exposed to foreign currency risk on sales, purchases and borrowings.

Exposure to interest rate risk

The interest rate profile of the Company's interest-bearing financial instruments as reported to management is as follows:

	2017 \$	2016 \$
Fixed rate instruments		
Term deposits	<u>571,508</u>	<u>556,499</u>
Variable rate instruments		
Bank balances	<u>1,670,868</u>	<u>1,178,963</u>

Fair value sensitivity analysis for fixed-rate instruments

The Company does not account for any fixed-rate financial assets or financial liabilities at fair value through profit or loss. Therefore, a change in interest rates at the reporting date would not affect net surplus.

Cash flow sensitivity analysis for variable-rate instruments

A reasonably possible change of 100 basis points in interest rates at the reporting date would have increased (decreased) equity and net surplus by the amounts shown below. This analysis assumes that all other variables remain constant.

	Income or expenses		Equity	
	100bp increase \$	100bp decrease \$	100bp increase \$	100bp decrease \$
2017				
Financial assets	16,709	(16,709)	16,709	(16,709)
Cash flow sensitivity (net)	<u>16,709</u>	<u>(16,709)</u>	<u>16,709</u>	<u>(16,709)</u>
2016				
Financial Assets	11,789	(11,789)	11,789	(11,789)
Cash flow sensitivity (net)	<u>11,789</u>	<u>(11,789)</u>	<u>11,789</u>	<u>(11,789)</u>

13 Trade and other payables

Trade payables	575,865	286,281
Accrued expenses	820,041	739,140
Other payables	<u>128,568</u>	<u>100,717</u>
	<u>1,524,474</u>	<u>1,126,138</u>

Information about Company's exposure to liquidity risk is included in Note 12.

2017
\$

2016
\$

14 Employee benefits

Current

Annual leave	<u>87,834</u>	<u>90,784</u>
--------------	---------------	---------------

The Company makes contributions to defined contribution plans. The amount recognised as an expense was \$182,540 for the year ended 30 June 2017 (2016: \$166,238).

15 Provisions

Current

Long service leave	<u>28,051</u>	<u>23,966</u>
--------------------	---------------	---------------

Non-current

Long service leave	<u>42,026</u>	<u>29,609</u>
Balance at 1 July	53,575	68,664
Provisions made during the year	16,502	3,259
Provisions used during the year	<u>-</u>	<u>(18,348)</u>
Balance at 30 June	<u>70,077</u>	<u>53,575</u>

Long service leave

The provision for long service leave represents the Company's best estimate of the future benefit that employees have earned. The amount and timing of the associated outflows is uncertain and dependant on employees attaining the required years of services. Where the Company no longer has the ability to defer settlement of the obligation beyond 12 months from the reporting date, liabilities are presented as current. This would usually occur when employees are expected to reach the required years of service in the 12 months from reporting date. The discount rate used to determine the present value of future benefits at 30 June 2017 was 2.04% (2016: 2.18%).

16 Deferred income/revenue

Membership subscriptions received in advance	177,118	223,851
Industry contributions	<u>428,273</u>	<u>39,636</u>
	<u>605,391</u>	<u>263,487</u>

This note presents information about income received by the Company for expenditure in future accounting periods. All non-grant income received for expenditure in future accounting periods is recognised as deferred revenue.

17 Operating leases

a Leases as lessee

The Company leases a number of buildings under operating leases. The leases typically run for a period of 10 years, with an option to renew the lease after that date. Lease payments are increased every year to reflect CPI increases.

Parts of the leased property have been sublet by the Company. The lease and sublease expire in 2024. Sublease payments of \$61,620 are expected to be received during the following financial year.

	2017 \$	2016 \$
At reporting date, the future minimum lease payments under non-cancellable leases were payable as follows:		
Less than one year	694	686
Between one and five years	3467	3,432
More than five years	694	2,060
	<u>4,855</u>	<u>6,178</u>

During the year ended 30 June 2017, \$439,578 was recognised as an expense in respect of operating leases (2016: \$440,135). Contingent rent recognised as an expense amounted to nil. \$62,462 was recognised as income in respect of subleases.

18 Capital and reserves

Company limited by guarantee

The Company is a company limited by guarantee. Accordingly, each member of the Company undertakes to contribute to the assets of the Company in the event of it being wound up while that person is a member or within one year after that person ceased to be a member for payment of the debts and liabilities of the Company contracted before that person ceased to be a member and of the costs, charges and expenses of winding up and for adjustment of the rights of the contributors amongst themselves, such amount as may be required, not exceeding \$10.

19 Capital management

The Company's policy is to maintain a strong capital base so as to maintain member, creditor and funding body confidence and to sustain future development of the business. Capital consists of retained surpluses. Management monitors the Company's operating surplus.

The Company's net debt to equity ratio at the reporting date was as follows:

	2017 \$	2016 \$
Total liabilities	2,287,776	1,533,984
Less:		
Cash and cash equivalents	(1,674,050)	(1,182,104)
Term Deposits	(571,508)	(556,499)
Net debt	42,218	(204,619)
Total equity	704,008	541,813
Net debt to equity ratio at 30 June	.06	(0.38)

There were no changes in the Company's approach to capital management during the year.

The Company is not subject to externally imposed capital requirements.

20 Reconciliation of cash flows from operating activities

Net surplus	162,195	232,327
Adjustments for:		
Depreciation	68,921	54,397
	231,116	286,724
Changes in:		
Trade and other receivables	(430,282)	83,671
Inventories	(13)	639
Trade and other payables and deferred revenue	740,240	276,256
Prepayments	(23,247)	46,428
Provisions and employee benefits	13,552	(818)
Net cash from operating activities	531,366	692,900

21 Related parties

a Transactions with key management personnel

i key management personnel compensation

The key management personnel compensation comprised the following:

Short-term employee benefits	697,514	668,191
Post-employment benefits	68,007	61,645
Other long term benefits	7,609	733
Termination benefits	-	-
	773,130	730,569

Compensation of the Company's key management personnel includes salaries, non-cash benefits and contributions to a post-employment defined contribution plan.

ii Loans to key management personnel

There were no loans made, guaranteed or secured by the Company to key management personnel during the year (2016: nil).

iii Key management personnel and director transactions

A number of key management personnel, or their related parties, hold positions in other entities that result in them having control or significant influence over these entities.

A number of these entities transacted with the Company during the year. The terms and conditions of the transactions were no more favourable than those available, or which might reasonably be expected to be available, in similar transactions with non-key management personnel related entities on an arm's length basis.

The company has previously disclosed transactions with entities that we no longer consider related parties per the definition provide in AASB 124. The company has subsequently amended these disclosures within the current financial statements.

The aggregate value of transactions and outstanding balances relating to key management personnel and entities over which they have control or significant influence were as follows:

	Sales	Purchases	Balance Directors company owed to TTNQ	Balance TTNQ owed to Directors company
	\$	\$	\$	\$
2017				
Todd Parker, Parker Travel	3,530	-	-	-
Gordon Wellham, Exemplar Limousines(retired 25 October 2016)	1,180	4,926	-	-
Mr Mark Evans (appointed 21 November 2016)	534	-	88	-
Ms Wendy Morris (appointed 26 April 2017)	-	-	-	-
	Sales	Purchases	Balance Directors company owed to TTNQ	Balance TTNQ owed to Directors company
	\$	\$	\$	\$
2016				
Cheryl Kelly, Tourism Marketing Services	1,556	-	-	-
Todd Parker, Parker Travel	3,581	-	3,530	-
Gordon Wellham, Exemplar Limousines	1,160	17,878	-	2,504

From time to time directors of the Company, or their related entities, may buy goods from the Company. These purchases are on the same terms and conditions as those entered into by other Company employees or customers.

Historically, the Company has intentionally sourced many of its directors from within its membership base. The membership payments for these member companies are on the same terms and conditions as those of companies and businesses which do not have a representative on the Board.

The company also reviewed its relationship with Citizens of The Great Barrier Reef Foundation under AASB 124 and determined that the two companies were not related parties.

2017
\$

2016
\$

22 Auditor's remuneration

Audit services

Auditors of the Company – Grant Thornton

Audit of financial statements

23,500

23,000

Other regulatory audit services

1,000

1,000

24,500

24,000

Other services

Auditors of the Company – Grant Thornton

In relation to taxation services

650

850

In relation to services provided for ASBAS workshops and mentoring

7,160

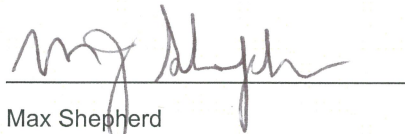
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Directors' declaration

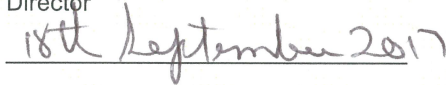
In the opinion of the directors of Far North Queensland Promotion Bureau Limited (the "Company"):

- a the financial statements and notes are in accordance with the *Corporations Act 2001*, including:
 - i giving a true and fair view of the Company's financial position as at 30 June 2017 and of its performance for the financial year ended on that date; and
 - ii complying with Australian Accounting Standards and the *Corporations Regulations 2001*; and
- b there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of the directors:



Max Shepherd
Director



Date

Independent auditor's report

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15 Lake Street
Cairns QLD 4870

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Independent auditor's report to the members of Far North Queensland Promotion Bureau Limited

Opinion

We have audited the financial report of Far North Queensland Promotion Bureau Limited (the "Company"), which comprises the statement of financial position as at 30 June 2017, the statement of comprehensive income, 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, the accompanying financial report of Far North Queensland Promotion Bureau Limited is in accordance with the *Corporations Act 2001*, including:

- a giving a true and fair view of the Company's financial position as at 30 June 2017 and of its financial performance for the year then ended; and
- b complying with Australian Accounting Standards and the *Corporations Regulations 2001*.

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

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Other information

The directors are responsible for the other information. The other information comprises the information included in the Company's annual report for the year ended 30 June 2017, but does not include the financial report and the 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.

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 related 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 responsibilities 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.

A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at: http://www.auasb.gov.au/auditors_responsibilities/ar4.pdf. This description forms part of our auditor's report.



GRANT THORNTON AUDIT PTY LTD
Chartered Accountants



G J Coonan
Partner – Audit & Assurance

Cairns, 18 September 2017

2016/17 TTNQ Membership

ACCOMMODATION

Backpacker Hostel

Cairns Central YHA
Cairns Sharehouse.com
Gilligan's Backpackers Hotel & Resort
Nomads Cairns
Northern Greenhouse

B&B / Farm Stay

Downunder Farmstays
Gilberton Outback Retreat
Mungalli Falls Outdoor Education Centre
Warrawong Lodge

Caravan & Camping Grounds

Atherton Hallorans Leisure Park
BIG4 Atherton Woodlands Tourist Park
BIG4 Cairns Crystal Cascades Holiday Park
Cairns Coconut Holiday Resort
Cairns Holiday Park
Cape York Camping Punsand Bay
Cooktown Orchid Travellers Park
Ellis Beach Oceanfront Bungalow & Leisure Park
Lake Placid Tourist Park
Palm Cove Holiday Park

Hotel, Motel, Apartment, Resort 4 & 4.5

201 Lake Street
Australis Cairns Beach Resort
Best Western Cairns Central Apartments
Cairns Colonial Club Resort
Cairns Harbour Lights
Cairns Queens Court
Cairns Sheridan Hotel
Cayman Villas Port Douglas
City Terraces
Coral Sands Resort
Coral Towers Holiday Suites
Coral Tree Inn
Daintree Eco Lodge & Spa
DoubleTree by Hilton
Fitzroy Island Resort
Freestyle Resort Port Douglas
Holiday Inn Cairns Harbourside
Hotel Grand Chancellor Palm Cove
Il Palazzo Boutique Apartments Hotel
Mantra Esplanade
Mantra Trilogy Resort
Marlin Waters Beachfront Apartments
Melaleuca Resort
Meridian Port Douglas
Mission Beach Resort
Novotel Cairns Oasis Resort
Oaks Lagoons

Oasis at Palm Cove
Ocean Hotels & Tourism
On the Beach Holiday Apartments
Pacific Hotel Cairns
Palm Royale Cairns
Paradise Links Resort
Paradise on the Beach Resort - Palm Cove
Paradise Palms Resort Golf & Country Club
Piermonde Apartments
Port Douglas Motel
Port Douglas Peninsula Boutique Hotel
QT Port Douglas
Ryldges Esplanade Resort Cairns
Ryldges Plaza Cairns
Ryldges Tradewinds Cairns
Sarayi Boutique Hotel
Silky Oaks Lodge
Southern Cross Atrium Apartments
Stay Well Hospitality Group
The Boutique Collection - Palm Cove
The Boutique Collection - Port Douglas
The Canopy Rainforest Treehouses and Wildlife Sanctuary
The Reef Retreat
Tropic Towers Apartments
Villa San Michele
Vue Apartments - Trinity Beach

Hotel, Motel, Apartment, Resort 5 star

Allamanda Palm Cove by Lancemore
Bedarra Island Resort
Coconut Grove
Hilton Cairns
Kewarra Beach Resort & Spa
KUR-World Great Barrier Reef
Lizard Island
Mandalay Luxury Beachfront Apartments
Peppers Beach Club & Spa Palm Cove
Peppers Beach Club Port Douglas
Pullman Cairns International
Pullman Palm Cove Sea Temple Resort & Spa
Pullman Port Douglas Sea Temple Resort & Spa
Shangri-La Hotel, The Marina, Cairns
Shantara Resort Port Douglas
Sheraton Mirage Port Douglas Resort
Thala Beach Nature Reserve
The Reef Hotel Casino
Waters Edge Apartments Cairns

Hotel, Motel, Apartment, Resort below 4 star

Bay Village Tropical Retreat
Cairns Plaza Hotel
Cairns Queenslander Hotel & Apartments
Castaways Resort & Spa Mission Beach

2016/17 TTNQ Membership

Comfort Inn Cairns City
Hides Hotel Cairns
Port Douglas Retreat
Reef Palms Motel
Royal Palm Villas
Villa Marine Holiday Apartments & Motel

Lodges/Guest Houses

Cairns Student Lodge
Crystalbrook Collection
Heritage Lodge & Spa
Jabiru Safari Lodge at the Mareeba Wetlands
Mt Quincan Crater Retreat
Rose Gums Wilderness Retreat

ACTIVITIES, TOURS and ATTRACTIONS

Adventure

AJ Hackett Cairns
Altitude Skydive Pty Ltd
Bad Fishy
Bike n Hike Adventure Tours
Blazing Saddles
Cairns Adventure Park
Cairns Wake Park
Cape Trib Connections
Foaming Fury
Heritage 4WD Tours & Kamp Out Safaris
Hot Air Balloon Cairns
Jungle Surfing Canopy Tours
Raging Thunder - Hot Air Ballooning
Raging Thunder - White Water Rafting
Seabob Australia Pty Ltd
Skydive Cairns
Small World Journeys

Cultural and Indigenous Experiences

Cairns and District Chinese Association Inc
Cairns Civic Theatre
Capta Group of Companies
Culture Connect
Djunbunji Ltd
Mossman Gorge Centre
Ngadiku Dreamtime Tours
Rainforestation Nature Park
Tanks Arts Centre
Tjapukai Aboriginal Cultural Park
UMI Arts Limited

Day and Half Day Tours

Active Tropics Explorer
Adventure North Australia Pty Ltd
Brett's Outback Tasting Adventures
BTS Tours
Cairns Discovery Tours
Cairns Harbour Cruises

Cairns Tableland Tours
Cape York 4WD Tours
Cobbold Gorge Tours
Daintree Discovery Centre
Discovery Tours Australia
Doki Doki Tours
Down Under Tours Australia
Duck About Tours
Food Trail Tours
Herberton Historic Village
Hook-A-Barra
Infinity Fun Travel
Jungle Tours & Trekking
Kuranda Riverboat Cruises
Kuranda Scenic Railway
Mamu Tropical Skywalk
North Queensland Wildscapes Phototours
Northern Experience Eco Tours
Paronella Park
Port Douglas Connections
Rainforest Journey - (Barron Falls Estate)
Reef & Rainforest Connections
Safari Tours Pty Ltd
Sicklebill Safaris
Skyrail Rainforest Cableway
Tablelands Tours & Transfers
The Adventure Company
Tropical Peaks
Undara Experience
Walkabout Cultural Adventures

Festivals / Events

Cairns Indigenous Art Fair Ltd
Inkmasters Cairns Inc
IRONMAN
The Cairns Amateurs

Food and Wine Tours

Australian Coffee Centre
Nerada Tea Pty Ltd
The Coffee Works Australia

Galleries and Museums

Australian Armour & Artillery Museum
Cairns Regional Gallery
Gab Titui Cultural Centre
Janbal Gallery
Pandanus Gallery
The Crystal Caves
Underart Gallery/Fusion Art Bar & Tapas

Other

Cairns Botanic Gardens
Cairns Esplanade
Conservation Volunteers Australia

2016/17 TTNQ Membership

Sweet Farm Tours

Reef Tours / Cruises

Aquarius Sail & Snorkel

Aroona Luxury Boat Charters

Big Cat Green Island Reef Cruises

Cairns Dive Centre

Cairns Fishing Charters

Calyпсо Reef Charters Pty Ltd

Coral Expeditions

Coral Sea Dreaming Dive and Sail

Crocodile - Express Daintree Connection

Daintree River Cruise Centre

Deep Sea Divers Den

Down Under Cruise & Dive

Fitzroy Island Ferries

Frankland Islands Cruises & Woornooran Safaris

Great Adventures

Mike Ball Dive Expeditions

Mission Beach Dive/Mission Beach Dunk Island Water Taxi

Ocean Free & Ocean Freedom

Ocean Safari

Ocean Spirit Cruises

Passions Of Paradise

Pro Dive Cairns

Quicksilver Cruises

Reef Magic Cruises

Sailaway Port Douglas

Seastar Cruises

Seawalker @ Green Island

Silver Series

Skedaddle Cairns

Spirit of Cairns

Spirit Of Freedom

Sunlover Reef Cruises

Sunset Cruises

Tusa Dive

Wavelength Reef Cruises Pty Ltd

Safari & 4WD Tours

Adventure Australia Treks & Tours

Billy Tea Safaris

Daintree Tours by Deluxe Safaris

Savannahlander

Tagalong Tours of Australia

Scenic Flights / Charters

Daintree Air Services

GBR Helicopters

GSL Aviation

Heli Tours North Queensland

Nautilus Aviation

Sea Eagle Adventures Pty Ltd

Sports

AFL Cairns Ltd

Great Barrier Reef Marathon

Wildlife Experience

Australian Butterfly Sanctuary

Birdworld Kuranda

Cairns Wildlife Dome

Hartley's Crocodile Adventures

Kuranda Koala Gardens

The Cairns Aquarium

Wildlife Habitat

ASSOCIATIONS and AGENCIES

Business / Industry Groups

Australian Business Consulting & Solutions

Cairns Chamber of Commerce

Dive Queensland

Super Yacht Group Great Barrier Reef Inc.

Govt Agencies / Councils

Aurukun Shire Council

Australian Parliament

Burke Shire Council

Cairns Regional Council

Cassowary Coast Regional Council

Cook Shire Council

Croydon Shire Council

Dept of State Development, Infrastructure and Planning

Ergon Energy Corporation Ltd

Mareeba Shire Council

Queensland Government

Queensland Tourism Industry Council (QTIC)

Tablelands Regional Council

Tourism & Events Queensland

Tourism Australia

Wet Tropics Management Authority

Tourism Organisations

Australian Tourism Export Council

Cape York Sustainable Futures Inc.

Daintree Marketing Co-operative

FNQ Tour Operators Association Inc

Great Green Way Tourism Inc.

Local Tourism Network

Mission Beach Tourism Inc.

Tourism Palm Cove

Tourism Port Douglas & Daintree

Trinity Beach Promotion Association

Tropical Coast Tourism

BUSINESS EVENT SERVICES

Event Management Companies

Events NQ

Hannafords Events

2016/17 TTNQ Membership

Managing Australian Destinations

Event Support Companies

Moreton Hire

NQ Exhibitions

Roux Blond

Staging Connections

TJS Cleaning Services Cairns Pty Ltd

Tropic Spirit Catering Pty Ltd

Tropical Catering & Events

Underwood Party Hire

Venues

Cairns Convention Centre

Nightclubs / Bars / Entertainment

Three Wolves

Vertigo Bar & Lounge

Woolshed Chargrill and Saloon Bar

Restaurants and Cafes

Beach Almond

Blackbird Espresso by Coffee NQ

Bluewater Bar and Grill

Cafe China

Cairns RSL Club Ltd

Chill Cafe

Coast Roast Coffee Esplanade

Dundeels Licensed Grill

Flames of the Forest

Flinders Bar & Grill at The Reef Hotel Casino

Golden Boat Chinese Restaurant

Hemingway's Brewery

Marina Paradiso Restaurant

McDonalds Family Restaurants Cairns

Nu Nu Restaurant

Ochre Restaurant and Catering

Portofino Italian Restaurant

Salt House

Tamarind Restaurant

The Raw Prawn

Vivaldi's Restaurant

Waterbar and Grill

PROFESSIONAL, SHOPPING and OTHER SERVICES

Design / Print / Publication

Australian Tourist Publications

Bolton Print

Cairns Visitor Guide

CAIRNSLINK Magazine

Cre8

Drafthouse Creative Studio

Lotsa - Print and Design

Tripping Magazine

Education / Training

Banora

Bentley Park College

Cairns College of English Pty Ltd

Cairns Language Centre

CQ University Australia

Griffith Institute for Tourism

James Cook University of North QLD

Kaplan International College Cairns

Study Cairns

TAFE Queensland North

TheSPACE Cairns

Training Connections Australia

Financial / Legal

ANZ Mobile Lending Cairns

Cummings Economics

Grant Thornton

Host Plus Superannuation

Intrust Super

MacDonnells Law

O'Connor Law Pty Ltd

Westpac Banking Corporation Ltd

IT / Web / Digital

Fuji Xerox Business Centre Cairns

Narnoo.com

Precedence

Respax

Social Butterfly Marketing

Vineworks

Marketing Representation

Morgan Freeman Promotions

Namaste Cairns

No Worries Australia

Parker Travel Collection

Pinnacle Tourism Marketing

Ros Harries Marketing

Tourism Marketing Services

Media / Communication

Adlink Media

Contineo Marketing

Liz Inglis Media & Communications

Pacific Coast Publishing Group

Strategic PR

The Cairns Post Pty Ltd

Other

Arthur J Gallagher

Bell Management Consultants Pty Ltd

Cairns Quality of Life Australia

Currency Services Australia Pty Ltd

Execugifts P/L

Export Grant Professionals

Exportise

Flick Anticimex

2016/17 TTNQ Membership

I Presume Pty Ltd
Ports North
Ten Years Younger Home Care
W.C Kelly Project Management

Photography / Videography

Andrew Watson Photography
Brad Newton Photography
Calypso Reef Imagery Centre
HDeVolution
Philipvids
Think Virtual Reality
Threadless Films

Real Estate / Developers

CB Richard Ellis
Redlynch Valley Property Company
Stateland Pty Ltd
Tora BPS

Recruitment / Personnel

CBC Staff Selection

Retail /Supplier

AAB Office Equipment
Bidvest Cairns
Cairns Central Shopping Centre
Cairns Natural Spring Water
Cairns Ocean Products Pty Ltd
DFS Australia Pty Ltd
Evert Opals & Fine Jewellery
Golden Pride Wineries
Intrinsic Art & Design Australia
Louis Vuitton
OK Gift Shop
Orchid Plaza Promotion Fund
Piccones Shopping Village
Reef Society
Smithfield Shopping Centre
Stockland Cairns
The Pier at the Marina

TOURISM BOOKINGS / AGENCIES

Inbound Tour Operators

Dixon Travel & Tour Pty Ltd
D.O.A. Australian Tour Link
H.I.S. Co Ltd
JTB Australia Pty Ltd
Nippon Travel Agency (Australia) Pty Ltd
Okey Dokey Cairns Tours

Tour Desks, Travel Agents

Cairns Business & Leisure Travel
Cairns Holiday Specialists
Destination Cairns Marketing
Golden Holidays Travel Pty Ltd

Ticketmates Australia
Travstar.com Pty Ltd

Wholesale Agents

Kintetsu International Express (Oceania) Pty Ltd

TRANSPORT SERVICES

Airline / Air Charter / Ferries

Cairns Airport
Hinterland Aviation
Independent Aviation
Jetstar Airways
Peddells Ferry & Tour Bus Service
Qantas
Skytrans

Coach, Limousines & Taxis

Cairns Luxury Limousines
Cairns Taxis Limited
Exemplar Coaches & Limousines
International Coaches & Tours Pty Ltd
Sun Palm Transportation Pty Ltd

Vehicle Rental

Avis Australia
Britz Australia
Budget Rent A Car
Choppers Motorcycle Tours
EagleRider Cairns
East Coast Car Rentals
Mini Car Rentals

TOURISM TROPICAL NORTH QUEENSLAND™

Where rainforest meets the reef

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