



# Annual Report 2017-2018

TOURISM  
TROPICAL NORTH  
QUEENSLAND™  
Where rainforest meets the reef



## Contents

<b>Tourism Tropical North Queensland Role</b>	4
<b>2018-2020 Strategic Direction</b>	5
<b>Message from the Chair &amp; CEO</b>	6-9
<b>Board of Directors</b>	10
<b>Finance and Risk Management Committee (FARMC)</b>	11
<b>Our Partners</b>	11
<b>Our Staff</b>	12-13
<b>Advocacy</b>	14-15
<b>Key Markets</b>	16-21
Domestic	18
New Zealand	18
North America	19
United Kingdom	19
Europe	19
China	20
Japan	20
Other (Korea & India)	21
<b>Events</b>	22-23
Business Events	22
Leisure Events	23
<b>Content</b>	24-25
<b>Destination Development</b>	26
<b>Cruise Ships</b>	27
<b>Business Support</b>	28
<b>Member Networking</b>	29
<b>Our Members</b>	30-32
<b>Annual Financial Report</b>	33







# Our role

Tourism Tropical North Queensland (TTNQ) markets Tropical North Queensland as one of the world's most inspiring nature based destinations. We do this by promoting the region as the gateway to hundreds of unique tropical experiences set in World Heritage landscapes.

As a not-for-profit, member-based Regional Tourism Organisation we are the voice of Tropical North Queensland's tourism industry and work to increase visitor arrivals and expenditure for the benefit of the whole region.

Our destination, which is known as Cairns & Great Barrier Reef in international markets, stretches from Cardwell in the south to the Torres Strait in the north and west to the Northern Territory border.



# 2018-2020 Strategic Direction

## Organisation Vision

TTNQ is highly valued and respected, working with our allies to deliver world class, innovative destination marketing.

## Organisation Mission

We are a trusted and clear voice, leading and collaborating with our allies to ensure the region's tourism marketing achieves an expenditure of \$3.5B by 2020.



## Destination Vision

Tropical North Queensland is known as one of the world's most inspiring nature based destinations. It is the gateway to hundreds of accessible experiences set on the stage of the Great Barrier Reef, Earth's oldest rainforest and the outback. Lived in by an ancient culture, Tropical North Queensland is shared by passionate locals.

## Destination Mission

Deliver hundreds of unique tropical experiences that are shared by passionate locals and set in World Heritage nature which together are the brand story of Tropical North Queensland.





# Message from the Chair & CEO



**Wendy Morris**  
Chair

Millions of dollars of new tourism infrastructure added another layer to the lure of Tropical North Queensland in 2017-18, as did the introduction of direct flights from China. With these changes and a new Chair appointed, the time was right to take a fresh look at the organisation and direction of Tourism Tropical North Queensland (TTNQ).

TTNQ's newly elected board headed straight into an intensive strategic planning review process with the executive team to consider the most effective way TTNQ can add long-term value to our industry, and to the whole Tropical North Queensland region.

As a result, the TTNQ 2018-20 Strategic Plan sets the agenda for TTNQ to shift gears, unite the industry and lead the way forward to the vision of becoming one of the world's most inspiring, nature-based destinations. This two-year plan will enable our destination marketing organisation to move quickly in a fast-changing and competitive world to ensure Tropical North Queensland is the destination people around the world want to visit.




**Pip Close**  
Chief Executive Officer

The team now works to the six strategic goals illustrated on the previous page. In order to achieve these goals we have outsourced the corporate services department and closed the Visitor Information Centre (VIC), allowing us to expand our marketing and digital resources to better promote the destination. The board did due diligence on these changes, with the VIC closure coming after a two-year monitoring process instigated by the previous board. With just 2% of Tropical North Queensland's visitors using the VIC's free services, the decision was made to shift our resources to visitor attraction to help fulfil our goal of \$3.5 billion visitor expenditure by 2020.

We now have in-market representation in China and in Europe, while the domestic market has both trade and public relations support. Our digital team has grown to ensure we have strategic and





quality content across our digital assets, which are the most effective way of telling the destination's story.

Improving membership is critical to the success of the destination, and so we have added more value to working with TTNQ by changing the membership structure, the first change in many years. TTNQ's top three levels of membership are now Partner of Tourism (previously a Bronze member), Partner of Business Events (previously Silver) and Champion of Tourism (previously Platinum). These levels of membership help bring about more business opportunities designed to elevate tourism products as signature Tropical North Queensland experiences. Among the new benefits for our partners will be inclusion in our new digital visitor information service and free membership of the Queensland Tourism Industry Council (QTIC).

We are enticing more businesses to join the tourism community with free entry-level membership as a Friend of Tourism, while tourism businesses who are members of a Local Tourism Organisation (LTO) can also join TTNQ at no cost to become an Ambassador of Tourism.

In line with these changes we refocused the content and layout of electronic newsletters to members and launched a new corporate website.

Sustainable funding remains an issue for our organisation. Cairns Regional Council announced in June 2018 that TTNQ's funding would increase in the next reporting period, sending a strong message that tourism is everybody's business in Cairns and that we need to work together to market Tropical North Queensland to Australia and the world. Cairns Mayor Bob Manning and his team of councillors allocated an extra \$400,000 to destination marketing, bringing their spend to \$3.4 million, and gave an extra \$1.1 million to support and develop major sporting and significant cultural events in 2018-19.

# Continued...

The health of our greatest tourism asset, the Great Barrier Reef, continued to be misunderstood after the back-to-back bleaching events. We tackled this perception by creating a monthly newsletter to keep the public informed about the reef's health and the activities under way to help it recover. We also attended International Media Marketplace for the first time to meet with North American and Australian travel media, resulting in positive exposure of the reef. The Citizens Gateway to the Great Barrier Reef was unveiled on 31 August 2017 with an official ceremony attended by the Chair of Citizens and Chair of TTNQ as well as other VIP funding partners.

Work continued on elevating our region's third pillar of Indigenous tourism with the launch of the Indigenous Connecting with Asia program. Market research has been undertaken in China, which will inform expressions of interest in developing new Indigenous tourism infrastructure, with the assistance of \$1.1 million in matched funding from the Queensland Government.

TTNQ has entered into a two-year partnership with the Torres Strait Regional Authority (TSRA) to collaborate on the development of Indigenous tourism opportunities in the Torres Strait Islands. Commencing on 1 July 2018, TTNQ will employ a Torres Strait Community Tourism Coordinator who will work from our Cairns office and fly to the Torres Strait on a monthly basis to mentor local council tourism officers and elevate their tourism stories using the TTNQ network.

We partnered with the Torres and Cape Indigenous Council Alliance to produce the 2018 Cape York visitor guide and co-partnered with Gulf Savannah Way for an outback tourism conference attended by 40 participants.

As part of our goal to master the destination's story, we took the Wet Tropics Management Authority to a presentation with Tourism and Events Queensland to elevate the rainforest story as a key driver for state visitation. Our messaging that this natural asset is older than the Amazon and has diverse experiences needs to be part of Queensland's brand story.

Supporting aviation continues to be a major focus as we work in partnership with the China Southern Consortium, including Cairns Airport, Tourism and Events Queensland, and Tourism Australia, to build a sustainable direct aviation route. Securing new international routes remains critical to increasing visitor numbers and freeing up seats for the domestic market.

The results of our efforts in each of our key markets is summarised in this report. It shows the extraordinary effort by our small and dedicated team to work with our partners to deliver world-class, innovative destination marketing to position Tropical North Queensland as one of the world's most inspiring nature-based destinations.



**Wendy Morris**  
Chair

**Pip Close**  
Chief Executive Officer









## Board of Directors



**Chair**  
**Wendy Morris**



**Deputy Chair**  
**Ross Steele**  
Cairns Convention Centre  
General Manager



**Sheena Walshaw**  
Jungle Surfing Canopy Tours  
Managing Director



**Todd Parker**  
Parker Travel Collection  
Managing Director



**Peter Woodward**  
CaPTA Group  
Managing Director



**Mark Evans**  
Paronella Park  
Marketing & Public Relations  
Director



**Russell Boswell**  
Savannah Way  
Chair



**Craig Pocock**  
Skyrail Rainforest Cableway  
Managing Director



**Sam Ferguson**  
The Accommodation Centre,  
Destination Cairns Marketing  
General Manager Commercial



**Norris Carter**  
North Queensland Airports  
Chief Executive Officer



**Paul Fagg**  
Skybury Coffee  
Business Development Executive



# Finance and Risk Management Committee (FARMC)



## Chair

### Ross Steele

Cairns Convention Centre General Manager and TTNQ Board member



## Deputy Chair

### Craig Pocock

Skyrail Rainforest Cableway Managing Director and TTNQ Board member



### Wendy Morris

TTNQ Chair



### Luckbir Singh

MacDonnells Law Director



### Pip Close

TTNQ Chief Executive Officer



### Andrea Fogarty

TTNQ Director Corporate Services and Company Secretary

## Our Partners



## Local Tourism Organisations



## Local Tourism Associations





# Our Staff

## CEO's Office



**Pip Close**  
Chief Executive Officer



**Rosie Douglas**  
General Manager



**Judy Lloyd**  
Corporate Communications  
& Executive Assistant to the CEO

## Destination Development Partnership with Tourism & Events Queensland



**Sarah Palmer**  
Director – Destination  
Development

## Finance



**Andrea Fogarty**  
TTNQ Director Corporate Services  
and Company Secretary

## Contractors



**Liz Inglis**  
Corporate Media Communications  
(Contractor)



**David Hudson**  
Indigenous Mentor

## Business, Major & Regional Events



**Kelsey Andersen**  
Manager – Events



**Eleanor Wilkie**  
Manager –  
Business Development



**Abbey McDonald**  
Marketing Coordinator – Business,  
Major, Regional Events

## Destination Content Management



**Chris Jahnsen**  
Director – Digital and Content



**Amy Mail**  
Senior Content &  
Communications Strategist



**Jilara Kuch**  
Creative Specialist



**Tamara Goldsworthy**  
Digital Specialist



**Kate Shaw**  
Communications Specialist

## Membership



**Barbara Thomson**  
Membership Development  
Executive

## Leisure Tourism Sales & Marketing



**Claudia McFadden**  
Sales & Marketing Manager –  
Western and Drive



**Sam Sakamoto**  
Sales & Marketing Manager – Asia



**Harriet Ganfield**  
Project Manager – China



**Bec Doktan**  
Projects & Educationals Executive



# Advocacy



## Aviation route development

Government funds are required to launch new aviation routes and create brand awareness for long-term route sustainability. Currently, 75% of international visitors through Cairns Airport travel on domestic flights, constraining the number of seats available for domestic visitors and limiting the ability to grow domestic visitation.

Aviation access is integral to the further development of the economy in Tropical North Queensland. A daily international wide-body flight to Cairns is potentially a \$200 million a year export business, with \$100 million of international visitor spend, \$50-150 million of agricultural produce sales, and more than 650 new jobs for the region. There are flow-on benefits as other trade is enabled by new air routes. These benefits are widely dispersed across businesses in the region.

TTNQ aims to grow direct international capacity to Cairns Airport by working with our partners to ensure existing routes are sustainable and attracting new routes to further develop our key markets.



## Great Barrier Reef messaging

The correct story surrounding the health of the Great Barrier Reef needs to be told effectively following the worldwide misconception that the whole reef has suffered severe coral bleaching and has died. This is a national issue that needs global messaging, as many international travellers come to Australia to see the reef.

Deloitte produced a report in 2017 indicating the Great Barrier Reef is valued at \$64 billion, employs 33,000 people and is without doubt Australia's greatest asset. Tourism Australia (TA) needs funding to address Australia's reef messaging to the world. This funding could be allocated from the recent \$443.3 million funding given to the Great Barrier Reef Foundation.



## Tourism Australia funding

We recognise that the success of our region depends to a large degree on the broader recognition of Australia as a desirable tourism destination. Tourism operators working in the international market have received feedback that not all opportunities are taken up by TA because of budget constraints and the need to divert funding to key campaigns.

We recommend a comparative analysis of the investment other countries make in promoting their national destination, its effect on our competitiveness in the marketplace, the potential return on investment of additional dollars by TA and its flow-on to the Australian economy. The outcome should be used in future budget deliberations that will lead to additional funding for TA.



### Regional connectivity

The Government should ensure the highest level of connectivity for visitors and the community to facilitate the rapidly growing touring market in remote areas. Digital connectivity is vital for regional diversification as global entrepreneurs and businesses choose to relocate for the “liveability” and “perfect positioning” of the region.

In many areas of Tropical North Queensland, a lack of digital infrastructure means that businesses’ digital functionality and presence is rapidly falling behind. Tourism operators may be unable to access their own websites or social media for maintenance, and there may be slow take-up of new technologies because of poor connectivity. As a result, these regions are then missed in visitors’ holiday planning, significantly reducing business. Further, the worldwide trend of consumer advocacy is negated in these regions, as visitors cannot upload social media to promote experiences.



### Road infrastructure

Large sections of the North West Queensland route of the Savannah Way are unsealed and flood prone, isolating communities during the wet season and limiting the economic value of this northern road link. The Commonwealth and State Governments should support the sealing and improved flood resilience of the western Queensland section of the National Highway by providing project funding in accordance with the Commonwealth State Roads funding model.



### Safer Waterways Bill

Current Queensland zoning strategies for crocodiles do not take into consideration economic impacts, such as damage to the Queensland brand. This economic impact is a strategic component of the Northern Territory plan. Some of the actions tried in the Northern Territory should be considered for inclusion in the Safer Waterways Bill:

- Impacts on productivity of industry or commercial enterprises in addition to public safety when defining “problem crocodiles”
- Greater exclusion zones and intensive removal of crocodiles from highly populated locations
- Investigation and implementation of safe swim zones and safe swim enclosures at popular creeks and beaches
- Cooperation of key agencies such as the Great Barrier Reef Marine Park Authority to allow operators affected by crocodile activity to diversify product and offer innovative new experiences that allow safe interaction with the marine environment
- Immediate investment in an effective signage and education program to minimise community and visitor risk while maintaining positive regional messaging and promoting crocodile tourism attractions.





# Key markets

The long-awaited arrival of scheduled direct flights from China was the highlight of 2017-18 for our key markets. These flights give us the opportunity to grow the number of independent travellers from China and encourage them to stay longer.

This route also helps free some domestic capacity, although 75 per cent of our international visitors continue to arrive via domestic channels. Visitor growth will be constrained by aviation access, so until more direct flights are secured for Cairns we will not see the extraordinary growth experienced in the past few years.

The number of visitors was also constrained by the loss of 2 per cent of the city's room stock while hotels were being rebuilt and refurbished. We look forward to the opportunities that will come with more than 800 new rooms coming on line in the city over the next 18 months.

*Tourism Research Australia's International Visitor Survey results for 2017-2018 were not available at the time of going to print.*

## YE March 2018

Total expenditure	\$3.15 billion, +6.3%
Total visitors	2.8 million, +4.1%

## Domestic Totals YE June 2018

Expenditure	\$2.34 billion
Total visitors	2.04 million
Holiday visitors	1.07 million
Total nights	10.04 million
Spend per night	\$233
Average length of stay	4.9

## International YE March 2018

Expenditure	\$1.05 billion
Total visitors	880,000
Total nights	6.21 million
Spend per night	\$169
Average length of stay	7.1

## Leisure Educational Campaign Activity 2017-18 (Attendees)

	Trade	Media	Social	Total
UK	45	15	8	68
Europe	86	19	3	108
North America	49	4	0	53
China	36	57	0	93
Japan	185	10	8	203
Domestic	12	45	12	69
New Zealand	8	0	0	8
Other	62	6	2	70
<b>Total</b>	<b>483</b>	<b>156</b>	<b>33</b>	<b>672</b>



# Key Markets

## Domestic

YE June 2018	
Interstate	741,000
Intrastate	1.3 M
VFR	442,000
Business	413,000

Tropical North Queensland's greatest source of revenue comes from the Australian traveller with revenue growing despite the stabilisation of domestic visitor numbers.

Drive continued to play an important role in visitation, accounting for more than half of domestic visitors with 12% growth to 1.02 million for the year ending March 2018. TTNQ was very active in this market – we had online activity, participation at Flight Centre and caravan and camping consumer shows in Sydney, Melbourne and Brisbane, and ongoing media and trade partnership activities.

Public relations agency Klick Communications was appointed to manage our consumer marketing, public relations and visitor communication activity in the Australian market. Parker Travel Collection was appointed to manage our domestic trade activity in the Australian market.

Our wide-ranging educational campaigns included hosting media for the Ultimate Guide to driving the Great Barrier Reef educational, highlighting our food and beverage offerings to a team from Gourmet Traveller and taking media to the Laura Aboriginal Dance Festival.

## New Zealand

YE March 2018	
Total visitors	38,000
Average length of stay	11.3
Annual change	-28%

Philippine Airlines suspended its Manila-Cairns-Auckland flight in favour of a direct route from Manila to Auckland. Cairns Airport is in discussion with airlines about increasing services to New Zealand.

We participated in Queensland on Tour New Zealand and hosted a trade educational in partnership with Air New Zealand.



## North America

YE March 2018	
Total visitors	132,000
Average length of stay	5.1
Annual change	1%

TTNQ was part of a large Tropical North Queensland contingent that attended Marketplace USA in Los Angeles and continued the push in the United States with Queensland on Tour – Americas.

With negative headlines about the Great Barrier Reef dominating the US media, we attended International Media Marketplace New York for the first time to meet North American travel media. The media were educated about the health of the Great Barrier Reef and the work of the tourism industry to assist it.

Among the trade educationals were large groups as part of Corroboree West, while two media educationals took place, with one spending 13 nights in region.

## United Kingdom

YE March 2018	
Total visitors	89,000
Average length of stay	8.4
Annual change	-3%

With the Commonwealth Games being held on the Gold Coast, we had a captive audience in the United Kingdom and the opportunity to host a number of media educationals. These included Sunday Times Travel and Business Travel UK. It is hoped the extensive publicity achieved by having the Games in Queensland will help boost future visitor numbers.

Trade events were strong, with a group of 45 participating in the Australian Tourism Export Council's Inbound Up North event.

## Europe

YE March 2018	
Total visitors	179,000
Average length of stay	9.8
Annual change	13%

Munich-based marketing and public relations company Global Spot was appointed to represent Tropical North Queensland in Europe, strengthening our relationship with Tourism and Events Queensland, which is also represented by them. This will enable us to better leverage campaign opportunities to drive growth into Tropical North Queensland. It will also enable us to support the aviation attraction work of Cairns Airport in developing stronger connections to Europe, such as the Canton route now opened through the direct flights by China Southern Airlines and Hainan Airlines.

Upon their appointment, Global Spot and TTNQ conducted meetings with major wholesalers in Germany and Switzerland as part of wider European sales calls by TTNQ.

Travel agents representing 20 German travel companies experienced nature at its best with tours of the reef, rainforest and outback of Tropical North Queensland in November 2017. The Aussie Specialists were wowed with their first trip to Australia and attended workshops with operators to build their knowledge of the destination. This was one of 17 educational campaigns.



# Key Markets

## China

YE March 2018	
Total visitors	204,000
Average length of stay	3.4
Annual change	-6%

We are starting to see the Chinese visitor market changing, with significant growth in the number of high-spending independent travellers, a positive trend that will see more of these visitors exploring regional parts of Tropical North Queensland and staying longer. Operators reported a busy Chinese New Year, which was supported by Cairns Airport passenger movement statistics, but not by the International Visitor Survey results for that period.

Contineo Marketing, a specialist in the China market, will represent Tropical North Queensland in China to strengthen our travel distribution network and focus on supporting our work with China Southern and Hainan Airlines on the ground.

As part of the China Southern Consortium, we are working with our partners to ensure direct flights from China are sustainable. Since the first flight in December 2017, TTNQ has travelled to China twice with members to promote the destination. The second TTNQ China Roadshow included 26 local operators and five Indigenous performers for a consumer event in Guangzhou, as well as appointments with business and leisure trade partners in Guangzhou, Foshan and Nanning.

Media and trade educationals were held throughout the year, most in large groups, getting to know the diverse products our region has to offer.

An audit was undertaken, with 150 products investigated and reviewed for their suitability to the China market. Product gaps were identified and a development plan was created to address those gaps.

## Japan

YE March 2018	
Total visitors	110,000
Average length of stay	6
Annual change	-1%

Japan was our busiest market for educational campaign activity, with more than 200 educationals undertaken during the year. We received much publicity in the market when we launched our new Japanese website to increase consumer knowledge of the depth of the destination, and encourage longer and repeat visitation. It was CEO Pip Close's first trip representing TTNQ and meeting key stakeholders in Japan. Her visit drew more than 30 media representatives to a media conference held in conjunction with TEQ, which was a great opportunity to talk about the health of the Great Barrier Reef.

The Dream Experience trade educational was one of the key activities of a major campaign called "What is your dream experience," which TTNQ undertook to add to the appeal of our destination as a must-do experience for the Japanese. As part of this campaign, TTNQ had a Cairns and Great Barrier Reef booth at the Marine Diving Fair in Tokyo, which attracted 50,598 consumers over three days.

TTNQ and 13 members were among 22 Queensland sellers at Queensland on Tour Japan, which coincided with a Tourism Expo where TTNQ held a Cairns Live Animal Experience at the HIS booth.



## Other

YE March 2018	
India total visitors	32,000, +45%
Korea total visitors	11,000, -27%

With the increase in SilkAir's Cairns flights to five days a week we have seen very strong growth from India with numbers up by 45%. We hosted two educationals for the Singapore market and two for the India market.

To support the Jin Air charters to Cairns and in conjunction with Queensland on Tour Korea, we conducted seminars in South Korea for 48 key trade staff from eight wholesalers. We also hosted Marie Claire Korea, which has a print run of 60,000 and 480,000 followers on Instagram.



# Events

## Business Events

The economic impact of business events confirmed by Business Events Cairns & Great Barrier Reef in the 2017-18 financial year was \$111 million, more than double the previous year's total of \$45 million.

The number of leads was up by nine to 97, which includes 17 from China and reflects the growing interest in this region following the confirmation of the Amway China leadership seminar, which will bring more than 6000 delegates to Cairns in April 2019. The Amway event is one of 54 confirmed events last financial year, up from 45 in 2016-17.

The unaudited QBES statistics recorded 282 meetings and 28,629 delegate days, which was down slightly from the previous year, while the number of delegates, at 107,772, increased slightly.

### Key activities for 2017-18:

- Regional Showcase was held in Sydney and Melbourne.
- AIME (Asia Pacific Incentives and Meeting Event) in Melbourne.
- Business Events Australia New Zealand LIVE, where Australia is showcased to 58 New Zealand Incentive Planners as the premium incentive destination.
- Convene Q in Brisbane to meet buyers from across Australia and New Zealand.
- PAICE (Pacific Asia Incentives & Conferences Expo) in New Zealand.
- Sell TNQ – attracted 30 delegates who were given a taste of what Cairns, Port Douglas and Palm Cove offers the business events industry.
- Business Development Manager Eleanor Wilkie was recognised for her leadership in the business events industry when she won the Association of Australian Convention Bureaux' 2018 Destinations International Prize. This prize recognises young leaders working in the industry for destination marketing organisations such as TTNQ.





## Leisure Events

There was significant activity during 2017-18 with the region hosting four major international events including the Ironman Asia-Pacific Championships. Major new events were the Elton John Concert (September 2017), the UCI Mountain Bike World Championships (September 2017), pool games for the Rugby League World Cup (October 2017), the Commonwealth Games Basketball, the Queens Baton Relay and Festival 2018.

The team continued to work with stakeholders to secure events for the region and promote the destination

to assist with increasing participation, visitation and length of stay. This included securing Targa Great Barrier Reef (September 2018), the World Rafting Championships (May 2019) and Queensland Adventure Cycle Tour (September 2018).

NRL and AFL Games were also held during the year along with a number of regional events including Cairns Amateurs, the Great Barrier Reef Marathon, the Cairns and Indigenous Art Fair, Cooktown Discovery Festival and Yarrabah Band Festival.

## Regional events were held throughout Tropical North Queensland including:

- Atherton Tablelands  
Yungaburra Folk Festival  
November 2017
- Cassowary Coast  
Feast of the Senses  
March 2018
- Savannah Way  
Undara Outback Rock & Blues Festival  
April 2018
- Port Douglas Daintree  
Port Douglas Carnivale  
May 2018
- Cape York  
Cooktown Discovery Festival  
June 2018







---

## Content

Tropical North Queensland's new destination website was built in 2017-18 to significantly expand our digital footprint and enhance our capacity to deliver meaningful digital experiences to those considering and visiting Tropical North Queensland. The results have been overwhelming, with an 870% increase in leads and a conversion rate of 21%. This means that more than one-fifth of our users go on to explore a product, event, attraction or one of their associated assets such as the TripAdvisor page.

As of June 30, our new platform has seen the average monthly audience grow by 86%. They are staying 37% longer and reading an average of 2900 articles per month. The new platform has us on track to see this grow by 83% in 2018-19.

## Content Highlights

### Social Media

Leveraging user-generated content, the team published more than 1400 social media posts, which generated \$70 million in potential on investment (POI) in the region. Audience sizes were 132,000 on Instagram and 181,000 on Facebook.

### Digital Advertising

New digital advertising channels came online including native, Search Engine Marketing, Display and Social, enabling us to reach new and targeted audiences with the right message at the right time. Native exposed 32,000 visitors from publisher sites to Tropical North Queensland stories while Social Media Video ad placements on social targeted at 24-49 age group in Sydney and Melbourne had a reach of 476,032 and 1.5 million impressions. Targeted display advertising was delivered across sites including Webjet, Virgin Australia and a range of other travel publishers, as well as via flight itinerary electronic direct mailouts. Campaign delivered 1.2 million impressions.

### Content Creation

With our content team both restructuring and expanding we're now outputting 84 editorial pieces per year across key communications pillars and all Tropical North Queensland regions.

### Chatbot

The Locals of Tropical North Queensland experiment was born. The chatbot aims to deliver knowledge from real locals to visitors, helping them to plan and get more from their time in Tropical North Queensland. In 2016-17, we built a working alpha version and launch strategy and are on track to launch to the public in September 2018.

### Content and Asset Distribution and Management

A new digital asset library is delivering a much improved user experience with search, user management and analytics functions creating a significant reduction in the resources required to grow and maintain our asset pool.

### Communication Strategy

Working with partner agency Klick, a draft communication strategy was presented to members in June. After member feedback and additional research, this work will now be reviewed and form the foundation of a final strategy to be rolled out in the third quarter of 2018-19.





# Destination Development

This financial year, Tropical North Queensland's diverse experiences were closely examined and several cluster groups were created to bring together operators offering a particular experience, such as the reef, food and beverage, or drive. This gave us the opportunity to look closely at our story for these experiences and to determine how we could be the gateway to the hundreds of stories within each cluster.

As part of this focus, the CEO and members of the team travelled extensively throughout the region to speak directly to some of our smallest and most far-flung products, resulting in a richer understanding of the intricacies of Tropical North Queensland.

The work with each cluster group has varied according to their needs, with some already well established and others in their infancy. Highlights included:

- Meetings with Tourism Australia to elevate Timeless Experiences as part of their Signature Experiences activities
- Appointing an Indigenous mentor to assist with tourism development in this sector
- Creation of Reef Chat, an electronic newsletter focusing on the health and stories of the Great Barrier Reef; it's emailed to members, stakeholders, trade, media and consumers
- Attending International Media Marketplace in New York and Sydney to elevate Great Barrier Reef messaging in those markets
- Working with the Wet Tropics Management Authority and Tourism and Events Queensland to elevate the world's oldest rainforest as part of Queensland's brand
- Assisting Wet Tropics with a project to connect the tourism industry to Wet Tropics Endangered Species
- Approaching Go Fish Australia to assist in a strategy to position the region as a fishing destination
- Lobbying for the removal of GST charges on international super yachts doing charter work in Australia
- Undertaking research in conjunction with Tourism and Events Queensland in the Sydney and Melbourne markets to investigate barriers to travel
- Targeting food and beverage media for educational.

# Cruise Ships

TTNQ has a Memorandum of Understanding with Tourism and Events Queensland for their cruise specialist Julie O'Brien to manage and represent cruise shipping for Tropical North Queensland.

Activity included attending the Port of Cairns Cruise Working Group meeting in August 2017 which aims to attract and grow cruise ship visits to Cairns. The group is also tasked with ensuring the city delivers and promotes a quality product which enhances the overall passenger and ship experience and maximises the benefits for the community.

Key cruise industry decision makers learnt more about our capabilities at the CLIA Cruise 360 trade show and Seatrade Cruise Global 2018 in Fort Lauderdale. The region was showcased at a special forum at the Princess Cruises headquarters in Los Angeles.

In 2017-18, Cairns welcomed 201 cruise visit days, with 138,267 passengers and more than 17,000 crew contributing \$75.8 million direct expenditure into the region, while the total economic benefit reached \$153 million. This shows a growth on the 2016-17 figures, with the inclusion of Coral Expeditions for the first time.

Pacific Eden completed another successful homeporting season in Cairns delivering significant economic benefits through provisioning by local suppliers of fuel, food and services. Travellers flying into Cairns to meet the ship also undertook pre and post-cruise touring.

Port Douglas received 22 ship calls in 2017-18, with more than 31,000 passengers contributing nearly \$8 million in direct expenditure to the local economy.

Cooktown welcomed seven cruise ships in 2017-18, while Thursday Island welcomed eight, including the Viking Sun in February 2018 on her maiden call, with 900 passengers onboard.





# Business Support

In 2017-18, TTNQ delivered the second year of the three-year Australian Small Business Advisory Services Program, an Australian Government Northern Australia Tourism Initiative.

During the year, 49 workshops were held across Cairns, Port Douglas and Daintree, as well as the Cassowary Coast. An average of 15 people attended each workshop, with a total of 737 attendees learning new business skills. We also conducted 139 one-hour mentoring sessions for 64 businesses.

The program assisted a total of 358 individual businesses.

## **The topics of these activities were split over six areas:**

- Funding avenues and financial analysis
- Building your business
- Making the most of your talent and team
- Management capabilities
- Digital engagement and implementation
- Tourism ready.

The Australian Small Business Advisory Services Program supports the TNQ Tourism Small Business Development Program, which is for TTNQ member and non-member businesses (or start-ups) that receive a significant portion of revenue from tourism and have fewer than 20 full-time equivalent employees. Businesses and business intenders can participate in as many activities as they would like.

*“Your presentation has given me some tools to cut through the mountain of information and point me down a productive path.”*

– Justin Keniger from BOLD Australia, who attended a social media workshop with Nikki Kanzleamar from Socialeyes Media.





# Member Networking

TTNQ connects members and stakeholders through regular networking events, and by providing marketing opportunities to maximise business exposure in local, state, national and international markets. These events also give our members the opportunity to become directly involved in key discussions impacting the future of the region.

Member networking evenings are held after TTNQ board meetings, allowing members to discuss issues informally with the board and the executive team. These evenings are

an excellent opportunity for members to share information and make new contacts. At least three events are held outside Cairns city each year to assist regional members to attend.

The annual **TNQ Tourism Industry Excellence Awards** are held after the Annual General Meeting each year, with strong attendance from a broad range of members. At the Awards, we announce the Chairman's Award for Excellence, Outstanding Contribution by an Individual, Life Members, Innovation Excellence and Young Achiever Excellence winners.

## 2017 TNQ Tourism Industry Excellence Awards winners:



**LIFE MEMBER**  
Ron Livingston



**LIFE MEMBER**  
Bill Cummings



**YOUNG ACHIEVER  
EXCELLENCE AWARD**  
Phil Warring of PhilipVids



**YOUNG ACHIEVER  
EXCELLENCE AWARD**  
William Enoch-Tranby  
of the CaPTA Group



**OUTSTANDING  
CONTRIBUTION BY  
AN INDIVIDUAL**  
Bram Collins



**CHAIRMAN'S AWARD  
FOR EXCELLENCE**  
Cairns Airport Pty Ltd



**AWARD FOR  
INNOVATION  
EXCELLENCE IN TNQ**  
Aj Hackett Cairns

## Thank you to the members who hosted the 2017-18 networking evenings:

**REEF  
HOUSE**  
July 2017

**CAIRNS  
MUSEUM**  
September 2017

**SHANGRI-LA HOTEL,  
THE MARINA, CAIRNS**  
October 2017 AGM

**PULLMAN PORT DOUGLAS  
SEA TEMPLE RESORT & SPA**  
December 2017

**CAIRNS  
AQUARIUM**  
January 2018

**THREE  
WOLVES**  
April 2018

**PALM COVE SURF  
LIFE SAVING CLUB**  
May 2018



# Membership

## ACCOMODATION

### Backpacker Hostel

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

### B&B / Farm Stay

- Downunder Farmstays
- Gilberton Outback Retreat

### Caravan & Camping Grounds

- Atherton Hallorans Leisure Park
- BIG4 Atherton Woodlands Tourist Park
- Ingenia T/A 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
- 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
- Melaleuca Resort
- Meridian Port Douglas
- Mission Beach Resort
- Novotel Cairns Oasis Resort
- Oaks Lagoons
- Ocean Hotels & Tourism
- On the Beach Holiday Apartments
- Pacific Hotel Cairns
- Palm Royale Cairns
- Paradise Links Resort
- Paradise Palms Resort Golf & Country Club
- Park Regis City Quays/Piermonde Apartments
- Port Douglas Peninsula Boutique Hotel

- Port Douglas Peninsula Boutique Hotel
- Port Douglas Retreat
- QT Port Douglas
- Royal Palm Villas
- Rydges Esplanade Resort Cairns
- Rydges Plaza Cairns
- Rydges Tradewinds Cairns
- Silky Oaks Lodge
- Southern Cross Atrium Apartments
- Stay Well Hospitality Group
- Sunshine Tower Hotel
- The Boutique Collection - Palm Cove
- The Reef Retreat
- Tropic Towers Apartments
- Villa Marine Holiday Apartments & Motel
- 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
- Hides Hotel Cairns
- Cairns Plaza Hotel
- Cairns Queenslander Hotel & Apartments
- Castaways Resort & Spa Mission Beach
- Mena Creek Hotel

### Lodges/Guest Houses

- Crystalbrook Collection
- Heritage Lodge & Spa
- Jabiru Safari Lodge at the Mareeba Wetlands
- Rose Gums Wilderness Retreat
- Sicklebills Safaris - (Cassowary House)

## ACTIVITIES, TOURS & ATTRACTIONS

### Adventure

- Ahoy Buccaneers
- AJ Hackett Cairns
- Bad Fishy
- Blazing Saddles
- Cairns Adventure Park
- Cairns Canyoning
- 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
- Skydive Cairns
- Small World Journeys
- Tandem Cairns

### Reef Tours / Cruises

- Aquarius Sail & Snorkel
- Aroona Luxury Boat Charters
- Big Cat Green Island Reef Cruises
- Cairns Dive Centre
- Cairns Fishing Charters
- Calypso Reef Charters Pty Ltd
- Coral Expeditions
- Coral Sea Sportfishing Safaris
- Crocodile - Express Daintree Connection
- Daintree River Cruise Centre
- Divers Den
- Down Under Cruise & Dive
- Fitzroy Island Ferries
- Frankland Islands Cruises & Woornoonoran Safaris
- Great Adventures
- Mike Ball Dive Expeditions
- Mission Beach Dive/Mission Beach Dunk Island Water Taxi
- Monsoon Reef Charters
- Ocean Free & Ocean Freedom
- Ocean Safari
- Ocean Spirit Cruises
- Passions Of Paradise
- Pro Dive Cairns
- Quicksilver Connections Ltd (Silver Series)
- Quicksilver Cruises
- Reef Magic Cruises
- Sailaway Port Douglas
- Seastar Cruises
- Seawalker @ Green Island
- Skedaddle Cairns
- Spirit of Cairns
- Spirit Of Freedom
- Sunlover Reef Cruises
- Sunset Cruises
- Tusa Dive

### **Festivals / Events**

- Cairns Indigenous Art Fair Ltd
- Inkmasters Cairns Inc
- IRONMAN
- The Cairns Amateurs
- Great Barrier Reef Marathon

### **Venues**

- Flames of the Forest
- Cairns Convention Centre

### **Nightclubs / Bars / Entertainment**

- Three Wolves
- Vertigo Bar & Lounge
- Woolshed Chargrill and Saloon Bar

### **Restaurants and Cafes**

- Blackbird Espresso by Coffee NQ
- Bluewater Bar and Grill
- Cafe China
- Cairns RSL Club Ltd
- Chill Cafe
- Choo Choo's @ St Crispins
- Dundees Licensed Grill
- 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
- The Coffee Works Australia
- Waterbar and Grill

### **Cultural & Indigenous Experiences**

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

### **Day & Half Day Tours**

- Active Tropics Explorer
- 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
- Herberton Historic Village
- Hook-A-Barra
- Infinity Fun Travel
- Jungle Tours & Trekking
- Kuranda Riverboat Cruises
- Kuranda Scenic Railway
- Mamu Tropical Skywalk

### **Food & Wine Tours**

- Australian Coffee Centre
- Brett's Outback Tasting Adventures
- Food Trail Tours
- Gallo Dairyland

### **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

### **Wildlife Experience**

- Australian Butterfly Sanctuary
- Birdworld Kuranda
- Cairns Wildlife Dome
- Hartley's Crocodile Adventures
- Kuranda Koala Gardens
- The Cairns Aquarium
- Wildlife Habitat

### **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

## **BUSINESS EVENT SERVICES**

### **Event Support Companies**

- Execugifts P/L
- NQ Exhibitions
- Staging Connections
- Tropic Spirit Catering Pty Ltd
- Tropical Catering & Events
- Underwood Party Hire

### **Event Management Companies**

- Hannafords Events
- Managing Australian Destinations

## **TOURISM BOOKINGS / AGENCIES**

### **Inbound Tour Operators**

- D.O.A. Australian Tour Link
- Dixon Travel & Tour Pty Ltd
- 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
- Travstar.com Pty Ltd

## **ASSOCIATIONS AND AGENCIES**

### **Business / Industry Groups**

- Australian Business Consulting & Solutions
- Bartercard Australia
- Cairns Chamber of Commerce
- Dive Queensland
- Taste Paradise

### **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

### **Coach, Limousines & Taxis**

- Cairns Taxis Limited
- Elliott's Limousines
- Exemplar Coaches & Limousines
- International Coaches & Tours Pty Ltd
- Pioneer Travel Service 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

## **PROFESSIONAL, SHOPPING & OTHER SERVICES**

### **Real Estate / Developers**

- CB Richard Ellis
- Redlynch Valley Property Company
- Tora BPS



### **Financial / Legal**

- ANZ Mobile Lending Cairns
- Cummings Economics
- Grant Thornton
- HostPlus Superannuation
- Intrust Super
- MacDonnells Law

### **IT / Web / Digital**

- Fuji Xerox Business Centre Cairns
- Precedence
- Respax (Trinity Software Australia Pty Ltd)
- Vineworks

### **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
- OK Gift Shop
- Piccones Shopping Village
- Reef Society
- Smithfield Shopping Centre
- Stockland Cairns
- The Pier at the Marina

### **Design / Print / Publication**

- Australian Tourist Publications
- Cairns Visitor Guide
- Drafthouse Creative Studio
- Lotsa - Print and Design
- Pacific Coast Publishing Group

- Red Energy Promotions Cairns
- Tripping Magazine

### **Education / Training**

- Banora
- Bentley Park College
- Cairns College of English Pty Ltd
- Cairns Language Centre
- CQ University Australia
- James Cook University of North QLD
- Study Cairns
- TAFE Queensland North
- theSPACE Australasia
- YouSTUDY International College (formerly Kaplan International Cairns)

### **Photography / Videography**

- Andrew Watson Photography
- Brad Newton Photography
- Calypso Reef Imagery Centre
- Digital Memories - (HDeVolution)
- Philipvids
- Threadless Films

### **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

### **Tourism Organisations**

- Australian Tourism Export Council
- Great Green Way Tourism Inc.
- Local Tourism Network
- Mission Beach Tourism Inc.
- Savannah Way Limited
- Tourism Palm Cove
- Tourism Port Douglas & Daintree
- Trinity Beach Promotion Association
- Tropical Coast Tourism

### **Marketing Representation**

- Contineo Marketing
- I Presume Pty Ltd
- Morgan Freeman Promotions
- No Worries Australia
- Parker Travel Collection
- Pinnacle Tourism Marketing
- Ros Harries Marketing
- Tourism Marketing Services

### **Media / Communication**

- Adlink Media
- Klick Communications
- Liz Inglis Media & Communications
- News Corp Australia (The Cairns Post Pty Ltd)
- Strategic PR

### **Other**

- Arthur J Gallagher
- Bell Management Consultants Pty Ltd
- Currency Services Australia Pty Ltd
- Export Grant Professionals
- Ports North
- Ten Years Younger Home Care
- W.C Kelly Project Management

**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 2018



# Contents

	<b>Page</b>
Directors' report	1
Auditor's independence declaration	8
Statement of comprehensive income	9
Statement of financial position	10
Statement of changes in equity	11
Statement of cash flows	12
Notes to the financial statements	13
Directors' declaration	29
Independent auditor's report	30

# 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 2018 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:

<b>Name and qualifications</b>	<b>Experience and special responsibilities</b>	
Wendy Morris BSc (Hons) Mar. Biol/Zool Grad. Cert. Mgmt. (UNE) GAICD	Chair Appointed Director Member – Finance & Risk Management Committee Member – Constitution Review Committee	Founder – The Reef Society Director – Citizens of the GBR Foundation Member – GBR Partnership Management Committee (GBR Foundation)
Mr Max Shepherd Assoc. Diploma – Business Justice of the peace – Qualified. Fellow – AICD (Retired 26 October 2017)	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 Venue Executive Graduate - AICD	Deputy Chair Cairns South Director Chair – Finance & Risk Management Committee Chair – Business Events Strategic Panel Member – Constitution Review Committee	General Manager – Cairns Convention Centre Company Secretary – BECA Chair – FNQ Engagement Committee of Central Queensland University.
Mr Russell Boswell Grad Cert – Marketing. Diploma of Education Bachelor of Arts Cert IV – Training Assessing Cert III – Tour Guiding (Retired 11 August 2017 due to election irregularity - 2016 AGM.) (Appointed 13 September 2017)	General Director Member – Constitution Review Committee	Manager – Savannah Way Limited Manager – Savannah Guides Limited Director – Alliance for Sustainable Tourism Director – Boz Oz Pty Ltd
Mr Norris Carter BE(Hons), Dip. Comp. Sc MBA Associate AICD (Appointed 26 October 2017)	Appointed Director	Chief Executive Officer Cairns Airport Pty Ltd Director Advance Cairns Director CIAF
Mr Mark Evans Diploma of Management	Director – Southern Zone	Managing Director – Anella Holdings Pty Ltd Managing Director – Tropical Canopy Pty Ltd TEL –Strategic Advisory Committee



Mr Paul Fagg BA (Hons) Town and Country Planning (Appointed 23 January 2018)	Director – Tropical Tablelands /Remote Area Zone	Business Development Manager – Skybury Coffee
Sam Ferguson Bachelor Business Bachelor Applied Science (Elected 20 October 2017)	General Director	General Manager Commercial Destination Cairns Marketing
Mrs Ghislaine Gallo (Retired 6 December 2017)	Director – Tropical Tablelands /Remote Area Zone	Manager – The Crystal Caves Director – Tropical Tablelands Tourism
Prof. Robyn McGuiggan PhD, Marketing – Consumer Behaviour Masters – Commerce Bachelor of Science (Hnrs) (Retired 20 October 2017)	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 (Retired 20 October 2017)	Appointed Director	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	Managing Director – Parker Travel Collection Global Distribution Mentor to Tourism Australia Signature Experiences. Board Director – Trinity Anglican School.
Craig Pocock MBA Comm. Dec. (Elected 20 October 2017)	General Director Member – Finance & Risk Management Committee	Managing Director – Skyrail ITM Director – Skyrail Rainforest Cableway Director – Skyrail Rainforest Foundation Ltd Chair – Alliance for Sustainable Tourism.
Ms Sheena Walshaw B. Science – Psychology	Director Cairns North Zone	Managing Director – Keydane Pty Ltd t/a Jungle Adventures Cape Tribulation & Jungle Surfing Canopy Tours.
Mr Peter Woodward B. Commerce B. Science (Computer Science)	General Director Chair – Digital Strategic Panel	Managing Director - CaPTA Group of Companies Managing Director – Respax

## 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 <sup>A</sup>	Attended <sup>B</sup>	No of meetings Held <sup>A</sup>	Attended <sup>B</sup>
Ms Wendy Morris	7	7	7	7
Mr Max Shepherd (retired 26 October 2017)	2	2	3	3
Mr Ross Steele	7	7	7	7
Mr Russell Boswell	7	6	-	-
Mr Norris Carter (appointed 26 October 2017)	4	3	-	-
Mr Mark Evans	7	6	-	-
Mr Paul Fagg (appointed 23 January 2018)	2	2	-	-
Mr Sam Ferguson (elected 20 October 2017)	3	3	-	-
Mrs Ghislaine Gallo (retired 6 December 2017)	2	2	-	-
Prof. Robyn McGuiggan (retired 20 October 2017)	2	2	2	2
Mr Dominic O'Donnell (retired 20 October 2017)	2	1	-	-
Mr Todd Parker	7	6	-	-
Mr Craig Pocock (elected 20 October 2017)	5	4	4	3
Ms Sheena Walshaw	7	6	-	-
Mr Peter Woodward	7	6	-	-

<sup>A</sup> Number of meetings eligible to attend

<sup>B</sup> Number of meetings attended

The Finance and Risk Management Committee comprising Ross Steele as Chair, Craig Pocock as Deputy Chair (appointed 26 October 2017) Wendy Morris, Max Shepherd (retired 26 October 2017), Prof. Robyn McGuiggan (retired 20 October 2017), Luckbir Singh (appointed 31 January 2018) and attended by the CEO Pip Close, General Manager Rosie Douglas (appointed 3 April 2018) 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 class 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 drive visitor revenue and long term benefits for the region by leading the region's tourism marketing, positioning and brand story; and by being a unifying and coordinating voice of the industry. The Company will meet these objectives through:

- Mastering our story
- Unite and partner
- Digital leverage
- Improve membership
- Continuously improve
- Reset finance and resources

### Tourism Tropical North Queensland strategic plan

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

- Master our story
  - Develop a brand narrative supported and endorsed by industry, underpinned by compelling stories.
  - Amplifying the story with a compelling communication strategy that guides, directs and implements easily for all stakeholders and expands our global footprint.
- Unite and partner
  - Build influential relationships that amplify the region as a major economic driver.
  - Reduce industry fragmentation.
  - Tap in the extensive network of people and industries outside of the tourism framework.
- Digital leverage
  - Pursue continuous development of our digital assets.
  - Define our digital strategy.
  - Establish a reputation for our digital leadership.
  - Support the external strategic drivers via digital means.
  - Invest in the digital capability of the team.
- Improve membership
  - Actively listen to members to find out what they want and need to advance how we can add value to their membership
  - Develop a membership strategy – provide value to our members that encourages membership value and growth.
  - Maintain our relevance by being at the forefront of changes and opportunities relating to destination marketing.
- Continuously improve
  - Aggressively reduce red-tape, drive efficiency and embed an agile mindset within the cultural DNA of TTNQ.
  - Build our governance and leadership capacity.
  - Actively manage asset utilisation i.e. people, utilities, information and risk.
  - Adopt relevant technology to assist with our continuous improvement.
  - Foster a culture of innovation.
- Reset finance and resources
  - Strengthen our capacity to manage our funding.
  - Actively engage in progressive funding strategies that maintain current needs and provide a positive pipeline of funding that will meet the future needs of the organisation.

## Principal activities

The principal activities of the Company during the course of the financial year related to tourism promotion of Tropical North Queensland.

During the year, as the Company rolled out its strategies, an organisational review was conducted by external consultants to provide recommendations for efficiency improvements and asset utilisation. A number of staff structural changes were effected. An ongoing review of the Cairns and Regional Visitor Information Centre (VIC) was finalised during year. After a review of asset utilisation by visitors to the region, member product sales and industry consultation the decision to close the VIC was formalised and it ceased trading on 22 June 2018.

The net surplus from ordinary activities after tax amounted to \$184,114 (2017: \$162,195).

Other than the closure of the VIC, there were no significant changes in the nature of the activities of the Company during the year.

### Reconciliation of net surplus<sup>1</sup>

	2018 \$	2017 \$
Operating surplus from ordinary activities before depreciation and amortisation expenses and the mis-match of grants and grant expenditures	104,103	61,395
Depreciation and amortisation expenses	(74,347)	(68,921)
Operating surplus/(deficit) from ordinary activities	29,756	(7,526)
Loss on disposal of assets	(17,628)	-
Expenditure of Government grant funds recognised as revenue in 2015/2016 (AASB 1004 Contributions)(ASBAS Yr1)	(36,230)	(154,667)
Receipt of Government grant funds recognised as revenue in 2016/2017 (AASB 1004 Contributions) (ASBAS Yr2)	-	200,000
Expenditure of Government grant funds recognised as revenue in 2016/2017 (AASB 1004 Contributions) (ASBAS Y2)	(187,396)	-
Receipt of Government grant funds recognised as revenue in 2017/18 (AASB 1004 Contributions) (ASBAS Yr3)	200,000	-
Expenditure of Government grant funds recognised as revenue in 2017/2018 (AASB 1004 Contributions) (ASBAS Y3)	-	-
Receipt of Government grant funds recognised as revenue in 2016/2017 and 2017/2018 (AASB 1004 Contributions) (COGBRF)	175,000	825,000
Expenditure of Government grant funds recognised as revenue in 2016/2017 and 2017/2018 (AASB 1004 Contributions) (COGBRF)	(250,000)	(750,000)
Receipt of Government grant funds recognised as revenue in 2016/2017 (AASB 1004 Contributions)(Gateway Artwork)	25,000	1,107,000
Expenditure of Government grant funds recognised as revenue in 2016/2017 (AASB 1004 Contributions) (Gateway Artwork)	(74,388)	(1,057,612)
Receipt of Government grant funds recognised as revenue in 2017/2018 (AASB 1004 Contributions) (CWA Indigenous Project)	400,000	-
Expenditure of Government grant funds recognised as revenue in 2017/2018 (AASB 1004 Contributions) (CWA Indigenous Project)	(80,000)	-
Net surplus for the year	184,114	162,195

<sup>1</sup> Basis of preparation: Operating surplus/(deficit) from ordinary activities is a non-AASB measure that is used as the basis for determining operational results for the financial year. Operating surplus/(deficit) from ordinary activities is determined as net surplus/(deficit) 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/(deficit) from ordinary activities has not been audited or reviewed.



## Key performance indicators

The Company measures its performance through its critical success factors:

- Appropriate structure and resources
- A united industry and grow partnerships beyond the Company's current base
- Growth in fan base
- Growth of the economic contribution of business events measured through QBES statistics
- Reach, engagement, advocacy conversion and media performance
- 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 eleven 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 2018.

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



---

Director

12 September 2018



# Auditor's independence declaration

Cairns Corporate Tower  
15 Lake Street  
Cairns QLD 4870

Correspondence to:  
PO Box 7200  
Cairns QLD 4870

T +61 7 4046 8888  
F +61 7 4051 0116  
E [info.cairns@au.gt.com](mailto:info.cairns@au.gt.com)  
W [www.grantthornton.com.au](http://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 2018, 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, 12 September 2018

Grant Thornton Audit Pty Ltd ACN 130 913 594  
a subsidiary or related entity of Grant Thornton Australia Ltd ABN 41 127 556 389

'Grant Thornton' refers to the brand under which the Grant Thornton member firms provide assurance, tax and advisory services to their clients and/or refers to one or more member firms, as the context requires. Grant Thornton Australia Ltd is a member firm of Grant Thornton International Ltd (GTIL). GTIL and the member firms are not a worldwide partnership. GTIL and each member firm is a separate legal entity. Services are delivered by the member firms. GTIL does not provide services to clients. GTIL and its member firms are not agents of, and do not obligate one another and are not liable for one another's acts or omissions. In the Australian context only, the use of the term 'Grant Thornton' may refer to Grant Thornton Australia Limited ABN 41 127 556 389 and its Australian subsidiaries and related entities. GTIL is not an Australian related entity to Grant Thornton Australia Limited.

Liability limited by a scheme approved under Professional Standards Legislation.

# Statement of comprehensive income

For the year ended 30 June 2018

	Note	2018 \$	2017 \$
<b>Continuing operations</b>			
<b>Income</b>			
Revenue	5	<u>8,226,695</u>	<u>8,537,986</u>
<b>Expenses</b>			
Administration		1,684,145	1,682,311
Industry representation		424,906	353,922
Marketing and promotion		5,755,980	6,323,742
Research		<u>87,552</u>	<u>9,014</u>
		<u>7,952,583</u>	<u>8,368,989</u>
<b>Results from operating activities</b>		274,112	168,997
Finance income		<u>18,674</u>	<u>24,837</u>
<b>Net surplus before tax</b>		292,786	193,834
Income tax expense	4g	<u>-</u>	<u>-</u>
<b>Net surplus from continuing operations</b>		292,786	193,834
<b>Discontinued operation</b>			
Net deficit from discontinued operation	7	<u>(108,672)</u>	<u>(31,639)</u>
<b>Net surplus</b>		184,114	162,195
Other comprehensive income		<u>-</u>	<u>-</u>
<b>Total comprehensive income</b>		<u>184,114</u>	<u>162,195</u>

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



# Statement of financial position

As at 30 June 2018

	Note	2018 \$	2017 \$
<b>Assets</b>			
Cash and cash equivalents		1,687,793	1,674,050
Term deposits		584,430	571,508
Trade and other receivables	8	61,744	579,044
Inventories		-	611
Prepayments		57,025	33,466
<b>Total current assets</b>		<b>2,390,992</b>	<b>2,858,679</b>
Property, plant and equipment	9	58,220	133,105
Intangible assets	10	69,348	-
<b>Total non-current assets</b>		<b>127,568</b>	<b>133,105</b>
<b>Total assets</b>		<b>2,518,560</b>	<b>2,991,784</b>
<b>Liabilities</b>			
Trade and other payables	12	347,866	1,524,474
Employee benefits	13	218,336	87,834
Provisions	14	25,466	28,051
Deferred income/revenue	15	1,015,977	605,391
<b>Total current liabilities</b>		<b>1,607,645</b>	<b>2,245,750</b>
Provisions	14	22,793	42,026
<b>Total non-current liabilities</b>		<b>22,793</b>	<b>42,026</b>
<b>Total liabilities</b>		<b>1,630,438</b>	<b>2,287,776</b>
<b>Net assets</b>		<b>888,122</b>	<b>704,008</b>
<b>Equity</b>			
Retained surplus	17	888,122	704,008
<b>Total equity</b>		<b>888,122</b>	<b>704,008</b>

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 2018

	2018 \$	2017 \$
<b>Retained surplus</b>		
Balance at 1 July	<u>704,008</u>	<u>541,813</u>
<b>Total comprehensive income</b>		
Net surplus	184,114	162,195
Total other comprehensive income	<u>-</u>	<u>-</u>
Total comprehensive income	<u>184,114</u>	<u>162,195</u>
Balance at 30 June	<u>888,122</u>	<u>704,008</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 2018

	Note	2018 \$	2017 \$
<b>Cash flows from operating activities</b>			
Cash receipts from:			
Industry contributions and membership		2,858,187	2,865,915
Government and institutional grants		6,087,674	5,678,673
Commission income		-	255,490
Rental income from property subleases		116,654	114,157
Sponsorships		568,454	603,360
Sale of goods		-	2,216
Services		425,569	-
Sundry revenue		12,690	32,662
Total cash receipts		10,069,228	9,552,473
Cash paid to suppliers and employees		(9,888,081)	(9,045,765)
Net cash from continuing operations		181,147	509,151
Interest received		19,412	24,658
Net cash used in discontinued operation		(87,457)	-
<b>Net cash from operating activities</b>	19	113,102	531,366
<b>Cash flows from investing activities</b>			
Acquisition of property, plant and equipment		(17,089)	(24,411)
Acquisition of intangibles		(69,348)	-
Acquisition of investments		(12,922)	(15,009)
<b>Net cash used in investing activities</b>		(99,359)	(39,420)
Net increase in cash and cash equivalents		13,743	491,946
Cash and cash equivalents at 1 July		1,674,050	1,182,104
<b>Cash and cash equivalents at 30 June</b>		1,687,793	1,674,050

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.

## **f Comparatives**

Comparative information has been restated where necessary to be consistent with disclosures in the current reporting period.

## **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 2017. 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 2017, 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 fully 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 Discontinued operation**

A discontinued operation is a component of the entity that either has been disposed of, or is classified as held for sale, and:

- represents a separate major line of business or geographical area of operations
- is part of a single co-ordinated plan to dispose of a separate major line of business or geographical area of operations; or
- is a subsidiary acquired exclusively with a view to re-sale

The result from discontinued operations, including prior year components of the result, are presented in a single amount in the statement of comprehensive income. This amount, which comprises the result of discontinued operations and the gain or loss resulting from the measurement and disposal of assets classified as held for sale, is further analysed Note 7.

The disclosure for discontinued operations in the prior year relate to all operations that have been discontinued by the reporting date for the latest period presented.

## **c 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.

### **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.

## **d 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.

**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.

**e 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.

**f 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.

**g Income tax**

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

**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.

## ii 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 Intangible assets

### i Recognition and measurement

Intangible assets that are acquired by the Company and have finite useful lives are measured at cost less accumulated amortisation and any accumulated impairment.

### ii Amortisation

Amortisation is calculated to write off the cost of intangible assets less their estimated residual values using the straight line method over their estimated useful lives. The estimated useful lives of intangibles are as follows:

- Websites and digital assets 2-3 years

## j 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.



## **k Impairment**

### **i Non-derivative financial assets**

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

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.

## **l 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.

## **m 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.

## n Share capital

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

	2018 \$	2017 \$
Industry contributions and membership	1,968,259	2,358,814
Government and institutional grants	5,233,123	5,500,127
Fee for service	386,881	-
Rental income from property subleases	110,119	100,843
Sponsorship	516,776	548,509
Sundry revenue	11,537	29,693
	<u>8,226,695</u>	<u>8,537,986</u>

## 6 Personnel expenses

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

Salaries and wages	1,938,445	1,953,211
Contributions to defined contribution superannuation plans	172,418	182,540
Increase in liability for annual leave	21,205	(2,950)
Increase in liability for long service leave	16,611	16,502
	<u>2,148,679</u>	<u>2,149,303</u>

## 7 Discontinued operation

As at 22 June 2018 the Cairns and Region Visitor Information Centre was closed and its operation discontinued.

### Results of discontinued operation

Revenue	173,067	234,278
Expenses	<u>(281,739)</u>	<u>(265,917)</u>
Loss for the year from discontinued operation	<u>(108,672)</u>	<u>(31,639)</u>

2018  
\$

2017  
\$

## 8 Trade and other receivables

### Current

Trade receivables	61,744	579,044
Less: Allowance for impairment losses	-	-
	<u>61,744</u>	<u>579,044</u>

## 9 Property, plant and equipment

### Reconciliation of carrying amount

	Leasehold Improvements \$	Computer Equipment \$	Office Furniture \$	Total \$
<b>Cost</b>				
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	<u>1,633,585</u>	<u>110,385</u>	<u>135,859</u>	<u>1,879,829</u>
Balance at 1 July 2017	1,633,585	110,385	135,859	1,879,829
Additions	2,211	11,719	3,159	17,089
Disposals	(1,635,796)	(1,266)	(69,442)	(1,706,504)
Balance at 30 June 2018	<u>-</u>	<u>120,838</u>	<u>69,576</u>	<u>190,414</u>
<b>Depreciation and impairment</b>				
Balance at 1 July 2016	(1,551,996)	(22,784)	(110,847)	(1,685,627)
Depreciation for the year	(35,593)	(24,246)	(9,082)	(68,921)
Disposals	-	7,466	358	7,824
Balance at 30 June 2017	<u>(1,587,588)</u>	<u>(39,564)</u>	<u>(119,572)</u>	<u>(1,746,724)</u>
Balance at 1 July 2017	(1,587,588)	(39,564)	(119,572)	(1,746,724)
Depreciation for the year	(36,508)	(28,441)	(9,397)	(74,346)
Disposals	1,624,096	925	63,853	1,688,874
Balance at 30 June 2018	<u>-</u>	<u>(67,080)</u>	<u>(65,116)</u>	<u>(132,196)</u>
<b>Carrying amounts</b>				
At 1 July 2016	71,028	83,217	23,370	177,615
At 30 June 2017	<u>45,997</u>	<u>70,821</u>	<u>16,287</u>	<u>133,105</u>
At 30 June 2018	<u>-</u>	<u>53,758</u>	<u>4,460</u>	<u>58,218</u>

## 10 Intangible assets

	Websites \$	Digital asset \$	Total \$
<b>Cost</b>			
Balance at 1 July 2017	-	-	-
Additions	14,993	54,356	69,349
Balance at 30 June 2018	<u>14,993</u>	<u>54,356</u>	<u>69,349</u>
<b>Depreciation and impairment</b>			
Balance at 1 July 2017	-	-	-
Depreciation for the year	-	-	-
Balance at 30 June 2018	<u>-</u>	<u>-</u>	<u>-</u>



	Websites \$	Digital asset \$	Total \$
<b>Carrying amounts</b>			
At 30 June 2017	-	-	-
At 30 June 2018	14,993	54,356	69,349

## 11 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 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:

	2018 \$	2017 \$
Australia	61,744	579,044
Other regions	-	-
	<u>61,744</u>	<u>579,044</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
Retail customers	<u>61,744</u>	<u>346,701</u>
	<u>61,744</u>	<u>579,044</u>

### *Impairment*

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

Neither past due nor impaired	43,785	351,542
Past due 1-30 days	9,606	811
Past due 31-90 days	2,670	2,691
Past due 91-120 days	<u>5,683</u>	<u>224,000</u>
	<u>61,744</u>	<u>579,044</u>

There are no allowances for impairment losses in respect of trade and other receivables at 30 June 2018 (2017: 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 \$
<b>2018</b>							
Trade and other payables	346,826	346,826	346,826	-	-	-	-
	<u>346,826</u>	<u>346,826</u>	<u>346,826</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>2017</b>							
Trade and other payables	1,524,474	1,524,474	1,524,474	-	-	-	-
	<u>1,524,474</u>	<u>1,524,474</u>	<u>1,524,474</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:

	2018 \$	2017 \$
<b>Fixed rate instruments</b>		
Term deposits	<u>584,430</u>	<u>571,508</u>
<b>Variable rate instruments</b>		
Bank balances	<u>1,687,793</u>	<u>1,670,868</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 \$
<b>2018</b>				
Financial assets	16,878	(16,878)	16,878	(16,878)
Cash flow sensitivity (net)	<u>16,878</u>	<u>(16,878)</u>	<u>16,878</u>	<u>(16,878)</u>



	Income or expenses		Equity	
	100bp increase	100bp decrease	100bp increase	100bp decrease
	\$	\$	\$	\$
<b>2017</b>				
Financial assets	16,709	(16,709)	16,709	(16,709)
Cash flow sensitivity (net)	16,709	(16,709)	16,709	(16,709)
			<b>2018</b>	<b>2017</b>
			\$	\$

## 12 Trade and other payables

Trade payables	-	575,865
Accrued expenses	217,875	820,041
Other payables	129,991	128,568
	<u>347,866</u>	<u>1,524,474</u>

Information about the Company's exposure to liquidity risk is included in Note 11.

## 13 Employee benefits

### Current

Annual leave	101,024	87,834
Termination benefits	117,312	-
	<u>218,336</u>	<u>87,834</u>

The Company makes contributions to defined contribution plans. The amount recognised as an expense was \$172,768 for the year ended 30 June 2018 (2017: \$182,540).

## 14 Provisions

### Current

Long service leave	<u>25,466</u>	<u>28,051</u>
--------------------	---------------	---------------

### Non-current

Long service leave	<u>22,793</u>	<u>42,026</u>
Balance at 1 July	70,077	53,575
Provisions made during the year	16,611	16,502
Provisions used during the year	(38,429)	-
Balance at 30 June	<u>48,259</u>	<u>70,077</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 2018 was 2.34% (2017: 2.04%).

	2018 \$	2017 \$
Membership subscriptions received in advance	83,491	177,118
Industry contributions received in advance	<u>932,487</u>	<u>428,273</u>
	<u>1,015,978</u>	<u>605,391</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.

## 16 Operating leases

### Leases as lessee

The Company leases a number of buildings under operating leases. The leases typically run for a period of 1 year, 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 2018. Sublease payments of nil are expected to be received during the financial year.

At reporting date, the future minimum lease payments under non-cancellable leases were payable as follows:

Less than one year	300	694
Between one and five years	-	3,467
More than five years	<u>-</u>	<u>694</u>
	<u>300</u>	<u>4,855</u>

During the year ended 30 June 2018, \$415,976 was recognised as an expense in respect of operating leases (2017: \$439,578). Contingent rent recognised as an expense amounted to nil. \$72,214 was recognised as income in respect of subleases.

## 17 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.

## 18 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 and reserves. Management monitors the Company's operating surplus.

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

	2018 \$	2017 \$
Cash and cash equivalents	1,687,793	1,674,050
Term deposits	584,430	571,508
Less liabilities	<u>(1,630,438)</u>	<u>(2,287,776)</u>
Net cash (debt)	<u>641,785</u>	<u>(42,218)</u>
Total equity	<u>888,122</u>	<u>704,008</u>
Net cash (debt) to equity ratio at 30 June	<u>0.72</u>	<u>(0.06)</u>

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.

## 19 Reconciliation of cash flows from operating activities

Net surplus	184,114	162,195
Adjustments for:		
Depreciation	74,347	68,921
Loss on disposal of assets	<u>17,627</u>	<u>-</u>
	276,088	231,116
Changes in:		
Trade and other receivables	517,300	(430,282)
Inventories	611	(13)
Trade and other payables and deferred revenue	(766,022)	740,240
Prepayment	(23,559)	(23,247)
Provisions and employee benefits	<u>108,684</u>	<u>13,552</u>
Net cash from operating activities	<u>113,102</u>	<u>531,366</u>

## 20 Related parties

### Transactions with key management personnel

#### i Key management personnel compensation

The key management personnel compensation comprised the following:

Short-term employee benefits	726,445	697,514
Post-employment benefits	65,996	68,007
Other long term benefits	4,726	7,609
Termination benefits	<u>24,987</u>	<u>-</u>
	<u>822,154</u>	<u>773,130</u>

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 (2017: 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 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 \$
<b>2018</b>				
Todd Parker, Parker Travel	1,169	37,400	-	-
Russell Boswell	-	2,517	-	-
Mark Evans	6,786	93	-	-
Wendy Morris	-	105	-	-
Sam Ferguson (elected 25 October 2017)	1,106	7,299	-	-
<b>2017</b>				
Todd Parker, Parker Travel	3,530	-	-	-
Gordon Wellham, Exemplar Limousines (retired 25 October 2016)	1,180	4,926	-	-
Mark Evans (appointed 21 November 2016)	534	-	88	-
Wendy Morris (appointed 26 April 2017)	-	-	-	-

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.

**2018**  
**\$**

**2017**  
**\$**

## 21 Auditor's remuneration

### Audit services

Auditors of the Company – Grant Thornton

Audit of financial statements

Other regulatory audit services

24,000

2,000

26,000

23,500

1,000

24,500

### Other services

Auditors of the Company – Grant Thornton

In relation to taxation services

In relation to services provided for ASBAS workshops and mentoring

1,915

3,220

5,135

650

7,160

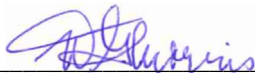
7,810

## 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 2018 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:



Director

12 September 2018



# Independent auditor's report

Cairns Corporate Tower  
15 Lake Street  
Cairns QLD 4870

Correspondence to:  
PO Box 7200  
Cairns QLD 4870

T +61 7 4046 8888  
F +61 7 4051 0116  
E [info.cairns@au.gt.com](mailto:info.cairns@au.gt.com)  
W [www.grantthornton.com.au](http://www.grantthornton.com.au)

## 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 2018, 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 2018 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.

Grant Thornton Audit Pty Ltd ACN 130 913 594  
a subsidiary or related entity of Grant Thornton Australia Ltd ABN 41 127 556 389

'Grant Thornton' refers to the brand under which the Grant Thornton member firms provide assurance, tax and advisory services to their clients and/or refers to one or more member firms, as the context requires. Grant Thornton Australia Ltd is a member firm of Grant Thornton International Ltd (GTIL). GTIL and the member firms are not a worldwide partnership. GTIL and each member firm is a separate legal entity. Services are delivered by the member firms. GTIL does not provide services to clients. GTIL and its member firms are not agents of, and do not obligate one another and are not liable for one another's acts or omissions. In the Australian context only, the use of the term 'Grant Thornton' may refer to Grant Thornton Australia Limited ABN 41 127 556 389 and its Australian subsidiaries and related entities. GTIL is not an Australian related entity to Grant Thornton Australia Limited.

Liability limited by a scheme approved under Professional Standards Legislation.

### **Information other than the financial report and auditor's report thereon**

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 2018, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### **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](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, 12 September 2018