

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

PORT STEPHENS TOURISM LTD.

# Annual Report 2017-18





# Destination Port Stephens

Port Stephens Tourism Limited, operating as Destination Port Stephens (DPS), is a non-profit, incorporated body supported by Port Stephens Council (PSC), owned by members and autonomously managed by a board of nine industry representatives. We conduct activities on behalf of our members; for the betterment of the region as a destination; to stimulate the local economy and ultimately provide the lifestyle benefits we have grown to love.

Funding for DPS marketing activities is sourced primarily from the annual investment from PSC and other strategic partners plus hard-won grants but ultimately, it is up to industry – the members – to support the organisation that, in the main, is responsible for the success of the visitor economy.

The value of the contribution made by tourism to Port Stephens is undeniable and by working with industry stakeholders, we can undertake a wide range of activities to increase the profile and visitation to Port Stephens in key domestic and international markets.

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

## OUR ROLE

Destination Port Stephens is responsible for developing and implementing strategies to grow the local visitor economy. Our particular focus is on working with our members to undertake marketing programs

The services delivered by Destination Port Stephens include:

- Co-operative marketing programs
- Destination and event marketing
- Event leverage activities
- Strategic partnerships to increase the promotion of Port Stephens
- Publicity programs
- Visitor online information and social media engagement
- Product development advisory service
- Visual resources - footage and photography
- Market statistics and insights



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# 01

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## Report from Andrew Macdonald Chairman of Destination Port Stephens

The past year has seen fantastic overall growth in visitation to the Port Stephens region.

This is a great result for the members of Destination Port Stephens (DPS), and it comes thanks to the hard work that our tourism businesses provide day after day in delivering memorable experiences for our visitors. The hard work on the ground running our businesses is complemented by the great job of destination marketing conducted by the small team at DPS.

We have had a year of change, with our new CEO Eileen Gilliland arriving early this year to take over the running of DPS. Eileen has vast experience in the industry for us to utilise, and she has brought a new approach to the management of DPS and its destination marketing, that is already showing great results.

During the year the DPS board has undertaken a strategic planning review, and we have recently released a new three-year strategic plan for Destination Port Stephens. The aim of the strategic plan is to focus the organisation on several key priorities, rather than trying to do everything at once.

For a successful future and to deliver on the strategic plan we need to market the region in partnership with our members, Port Stephens Council, corporate partners and larger tourism bodies such as Destination NSW (DNSW). Over the next couple of months, we will be presenting to our partners some exciting marketing campaign plans and opportunities, and I am certain they will receive great support.

Recently the NSW Government released the Visitor Economy Industry Action Plan 2030 (VEIAP) which sets an aggressive new target of \$55 billion in overnight visitor expenditure for the State by 2030. For the first time, they have also created a regional NSW target of \$20 billion by 2020 and \$25 billion by 2030. There are six focus areas which includes supporting regional decisions and backing Regional NSW. This will mean that there is potential for financial support from government to grow regional tourism, and DPS will be working closely with DNSW to achieve these growth numbers for Port Stephens.

I would like to thank the members of DPS for their support over the past year, the volunteer board directors who give up their time each month to contribute to the success of DPS, Port Stephens Council who have yet again been amazing supporters of the tourism industry, and finally the hard working team at DPS who do so much each and every week!



**Andrew Macdonald**

# 02

## Report from Eileen Gilliland CEO of Destination Port Stephens

Over the past twelve months, visitation to Port Stephens increased by 19% to reach almost 1.6 million visitors who stayed 2.3 million nights. Domestic overnight visitors to Port Stephens increased by 74%, day trip visitors by 32% and international overnight visitors by 16%.

Since joining Destination Port Stephens (DPS) in mid-February 2018, I have received a warm welcome and support from industry stakeholders.

Tourism is a key industry in Port Stephens and contributes an estimated \$539 million to the local visitor economy, that is almost \$1.5 million a day.

In 2017/18, DPS has promoted the destination and members via a range of channels in the domestic market including digital, social media, publicity and in partnership programs with TripAdvisor and Australian Traveller. In the international market, DPS has participated in trade events, hosted more than 30 international media and 200 travel agents on familiarisation visits to Port Stephens and has assisted operators to be export ready.

DPS works closely with Newcastle Airport to provide support to secure new services and leverage opportunities to promote travel to our destination as increasing aviation capacity will contribute to growth in interstate and international visitors. In March 2018, new services commenced from Adelaide to Newcastle and the airport completed the international processing facility in late 2017 delivering the infrastructure to secure international services to the region.

Congratulations to the local tourism operators who secured the largest incentive group to visit Port Stephens in May 2018. Over six days, 6,000 visitors from China and Taiwan were in Port Stephens as part of the Jeunesse Lifestyle Rewards 2018 which was highly successful. The flow on benefits from this group will be significant and have a positive impact promoting the destination via social media and personal recommendations which are strong drivers to attract visitation.

I would like to thank the team at Destination Port Stephens, Port Stephens Council and our members for their professionalism and commitment to driving results for the Port Stephens

visitor economy. I would also like to acknowledge the board for their guidance in steering Destination Port Stephens and for the support that they have provided to me since joining the organisation.

### THE YEAR AHEAD

Tourism is highly competitive and to continue to grow the visitor economy, it is imperative that DPS work in partnership with the local tourism industry, Port Stephens Council, Destination NSW, government agencies and Newcastle Airport to reach full potential.

The opening of Bannisters Port Stephens and Rick Stein restaurant in September 2018 and the announcement of seasonal international services from Auckland to Newcastle commencing later this year (November 18-February 19) will have a positive impact on the tourism sector in Port Stephens. In June 2018, the NSW Government announced \$7 million to develop the Tomaree Coastal Walk which will be delivered over four years with completion in 2022.

DPS will focus on markets that offer the greatest potential to drive growth in terms of visitation and expenditure and will provide opportunities for industry to partner, to collectively promote travel to Port Stephens and drive increased visitation.

The future looks promising and I look forward to working with our members and stakeholders to showcase our diverse neighbourhoods and the quality tourism products and experiences to further grow the visitor economy and make Port Stephens one of Australia's most successful regional tourism destinations.



Eileen Gilliland

# 03

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## Board of Directors Port Stephens Tourism Limited Board 2017-18

The board of Destination Port Stephens 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 two positions are retained for Port Stephens Council Executive Staff.

### **ANDREW MACDONALD**

Hotel Nelson & Little Nel Café

Andrew Macdonald has been a director of Destination Port Stephens for the past seven years including the past two years as chairman.

Andrew is co-owner and operator of both the Hotel Nelson and the Little Nel Café and has operated these businesses for the past six years. Before going into business Andrew was National

Meetings Held as Director 11 | Meetings Attended as Director 9

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 and marketing and front of house roles.

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

### **MICHAEL AYLMEYER**

Place Property Management Port Stephens

Michael has lived in the Port Stephens (Nelson Bay) area since 1975. With a background in management accounting and small business, Michael started Nelson Bay Real Estate in July 1980. The business evolved over the years and Michael is now Principal of Accom Nelson Bay Pty Limited, trading as Place Property Management Port Stephens, a specialist property management company.

Meetings Held as Director 11 | Meetings Attended as Director 8

Michael has been a long-term supporter of the tourism industry in Port Stephens and was on the board of the local Tourist Association from the late 1980's for three years and re-joined in 2005 becoming Chairman of Port Stephens Tourism Limited from 2009-2015. Michael was appointed to the board of DPS in 2016.

### **ALICIA CAMERON**

Little Beach Boathouse

Alicia is the Owner/General Manager of Little Beach Boathouse Restaurant & Bar. As General Manager Alicia oversees the daily running of the business, company culture, implementing revenue strategies, executing sales and developing marketing campaigns.

Since completing a hospitality traineeship, Alicia has managed a number of hospitality businesses, as well as worked in local

Meetings Held as Director 11 | Meetings Attended as Director 9

government. With over 14 years of experience in the industry, Alicia has extensive experience in advertising, marketing, staff management, training and bookkeeping.

Alicia's latest venture is a social business called She Can, which is an organisation that supports girls to realise their passion and achieve their goals.

**MATTHEW FINDLAY**

Australasian Airline & Airport Consulting (3AC)

Matthew has considerable experience in the aviation industry holding a variety of roles and management consultancy in Australia and overseas including New Zealand and the United Kingdom.

Matthew resides in Nelson Bay and joined the DPS Board in October 2016, while an executive with Newcastle Airport responsible for aviation revenues, growth and commercial activities as well as community engagement and marketing.

Meetings Held as Director 11 | Meetings Attended as Director 6

In March 2017, Matthew established 3AC as a boutique aviation advisory consultancy and is currently retained by NT Airports to focus on the development and growth of airline and passenger services for NT Airports, and aero pricing.

Whilst Matthew is currently a Director of Port Stephens Tourism, he also sits on the board of Tourism Top End and has a wide range of governance experience on the Boards of business councils and tourism organisations.

**JANELLE GARDNER**

Economic Development & Tourism Coordinator,  
Port Stephens Council

Janelle has a comprehensive understanding of the Port Stephens Visitor Economy gleaned from varied roles including marketing and management roles for hotels, resorts, events and local government to consulting on a number of tourism and event projects. Janelle was previously CEO of Destination Port Stephens and has been a long-term advocate for the organisation, its goals and the members it represents.

Meetings Held as Director 11 | Meetings Attended as Director 8

As Economic Development and Tourism Coordinator at Port Stephens Council, Janelle's role focuses on driving the economic, environmental and social benefits that a vibrant business and sustainable tourism industry provides through increased employment, investment and infrastructure. Janelle continues to work closely with DPS and with industry stakeholders to ensure a cohesive approach to the future growth and success of the Port Stephens Visitor Economy.

**SIMON GLOVER**

Alloggio

Simon Glover is a career hotelier, beginning his career over 25 years ago at the Hilton Hotel in Brisbane, Simon quickly developed a passion for hotels and the accommodation sector and led to a successful career as a hotel General Manager. Simon is an advocate for tourism in the Hunter Region and has served on the board of Hunter Valley Wine Country Tourism, Newcastle Tourism Industry group and also the former Regional Tourism Organisation, Hunter Tourism.

Meetings Held as Director 11 | Meetings Attended as Director 9

Simon worked for Mirvac Hotels and Resorts, managing the Sebel Kirkton Park in the Hunter Valley. He was then responsible for opening The Sebel Newcastle Beach, which was rebranded Novotel following the Accor acquisition of Mirvac Hotels in 2012. In 2015, he opened the Mercure Newcastle Airport establishing the hotel as the first property in the airport precinct. Simon is currently the Operation Manager for Alloggio, a dynamic accommodation business featuring boutique hotels as well as holiday lettings in the Port Stephens and Hunter regions.

**MIKE MCINTOSH**

Group Management Development Services,  
Port Stephens Council

Mike commenced work at Port Stephens Council in July 2012 and previously held senior management positions at the City of Port Phillip and Moreland City Council in Melbourne. Mike has a Bachelor of Planning and Design.

Meetings Held as Director 5 | Meetings Attended as Director 4

Mike was a Director on the Board for more than four years and over that time contributed to the growth of the organisation and tourism to Port Stephens. In January 2018, due to relocating to Melbourne Mike resigned from the board.

### STEPHEN CROWE

Communications Manager, Port Stephens Council

Joining the board in February 2018, Stephen replaced Mike McIntosh as an executive representative of Port Stephens Council. Stephen commenced with Port Stephens Council as Communications Manager in 2016.

Stephen has a strong background in management, strategy, relationship management and communications in senior roles, having previously worked as a Director at a Creative Agency in Sydney as well as Director Media and Communications and

Meetings Held as Director 7 | Meetings Attended as Director 6

General Manager Operations for the Newcastle Knights from 2002-2007.

In his current role, Stephen is responsible for Port Stephens Council's broad Communications portfolio which includes economic development, tourism and events as well as community engagement and media management.

### DEBOARH STRETTON J.P.

D'ALBORA Marinas Nelson Bay

Working within the marina and leisure industry for the past 14 years at D'ALBORA Marinas, Deborah has gained exceptional skills in all areas of marina operations, property and event/function management as well as in the tourism and marketing sectors. Being responsible for Function Management, Deborah is also licensee of Broughtons at the Bay.

Deborah is a results-oriented leader recognised for her strong reputation for promotions, events and product development to drive economic benefit within the broader community.

Meetings Held as Director 11 | Meetings Attended as Director 6

Previously based in Sydney, Deborah held senior positions in business management roles for high profile companies such as Arnette Sunglasses (Bausch and Lomb), Device Technologies, one of Australia's leading Pharmaceutical Companies and Senior Leading Officer for Australian Credit Union Associations. From these roles Deborah has acquired an extensive understanding of all facets of business fundamentals, along with experience in Event Management being responsible for many key celebrations within our region.

### MICHAEL HOGG

Port Stephens Paddlesports

Michael Hogg has been the Director of Port Stephens Paddlesports (PSPS) since 2009 which he built up to be one of the most respected kayak/paddle board tour and rental providers within the Hunter Region. Michael developed his business management skills whilst working his way up the corporate ladder in a large sales management team, eventually becoming

Meetings Held as Director 4 | Meetings Attended as Director 2

the youngest executive in the team. His love of travelling and the outdoors diverted his career into the outdoor/education field in Japan establishing a school, teaching children outdoor appreciation whilst immersing them in the English language.

Michael joined the board in October 2016 however resigned in October 2017.

### FRANK FUTURE

Imagine Cruises

Frank is CEO and a director of Imagine Cruises who have been operating dolphin and whale watching cruises in Port Stephens since 1995. Imagine was one of the first businesses to offer whale watching in NSW.

An avid contributor to the local tourism industry, Frank was previously on the board of Port Stephens Tourism Limited for two years and joined the DPS board in October 2017.

Meetings Held as Director 8 | Meetings Attended as Director 6

Frank is well known for his work in conservation, protection of whales and promotion of Port Stephens.

Frank is Chairman of the Marine Parks Association Inc., Secretary of Whale and Dolphin Watch Australia Inc. and is the tourism representative on the Port Stephens/Great Lakes Estuary Management Committee.

## 04

## Key Performance Indications

### Port Stephens Visitor Economy in 2017-18\*



\$539<sup>1</sup> million in visitor expenditure  
Almost \$1.5 million a day into the local economy



2.3 million  
nights



1,567,000  
visitors

#### VISITATION

The 2017/8 year has seen the number of domestic overnight visitors increase by 7.4% on the previous period with 703,000 visitors spending 2.1 million nights in the Port Stephens area with an average stay of 3.1 nights.

The number of international overnight travellers has increased on the previous year to approximately 44,000 and is well above the past 5-year average of 32,000 visitors per year.

Note: International day visitors are not reported by Tourism Research Australia.

Year end June '000	2013-14	2014-15	2015-16	2016-17	2017-18	5yr AVG.
<b>Domestic overnight visitors</b>	<b>630</b>	<b>654</b>	<b>619</b>	<b>655</b>	<b>703</b>	<b>652</b>
% change	-8%	4%	-5%	5.8%	7.4%	1%
<b>Domestic nights</b>	<b>2,022</b>	<b>2,352</b>	<b>2,082</b>	<b>2,074</b>	<b>2,147</b>	<b>2,135</b>
% change	-5%	16%	-11%	0%	4%	1%
av night stay	3.2	3.6	3.4	3.2	3.1	3.3
<b>Domestic day visitors</b>	<b>701</b>	<b>747</b>	<b>751</b>	<b>620</b>	<b>820</b>	<b>728</b>
% change	4%	7%	1%	-17%	32%	5%
<b>International overnight visitors<sup>2</sup></b>	<b>27</b>	<b>26</b>	<b>26</b>	<b>38</b>	<b>44</b>	<b>32</b>
% change	12%	-4%	0%	46%	16%	14%
<b>International Nights<sup>2</sup></b>	<b>109</b>	<b>136</b>	<b>75</b>	<b>166</b>	<b>145</b>	<b>126</b>
<b>Total Visitors<sup>3</sup></b>	<b>1,357</b>	<b>1,427</b>	<b>1,396</b>	<b>1,313</b>	<b>1,567</b>	<b>1,412</b>
<b>Total Nights<sup>3</sup></b>	<b>2,131</b>	<b>2,488</b>	<b>2,157</b>	<b>2,240</b>	<b>2,292</b>	<b>2,261</b>

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia.

<sup>1</sup> Visitor Expenditure year ending December 2017 – four year average.

<sup>2</sup> Year end March 2018 (latest available data at time of publication)

<sup>3</sup> Domestic year ending June 2018 and International year ending March 2018

### DOMESTIC SOURCE MARKETS

The majority of domestic visitors come from within NSW. As shown over half (57%) overnight and 22% of day visitors reside in Sydney, with overnight visitors and day visitors also coming from the NSW North and Central Coasts. In this financial year the area received more overnight visitors from Queensland (3.6%) than Victoria (2.8%).

The number of domestic day visitors has increased on the previous year, with approx. 820,000 visitors spending a day in the Port Stephens area. Visitors predominantly came from the Hunter (67.2%) as well as Sydney (22%).

### DOMESTIC SOURCE MARKETS 2017/18

State	Region	Overnight	Day
<b>NSW</b>		<b>89.0%</b>	<b>100.0%</b>
	Sydney	57.0%	22.0%
	Hunter	12.8%	67.2%
	Central Coast	3.8%	6.9%
	North Coast	5.7%	3.0%
	South Coast	1.2%	
	Other NSW	8.6%	0.7%
<b>QLD</b>		<b>3.6%</b>	
	Brisbane	2.0%	
	Gold Coast	0.5%	
	Sunshine Coast	0.5%	
	Other QLD	0.4%	
<b>VIC</b>		<b>2.8%</b>	
	Melbourne	0.6%	
	Other VIC	2.2%	
<b>SA (ADL)</b>	Adelaide	<b>0.8%</b>	
<b>ACT (CBR)</b>	Canberra	<b>3.5%</b>	
<b>WA (Perth)</b>	Perth	<b>0.4%</b>	
<b>Total</b>		<b>100.0%</b>	

Source: National Visitor Survey, Tourism Research Australia

### DOMESTIC - REASON FOR VISIT

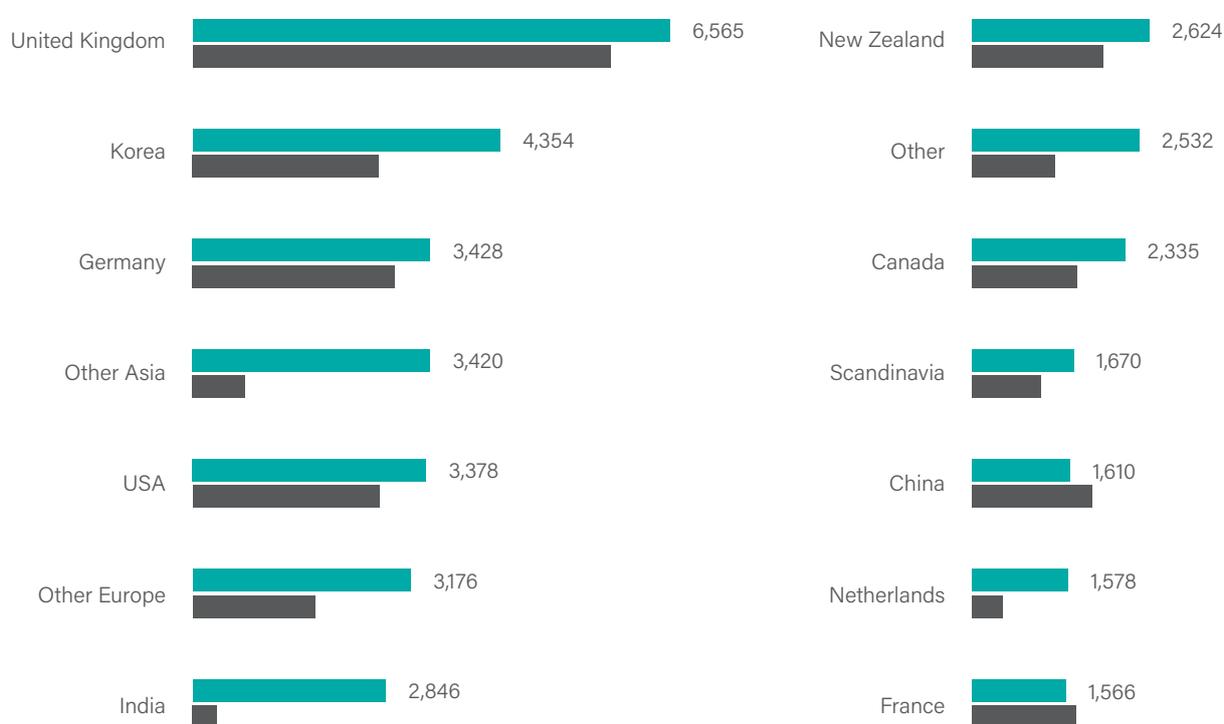
Most overnight visitors are on a holiday (65%), while over a quarter are visiting friends or relatives (28%) with 6% on business and 1% in transit.

## INTERNATIONAL OVERNIGHT VISITORS SOURCE MARKETS

While the UK remains the highest international market segment (av 15% of total), there are a number of key markets which have established their market share over the past 5 years to around 8-10% of market share including USA 8%, Korea 10% and Germany 8%.

In terms of visitor numbers in 2017/8 most countries have exceeded the five-year average for overnight visitors. Overall there is an increase in the numbers coming from most markets as shown in the chart below.

### INTERNATIONAL OVERNIGHT VISITORS SOURCE MARKETS 2017-18



\*Countries where sample sizes are too small are not included (Singapore, Thailand, Italy, Hong Kong, Taiwan).

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

■ 2017 - 18  
■ 5 Year Average

## MARKETS

	2013-14	2014-15	2015-16	2016-17	2017-18
<b>EUROPE</b>	37.6%	34.8%	36.5%	27.4%	28.8%
<b>ASIA</b>	23.3%	25.8%	21.8%	25%	30%
<b>UK, USA, NZ</b>	39.1%	39.4%	41.8%	47.6%	41.2%

Source: International Visitor Survey, Tourism Research Australia

# 05

## Key Achievements Port Stephens Tourism Limited

### DESTINATION MARKETING

A range of programs were implemented throughout the year to target domestic visitation to Port Stephens:

**Winter Experiences Campaign** Integrated marketing campaign featuring display advertising on TripAdvisor, paid social media (Facebook/Instagram), direct marketing, Australian Traveller print and digital placements and a Winter School holidays content toolkit for industry. TripAdvisor campaign delivered 270,000 impressions resulting in 4,420 conversions/leads and increased interest in Port Stephens by the Australian audience by 4% year-on-year.

**PR & Publicity** Significant publicity was generated to promote Port Stephens experiences, nature, accommodation, food and wine and events in 2017/18. Coverage included print, TV, radio and digital coverage in Sydney, Newcastle and locally as well as national coverage via magazines and digital. Media included Australian Traveller, News Limited Escapes, Good Weekend Magazine, News Digital, The Sun Herald Traveller, Sydney Morning Herald, Sydney Weekender, Luxury Travel, NRMA Open Road, South Australian Advertiser and NBN.

**EDM's** Destination Port Stephens continues to deliver monthly consumer EDM to a database of 11,000+ subscribers. Content is targeted around seasons, special offers, school holidays and experiences e.g. Whale Season, Love Sea Food, Adventure etc.

**2018 Port Stephens Map** This year the Map was redesigned to deliver a more consumer friendly format which provided partnership opportunities for industry to advertise. More than 70,000 copies are distributed in addition to maps provided by the Visitor Information Centre.

**Spring/Summer Experiences Campaign** Activity included digital and social media, direct marketing, public relations and development of vlogs/vignettes promoting key experiences as well as themed digital holiday guides. Events, what's on and family activities were promoted consistently throughout the high season across social media channels.

### DIGITAL & SOCIAL MEDIA

The Port Stephens consumer website portstephens.org.au and social media channels are primary marketing communication channels for the destination.

In 2017/18 the website received more than 380,000 visits. The consumer website ranks highly in organic search and is number one when searching for Port Stephens. Visits to the website via mobile devices continues to grow (65 per cent).

The Port Stephens Facebook page reached over 7.5 million consumers with over 50,000 engagements (liked, commented or shared content) and generated 15,000 clicks to the website.

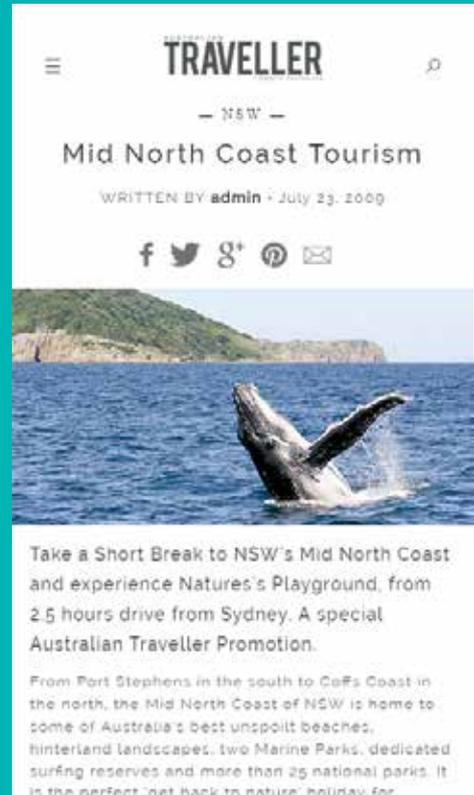
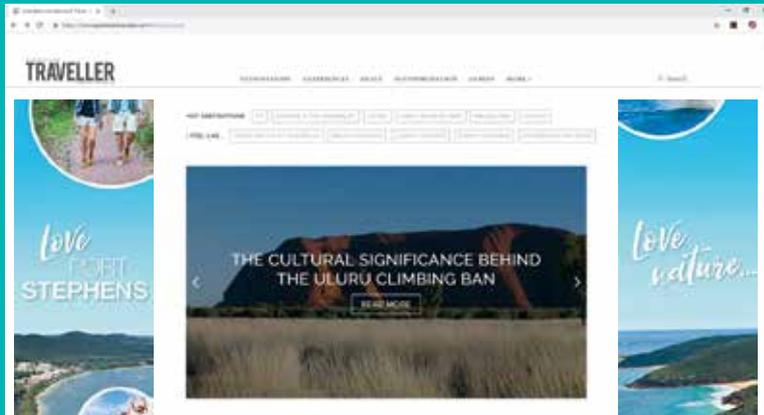
Instagram is a growing social media platform used by potential visitors for inspiration and to research destinations. Over the past twelve months the Port Stephens Instagram followers have increased by 34% generating over 90,000 engagements.



Picked up by @Australia with 3.2 million followers 80k

# Digital Campaigns

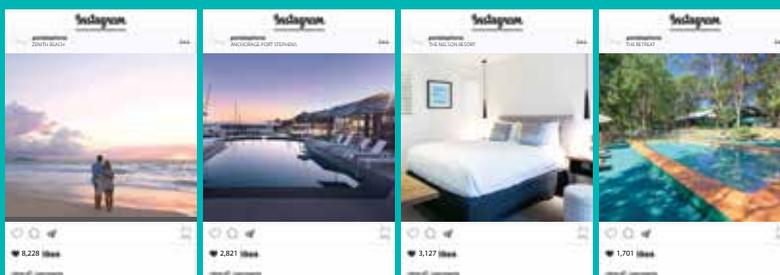
## Social Media, Blogs, Website



Port Stephens  
portstephens.org.au  
Imagine yourself discovering the truly awe-inspiring sand dunes in Port Stephens. See this...

### Blog

- Top 10 Port Stephens Adventure Activities**  
Winter is both the season and the reason to get making on your must-do, destination-adventure list and experience the fun and adventure that Port Stephens has to offer.  
10 months ago [Read full post](#)
- The hidden tastes of Port Stephens**  
As your weather rolls in and the big birds move on, the scene is set for some very special food escapes to Port Stephens as well as the side of the step on our coastal food trail and local menus is sublime small-ferm produce, artisan beer and our famous Port Stephens Seafood - all enjoyed straight from the source!  
10 months ago [Read full post](#)
- Insider's top tips for a Port Stephens winter escape**  
Port Stephens is known as the blue water paradise and popular with backpackers in summer, but it's also the golden destination in winter to see hundreds of whales and enjoy the great outdoors.  
10 months ago [Read full post](#)



# Love Seafood 2017

Month long celebration of our coastal cuisine

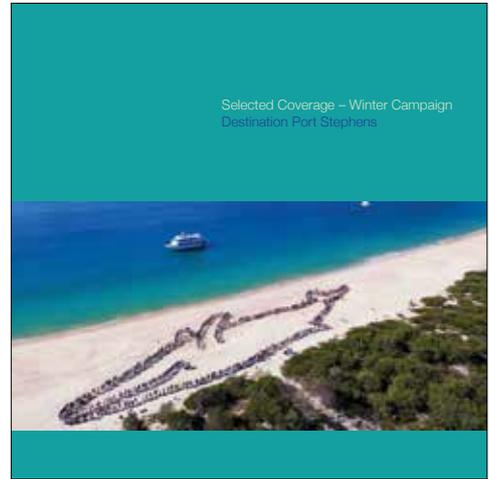


**WHAT THE SHUCK?**  
CELEBRATE PORT STEPHENS' SEAFOOD IN AUGUST

**LOVE sea FOOD**  
Port Stephens  
[portstephens.org.au](http://portstephens.org.au)

Fresh seafood by Destination NSW

# Publicity



## BLUE SKY THINKING

Throw yourself into a Port Stephens holiday, complete with its heady mix of sun, surf, sky and sand – and only two hours from Adelaide

WORDS BRAD CROUCH

**D**irect flights from Adelaide to Newcastle three times a week with Etihad have opened up a new holiday hotspot for South Aussies. Just more than two hours from Adelaide Airport you arrive on the doorstep of Port Stephens – a place previously so hard to get to from SA it would not figure on many lists. Now it is close enough for a quick break, at \$179 one-way. So what's at Port Stephens for a South Aussie in need of R & R? Here is a guide to a short break where, as well as superb seafood, you can enjoy some Hunter Valley red wine on a three-day jaunt.

**DAY 1** Take the 3.15pm Wednesday flight then grab a car from Enterprise Rent-A-Car at Newcastle Airport to cruise to a region with 26 stunning beaches and the largest sand dunes in the Southern Hemisphere. Accommodation options range from budget to luxury – check online with Allagoo which has more than 600 properties on its books – but for a premium getaway, head to The Anchorage Port Stephens overlooking a marina. Check out the pleasure craft, the pools and the ambience of a ritzy maritime-themed country club and enjoy fine dining at one of its restaurants before settling in for the night.

26 SAWEEKEND JUNE 30-JULY 1

**DAY 2** After an early rise for a swim/stroll, head to nearby Crest for breakfast overlooking Birnie Beach. Not sure if it was planned just for me but as I tucked into poached eggs and bacon, a pod of dolphins were surf breakers as the morning's entertainment. Walk down to the beach for a camel ride – Broomie is not the only place with beach camels – and enjoy a fun stroll with the folk from Oakfield Ranch, including a splash in the shallows while chatting with guides from an unforgettable high perch. For more fun in the sand zip up about 10km to Sand Dune Adventures. The Stockman sand dunes are the largest in the Southern Hemisphere, towering above 30m, and are home of the Worimi people.



The 4200ha Worimi Conserva has ancient cultural sites as well – you can sign up for an exhilarating bike ride where Worimi guides p ancient middens and freshwater TV viewers might recall the C insurance ad where he appears i Sahara desert – it was filmed he does feel like Saudi Arabia's Emi until with a dash of adrenaline, i crests a dune summit and a view crystal cylinders rolling into an o on one side, lush forests on the i All this sand adventure works and thins – nearby Murray's B winery backing into bush land i outdoor deck, wood fire pizza o on weekends, and its own craft i Whale Ale to Angry Man. It's ver friendly for a long lunch, with a hunt for kids in expansive garden with products more cool than kii Re-fueled, head for Tomaree a hike revealing expansive coast takes about an hour without bee back. As well as bays, beaches a may spot whales in the June-No migration season. For a gorgeous sunset drink o then dinner, the Shoal Bay Coui showcases the local seafood wit

theherald.com.au

## FEATURE weekender.

Saturday December 02, 2017 NEWCASTLE HERALD 13

# CAPTAIN TOURISM

BY JIM KELLAR

HERE'S nothing average about Al Donnelly, the captain and owner of Koala Ferries in Port Stephens.

He's been in business in Port Stephens since 1986, running a small ferry service (24 passenger limit), a tourist boat if you like. His boats are not as big as others, and he doesn't advertise, but he knows his business.

He has the voice of drill sergeant, easy to hear above the roar of the boat as he's traversing from Soldiers Point Marina to Karuah or Lemon Tree Passage, providing a running commentary of history, geography, geology, wildlife and general anecdotes. Captain Al's personal tour on one of his ferries (former Sydney Olympics ferries) runs for about three hours, starting at Karuah and often including Lemon Tree Passage. He can also deliver a group to Tahle (for history tours), or arrange an entire

“You learn something. You get to have a conversation about some interesting things, you get to have nice reasonably-priced tucker and you can get some lovely fresh oysters.”



**FOUNTAIN OF KNOWLEDGE:** Koala Ferries owner, Captain Al Donnelly, with one of his vessels at Karuah at the west end of Port Stephens. **Picture: Jim Kellar**

oysters straight from the Cole Brothers oyster shed in Karuah. The side visit to Cole Brothers oyster barn adjacent to Longworth Park in Karuah is almost worth the trip itself. Prices start at \$12 for a dozen unshucked medium oysters. They are plump and salty, direct from their Karuah River leases. Country-friendly Paula Cole can talk and chuck at the same time without blinking an eye.

You get to have a conversation about some interesting things, you get to have nice reasonably-priced tucker and you can get some lovely fresh oysters. Donnelly has the gift of talking, weaving stories about history, local landmarks, even pointing out a sea eagle's nest in a pine tree at the boat harbour in Tahle. He can talk about weather, tidal conditions, property prices, fishing. Nothing seems to be off limits – including singing sea shanties. *Koala Ferries 0811 424 728* (The writer was a guest of Koala Ferries.)

weekend including accommodation. By tourism standards, he services the punter market, pushing the value and value of the west side of Port Stephens, away from the busy east end. For \$30 a visitor gets a three-hour boat tour, to which you can add \$11 for lunch at the Karuah BSL and at least \$12 for a dozen

### REGIONAL TRAVELLER

#### Lots to love about Nelson Bay getaway

**T**he coastal town of Nelson Bay is a hidden gem in the heart of the Blue Mountains. With its stunning views, beautiful beaches, and rich history, it's the perfect destination for a weekend getaway. The town is surrounded by lush green hills and offers a peaceful escape from the city. Visitors can enjoy a variety of activities, from hiking through the forest to relaxing on the beach. The local food scene is also a highlight, with many restaurants offering fresh seafood and locally sourced produce. Nelson Bay is a truly beautiful and relaxing destination for anyone looking for a weekend escape.

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# International Marketing



International trade  
famil India



Chinese Bloggers



ATE April 2018

## MEMBERSHIP

Destination Port Stephens at the end of June 2018 had 257 financial members. This was a decrease of 19% on 2016/17 which can be attributable to the increase in membership fees from \$100 to \$200 per annum in July 2017.

The flat membership fee of \$200 is affordable and offers members the opportunity to participate and tailor their marketing investment to suit their business and budgets. Investment by members in marketing partnerships are key to driving a strong and prosperous tourism industry.

Bi-monthly member meetings have been held to provide an opportunity for industry to be updated on DPS activities, network with industry colleagues and to provide industry development opportunities via guest speakers in addition to regular newsletters.

## EVENTS

Events contribute to the visitor economy and have potential to drive visitation outside the peak seasons. Destination Port Stephens actively promotes events that have propensity to drive overnight visitation. In 2017/18 Destination Port Stephens promoted a range of events via our digital, social media, PR and marketing channels including:

- AUG** Love Sea Food
- SEP** Clans on the Coast
- SEP** TREX Port Stephens & Tomaree Trail Run Festival
- OCT** Karuah Timber and Oyster Festival
- NOV** Tastes at the Bay
- NOV** Port Stephens Toyota NSW Surf Pro
- NOV** Illuminate Boomerang Park
- FEB** NSW Game Fishing Assoc. Interclub & Billfish Shootout
- FEB** Peter Wilson Cup Junior Touch Football
- MAR** Club Marine Trailer Boat Fishing Tournament
- MAR** Tour de Cure cycling tour. 212 riders and 63 support crew
- APR** Sail Port Stephens
- MAY** Tilligerry Motorama
- MAY** King Street Heritage Festival
- JUN** Launch of Whale Season
- JUN** NSW Longboard and SUP Titles

**Love Sea Food** Destination Port Stephens secured \$20,000 in funding from the NSW Government via the Destination NSW Regional Flagship Events Program to market Love Sea Food 2017 in addition to support provided by industry partners – Huon Aquaculture, Commercial Fishermen's Co-operative, Department of Primary Industry, D'ALBORA Marinas and Port Stephens Council.

The month-long event in August 2017 showcased the fresh local seafood to more than 10,000 visitors and residents. Events during the month included Fish to Dish festival menus at participating restaurants, a Fish & Fun weekend, the introduction of "Trawler

to Table" signature series lunch and dinner as well as a Love Sea Food Gala Dinner attracting 110 guests and a "Farmers of Sea – meet the oyster farmers" day which featured an oyster shucking competition, oyster tastings and sales direct from the farmer.

## INTERNATIONAL MARKETING

The international market is important to the Port Stephens Visitor Economy as overseas visitors travel year-round, contributing to the stability of the local tourism industry. International visitors are vital to the sustainability of some of Port Stephens attractions and operators, who also invest in international marketing, to be able to offer continuous product for our visitors.

A key focus for DPS is to develop opportunities for inclusion of export-ready Port Stephens product in international travel trade programs (airlines, travel agents and online travel agents) which can then be featured in travel itineraries and packages promoted to consumers in marketing programs undertaken by travel trade and Destination NSW to drive visitation.

Key activities undertaken to drive inclusion of Port Stephens products and experiences in international travel trade programs include:

- Assisting tourism operators to be export ready
- Attending trade events to meet with key travel trade buyers to increase the inclusion of Port Stephens export-ready products and experiences
- Host familiarisation visits for international travel trade to experience the product first-hand and effectively promote and sell to consumers
- Host international media visits to generate publicity on the experiences Port Stephens offers international visitors

International highlights include:

- Australian Tourism Exchange (ATE) 2018 which was held in Adelaide in April 2018. ATE is the largest international travel trade event held in Australia attracting over 650 international buyers to meet with Australian tourism sellers. New South Wales had 59 sellers attend and Port Stephens was the largest region with seven international ready operators including Destination Port Stephens attending and working as a team to promote the destination. DPS also assisted two new products to attend on day passes which contributed to a stronger representation and increased products on offer
- Hosted more than 200 agents on familiarisation visits to Port Stephens from China, India, New Zealand, Singapore, Malaysia, Japan, UK, Germany, USA
- Hosted more than 30 international visiting media including Chinese Bloggers (more than 3.5 million followers); 30 second video filmed to air on WASU and Hangzhou Line TV with an approximate reach of 30 million in Zhejiang province in China; and Scoot filmed content in Port Stephens to feature in a new campaign and on social media (2.3 million followers).

# 06

## Director's Report Port Stephens Tourism Limited for the year ended 30 June 2018

The director's report of Port Stephens Tourism Limited submit herewith the annual report of the company for the year ended 30 June 2018. 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:

Andrew Macdonald (Chairman)	Frank Future	Janelle Gardner
Michael Aylmer (Treasurer)	Alicia Cameron	Matthew Findlay
Stephen Crowe	Simon Glover	Deborah Stretton

For further information on each of the directors qualifications and participation during the year, please refer to the Port Stephens Tourism Board Information, commencing on page 4 of the annual report.

### PRINCIPAL 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  
Andrew Macdonald

Dated: 11/10/2018



Director  
Michael Aylmer

Dated: 11/10/2018

07

# Auditor's Independence Declaration Under Section 307C Of The Corporations Act 2001 to the Directors of Port Stephens Tourism Limited



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

**TO THE DIRECTORS OF  
PORT STEPHENS TOURISM LIMITED**

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2018 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.

Brad Crooks

**Addison Partners  
Director  
Singleton NSW 2330**

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# 08

## Profit & Loss

### Port Stephens Tourism Limited

#### for the year ended 30 June 2018

<b>INCOME</b>	<b>30 JUNE 18</b>	<b>30 JUNE 17</b>
Council Investment	397,500	390,000
Grant Income	37,042	78,223
Interest Income	73	303
Membership Income	51,000	8,893
Rent Income	10,000	-
Partnership Income	159,934	383,048
<b>TOTAL INCOME</b>	<b>655,549</b>	<b>860,466</b>
<hr/>		
<b>LESS DIRECT COSTS</b>		
Grant Expenses	77,785	402,052
Marketing	211,380	182,415
Membership Costs	10,286	6,035
Partnership Costs	24,389	65,457
<b>TOTAL DIRECT COSTS</b>	<b>323,839</b>	<b>655,959</b>
<hr/>		
<b>GROSS PROFIT</b>	<b>331,710</b>	<b>204,507</b>
<hr/>		
<b>OPERATING EXPENSES</b>		
Accounting/Professional Fees	19,598	15,568
Assets under \$300	273	-
Awards Expense	2,000	3,153
Bad Debts	-	1,500
Bank Fees	572	1,209
Contract Wages	24,301	49,458
General Expense	3,379	712
Insurance	5,754	5,537
Meetings and Travel	1,788	3,252
Membership and Subscriptions	350	343
Membership Communications	4,750	3,301
Office Relocation	11,768	-
Office Supplies & Cleaning	5,040	2,988
Plant & Equipment	4,270	9,566
Postage	300	489
Rent and Outgoings	38,477	25,277
Research/Stats	3,410	3,764
Site Upgrades/Maintenance	-	4,169
Superannuation	17,517	17,068
Telephone and Internet	6,929	5,601
URL Registrations	-	528
Provision for annual leave	(452)	-
Provision for time in lieu	(1,007)	-
Wages & Salaries	194,540	202,052
Website Expense	10,945	183
<b>TOTAL OPERATING EXPENSES</b>	<b>354,504</b>	<b>355,717</b>
<hr/>		
<b>NET OPERATING PROFIT/(LOSS)</b>	<b>(22,794)</b>	<b>(151,210)</b>

# 09

## Balance Sheet

### Port Stephens Tourism Limited

#### as at 30 June 2018

	30 JUNE 18	30 JUNE 17
<b>ASSETS</b>		
<b>BANK</b>		
Cash and Cash Equivalents	83,636	66,409
<b>TOTAL BANK</b>	<b>83,636</b>	<b>66,409</b>
<b>CURRENT ASSETS</b>		
Trade Debtors	14,023	105,670
Patents & Trademarks	1,200	1,200
<b>TOTAL CURRENT ASSETS</b>	<b>98,858</b>	<b>173,278</b>
<b>TOTAL ASSETS</b>	<b>98,858</b>	<b>173,278</b>
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Credit Cards Payable	2,810	3,332
GST	745	1,943
PAYG Liability	4,202	3,046
Provision for Annual Leave	10,743	11,196
Provision for Time in Lieu	958	1,965
Superannuation Liability	5,282	5,094
Trade Creditors	7,396	44,414
<b>TOTAL CURRENT LIABILITIES</b>	<b>32,136</b>	<b>70,990</b>
<b>NON CURRENT LIABILITIES</b>		
Sail Port Stephens	27,432	40,204
Total Current Liabilities	27,432	40,204
<b>TOTAL LIABILITIES</b>	<b>59,568</b>	<b>111,193</b>
<b>NET ASSETS</b>	<b>39,290</b>	<b>62,085</b>
<b>EQUITY</b>		
Current Year Earnings	(22,794)	(151,210)
Retained Earnings	62,085	213,295
<b>TOTAL EQUITY</b>	<b>39,290</b>	<b>62,085</b>

# 10

## Statement of Changes in Equity Port Stephens Tourism Limited for the year ended 30 June 2018

	RETAINED EARNINGS	TOTAL
	\$	\$
<b>BALANCE AT 1 JULY 2016</b>	<b>213,295</b>	<b>213,295</b>
Profit (loss) attributable to the members of the company	(151,210)	(151,210)
<b>BALANCE AT 30 JUNE 2017</b>	<b>62,085</b>	<b>62,085</b>
<b>BALANCE AT 1 JULY 2017</b>	<b>62,085</b>	<b>62,085</b>
<b>COMPREHENSIVE INCOME</b>		
Profit (loss) attributable to the members of the company	(22,794)	(22,794)
<b>BALANCE AT 30 JUNE 2018</b>	<b>39,290</b>	<b>39,290</b>

# 11

## Statement of Cashflows

### Port Stephens Tourism Limited

### for the year ended 30 June 2018

	30 JUNE 18	30 JUNE 17
	\$	\$
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>		
Receipts from customers	672,431	1,181,582
Payments to suppliers and employees	(655,277)	(1,242,887)
Interest received	73	303
Net cash provided by (used in) operating activities	17,227	(61,002)
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>		
Net cash provided by (used in) investing activities	-	-
<b>CASH FLOW FROM FINANCING ACTIVITIES</b>		
Net cash provided by (used in) financing activities	-	-
Net increase (decrease) in cash held	17,227	(61,002)
Cash and cash equivalents at beginning of financial year	66,409	127,411
Cash and cash equivalents at end of financial year	83,636	66,409

# 12

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## Notes to the financial statements Port Stephens Tourism Limited for the year ended 30 June 2018

### STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

#### 1A BASIS OF PREPARATION

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 requirements of the Corporations Act 2001 and its members.

The financial report has been prepared in accordance with the mandatory Australian Accounting Standards applicable to entities reporting under the Corporations Act 2001, and 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.

These financial statements have been prepared in accordance with the recognition and measurement requirements specified by the Australian Accounting Standards and Interpretations and the disclosure requirements of AASB 101 Presentation of Financial Statements, AASB 107 Statement of Cash Flows, AASB 108 Accounting Policies, Changes in Accounting Estimates and Errors, and AASB 1054 Australian Additional Disclosures.

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

#### 1B INCOME TAX

The income tax expense for the year comprises current 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 the applicable income tax rates enacted as at reporting date.

#### 1C PROPERTY, PLANT AND EQUIPMENT

Plant and equipment are measured on the cost basis less depreciation and impairment losses.

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 assets' employment and subsequent disposal. The expected net cash flows have been discounted to their present values in determining recoverable amounts.

The cost of fixed assets constructed within the company includes the cost of materials, direct labour, borrowing costs and an appropriate proportion of fixed and variable overheads.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the company and the cost of the item can be measured reliably. All other repairs and maintenance are charged to the income statement during the financial period in which they are incurred.

#### 1D 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.

**1E EMPLOYEE BENEFITS**

Provision is made for the company's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits that are expected to be wholly settled within one year have been measured at the amounts expected to be paid when the liability is settled, plus related on-costs.

Employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits. Those cash flows are discounted using market yields on national government bonds with terms to maturity that match the expected timing of cash flows.

**1F CASH AND CASH EQUIVALENTS**

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within short-term borrowings in current liabilities on the balance sheet.

**1G REVENUE AND OTHER INCOME**

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. Any consideration deferred is treated as the provision of finance and is discounted at a rate of interest that is generally accepted in the market for similar arrangements. The difference between the amount initially recognised and the amount ultimately received is interest revenue.

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

**1H GOODS AND SERVICES TAX (GST)**

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

Cash flows are presented in the cash flow statement on a gross basis, except for the GST component of investing and financing activities, which are disclosed as operating cash flows.

**2 PROPERTY, PLANT AND EQUIPMENT**

	<b>2018</b>	<b>2017</b>
Plant and Equipment, at cost	15,321	15,321
Less: Accumulated Depreciation	(15,321)	(15,321)
	<b>0</b>	<b>0</b>

**3 CASH FLOW INFORMATION****Reconciliation of Cash Flow from Operations with Profit after Income Tax**

	<b>2018</b>	<b>2017</b>
Profit (loss) after income tax	41,905	151,210
<b>Non-cash flows in profit</b>		
Profit (loss) after income tax	1,459	-
<b>Changes in assets and liabilities, net of the effects of purchase and</b>		
(Increase)/Decrease in Current Trade & Other Receivables	54,485	154,556
Increase/(Decrease) in Current Trade & Other Payables	7,566	77,519
Increase/(Decrease) in Provisions	1,460	13,171
	<b>17,227</b>	<b>61,002</b>

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## Directors Declaration Port Stephens Tourism Limited

The directors have determined that the Company is not a reporting entity and that these special purpose financials statements should be prepared in accordance with the accounting policies described in Note 1 of the financial statements.

The directors of the company declare that:

(1) the financial statements and notes are in accordance with the Corporations Act 2001:

(a) comply with Accounting Standards described in Note 1 to the financial statements and the Corporations Regulations; and

(b) give a true and fair view of the company's financial position as at 30 June 2018 and of its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements.

(2) in the director's opinion, there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors:



Director  
Andrew Macdonald

Dated: 11/10/2018



Director  
Michael Aylmer

Dated: 11/10/2018

14

# Independent Auditor's Report

## to The Members Of Port Stephens Tourism Limited



### Addison Partners

ESTABLISHED 1946

#### INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PORT STEPHENS TOURISM LIMITED

##### Opinion

We have audited the financial report of Port Stephens Tourism Limited which comprises the balance sheet as at 30 June 2018, the statement of profit and loss, statement of changes in equity and cash flow statement 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 Port Stephens Tourism Limited is in accordance with the *Corporations Act 2001*, including:

- giving a true and fair view of the company's financial position as at 30 June 2018 and of its performance for the year then ended; and
- complying with Australian Accounting Standards to the extent described in Note 1 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 confirm that the independence declaration required by the *Corporations Act 2001* which has been given to the directors of the Company, would be in the same terms if given to the directors as at the time of this auditor's report.

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

##### Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the directors' financial reporting responsibilities under the *Corporations Act 2001*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Addison Partners Pty Ltd

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### 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 and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the *Corporations Act 2001* and is appropriate to meet the needs of the members. The directors' responsibility also includes such internal control as the directors determine is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

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

### Auditor's 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.

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

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

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



Brad Crooks  
Director

Dated: 11/10/18

### Addison Partners Pty Ltd

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# 15

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## Financial Members 2017-18

- 2018 Australian Veteran Golfers National Championships Committee
- 4WD Tag-Along & Passenger Tours
- 4WD Tours R Us
- A Beautiful Occasion
- Abercrombie Management
- Alloggio Pty Ltd
- Anna Bay Thai Restaurant
- Arteke
- Australian Reptile Park
- Australiasian Airline & Airport Consulting
- Bagnalls Beach Apartment
- Bay FM Port Stephens
- Bays Holiday Park
- Beaches Serviced Apartments
- Beck Morley Consultants
- Big Kiss Creative
- Marina Resort
- Tailor Made Fish Farms Pty Ltd
- Taj Tandoori Indian Restaurant
- The Bay Thai Massage
- The Bird Cage Photobooth
- The Only Place
- The Paper Rose Café
- 2 Dogs Cottages
- Addison Partners Pty Ltd
- Admiral Nelson
- Amanda Douglass Catering Services
- Samurai Beach Bungalows
- Anchorage Port Stephens
- Bannisters Port Stephens
- Bay Harbour Café
- Bay Scoot and Wheels
- Big4 Karuah Jetty
- Big4 Koala Shores Port Stephens Holiday Park
- Bill Knaggs Real Estate
- Birubi Beach Holiday Park
- Blue Water Sailing
- Boab Boat Hire Port Stephens
- Boathouse Resort Tea Gardens
- Body & Soul Spa Retreat
- Boomerang Bikes
- Brochure Express
- Broughtons at the Bay
- Build Your Business Online
- Cactus Creative Communications Pty Ltd
- Cameron Stewarts
- Central Motel
- Century 21 Property Partners
- Colonial Terrace Motor Inn
- Colorfast
- Corlette Palms Motor Inn
- Corlette Point Sailing Club
- Cosmic Putt Putt
- Cote D Azur Resort
- Crest Birubi Beach
- D'ALBORA Marinas
- Darren Anderson Photography
- David Grahams Golf Complex
- Delectable Delicacies Catering
- Dolphin Swim Australia P/L
- Dolphins at Port Stephens
- Duffs Salamander Bait & Tackle
- Econetwork
- Eluminate Training Pty Ltd
- Emerald Tiki Village Caravan Park
- Environmental Property Services
- Envision Cruises
- Escape Trekking Adventures
- Evviva Café & Bar
- Feet First Dive
- Fighter World Inc
- Fingal Bay Bowls, Sports & Rec Club
- Fingal Bay Holiday Park
- Florent Vidal Photography
- Fly Pelican

- Fordtronic Investments Pty Ltd and Fordtronic AV Pty Ltd
- Forever Gardens
- Get Smart Promotional Products Pty Ltd
- Go Karts Go
- Good Food Distributors Pty Ltd
- Greentree Ceremonies
- Halifax Holiday Park
- Heavenly Tours
- Hellfire Paintball
- Hog's Breath Café
- Holberts Oyster Supplies
- Hope Brewhouse
- Horizons Golf Resort - Par for the Course Ltd
- Hotel Nelson
- House Boats Afloat
- Hunter Region Botanic Gardens Ltd
- Hunter Valley Events
- iGym 24-7 Salamander Bay
- Imagine Cruises
- Ingenia Communities - Big4 One Mile Brach
- Ingenia Communities - Big4 Soldiers Point
- Inner Light Tea Rooms
- Irukandji Shark & Ray Encounters Port Stephens
- Isabel's Bed & Breakfast at Salamander Bay
- Island Leisure Village
- Karuah Progress Association Incorporated
- Karuah Working Together Inc
- KFC Salamander Bay
- King Street Confectionery
- Koala Ferries
- Landmark Nelson Bay
- Lazy Paddles
- Leah Anderson and Associates - Finance Specialist
- Lets Go Adventures
- Lighthouse Tourism
- L'il Buddha
- Lisa Single Makeup
- Little Beach Boathouse
- Little Shoppe of Curios
- LJ Hooker Nelson Bay
- Local Search
- LUXLIFT
- Maitland Regional Art Gallery
- Mantra Aqua Resort
- Margaret's Hamptons Cottage
- Marty's at Little Beach
- McCauley's Bottleshop
- Medowie Macadamias
- Medowie Sports Centre
- Megan Caton Photography
- Melaleuca Surfside Backpackers
- Mercure Newcastle Airport
- Middle Rock Holiday Resort & Cabins
- Mod Thai Food and Noodle Bar
- Moonshadow - TQC
- Motto Farm Motel
- Muree Golf Club
- Murray's Brewery & Port Stephens Winery
- Mustang Memories
- National Parks & Wildlife
- Nelson Bay Bed & Breakfast
- Nelson Bay Boat Hire
- Nelson Bay Bowling & Recreation Club Ltd
- Nelson Bay Breeze Apartments
- Nelson Bay Cinema
- Nelson Bay Diggers
- Nelson Bay Diggers Social Bridge Club
- Nelson Bay Fish Markets
- Nelson Bay Fishermen's Wharf Seafoods
- Nelson Bay Golf Club
- Nelson Bay Health Foods
- Nelson Bay Jet Ski Hire
- Nelson Bay Locksmith
- Nelson Bay Real Estate
- Nelson Bay Tennis Club Inc
- Nelson Head Inner Lighthouse Cottage
- Nelson Plaza Clinic
- Nelson Towers Motel
- New Leaf Cosmetic
- Newcastle Airport Pty Limited
- Newcastle and Port Stephens Game Fish Club
- Nice at Nelson Bay
- Nicole's Shiatsu, Qi Gong and Dorn Method Retreat
- Nude Kayaks Port Stephens
- Oakfield Ranch Camel Rides
- Oaks Lure Serviced Apartments
- Oaks Pacific Blue Resort
- Oakvale Wildlife Park
- Pacific Dunes Golf Operations
- Palm Beach Holiday Letting Pty Ltd
- Paradise Signs
- Peaceful Palms B&B
- Peninsula Nelson Bay
- Pixello Productions
- Place Property Management Port Stephens
- Plant Trade Nursery
- Port Stephens - Great Lakes Marine Park
- Port Stephens 4WD Tours
- Port Stephens Beach Fishing Safaris
- Port Stephens Celtic Association Inc

- Port Stephens Coaches
- Port Stephens Community Arts Centre
- Port Stephens Examiner
- Port Stephens Hire Cars
- Port Stephens Jewellery
- Port Stephens Luxury Apartments
- Port Stephens Paddlesports
- Port Stephens Shell Museum
- Port Stephens Surf School
- Port Stephens Treescape Camping & Accommodation
- PRD Realty Port Stephens
- Quad Bike King Pty Ltd
- Ramada Resort Shoal Bay
- Port Stephens Self Storage
- Ray White
- Raymond Terrace Market Place Pty Ltd
- Riot FM 87.6
- Rock Lobster Restaurant
- Rotary Club of Nelson Bay Inc
- Runningwater Adventures
- Sacred Tree Markets
- Sahara Trails Horse Riding
- Salamander Bay Centre
- Salamander Bay Recycling
- Salamander Beach Accommodation
- Sand Dune Adventures
- Sand Dune Safaris
- Sandpipers Restaurant
- Sanook Thai Restaurant
- Sea Air
- Seabreeze Hotel
- Seaside Holiday Resort
- Seven Seas Oysters
- Sharky's Pizza Shack
- Shearwater at Shoal Bay Guest Cottages
- Shoal Bay Bed and Breakfast
- Shoal Bay Bike Hire
- Shoal Bay Country Club
- Shoal Bay Holiday Park
- Shoal Bay SUP
- Sienna's Pizzeria Bar & Restaurant
- Silent Shout Entertainment
- Skin Deep Laser and Beauty Therapy
- Soldiers Point Boat Hire
- Soldiers Point Bowling Club
- Soldiers Point Marina
- Spark CoWork
- Spectrum
- SPLASH Waterpark
- Sri Malaysia Restaurant
- Stay Port Stephens
- Tahlee Ministries INC
- Talk Agency
- The Deck Cafe Restaurant
- The Florist & Wedding Specialist
- The Little Nel Café
- The Oasis at One Mile Beach
- The Only Place
- The Retreat Port Stephens
- The Wood Oven
- Thou Walla Sunset
- Tilligerry Arts Group Inc.
- Tilligerry Habitat
- Tilligerry RSL Sports Club Ltd
- Toboggan Hill Park
- Tomago House & Chapel
- Tomaree Aquatic Centre
- Tomaree Business Chamber
- Tomaree Linen Hire
- Tomaree Nursing Service
- Tomaree Pest Control
- Totally Workwear Port Stephens
- Triview Unit 14 Penthouse
- Tropical Plant Rentals
- V Buffet Seafood Restaurant
- Walk to the Beach
- Wanderers Retreat
- WaterView Studio
- Wellness Centre Port Stephens
- Westbury Hospitality Services
- Wharf Restaurant
- Wonganella Estate

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

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