



#loveportstephens



PORT STEPHENS TOURISM LTD  
annual report  
2015/16

Destination  
Port Stephens  
*P.S. I love you xx*



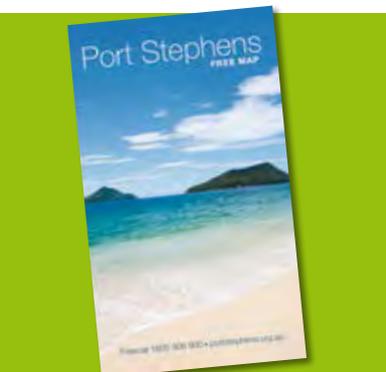


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# Introduction

As part of the Port Stephens community you would have to agree we are fortunate to live in this unique and beautiful part of the world... not just for the stunning waterways and abundant natural wonders but for the thriving economy and community that together provides the lifestyle we love.

It's why we call this place home, why we choose to live, work and raise our families here. It's also the reason why we attracted over 1.3 million visitor nights this last year, contributing over \$373million to the NSW visitor economy and positioning tourism as one of the most important economic drivers in Port Stephens.

Destination Port Stephens (the trading name of Port Stephens Tourism Limited) was established to sustain and further develop this strong visitor economy to ensure ongoing economic and community benefits for all. As a not for profit, incorporated body, supported by Port Stephens Council, owned by members and autonomously managed by a board of nine industry representatives - Destination Port Stephens (DPS) has been actively working with a range of industry partners to build the destination brand and grow the market share.

Destination  
Port Stephens  
*P.S. I love you xx*



# Chairman's Report

It's hard to believe we are coming to the end of another year - and what a year it has been! All of the activities undertaken during the past year continue to contribute to the management plan and we are well on the way to accomplishing many of the goals set out within.

Our destination brand continues to build momentum resulting in strong, consistent visitation from far and wide.

Through campaigns targeting nature lovers in Melbourne, foodies in Brisbane to sun seekers in Singapore and Malaysia we continue to grow the Port Stephens visitor economy.

Our organisational structure, growing membership, innovative and hard working team together with a committed board has proved to be a winning formula and is the envy of many other destinations within the State and around the country. The membership take-up rate goes from strength to strength! Now, with over 308 of you joining us in our quest to make Port Stephens the number one destination in NSW the fresh ideas and momentum driving us forward is inspiring.

I am pleased and proud to be a part of the dedicated and hardworking Destination Port Stephens Board of Directors whose efforts over the past financial year have been nothing short of extraordinary. You can rest assured your board has been active in the effective guidance of the organisation and





implementation of the various projects proposed over the course of the year. Never have I been more proud to be the leader of an industry organisation then when speaking on your behalf in the well-publicised public enquiry into Council's amalgamation. Whilst the result of this enquiry has not yet been handed down, I am filled with much confidence that whatever the decision our industry will rise above and continue to deliver on our primary task of making Port Stephens the number one destination.

Port Stephens, as a tourism destination, and Destination Port Stephens as an industry organisation, continue to be the envy of many others in the tourism sphere. This is a result of, not only the assets mother nature has gifted us, but also the enviable support our organisation receives from our Council and their Tourism Unit, as well as the unmatched enthusiasm and dedication of our members - in particular those who volunteer their time and experience to Board positions and industry action groups.

As we look to the year ahead with clear goals, and strategies in place to reach them, your Board - together with our recently appointed Destination Marketing Manager, Danny Eather, and team - can now get down to the business of running Destination Port Stephens on behalf of the members and partners as we strive towards a thriving visitor economy.

Wishing you and your business a prosperous year ahead.

*Allan Ray*

**Allan Ray OAM**

Chairman

**Destination Port Stephens.**



# Destination Marketing Manager's Report

Whilst I have only held the position of Destination Marketing Manager officially for less than a month (following 6 months contracted to the DPS Marketing Department), I have been closely observing the work and successes of Destination Port Stephens (DPS) for the past few years. So I feel extremely privileged and honoured to be joining the organisation and given the responsibility of leading the local industry, navigating the challenges ahead and working towards a positive and rewarding future.

The past twelve months have been extremely productive - though at times challenging - with so many activities initiated across all areas of the organisation. Deservedly, I would like to acknowledge the efforts of Sharon Turley, Natalie Compton and Rebecca Morley for their professionalism, dedication and highly regarded work ethic. For a small team, the deliverables achieved are just astounding - well done and thank you!

With so many destinations, domestic and international, competing for the sun-seeking, coast-hugging, whale-searching, adventure-addicted, food-loving visitor - it is more important than ever to consolidate the Port Stephens brand and take our rightful place as one of the most sought after tourist destinations on the planet!

As continually shared with industry, the Port Stephens brand is much more than a single tactical marketing campaign. It is truly about a united, collaborative team ensuring best practice is delivered each and every time through professional development and product development. It's the way in which all stakeholders embrace and share the Port Stephens story with pride. Not difficult really... given the amazing location and lifestyle we enjoy.

Visitation continues to trend in line with the five-year average, which has seen a total of 1.39 million visitors during the past 12 months to the destination. Domestic overnight visitors accounted for 45% market share and generated 2.1 million nights, down 5% on 2015. Domestic day visitors accounted for 54% of market share, a 1% increase on 2015. International markets remain unchanged to the previous 12 months with 26,000 (2% market share) international visitors/nights. **Overall visitation contributed to an estimated \$373million to the local visitor economy.**





Membership of the organisation continues to grow as well, with a total of 308 businesses choosing to join Destination Port Stephens. This growth in membership is both exciting and encouraging as more members from non-traditional tourism businesses are choosing to join the organisation and work together to grow the Port Stephens visitor economy.

The Marketing Partnership program was once again another great success with over 40 members across all sectors (leisure, international, M.I.C.E, weddings) choosing to invest almost \$250,000 in co-operative marketing programs. Such co-operative investment is vital, not only to fund the tactical campaigns but it also allows us to apply for Regional Visitor Economy Funding (RVEF) for relevant sectors through the NSW State Government which only offers funding on a dollar for dollar investment matching basis.

With such an extremely competitive and rigorous funding program, Destination Port Stephens was fortunate to secure two of these grants. One for the recent “Love Winter. Love Port Stephens” campaign - enticing visitors with our “off peak” attractions - and the other a joint application between Newcastle Airport & Newcastle City Council focusing on both domestic and international route development.

International marketing continues to grow from strength to strength and is underpinned by the successful application of the Export Market Development Grant back in 2014. This grant continues to support our international marketing efforts from familiarisations (famils) and trade events, to international missions and sales calls. The number of international travellers has remained quite constant with the trends over the past five years averaging 26,000\* visitors per year. International source markets are mixed, with a variety of geographic markets attracted to the region. The United Kingdom continues to be the strongest market providing around 25%\* of visitors with very little stimulation of the market. The concentrated efforts of DPS within the eastern markets of China and South East Asia have provided the desired return on investment - which equates to increased visitation, now above the five year average.

Meetings, Incentives, Conferences and Events (M.I.C.E.) continues to present a significant opportunity for Port Stephens to drive mid-week, high yielding business into the destination with the ability to spread the economic benefit across all sectors. The support from members with investment into the M.I.C.E Port Stephens partnerships has been the backbone of the activities. Recent changes in this market have benefited Port Stephens with an increased number of incentive enquiries and more supported site inspections by industry partners, such as Business Events Sydney.

The Destination Port Stephens team has achieved so much during the year, however there is always more that needs to be done to ensure everyone knows about the best destination on earth.

The key strategic goal for the coming year will be continuing to grow and build upon increased visitation to the destination during the low and shoulder seasons. The “PS I Love You” brand will continue to underpin Port Stephens’ messaging as we create awareness and drive the intention for travel to Port Stephen through a targeted, integrated marketing strategy.

Branding activities will continue year round through digital and traditional media whilst our ‘Love Port Stephens’ experiential campaigns will evolve and provide a platform for building visitation and change the mindset of visitors that ‘one day is not enough’. A stronger focus will be placed on ensuring messages are targeted to key visitor segments i.e families, couples, backpackers, etc.

Securing additional funding (leveraging member and Council investment) to entice more visitors in the lean times will continue to be a key priority for the organisation and looking beyond the traditional tourism related grants for a source of income

Destination Port Stephens will continue to support Council’s Tourism and Events team to ensure that Port Stephens is the most sought after location by event organisers. Such events increase the product offering for visitors and stimulates the development of new niche markets and subsequent visitors.

Port Stephens has an impressive and active social media presence and this will continue to build through a strong focus on ‘owned-content’ and understanding the user cycle with greater analytic capabilities.

The growth of Newcastle Airport remains the greatest tourism infrastructure asset for Port Stephens and the Greater Hunter region. In partnership with our neighbouring destinations of Newcastle and Hunter Valley, and with strong support from Newcastle Airport, the collaborative approach of securing funding for campaigns to encourage visitation from interstate markets will continue as well as building the demand and capacity for new airline routes.





I feel incredibly privileged to be leading this small but dynamic team that continue to amaze me with their passion and dedication and provide me with the confidence of knowing that the future holds great promise.

I would like to thank the Board of Directors for their support and assistance during the past few months and I am very much looking forward to working with the new Board of Directors who all share a passion for Port Stephens and whose enthusiasm and professionalism will inspire us to achieve set goals.

To retiring Directors of Sharon Aldrich, Malcolm Anderson, David Nye, and chairman Allan Ray - thank you on behalf of the organisation and members for your dedication and commitment to fulfilling these voluntary roles. The legacy you leave is an organisation that is in a sound position, poised to achieve great things to benefit all who work and live in Port Stephens.

Recognition must also be given to Port Stephens Council, who continue to support Destination Port Stephens, our members and the entire industry. In a time when many local government organisations are reducing investment in the visitor economy, Port Stephens Council continues to invest in the tourism sector and shares our vision of an even brighter future.

Lastly, but by no means least, thanks must go to all our members for continuing to support Destination Port Stephens. For those who say “yes” to our ongoing marketing opportunities - we thank you for having the vision. For those yet to take the leap - what are you waiting for? Dive in - the water’s fine! Be part of this exciting time with a great team and join us in our quest to make Port Stephens the most desired destination on earth!

I look forward to working with you all and wish you a fantastic holiday season!

*Danny Eather*

**Danny Eather**  
Destination Marketing Manager  
**Destination Port Stephens**



# Port Stephens Tourism Limited Board 2015-16

The Destination Port Stephens Board consists of nine Directors. Five positions are open to all members of the organisation. These positions are held for a period of two years and are contested at the Annual General Meeting. Two positions are appointed for a period of two years and are advertised when vacant and two positions are retained for Port Stephens Council Executive Staff.

Over the past year, the Destination Port Stephens Board provided the organisation with well over 500 hours of voluntary time. Your board is made up of:

- **Allan Ray OAM** Chairman

- [Marty's at Little Beach](#)

- Allan has been chairman of DPS for the past year. A successful business developer with a high profile in Newcastle, Hunter and Port Stephens Region. Allan was awarded the Order of Australia Medal in 1988 for service to the tourism industry and youth employment.

- Together, with his wife Sue, Allan developed Rafferty's Resort Lake Macquarie, Smarty Plants at Anna Bay and currently operates Marty's at Little Beach.

- Allan is passionate about the growth of Port Stephens as a Tourism Destination and sees a very bright future with potential to develop more tourism infrastructure whilst sustaining and protecting the many natural assets that make this region unique.

- **David Nye** Deputy Chairman

- [Newcastle Airport](#)

- David has been a Director of Destination Port Stephens for the past four years and Deputy Chair for the past year.

- Prior to his role as Manager Aviation Development at Newcastle Airport, David spent more than 11 years with Cathay Pacific Airways, with roles in London including Sales and Marketing Manager, as well as an overseas posting to Indonesia, leading teams in commercial and operational environments.

- He was also instrumental in the development of Qatar Airways in the UK from 2001, raising their profile from the new kid on the block to an established and respected airline in the UK and



European marketplace. David went on to manage Qatar's operation in the Maldives before setting up its commercial and operational base in Singapore prior to its inaugural flight in December 2003.

Prior to his move to Australia, David spent a successful year with London City Airport based regional airline, VLM Airlines. As Regional Manager UK, David was responsible for the airline's largest market and operational base and the airline's success was recognised in 2006 when VLM Airlines was awarded the World's Best Regional Airline in the "Air Transport World" magazine annual awards.

David joined Newcastle Airport as Manager Corporate Affairs in 2006 and the role was expanded in 2010 to become Manager Aviation Business Development, also providing strategic direction and leadership to the operational team at the airport as well as the Corporate Affairs division of the business.

▪ **Sharon Aldrich** Treasurer

Tamboi Queen Cruises

Sharon has been a Director of Destination Port Stephens for the past year. Sharon is part of the family owned and operated company Tamboi Queen Cruises and has been heavily involved with the growth of the business for the past 14 years. With over 16 years in the tourism industry, Sharon regularly attends international sales missions and events promoting Port Stephens and is a generous host of visiting international journalists and media agents.

With this underpinning knowledge of both domestic and international tourism, Sharon understands the value that both market segments bring to the Port Stephens' economy and believes that through strong relationships across the destination and region, Port Stephens can grow to become the leading regional destination in NSW.

▪ **Malcolm Anderson**

Salamander KFC

As a resident of the Tomaree Peninsula, Malcolm has a good understanding of the importance of tourism to the local economy. His career roles and responsibilities have included 30 years in hospitality management and finance management. Malcolm has tertiary qualifications in Business

Administration and Marketing and completed the Directors Course at the Institute of Company Directors. His board experience includes ten years as Chairman of Castle Personnel and is currently Treasurer of Port Stephens Veterans and Citizens Aged Care Ltd.

### ■ Janelle Gardner

#### Tourism and Events Coordinator, Port Stephens Council

With over 20 years living and breathing the Port Stephens tourism industry Janelle is a proud and passionate ambassador for this idyllic part of the planet she calls home.

Janelle has a unique and comprehensive understanding of the Port Stephens Visitor Economy gleaned from a varied range of roles over the past two decades. From marketing and management roles for hotels, resorts, events and local government to consulting on a number of projects including the Tomaree Events Strategy.

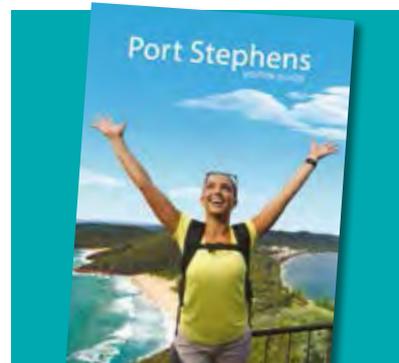
Janelle has worked closely with Destination Port Stephens and previously Port Stephens Tourism Limited over an extended period and is a long term advocate for the organisation, it's goals and the members it represents.

Janelle began a new role with Port Stephens Council as Tourism and Events Coordinator in January of this year. Her role now focuses on driving the economic, environmental and social benefits that a vibrant and sustainable tourism industry provides through increased employment, investment and infrastructure. The driving force behind the region's Tourism Strategy and Development, Visitor Servicing, Event Sponsorship and Event Assessment, Janelle works closely with the team at DPS and other key industry stakeholders to ensure a coordinated and cohesive approach to the future growth and success of the Port Stephens Visitor Economy.

### ■ Simon Glover

#### Mercure Newcastle Airport

Simon is currently the General Manager of the Mercure Newcastle Airport at Williamtown and opened the hotel in 2015, prior to this Simon was at Novotel Newcastle Beach for five years & spent the previous eight years





as General Manager of The Sebel Kirkton Park, Hunter Valley. Simon has worked for the Accor Hotels group for the last 15 years & has worked in the hotel industry with international hotel chains for over 25 years.

In addition, Simon has been a board member with Hunter Tourism since 2011, was previously the Chairman of the Newcastle Tourism Industry Group as well as a board member and Deputy Chairperson of Hunter Valley Wine Country Tourism.

#### ■ **Andrew Macdonald**

##### [The Nelson Resort](#)

Andrew Macdonald has been a director of Destination Port Stephens for the past five years. Andrew is co-owner and operator of both The Nelson Hotel and The Little Nel Café and has operated these businesses for the past six years.

Before going into business Andrew was national general manager of operations for Best Western Hotels overseeing over 250 hotels and motels. Prior to this he spent 10 years working in several hotel chains in sales & marketing and front of house roles.

Andrew holds a Bachelor of Business in Tourism and a Masters in Marketing from the University of Newcastle.

#### ■ **Mike McIntosh**

##### [Group Manager Development Services, Port Stephens Council](#)

Mike commenced work at Port Stephens Council in July 2012. Previously working in senior management positions at the City of Port Phillip and Moreland City Council in Melbourne in a range of roles including planning, economic development, tourism and compliance. Mike has a Bachelor of Planning and Design and is currently completing a Master of Business Administration.

With over 16 years in local government, Mike is passionate about community development, health and wellbeing and ensuring we get the balance right between growth, development and our natural environment.

Mike is also eager to drive change in local government when it comes to efforts around maintaining the right balance between the natural environment and economic development, tourism and community development.

▪ **Deborah Stretton**

**D’Albora Marinas**

Deborah commenced work with the Ardent Leisure Group – D’Albora Marinas in September 2004, where she has gained the experience of both Marina Operations and Property Management within a tourism sector.

Previously based in Sydney working within the business management for high profile companies such as Arnette Sunglasses (Bausch and Lomb), Device Technologies (Medical) and Senior Leading Officer for Australian Credit Union Associations. Deborah has extensive understanding of all facets of business fundamentals, along with her experience within Event Management being responsible for many key celebrations within our region.

Deborah’s passion and love for the region of Port Stephens is shown in all aspects of her life, ensuring the continued growth of our area, of which she believes to be one of the most beautiful locations in Australia.

Summary of Board Attendance	Number of meetings held while a Director	Number of meetings attended while a Director
<b>A. Ray</b>	11	9
<b>D. Nye</b>	11	8
<b>S. Aldrich</b>	11	9
<b>M. Anderson</b>	11	7
<b>J. Gardner</b>	11	10
<b>S. Glover</b>	11	8
<b>A. Macdonald</b>	11	11
<b>M. McIntosh</b>	11	10
<b>D. Stretton</b>	11	7



# Key Performance Indicators

## Visitation

The 2015/16 year has seen the numbers of domestic overnight visitors decrease by 5% on the previous 5-year average, with 619,000 visitors spending 2.1 million nights in the Port Stephens area with an average stay of 3.4 nights.

Whilst a decrease of any kind is not favourable consideration must be given to the federal election which occurred during the last quarter of the financial year which typically impacts upon consumer confidence and propensity to travel. Compounding this impact the election occurred during low season.

Sydney continues to provide over 52% of overnight visitation whilst Queensland provided 3.9% and Victoria 2.1% of nights.

Year end June	2012	2013	2014	2015	2016	5 yr average
<b>Domestic Overnight Visitors</b>	650	682	630	654	619	647
% change	-1%	5%	-8%	4%	-5%	
<b>Domestic Visitor Nights</b>	1,900	2,137	2,022	2,352	2,082	2,098
% change	-13%	12%	-5%	16%	-11%	
av night stay	2.9	3.1	3.2	3.6	3.4	3.2
<b>Domestic Day Visitors</b>	777	672	701	747	751	729
% change	5%	-14%	4%	7%	1%	
<b>International</b>	21	24	27	26	26	25
% change	-32%	14%	12%	-2%	0%	
<b>Year end June Total Visitors</b>	<b>1449</b>	<b>1,378</b>	<b>1,357</b>	<b>1,427</b>	<b>1,396</b>	<b>1,401</b>
<b>Year end June Total Nights</b>	<b>2,009</b>	<b>2,270</b>	<b>2,139</b>	<b>2,490</b>	<b>2,149</b>	<b>2,211</b>

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia 2015/16

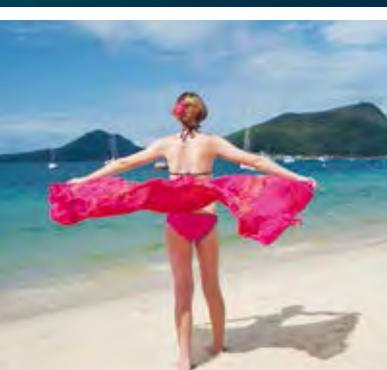
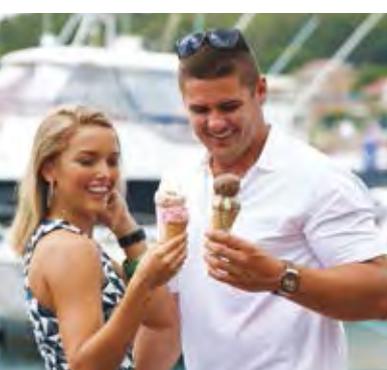
## Domestic

The numbers of domestic day visitors have increased by 1% on the previous year, with 750,840 visitors spending the day in Port Stephens. Visitors predominately came from the Hunter (68.3%) as well as Sydney (20%).

State	Region	Overnight	Day
<b>NSW</b>		<b>90.1%</b>	<b>100.0%</b>
	Sydney	52.2%	20.0%
	Hunter	16.8%	68.3%
	North Coast	7.6%	5.8%
	Central Coast	4.4%	5.6%
	South Coast	2.5%	
	Other NSW	7%	0.2%
<b>QLD</b>		<b>3.9%</b>	
	Brisbane	0.8%	
	Gold Coast	2.5%	
	Sunshine Coast	0.4%	
<b>VIC</b>		<b>2.1%</b>	
	Melbourne	1.4%	
	Other Vic	0.7%	
<b>SA (ADL)</b>		<b>0.6%</b>	
<b>ACT (CBR)</b>		<b>1.0%</b>	
<b>TAS (Hobart)</b>		<b>0.3%</b>	
<b>WA (Perth)</b>		<b>1.6%</b>	
<b>Total</b>		<b>100.0%</b>	

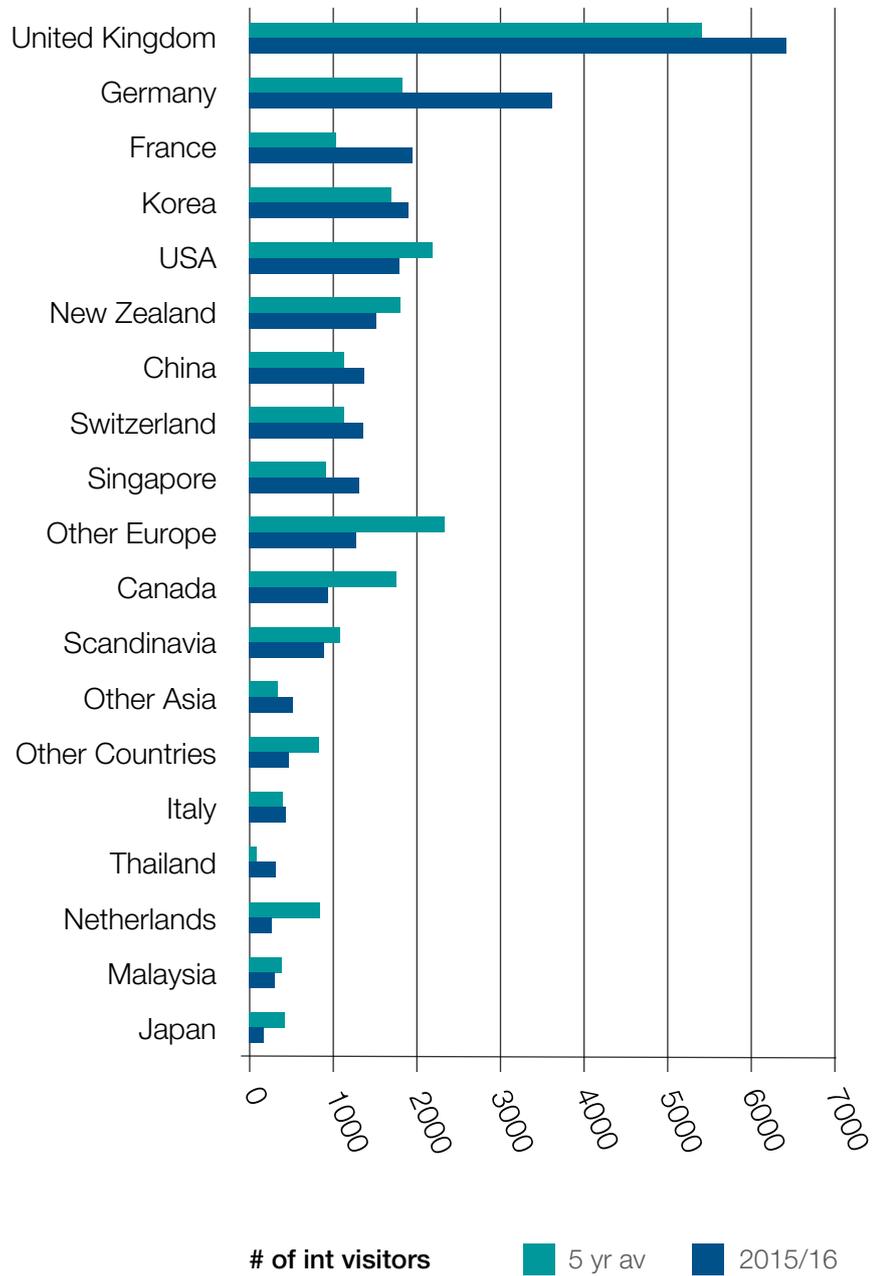
Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia 2015/16





## International

International visitors remained constant over the past 5 years with an average of 26,000 visitors per year. The UK continues to be the strongest market (25%) and is still increasing.



Markets	2015/16
Europe	32.5%
Asia	22.1%
UK, US, NZ	45.4%

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia 2015/16

## Online Engagement and Online Booking Growth

The Port Stephens consumer website [www.portstephens.org.au](http://www.portstephens.org.au) is the key piece of marketing communication for the destination and is fast becoming one of the main booking platforms for visitors to Port Stephens.

Over the past year, visitation to the site increased by 1.15% and there has been strong growth in online bookings for the year.

Year end June	2015/16
<b>Sessions</b>	531,522
% change on previous year	1.15%
<b>Bounce Rate</b>	1.66%
% change on previous year	-70.19%
<b>Pages Per Session</b>	5.17
% change on previous year	10.9%
<b>Mobile or Desktop Usage</b>	62.71%
% change on previous year	7%
<b>Direct Online Booking Revenue</b>	\$482,521
	6.89%

## Membership

Destination Port Stephens continues to grow in membership to a total of 308 members. The membership base has broadened to include niche industry suppliers, events and even businesses from adjoining LGA's. The bi-monthly meeting attendances continue to increase with an average attendance of 60 members per meeting, member support and ongoing investment from the industry through marketing partnership and supplementary opportunities, continues to position Destination Port Stephens for a strong and prosperous future.

	2011/12	2012/13	2013/14	2014/15	2015/16
<b>Members</b>	214	209	213	268	308



# Key Achievements

## Love Port Stephens Campaign

DPS was successful in securing \$197,000 in Regional Visitor Economy Funding for the continuation of the development of the Port Stephens Destination Marketing Program – a three-year strategy aimed at increasing awareness of the broad range of experiences available across Port Stephens during low and shoulder season.

This included our “Love Winter. Love Port Stephens” tactical marketing campaign that went to market from May to September. The campaign focused on three key hero experiences of ‘nature’, ‘adventure’ and ‘food’ as the basis for all campaign messaging. Combined with strong support from industry, Destination Port Stephens was able to place a range of tactical marketing activities across Sydney and regional NSW from digital advertising campaigns to television, outdoor advertising and PR which resulted in \$306,400 in accommodation and tour sales made via [www.portstephens.org.au](http://www.portstephens.org.au) during the campaign period.

## Naturefest Port Stephens

Once again the collaboration between Moonshadow Cruises TQC, Imagine Cruises, D’Albora Marinas and DPS delivered the second annual Naturefest Port Stephens event. With an incredible 35 nature based events and activities in Port Stephens over the month long program the event once again was a wonderful celebration of all things mother-nature. Naturefest commenced with the launch of the whale season on June 1 and culminated with the Human Whale on July 3, where over 780 residents and visitors converged on Shoal Bay Beach to form the outline of a Humpback whale.

This event was pulled together by a dedicated team and secured Port Stephens Council event funding, gained an amazing media coverage over the month and encouraged more visitors to Port Stephens during one of the quietest months of the year. Well done to all involved. Planning is underway for on a bigger, better Naturefest in 2017.



## Love Seafood. Love Port Stephens

In collaboration between Port Stephens Council, Newcastle Fisherman's Cooperative, the Department of Primary Industries, Sydney Fisherman's Cooperative & NSW State Government - Destination Port Stephens implemented a campaign designed to raise awareness of the range, quality and diversity of fresh local seafood across Port Stephens and surrounding waterways.

Through the development of engaging content that focuses on the local producers, their personal stories and the care and passion they have for their produce - as well as the chefs that thrive on taking the very best seafood on the east coast and creating masterpieces for the eye and the tastebuds - the campaign painted a picture... not only about great produce, but about the great people behind it. Local people making Port Stephens a sought after food destination with a richer, more personal and engaging experience.

With the support of Port Stephens Council, Destination Port Stephens implemented a range of marketing activities as part of the campaign including; the development of eight short films telling the story of those people behind the Port Stephens seafood industry, social media amplification of the videos, development of a Love Seafood mini-site on the Port Stephens consumer website and public relations support.

A summary of key results:

- 70,000+ Facebook Views of the Love Seafood vignettes
- 120,000+ people reached via Facebook advertising
- 7,000+ page views on the Love Seafood landing page on [www.portstephens.org.au](http://www.portstephens.org.au)
- The most popular Love Seafood video on YouTube has been viewed almost 300 times with 84% of viewers from Australia followed by the US, Hong Kong then UK.

The campaign was then supported in August with the establishment of a month long celebration of Port Stephens seafood, called 'Love Sea Food'. The event had two signature events hosted at D'Albora Marina with a "Fish to Dish" weekend targeting 'foodies' and a "Fish & Fun" weekend appealing to families and providing education. It also featured an industry training day for all frontline staff and DPS members.

## Port Stephens Weddings Industry Action Group

With a year in existence the Weddings Industry Action group successfully delivered their full marketing program. Key achievements included; the launch of Love Port Stephens Weddings



Magazine including several collaborative shoots, attendance at three key bridal expos, establishment and development of a stronger presence across key social media platforms of Facebook, Instagram and Pinterest. This group is young, dynamic and keen to get Port Stephens on the 'matrimonial map' as the number one wedding destination in NSW. With idyllic locations, excellent accommodation and reception venues as well as a myriad of fun group activities for hens, bucks and wedding guests .... it's a perfect fit.

## **Newcastle, Port Stephens & Newcastle Airport Melbourne/Brisbane Campaign**

In collaboration with our regional destination partners Newcastle City Council and the team at Newcastle Airport, Destination Port Stephens secured \$60,000 in Regional Visitor Economy Funding for a tactical marketing campaign. The campaign targeted visitors from South East Queensland to promote the destination for the Brisbane – Newcastle air route through Webjet.

This campaign complemented the Webjet Campaign administered by North Coast Destination Network as part of their Regional Visitor Economy Funding to promote travel between Melbourne and Newcastle Airport. Destination Port Stephens contributed \$15,000 to this campaign.

Both campaigns were in market for 8th June – 7th August 2016. Bookings for both Brisbane and Melbourne contributed 84% of all bookings into Newcastle Airport during the campaign period.

- ex Brisbane: 1,359 bookings (2,990 pax) – 54% of total bookings
- ex Melbourne: 751 bookings (1,652 pax) – 30% of total bookings

## **Meetings, Incentive, Conference and Events (M.I.C.E)**

The Meetings, Incentive, Conference and Events (M.I.C.E) Port Stephens program has continued to build potential for Business Events during 2015/2016.

M.I.C.E Port Stephens, comprises 13 individual operators, corporate sponsors and Destination Port Stephens, was created to drive mid week, high yielding business into the destination with the ability to spread the economic benefit across all sectors. Recent changes in this market have resulted in increased incentive enquiries and more supported site inspections by our industry partners, such as Business Events Sydney.

Results to date:

Business event enquiries (direct) –

- Year 3 (01/04/15-31/03/16) 27 enquiries valued \$2,859,045
- Year 4 (01/04/16 – YTD) 5 enquiries valued at \$747,840

Confirmed business (direct) –

- Year 3 (01/04/15-31/03/16) 8 confirmed events valued at \$801,080
- Year 4 (01/04/16 – YTD) 3 confirmed events valued at \$271,440



M.I.C.E Port Stephens has continued its successful collaboration with Newcastle and the Hunter Valley under the marketing campaign of “Altogether Perfect”. The vision for Altogether Perfect is to position the Greater Hunter as the leading regional destination for business events travel in Australia.

The Altogether Perfect group were successful in securing \$280,000 contestable funding from the Destination New South Wales Regional Visitor Economy Fund and have used it to leverage buy in and maximise opportunities to convert lead generation and sales for our operators.

Throughout the year, the group have participated in a range of targeted trade exhibitions including Association Forum (July), the Corporate PA shows in Sydney and Melbourne (July 2015), PAICE in New Zealand (November 2015), Dreamtime (December 2015), Australian Incentive & Meeting Expo in Melbourne (February 2016) and Executive Assistants Network in Sydney (March 2016). The group also hosted the top 15 corporate buyers for its well renowned and respected regional famil held in April. Another highlight was the launch of the new website [www.altogetherprefect.com.au](http://www.altogetherprefect.com.au) which features new regional promotional video and functionality that allows organisers to request online proposals.

#### Key Results:

- Over 50 operators participating in Altogether Perfect, 15 operators in Port Stephens
- Over 552 leads distributed directly to industry
- Over 20 media releases distributed to key Business Events media
- Over \$585,726 in editorial exposure
- Over \$195,242 worth of advertising exposure

Due to resourcing issues, the Hunter Valley Wine and Tourism Association have declined to participate in the 2016/2017 Altogether Perfect campaign. This means that all sales and marketing efforts will be driven through the new website, and a stronger focus will be placed on business development with quarterly face to face sales calls to PCOs and direct corporates in Sydney to ensure maximum results in lead generation.

A high priority for the campaign is to continue to appeal to the incentive market, particularly in New Zealand in preparation for international flights through Newcastle Airport.

## International

International is an important part of the Port Stephens visitor economy as overseas visitors come outside peak season, providing stability to the industry year around. International visitors are very vital to some Port Stephens attractions and operators who require year round customers to survive and offer continuous product for all seasons.

International partners have once again been successful for the development of international tourism in the market. Destination Port Stephens will continue to encourage and market products through partnerships with surrounding regions Newcastle, Hunter Valley, Central Coast, Legendary Pacific Coast Touring Route and Destination NSW.

Destination Port Stephens together with Destination New South Wales and several of our international partners and businesses attended targeted sales missions to India, South Korea, Japan, New Zealand, South East Asia and China.

Port Stephens was well represented at Australian Tourism Exchange (ATE) again this year. ATE has proved to be a successful way of introducing new and updated product to the agents in the international market.

Familiarisations are a major part of attracting the international market. Port Stephens is a popular destination due to the close proximity to Sydney for both media and agents - during 2015/16 the destination hosted 24 international familiarisations.

The success of our international marketing and famil program is totally dependent on the support of our operators. Judging by the feedback we receive from our guests - you are doing a great job. A big thank you for your efforts.

## Industry Development

Destination Port Stephens industry workshops are designed to provide the tools and expertise for members to maintain and grow a strong visitor economy in the rapidly changing market. It is important for our members and industry to upskill and surpass the level of our competitors.

During the past year the following industry courses were offered:

- Yielding Your Business
- Business Development - Sales
- Cultural Awareness
- Let's Get Social - The Next Level





# Financial Statements

Port Stephens Tourism Limited - 30 June 2016

## Introduction

Audited financial reports indicate Port Stephens Tourism Limited operated with a profit of \$34,230. This was due to a decrease in expenditure for familiarisation programs of \$9,084 due to the high contribution and participation from members. Public Relations had a decrease of \$10,436 due to the expenses being claimed against RVEF grant funding.

Advertising expenditure increased by \$93,755, again, directly relating to the increase in RVEF grant funding allowing Destination Port Stephens to spend more on promoting the destination and our brand for both domestic and international. As we continue to migrate to a more online-focused marketing strategy, Digital Marketing increased by \$38,701 which is supported by our grant funding and providing our organisation with professional services to ensure the development of best practice digital marketing.

The organisation will continue to consolidate our marketing efforts, find ways to reduce expenses and work hard to secure more funding to ensure the best possible return for our members over the next year.



# Directors' Report

## Port Stephens Tourism Limited For the year ended 30 June 2016

The directors of Port Stephens Tourism Limited submit herewith the annual report of the Company for the year ended 30 June 2016. In order to comply with the provisions of the Corporations Act 2001, the directors report as follows

### Information about the directors

The names of the directors of the company during or since the end of the financial year are:

Allan Hughan - Ray OAM (Chairman)  
David Nye (Deputy Chairman)  
Sharon Aldrich (Treasurer)  
Andrew McDonald  
Malcolm Anderson  
Simon Glover  
Mike McIntosh  
Janelle Gardner  
Deborah Stretton

For further on each of the directors qualifications and participation during the year, please refer to the Port Stephens Tourism Board Information, commencing on page 8 of the annual report.

### Principle Activities

As outlined in the introduction to this annual report, Port Stephens Tourism and the Destination Port Stephens brand was established to sustain and further develop the strong visitor economy in Port Stephens and to ensure ongoing economic and community benefits from tourism in the region. With support from Port Stephens Council and the local business community the board of Port Stephens Tourism Limited are working to sustain and grow the local tourism from both domestic and international markets.

The directors report is signed in accordance with a resolution of directors made pursuant to the Corporations Act 2001

On Behalf of the Directors

Director:   
Mr Allan Hughan - Ray OAM

Director:   
Ms Sharon Aldrich

# Auditor's Independence Declaration

Port Stephens Tourism Limited  
For the year ended 30 June 2016

Under section 307c of the corporations act 2001 to the directors of Port Stephens Tourism Limited We hereby declare, that to the best of our knowledge and belief, during the year ended 30 June 2016 there have been:

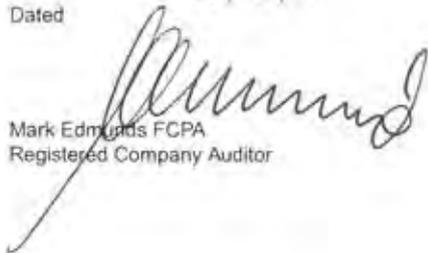
- (i) no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

SIDCOR chartered accountants  
50 Hunter Street NEWCASTLE NSW 2300

Dated

18/10/16

Mark Edwards FCPA  
Registered Company Auditor



# Profit & Loss

Port Stephens Tourism Limited  
For the 12 months ended 30 June 2016

	Jun-16	Jun-15
<b>Income</b>		
Grant Income	963,398	842,353
Interest	615	1,140
Rendering of Services	242,817	330,086
Seafood Co - Op Income	18,045	-
Weddings Port Stephens	22,520	-
<b>Total Income</b>	<b>1,247,396</b>	<b>1,173,579</b>
<b>Gross Profit</b>	<b>1,247,396</b>	<b>1,173,579</b>
<b>Less Operating Expenses</b>		
Advertising	352,653	241,749
Audit Fees	6,746	5,186
Bad Debts	2,101	682
Bank Charges	1,206	576
Board and Committee Expenses	18,801	23,448
Communication	7,351	6,204
Computer Expenses	6,124	6,303
Consultancy Fees	76,790	62,688
Depreciation	1,470	2,392
Digital Marketing	37,357	-
Event Sponsorship	1,100	-
Familiarisations	6,322	15,406
Insurance	4,858	4,895
International (Grant)	-	5,744
Marketing Support Expenses	6,859	5,710
Membership Communications	10,257	15,385
Merchandise Expense	-	1,083
MICE/Conferences	151,684	229,146
Office Relocation	-	16,086
Printing, Postage and Stationery	6,137	8,292
Project Expenses	82,779	84,620
PSTL Maps Expenses	22,260	18,569
Public Relations	24,000	34,436
Rent	22,572	29,188
RVEF Hunter Tourism	13,127	-
RVEF Newcastle Port - Stephens	22,500	-
Seafood Co-op	11,830	-
Subscriptions and Dues	1,972	1,332
Superannuation	14,164	16,802
Tourism Awards Expenses	1,217	1,487
Training Expenses	12,188	12,157
Travelling Expenses	92	-
Visitor Guide Expenses	99,183	124,208
Wages & Salaries	158,089	184,269
Website Expenses	7,278	30,317
Wedding Port Stephens	22,103	-
<b>Total Operating Expenses</b>	<b>1,213,166</b>	<b>1,188,360</b>
<b>Net Profit</b>	<b>34,230</b>	<b>(14,781)</b>

# Statement of Changes in Equity

Port Stephens Tourism Limited  
As at 30 June 2016

	30 Jun 2016	30 Jun 2015
<b>Equity</b>		
Opening Balance	208,971	223,752
Current Year Earnings	34,230	(14,781)
<b>Total Equity</b>	<b>243,201</b>	<b>208,971</b>

# Balance Sheet

Port Stephens Tourism Limited  
As at 30 June 2016

	30 Jun 2016	30 Jun 2015
<b>Assets</b>		
<b>Bank</b>		
Cash and Cash Equivalents	125,847	154,094
<b>Total Bank</b>	<b>125,847</b>	<b>154,094</b>
<b>Current Assets</b>		
Trade Debtors Receivable	262,426	115,692
<b>Intangible Assets</b>		
Patents & Trademarks	1,200	1,200
<b>Total Intangible Assets</b>	<b>1,200</b>	<b>1,200</b>
<b>Total Current Assets</b>	<b>263,626</b>	<b>116,892</b>
<b>Total Assets</b>	<b>389,473</b>	<b>270,986</b>
<b>Liabilities</b>		
<b>Current Liabilities</b>		
Credit Cards Payable	7,153	14,525
GST	788	6,196
PAYG Liability	4,859	11,327
Superannuation Liability	2,691	5,107
Trade Creditors Payables	130,782	24,860
<b>Total Current Liabilities</b>	<b>146,272</b>	<b>62,015</b>
<b>Total Liabilities</b>	<b>146,272</b>	<b>62,015</b>
<b>Net Assets</b>	<b>243,201</b>	<b>208,971</b>
<b>Equity</b>		
Current Year Earnings	34,230	(14,781)
Retained Earnings	208,971	223,752
<b>Total Equity</b>	<b>243,201</b>	<b>208,971</b>

# Notes to the Financial Statements

Port Stephens Tourism Limited  
For the year ended 30 June 2016

## 1. Statement of Significant Policies

The directors' have prepared the financial statements on the basis that the company is a non-reporting entity because there are no users dependent on general purpose financial reports. This financial report is therefore a special purpose financial report that has been prepared in order to meet the needs of members.

The financial report has been prepared in accordance with the significant accounting policies disclosed below which the directors have determined are appropriate to meet the needs of members. Such accounting policies are consistent with the previous period unless stated otherwise.

The financial statements have been prepared on an accruals basis and are based on historical costs unless otherwise stated in the notes. The accounting policies that have been adopted in the preparation of this report are as follows:

### 1.(a) Income Tax

The income tax expense for the year comprises current income tax expense. The company does not apply deferred tax. Current income tax expense charged to the profit or loss is the tax payable on taxable income calculated using applicable income tax rates enacted, or substantially enacted, as at reporting date. Current tax liabilities are therefore measured at the amounts expected to be paid to the relevant taxation authority.

### 1.(b) Inventories

Inventories are measured at the lower of cost and net realisable value. Costs are assigned on a first-in, first-out basis and include direct materials, direct labour and an appropriate proportion of variable and fixed overhead expenses.

### 1.(c) Property, Plant and Equipment

Property, plant and equipment are carried at cost, independent or directors' valuation. All assets, excluding freehold land and buildings, are depreciated over their useful lives to the company.

Increases in the carrying amount arising on revaluation of land and buildings are credited to a revaluation reserve in shareholders' equity. Decreases that offset previous increases of the same asset are charged against fair value reserves directly in equity; all other decreases are charged to the profit and loss. Each year the difference between depreciation based on the revalued carrying amount of the asset charged to the profit and loss and depreciation based on the asset's original cost is transferred from the revaluation reserve to retained earnings. The carrying amount of plant and equipment is reviewed annually by directors to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the asset's employment and subsequent disposal. The expected net cash flows have not been discounted in determining recoverable amounts.

### 1.(d) Intangibles

Goodwill is recorded at the amount by which the purchase price for a business combination exceeds the fair value attributed to the interest in the net fair value of identifiable assets, liabilities and contingent liabilities acquired at date of acquisition.

Gains and losses on the disposal of a business include the carrying amount of goodwill relating to the business sold.

### 1.(e) Provisions

Provisions are recognised when the company has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured.

Provisions recognised represent the best estimate of the amounts required to settle the obligation at reporting date.

### 1.(f) Cash and Cash Equivalents

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

### 1.(g) Trade Receivables and Other Receivables

Trade receivables and other receivables, including distributions receivable, are recognised at the nominal transaction value without taking into account the time value of money. If required a provision for doubtful has been created.

# Notes to the Financial Statements

## 1.(h) Trade Creditors and Other Payables

Trade creditors and other payables, including bank borrowings and distributions payable, are recognised at the nominal transaction value without taking into account the time value of money.

## 1.(i) Revenue and Other Income

Revenue is measured at the value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest rate method, which, for floating rate financial assets, is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Revenue recognition relating to the provision of services is determined with reference to the stage of completion of the transaction at reporting date and where outcome of the contract can be estimated reliably. Stage of completion is determined with reference to the services performed to date as a percentage of total anticipated services to be performed. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent that related expenditure is recoverable.

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

## 1.(j) Goods and Services Tax

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Tax Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the balance sheet are shown inclusive of GST.

## 2. Fixed Assets

<b>Patents &amp; Trademarks</b>	<b>1,200</b>
<b>Plant &amp; Equipment - cost</b>	<b>-</b>
At cost	15,321
Less Accumulated Depreciation	(15,321)
<b>Total Fixed Assets</b>	<b>1,200</b>

# Auditor's Report

## Port Stephens Tourism Limited For the year ended 30 June 2016

We have audited the accompanying financial report, being a special purpose financial report, of Port Stephens Tourism Limited, which comprises the balance sheet as at 30 June 2016, and the profit and loss for the year then ended, a summary of significant accounting policies, other explanatory notes and the directors' declaration.

### 1. The Responsibility of Directors for the Financial Report

The directors of the company are responsible for the preparation and fair presentation of the financial report and have determined that the accounting policies described in Note 1 to the financial statements, which form part of the financial report are appropriate to meet the financial reporting requirements of the company's constitution and are appropriate to meet the needs of the members. The directors' responsibilities also includes designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

### 2. Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. No opinion is expressed as to whether the accounting policies used, as described in Note 1, are appropriate to meet the needs of the members. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made, as well as evaluating the overall presentation of the financial report.

The financial report has been prepared for distribution to members for the purpose of fulfilling the directors' financial reporting under the company's constitution. We disclaim any assumption of responsibility for any reliance on this report or on the financial report to which it relates to any person other than the members, or for any purpose other than that for which it was prepared.

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

### 3. Independence

In conducting our audit, we have complied with the independence requirements of the Australian professional ethical pronouncements.

### 4. Auditor's Opinion

In our opinion, the financial report presents fairly, in all material respects the financial position of Port Stephens Tourism Limited as at 30 June 2016 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements.

SiDCOR chartered accountants  
50 Hunter Street NEWCASTLE NSW 2300

18/10/16  
Dated

  
Mark Edmunds FCPA  
Registered Company Auditor



## 2015-16 Members

- 2 Dogs Cottages
- 4WD Tag-Along & Passenger Tours
- 4WD Tours R Us
- 5 Star Self Storage Pty Ltd
- A Beautiful Occasion
- Action Allied Health Pty Ltd
- AD & MF Poyner Super Fund
- Admiral Nelson Motor Inn
- Amanda Douglass Catering Services
- Amarna Resort
- Anchorage Port Stephens
- Anna Bay Thai Restaurant
- Appsoluteli Apps Pty. Limited
- Arteke
- At a Glance Photography
- Atlantis Port Stephens
- Australian Reptile Park
- Bagnalls Beach Apartment
- Bali At The Bay
- Barking Owl Property Maintenance
- Baskin Robbins
- Bay FM 99.3
- BayFit Pty Ltd
- Bays Holiday Park
- Beaches Serviced Apartments
- Beck Morley Consulting
- Bellhaven Caravan Park
- Big4 Karuah Jetty
- Big4 Koala Shores Port Stephens Holiday Park
- BIG4 Soldiers Point Holiday Par
- Birubi Beach Holiday Park
- BKG Solutions Pty Ltd
- Blue Eyes Corporate Cruises
- Blue Water Sailing
- Boab Boat Hire Port Stephens
- Boardman
- Boat Harbour Recreation Club
- Boat Hire & Cruise Bookings
- Boathouse Resort Tea Gardens
- Bobs Farm Avocado
- Body & Soul Spa Retreat
- Bonnie Eick
- Boomerang Bikes
- Bower Bird Information Services
- Brochure Express
- Build Your Own Business
- Buy-Gone Years
- Cactus Creative Communications Pty Ltd
- Calypso Fishing Charters
- Cameron Stewarts
- Casablanca Boutique Apartments
- Caswin
- Central Motel
- Century 21
- Chemmart Pharmacy Nelson Bay
- Cherished Moments
- Colonial Terrace Motor Inn
- Colorfast
- Communicate Port Stephens
- Corlette Beach Stay
- Corlette Palms Motor Inn
- Corlette Point Sailing Club

- Cote D Azur Resort
- Crest Birubi Beach
- Cruise Booking Agency
- D Cook & J Harris
- D'Albora Marinas
- David Grahams Golf Complex
- DigitalMelon
- Dining Out Port Stephens
- Dolphin Swim Australia P/L
- Dominos Pizza
- Econetwork
- Else and Me Pty Ltd
- Emerald Tiki Village Caravan Park
- Empark
- Environmental Property Services
- Envision Cruises
- Escape Trekking Adventures
- Federation of Community and Sporting Clubs
- Feet First Dive
- Fighter World Inc
- Fingal Bay Bowls, Sports & Rec Club
- Fingal Bay Holiday Park
- Fingal Bay Post and Café
- Forever Gardens
- Get Smart Promotional Products Pty Ltd
- Go Karts Go
- Greater Building Society Ltd
- Greentree Ceremonies
- Halifax Holiday Park
- Hammerhead Charters
- Harmony Visions Eco-Tours
- Here & Now Publications
- Hog's Breath Café
- Holberts Oyster Supplies
- Horizons Golf Resort
- Hunter & District Excursions (HADES)
- Hunter Region Botanic Gardens Ltd
- Hunter TAFE
- Hunternet
- Ibis Styles Salamander Shores
- iGym 24-7 Salamander Bay
- Imagine Cruises
- Ingenia Communities
- Inner Light Tea Rooms
- Irukandji Shark & Ray Encounters Port Stephens
- Island Leisure Village
- Its De-Lovely Bed and Breakfast
- It's the Little Things Wedding Consultant
- J & H Boat Hire
- Jaguar National Rally 2017
- Karl Hoffman Photography
- Karuah Progress Association Incorporated
- Karuah Working Together Inc
- KD Winning Holidays
- KFC Salamander Bay
- Kunara Charters
- LA Ingredients Pty Ltd
- Lady Penelope Designs
- Landmark Nelson Bay
- Le Chateau Naturiste
- Leilani Haciendas
- Lets Go Adventures
- Lighthouse Tourism
- Lil Buddha
- Lisa Single
- Little Beach Boathouse
- LJ Hooker Nelson Bay
- Local Search
- Main Event Shuttles
- Mantra Aqua Resort
- Marilyn Diesbecq
- Marina Resort
- Mark Edmunds Associates Pty Ltd
- Marty's at Little Beach
- Mavericks on the Bay
- McCauley's Bottleshop
- ME Photography
- Mecure Newcastle Airport
- Medowie Macadamias
- Megaplay Amusements Pty Ltd
- Melaleuca Surfside Backpackers
- Middle Rock Holiday Resort & Cabins
- Mobile Marketing Link

- Mod Thai Food and Noodle Bar
- Montage Ceremonies
- Moonshadow Cruises
- Motto Farm Motel
- Murray's Brewery & Port Stephens Winery
- Muse Photography
- National Parks & Wildlife
- Nelson Bay & District Business Chamber Ltd
- Nelson Bay Bed & Breakfast
- Nelson Bay Boarding Kennels
- Nelson Bay Boat Hire-Pt Stephens Holiday Cruisers
- Nelson Bay Bowling & Recreation Club Ltd
- Nelson Bay Breeze Apartments
- Nelson Bay Charters 'MV Wallamba'
- Nelson Bay Cinema
- Nelson Bay Diggers
- Nelson Bay Diggers Social Bridge Club
- Nelson Bay Fish Market
- Nelson Bay Fishermen's Wharf Seafoods
- Nelson Bay Getaway
- Nelson Bay Golf Club
- Nelson Bay Health Foods
- Nelson Bay Jet Ski Hire
- Nelson Bay Locksmith
- Nelson Bay Nice Kitchen & Noodle Bar
- Nelson Bay Pharmacy
- Nelson Bay Real Estate
- Nelson Bay Tennis Club Inc
- Nelson Head Inner Lighthouse Cottage
- Nelson Plaza Clinic
- Nelson Towers Motel
- Newcastle Airport Pty Limited
- Newcastle and Port Stephens Game Fish Club
- Nice at Nelson Bay
- Nicky's Beauty Services
- Nicole's Shiatsu, Qi Gong and Dorn Method Retreat
- NKD's Photography
- Novion Propert Management
- Oakfield Ranch Camel Rides
- Oaks Lure
- Oaks Pacific Blue
- Oakvale Farm & Fauna World
- Oceanview Fingal Bay
- Opulent Events
- Palm Beach Holiday Letting Pty Ltd
- Papertales Paper Delights for Stylish Brides
- Paradise Signs
- Peaceful Palms B&B
- Pelican Airlines Pty Ltd
- Peninsula Nelson Bay
- Pinetrees Port Stephens
- Plant Trade Nursery
- Police Citizens Youth Club NSW Ltd
- Poplars Apartment
- Poppies of the Bay
- Port Stephens - Great Lakes Marine Park
- Port Stephens 4WD Tours
- Port Stephens Accommodation
- Port Stephens Beach Break B&B
- Port Stephens Celtic Association Inc
- Port Stephens Coaches
- Port Stephens Community Arts Centre
- Port Stephens Complimentry Health Services Ass.
- Port Stephens Country Club
- Port Stephens Eco Tours
- Port Stephens Fabulous Furniture
- Port Stephens Ferry Services
- Port Stephens FM 100.9
- Port Stephens Handy Services
- Port Stephens Luxury Apartments
- Port Stephens Motel
- Port Stephens Mountain Bike Adventures
- Port Stephens Packaging & Hospitality Services
- Port Stephens Paddlesports
- Port Stephens Self Storage
- Port Stephens Shell Museum
- Port Stephens Surf School
- Port Stephens Treescape Camping & Accommodation
- Port Stephens Watersports
- Port Stephens Yacht Club Ltd
- Port Views on Magnus

- Positively Sorted
- Power Creative Pty Ltd
- PRD Realty Port Stephens
- Professional Massage to your Door
- Quad Bike King Pty Ltd
- Ramada Resort Shoal Bay
- Raymond Terrace Market Place Pty Ltd
- RCL Pacific Dunes Golf Operations
- Rebecca Morley Consultants
- Rock Lobster Restaurant
- Rotary Club of Nelson Bay Inc
- Runningwater Adventures
- Sacred Tree Markets
- Sahara Trails Horse Riding
- Salamander Bay Recycling
- Sams Fig & Olive Farm
- Samurai Beach Bungalows
- Sand Dune Adventures
- Sand Dune Safaris
- Sanook
- Sea Air
- Seabreeze Hotel
- Shades Body of Beauty
- Shearwater at Shoal Bay Guest Cottages
- Sheree McIntyre Photography
- Shoal Bay Bike Hire
- Shoal Bay Holiday Park
- Shoal Bay Riggers
- Shoal Bay SUP
- Skyline Port Stephens
- Soldiers Point Boat Hire
- Soldiers Point Bowling Club
- Soldiers Point Holiday Park
- Soldiers Point Marina
- Spectrum
- Sri Malaysia Restaurant
- Stanley Park Pty Ltd
- Stay Port Stephens
- Stretco Services
- Swell Kiosk One Mile Beach
- Tahlee Ministries INC
- Tailor Made Fish Farms Pty Ltd
- Taj Tandoori Indian Restaurant
- Tamboi Queen Cruises
- Tanilba Bay Golf Club
- The Beauty Bus
- The Deck Cafe Restaurant
- The Florist & Wedding Specialist
- The Galley Kitchen Anchorage Port Stephens
- The Nelson Resort
- The Nelson Resort Bay Bike Hire
- The Oasis at One Mile Beach
- The Old Rectory Tea House & Function Centre
- The Palms Golf Course Port Stephens
- The Point General Store
- The Retreat Port Stephens
- The Wood Oven
- Tilligerry Habitat
- Tilligerry Peninsula Chamber Commerce & Industry
- Tilligerry RSL Sports Club Ltd
- Toboggan Hill Park
- Tomago House & Chapel
- Tomaree Aquatic Centre
- Tomaree Community College Inc
- Tomaree Linen Hire
- Tomaree Nursing Service
- Top Coach Group Personal Training
- Totally Workwear Port Stephens
- Triview Unit 14 Penthouse
- Tropical Plant Rentals
- Unit 137 Horizons Golf Resort
- Valhalla Café & Restaurant
- Visitor VIP Card
- Visual Insight Design & Advertising
- Vitamin Bead
- Wanderers Retreat
- Wedding Honey
- Westbury Hospitality Services
- Wonganella Estate
- Xtreme Indoor Go Karts Thornton P/L
- Zenergy Health and Fitness Studio







# Port Stephens

*P.S. I love you xx*



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**CONSUMER WEBSITE** [www.portstephens.org.au](http://www.portstephens.org.au) **MEMBER WEBSITE** [www.portstephenstourism.com.au](http://www.portstephenstourism.com.au)