

Destination
Port Stephens

PORT STEPHENS TOURISM LTD.

Annual Report 2018-19





Destination Port Stephens

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.

Funding for DPS is sourced primarily from an annual investment from Port Stephens Council, members, strategic partners and hard-won grants. Ultimately, it is up to industry – the members – to support the organisation that will in turn, ensure growth in the visitor economy.

DPS creates, develops and implements a range of projects and marketing programs aimed at increasing brand awareness and intention to travel across key domestic and international visitor source markets. In partnership with members, the organisation also implements a range of tactical marketing campaigns to drive conversion and grow overnight visitation.

DPS advocates for members in areas of policy and regulation across the visitor economy and builds collaborative networks throughout the region to create opportunities for new and existing tourism product.

Our focus is to drive destination marketing, destination management and destination development strategies to increase the overnight visitor spend across Port Stephens.

Destination
Port Stephens



Our Vision

For Port Stephens to be recognised as the leading regional tourism destination in NSW.

Our Purpose

To double visitor expenditure to \$1 billion annually by 2030.



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01

Report from Andrew Macdonald Chairman of Destination Port Stephens

It is a great time to be part of the tourism industry in Port Stephens.

This year has seen excellent growth in overnight visitation, which is one of the primary goals of Destination Port Stephens (DPS). With domestic overnight stays up by 17% and international visitor nights up 20%, we are performing ahead of our regional competitor destinations.

In late 2018, the DPS Board released a three-year strategic plan for Destination Port Stephens, to focus the organisation on key priorities aimed to deliver greater results for the organisation and industry.

Strategic priorities designed to improve Port Stephens competitive position, stimulate demand, build capability and continue to grow the visitor economy and associated benefits for the destination.

1. Grow Brand Port Stephens
2. Drive destination marketing to increase visitor expenditure
3. Build deep stakeholder relationships
4. Support big events and big ideas

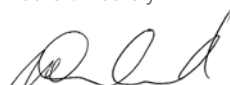
We have made great progress on these priorities throughout the year. Of note we have almost completed work on building a new brand for Port Stephens, which will be rolled out into 2020. It is exciting to see the new brand come to life after a long process of consultation and contribution from industry, and then working with Destination NSW and creative agencies to end up with a brand that businesses will love and support - and that will convince potential consumers that we are the destination for their next holiday.

Financially DPS is in a sound position, with careful budgetary management throughout the year ensuring we are operating within our means, whilst also ensuring we have the capacity to launch our new destination marketing campaign and new brand into 2019-20.

It is a great time to be part of the tourism industry in Port Stephens with much to look forward to, and I am certain we are on the path to even greater visitation to our wonderful area. I once again thank the hard working members of DPS and the Directors of the Board for their hard work, innovation, and passion for our visitors, the terrific crew of Destination Port Stephens who do so much with a staff of just 3, and Port Stephens Council for their amazing support of tourism in Port Stephens.

I would also like to single out our CEO Eileen Gilliland for thanks, as she has been hard working and diligent in successfully steering Destination Port Stephens this year.

Yours Sincerely



Andrew Macdonald

02

Report from Eileen Gilliland CEO of Destination Port Stephens

Visitation* to Port Stephens increased by 15% to reach over 1.7 million visitors who stay 2.7 million nights. Domestic overnight visitors to Port Stephens increased by 6%, domestic nights by 17%, day trips by 25% and international visitor nights by 20%

Over the past twelve months at Destination Port Stephens (DPS) it has been a priority to leverage new opportunities and ensure we make effective use of resources, fulfil commitments to our members and prepare for long-term financial stability.

Tourism is an important industry in Port Stephens contributing an estimated \$621.2 million to the local visitor economy in year ending March 2019, that is \$1.7 million per day.

In 2018/19, DPS has promoted the destination and visitor experiences via a range of channels in the domestic market with an increased focus on digital and social media campaigns which provides a more targeted approach to increase awareness and to drive visitation to Port Stephens.

New website content was developed to feature the neighbourhoods of Port Stephens as well as to optimise the site to drive organic search which has resulted in a 15% increase in visits to the website over the past twelve months.

To further promote international travel to Port Stephens, DPS hosted more than 160 agents on familiarisation visits from across Asia, UK, Europe and the USA as well as 38 international visiting media. In addition, new product fact sheets and travel trade content was developed on the website for agents to access online including destination information and suggested itineraries.

In November 2018, new seasonal services commenced from Auckland to Newcastle and DPS worked in partnership with Newcastle Airport, Destination NSW and with travel trade partners to leverage this opportunity to promote Port Stephens in the New Zealand market. DPS will continue to work closely with Newcastle Airport to provide support to secure new services and leverage opportunities for Port Stephens.

To continue to grow the visitor economy to Port Stephens will require DPS to work in partnership with the local tourism industry, Port Stephens Council, Destination NSW, Government agencies and Newcastle Airport.

The recent announcement of the three-year agreement to continue the seasonal services from Auckland to Newcastle Airport, the opening of the Port Stephens Koala Sanctuary in early 2020 and the new development of Irukandji Shark and Ray Encounters at a site in Anna Bay will have a positive impact on the tourism sector in Port Stephens.

In 2019/20, DPS will focus our efforts on markets that offer the greatest potential to drive growth, leverage partnership opportunities and work with industry to collectively promote Port Stephens to drive visitation and increase visitor expenditure.

I'd like to thank Port Stephens Council, the team at Destination Port Stephens and our members for their professionalism and commitment to driving results for the Port Stephens visitor economy. I would like to also acknowledge the Board for their guidance in steering DPS and for their support.

I am confident that together we can continue to grow the visitor economy and for Port Stephens to be recognised as the leading regional tourism destination in NSW.



Eileen Gilliland

03

Board of Directors Port Stephens Tourism Limited Board 2018-19

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 (Chairman)

Co-owner/Operator Hotel Nelson & Little Nel Café

Andrew Macdonald has been a director of Destination Port Stephens for the past seven years including the past three 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

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.

TIM CROSDALE (Appointed November 2018)

Development Services Group Manager, Port Stephens Council

Tim has extensive experience at senior and executive level management across private consulting and in local government. Tim previously fulfilled the role of Strategy and Environment Section Manager at Port Stephens Council from June 2014 to November 2015. He brings to Council extensive skills and experience in development and strategic planning, impact assessment, policy development and project delivery.

Tim holds a Master of Business Administration with Distinction from the University of Newcastle, and a Bachelor of Natural Resources (Hons 1) and Bachelor of Urban and Regional Planning from University of New England. He is also a Graduate of the Australian Institute of Company Directors.

Tim is focused on working collaboratively with stakeholders to facilitate the ongoing development of Port Stephens.

STEPHEN CROWE

Executive Manager Corporate Affairs, Newcastle Airport

In his current role, Stephen is responsible for Marketing and Communications, stakeholder management, government advocacy, and airline partnerships at Newcastle Airport.

He brings strong leadership skills to the DPS Board with extensive experience in strategy development, relationship management and communications in senior roles. Stephen has

previously worked as Communications Manager at Port Stephens Council, as a Director at a Creative Agency in Sydney as well as Director Media and Communications for the Newcastle Knights.

Stephen first joined the board in February 2018 as a representative of Port Stephens Council resigning in November 2018. Stephen was re-appointed in December 2018 as a board appointed Director.

FRANK FUTURE

CEO & Director, Imagine Cruises

Frank has been operating Imagine Cruises' Marine tours in Port Stephens since 1995 and was one of the first businesses to offer whale watching in NSW. Frank is passionate about the Port's marine environment and has invested 25 years in both promoting and conserving our unique environment.

Frank was previously on the board of Destination Port Stephens (DPS) over ten years ago and more recently rejoined the board in October 2017 to lend support to developing tourism and to several important tourism related issues that have been

identified as major assets to the Port's visitor economy. These include the impending review of the PSGM Marine Park, the proposed Tomaree Coastal Walk, future use of the Tomaree Lodge Headland site and the current proposal to list the entire river and lake systems that flow into the estuary under both National and World Heritage, linking up with the existing World Heritage listed Gondwana rainforest of the Barringtons.

Frank is currently the DPS representative on the Port Stephens/ Great Lakes Advisory Committee, Chair of the Marine Parks Association and current serving treasurer of DPS.

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.

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.

JIN KIM (Appointed November 2018)

International Marketing Manager, 4WD Tours R Us

Jin Kim has extensive experience in inbound tourism and international marketing.

Prior to moving to Port Stephens in 2015, Jin gained extensive experience in developing tour programs for international visitors holding various roles at Inbound Tour Specialists in Sydney for 13 years.

Jin is currently representing a number of tourism operators in Port Stephens in the international markets including 4WD Tours R Us, Oakfield Ranch Camel Rides and Sand Dune Adventures and has been successful in securing international visitors to the region.

With his extensive experience and passion to promote Port Stephens, Jin will continue to develop opportunities in the international markets for the region.

MEL TURNER (Appointed November 2018)

Business Development Manager, Moonshadow-TQC

Mel Turner's experience in Tourism and Hospitality spans across 30 years in the Hotel Industry and Travel sector. Mel is very heavily involved within the local community having served two terms as a Director on the Tomaree Business Chamber, volunteer roles for various local initiatives and committees and MC roles for local events.

Mel is passionate about the Port Stephens region and sharing unique and unrivalled experiences with visitors. Mel has established strong relationships and rapport with local operators and continues to nurture her Business Development role involving Domestic, International and Conference markets. Last year, Mel was successful in becoming a finalist for the Destination NSW MEA Events Diploma Scholarship.

DAVID BROWN (Appointed March 2019)

Team Leader Visitor Experience, Hunter Central Coast Branch
at NSW National Parks & Wildlife Service

David has been working in the Hunter Region tourism industry since 2002 working for local Councils, State Government agencies and the private sector. Roles have centred around destination development, marketing, visitor services and business development.

David has experience in Board management serving in roles for national tourism industry bodies and local tourism associations.

David holds a Bachelor of Social Science (Recreation & Tourism) from the University of Newcastle.

Summary of Board Attendance	Meetings held while a Director	Meetings attended while a Director
Andrew Macdonald	10	8
Tim Crosdale	6	4
Frank Future	10	10
Stephen Crowe	9	5
Janelle Gardner	10	10
Jin Kim	6	4
Melissa Turner	6	6
David Brown	4	4
Simon Glover (Retired April 2018)	8	8
Deborah Stretton (Retired February 2018)	5	4
Michael Aylmer (Retired November 2018)	4	2
Alicia Cameron (Retired November 2018)	4	2
Matthew Findlay (Retired November 2018)	4	3

04

Key Performance Indicators

Port Stephens Visitor Economy

↑
18%

\$621 million in visitor expenditure
\$1.7 million per day into the local economy

↑
17%

2.7 million
nights

↑
15%

1.7 million
visitors

VISITATION

The 12-month period from March 2018 to March 2019 has seen the number of domestic overnight visitors increased by 6% on the previous year with approximately 804,000 visitors spending 2.5 million nights in the Port Stephens area - with an average stay of 3.2 nights. Domestic day visitors have also increased substantially by 25% to approximately 896,000.

The number of international overnight travellers has remained stable at approximately 45,000 and is well above the past 5-year average of 35,000 visitors per year and international nights increased by almost 20% (up 27,000 nights). International Day Visitors are not reported by Tourism Research Australia.

Year end March '000	2015	2016	2017	2018	2019	5yr AVG.
Domestic overnight visitors	640	688	601	755	804	695
% change		8%	-12%	25%	6%	7%
Domestic nights	2,427	2,157	2,043	2,217	2,599	2,289
% change		-11%	-5%	8%	17%	2%
av night stay	3.8	3.2	3.4	2.9	3.2	3.3
Domestic day visitors	877	795	680	716	896	793
% change		-9%	-14%	5%	25%	2%
International overnight visitors²	27	26	33	45	45	35
% change		-4%	27%	36%	0%	15%
International Nights²	156	73	175	138	165	141
Total Visitors³	1,536	1,504	1,316	1,516	1,746	1,523
		-2%	-13%	15%	15%	4%
Total Nights³	2,583	2,231	2,218	2,355	2,764	2,430

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia. The data for this report has been based on the year-end March 2019, as year-end June (financial year) figures are not available at the time of reporting.

DOMESTIC VISITORS

The majority of domestic visitors come from within NSW. As shown over half (60%) of overnight and 18% of day visitors reside in Sydney, with overnight visitors and day visitors also coming from the NSW North and Central Coast. In this year, the area received around the same ratio of overnight visitors from Victoria (4%) as Queensland (4%).

The numbers of domestic day visitors have increased on the previous year, with approx. 896,000 visitors spending a day in the Port Stephens area. Visitors predominantly came from the Hunter (68%) as well as Sydney (18%).

DOMESTIC SOURCE MARKETS (YEAR END MARCH 2019)

State	Region	Overnight	Day
NSW		89.0%	100.0%
	Sydney	60%	18%
	Hunter	12%	68%
	Central Coast	7%	2%
	North Coast	4%	7%
	Blue Mountains	5%	
	Other NSW	4%	5%
QLD		4%	
	Brisbane	2%	
	Gold Coast	1%	
	Sunshine Coast	1%	
	Other QLD	0%	
VIC		4%	
	Melbourne	2%	
	Other VIC	2%	
SA (ADL)	Adelaide	1%	
ACT (CBR)	Canberra	1%	
TAS (Hobart)	Hobart	0%	
WA (Perth)	Perth	1%	
Total		100.0%	

Source: National Visitor Survey, Tourism Research Australia

REASON FOR VISIT

Most overnight visitors are on a holiday (70%), while a quarter are visiting friends or relatives (25%) with 2% on business and 1% in transit or for other reasons (1%) such as education.

ACCOMMODATION

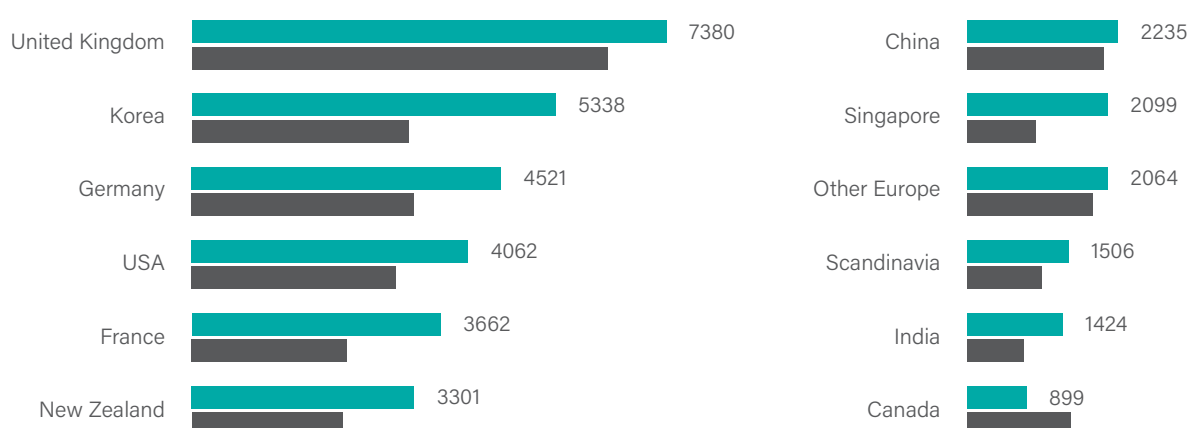
57% domestic overnight visitors stayed in commercial accommodation, while 43% stayed in private accommodation (VFR and own property).

INTERNATIONAL VISITORS

While the UK remains the highest international market segment (16% of total), there are a number of key markets which have established their presence over the past 5 years to around 8-10% of market share including Korea 12% and Germany 10%. Korea is showing very good growth in 2019 to approximately 5,300 visitors per year.

In terms of visitor numbers in 2019 most countries have exceeded the five-year average for overnight visitors, while only a few are falling back below that average (Canada). Overall there is an increase in the numbers coming from most markets as shown in the chart below.

INTERNATIONAL SOURCE MARKETS (YEAR END MARCH 2019)



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

Source: International Visitor Survey, Tourism Research Australia

■ 2019
■ 5 Year Average

Markets	2015	2016	2017	2018	2019
EUROPE	30%	35%	29%	30%	29%
ASIA	24%	23%	28%	29%	33%
UK, USA, NZ	46%	42%	43%	41%	37%

As shown, the western markets (UK, US, NZ and Canada) continue to dominate however growth has been from Asian markets.

Source: International Visitor Survey, Tourism Research Australia

EXPENDITURE

Visitor expenditure to Port Stephens increased by 17.9% to reach \$621.2 million in year ending March 2019. This equates to \$1.7 million per day into the visitor economy.

Expenditure \$M	Year Ending March 2018	Year Ending March 2018	Growth
INTERNATIONAL	10.7	12.9	20.6%
DOMESTIC OVERNIGHT	449.9	526	16.9%
DAY TRIPS	66.3	82.2	24%
TOTAL	527	621.2	17.9%

05

Key Achievements

Port Stephens Tourism Limited

DESTINATION MARKETING

A range of marketing programs are undertaken throughout the year to target domestic visitation to Port Stephens.

Winter/Spring Campaign An integrated marketing campaign featuring digital, direct marketing, PR and outdoor advertising was undertaken to drive visitation to Port Stephens over winter/early Spring which featured:

- **Digital:** Social media advertising in partnership with three operators to drive awareness and re-targeting to drive conversion was in market from July-September 2018. Campaign reached 647,000 people in Sydney and Newcastle resulting in a 31% increase in website visitation and generating an 85% increase in accommodation bookings and 68% in tour bookings.
- **Sydney Light Rail:** Advertising on the light rail during August in Sydney with sixteen interior panels promoting Port Stephens as a short break destination (8 panels) and the Love Sea Food festival (8 panels).

PR & Publicity Media coverage of Port Stephens was significant featuring experiences, accommodation, dining and events in 2018/19. Coverage included print, TV, radio and digital in Sydney, Newcastle and locally as well as national coverage on TV, magazines and digital.

Media included News Digital, TV programs including A Taste of Travel and Sydney Weekender, Delicious Magazine, Qantas Traveller, New Idea Magazine, KOFM Radio, Hunter & Coastal Lifestyle magazine, Sydney Morning Herald Traveller, Good Food and the Newcastle Herald.

Newcastle Airport Promotion Port Stephens is promoted in the arrival hall at Newcastle Airport as well as on a billboard along Williamtown Drive as you exit the Airport precinct to direct visitors to Port Stephens.

Port Stephens Holiday Club Destination Port Stephens engages on a regular basis with the Port Stephens Holiday Club which has more than 11,000 subscribers. EDM's are produced around experiences, season, special offers, school holidays and events.

Port Stephens Visitor Guide A new visitor guide was published and distributed in December 2018. Editorial content was refreshed, and new content developed on the dolphins and whales as well as to provide information on dog exercise areas. Over 100,000 copies are distributed primarily in Sydney, Regional NSW and in the local region.

DIGITAL & SOCIAL MEDIA

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

In 2018/19 the website users increased by 15%, with an average of 30,000 visits per month.

The Port Stephens Facebook page followers increased by 10% receiving almost 400,000 engagements and Instagram followers increased by 43% and engagements by 63% over the past twelve months.

Online bookings also achieved growth of 43% in bookings and 40% in value compared to the previous year.

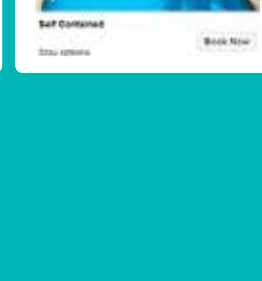
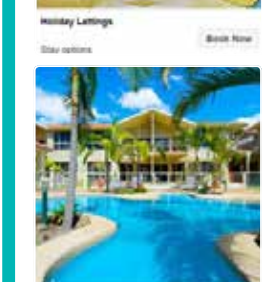
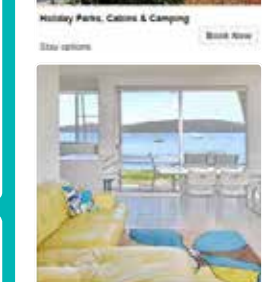
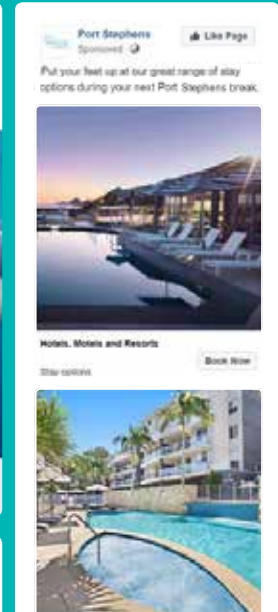
The consumer website ranks highly in organic search for Port Stephens and to increase search ranking for towns within the region new content was developed featuring the "Neighbourhoods" of Port Stephens. This content was also integrated into a digital campaign to build awareness of the Port Stephens neighbourhoods and the experiences each offer.



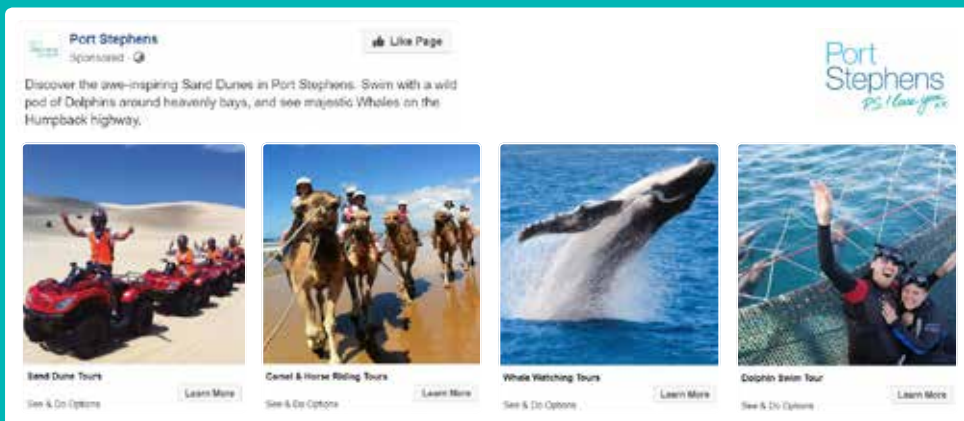
Posted by Gab Scanu, landscape photographer
364,000 followers.

Domestic Marketing

Outdoor, Digital, Social Media



Sydney Light Rail Posters – August 2018



Love Seafood 2018

Month long celebration of our coastal cuisine

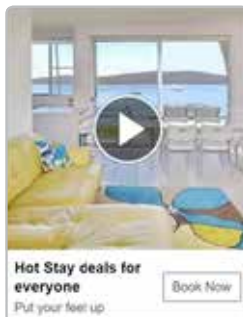


Sydney Light Rail – August 2018



Port Stephens
Sponsored by

Thinking of a getaway to Port Stephens? The Seafood Immersion is this weekend 18 - 19th August. Immerse yourself in the wonderful world of seafood. Meet local seafood providers; participate in cooking... See More



EAST COAST HIDEAWAY

Wardle and Pick JOHN FORA

AS SEEN IN
CARAVAN

If you were thinking of ideal places to live, you could make a list of the things that appeal. OK, the budget may be limited, so perhaps Bora Bora is out of reach. Anyway, they don't have a Bunnings. But keeping it real, most of us would choose somewhere not too hot and not too cold as a good start. Near the water would be nice. Long sandy beaches, plenty of good fishing spots, a few top restaurants. Not too far from a big city, but not too crowded. You

Well, I might have found the ideal location that ticks all these boxes, and it's only around three hours out of Sydney.

Port Stephens is a natural harbour stretching 24km westward to the mouth of the Karuah River and fronted by the imposing Tamari and Yacaaba Headlands at the entrance. Covering 135 square kilometers and with a boundary of 113km, there is an abundance of secluded places to explore.

And yet despite its undeniable charm, the population is only around 35,000 for the entire sprawling area, so it's still uncrowded, especially if you visit in the quieter times away from the peak summer holidays.

Europeans first sighted Port Stephens when James Cook sailed the *Endeavour* up the Coast in 1770. He named the opening after his mentor Sir Philip Stephens.

Secretary to the Admiralty and noted the sheltered stretch of water offered protection from all wind directions. Before that, the Worimi people called it home and for millennia enjoyed the rich bounty of the sea and a mild climate suited to their lifestyle.

In colonial times escaped convicts found it an ideal place to hide out and because of this, one of the first official settlements was set up to house a government outpost at Soldiers Point. It's a name that continues today as one of many small towns snuggled up close to the water.



LEFT AND ABOVE Exquisite unspoiled beaches; the sunrise from Shoal Bay is not to be missed

Caravan World ten page Port Stephens feature

[illegible]

International Marketing



China Mission November 2018



ATE April 2018



International Trade Famil China

Look who's new to the Aussie scene!
New direct flights to Newcastle.

Gateway to Hunter Valley delectable food & wine, Port Stephens coastal relaxation and Newcastle world-famous beaches & events.

Fly return from \$599^{pp}
 from Auckland with Virgin Australia

ADD 2 NIGHTS from \$215^{pp}
 share twin

Ts&Cs apply.

TAANZ Virgin Australia Newcastle Airport

The best holidays are created together. **HOT.CO.NZ**

HOUSE OF TRAVEL

House of Travel New Zealand Campaign

ENJOY THE BEST OF AUSTRALIA'S CITY, COUNTRY AND COASTAL EXPERIENCES IN THE GREATER HUNTER REGION

PORT STEPHENS

HUNTER VALLEY

NEWCASTLE

After you've discovered the Greater Hunter Region, make Newcastle Airport your gateway to the rest of Australia. Newcastle Airport offers over 200 flights per week to 10 direct destinations including regional flights direct to Auckland.

HUNTER VALLEY 100 TO THE COAST 185

NEWCASTLE 100 TO THE COAST 185

House of Travel Brochure

MEMBERSHIP

At the end of June 2019 there was 214 financial members of Destination Port Stephens.

Membership fees remained at a flat fee of \$200 in 2018/19 offering industry the opportunity to invest in marketing to suit their business and budget. Ongoing investment by members in marketing partnerships are key to driving a strong and prosperous tourism industry.

Member meetings were held to provide updates to industry on DPS activities, to network with industry colleagues and to provide industry development opportunities via guest speakers.

Fortnightly member newsletters are sent out to communicate on a regular basis. Destination Port Stephens also communicates with members via email, telephone, meetings and workshops.

EVENTS

Events contribute to the visitor economy and have potential to drive visitation outside the peak seasons. Destination Port Stephens promotes events that have propensity to drive overnight visitation. In 2018/19, Destination Port Stephens promoted a range of events via digital, social media, PR and marketing channels including:

- JUL** Human Whale
- JUL** MX Motorcross National
- AUG** Love Sea Food
- SEP** Clans on the Coast
- SEP** TreX Port Stephens and Tomaree Trail Run Festival
- OCT** Karuah Timber and Oyster Festival
- NOV** Tastes at the Bay
- NOV** Port Stephens Toyota Surf Pro
- FEB** Peter Wilson Memorial Junior Touch Championships
- MAR** Rock on the River
- APR** Sail Port Stephens
- APR** Club Marine Trailer Boat Fishing Tournament
- MAY** King Street Festival
- JUN** Bluewater Country Music
- JUN** Port Stephens Surf Festival: NSW Longboard & SUP Titles

Love Sea Food The 2018 event was the third year Love Sea Food has been held. Destination Port Stephens secured \$20,000 in funding from the NSW Government via the Destination NSW Regional Flagship Event fund for marketing in addition to support provided by partners including Port Stephens Council, Commercial Fishermen's Co-operative, Department of Primary Industry, Sydney Fish Market, dÁlbora Marinas, Newcastle Airport and Place Property Management.

The month-long event aimed to drive visitation and economic benefits to the region during the traditional low season in August as well as promote the fresh local seafood available in the region.

Events included a Gala Dinner attracting 150 guests, three Signature Series dining events, seafood lunch and dinner specials at local restaurants as well as a Love Sea Food Festival weekend held on 18-19 August 2018 attracting more than 11,000 people of which 57% were visitors.

The event generated significant coverage for Port Stephens through marketing as well as via PR coverage valued at \$300,000.

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 also vital to the sustainability of some of Port Stephens attractions and operators, who also invest in international marketing.

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.

In November 2018, international direct seasonal flights commenced for Auckland to Newcastle from 22 November 2018 - 17 February 2019 and DPS worked in partnership with Newcastle Airport to leverage opportunities to promote travel to Port Stephens.

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

- Assisting tourism operators to become 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) was held in Perth in April 2019. 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 56 sellers attend and Port Stephens was the largest region with six international ready operators including Destination Port Stephens attending and working as a team to promote the destination. DPS also assisted a new product to attend on a day pass which contributed to a stronger representation and increased products on offer
- Developed a Travel Trade section on the website for agents to access information on international ready products, suggested itineraries and destination information as well as product fact sheets and a four-page destination brochure which was also produced in Chinese
- Sales trip to New Zealand in September 2018 in partnership with Newcastle Airport to promote the new seasonal services from Auckland to Newcastle and travel to Port Stephens including meetings with key agents, agent training and participation in a consumer travel show
- More than 160 agents were hosted on familiarisation visits to Port Stephens from China, India, New Zealand, Singapore, Malaysia, Japan, UK, Germany, France and the USA
- Hosted more than 38 international visiting media including Chinese Guangdong Radio and Television with viewership of 7 million and 600,000 on WeChat; Channel 8 Singapore Morning Express with a daily viewership of 1.7 million; and Senior Writers from the New Zealand Woman's Weekly and NZ Woman's Day

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Director's Report Port Stephens Tourism Limited for the year ended 30 June 2019

The director's report of Port Stephens Tourism Limited submit herewith the annual report of the company for the year ended 30 June 2019. 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)	Stephen Crowe	Mel Turner
Frank Future (Treasurer)	Janelle Gardner	David Brown
Tim Crosdale	Jin Kim	

The following directors retired from the company during the year:

Simon Glover - Retired April 2019	Alicia Cameron - Retired November 2018
Deborah Stretton - Retired February 2019	Matthew Findlay - Retired November 2018
Michael Aylmer - Retired November 2018	

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: 4/10/2019



Director
Frank Future

Dated: 4/10/2019

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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 2019 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

Addison Partners Pty Ltd

ABN 12 003 321 980 ♦ 173B John Street (PO Box 3114) Singleton DC NSW 2330 ♦ Phone 02 6571 2577 Fax 02 6571 2492 ♦ www.addisonpartners.com.au

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Profit & Loss

Port Stephens Tourism Limited

for the year ended 30 June 2019

INCOME	30 JUNE 19	30 JUNE 18
Council Investment	397,500	397,500
Grant Income	19,019	37,042
Interest	408	73
Membership	43,973	51,000
Rent	10,691	10,000
Partnership	170,953	159,934
Visitors Guide	123,116	-
LESS DIRECT COSTS		
Grant Expenses	(45,486)	(77,785)
Marketing	(268,877)	(211,380)
Membership Costs	(4,451)	(10,286)
Partnership Costs	(3,951)	(24,389)
GROSS PROFIT	442,895	331,710
OPERATING EXPENSES		
Accounting/Professional Fees	11,882	19,598
Assets under \$300	-	273
Awards Expense	1,818	2,000
Bank Fees	589	572
Contract Wages	-	24,301
Depreciation	1,169	-
Employee Entitlements	7,222	-
Event Coordination	1,909	-
General Expense	(304)	3,379
Insurance	6,742	5,754
Meetings and Travel	3,162	1,788
Membership and Subscriptions	2,055	350
Membership Communications	1,584	4,750
Office Relocation	-	11,768
Office Supplies & Cleaning	3,308	5,040
Plant & Equipment	6,555	4,270
Postage	300	300
Rent and Outgoings	42,616	38,477
Research/Slats	1,491	3,410
Site Upgrades/Maintenance	-	-
Superannuation	23,407	17,517
Telephone and Internet	5,605	6,929
Provision for annual leave	-	(452)
Provision for time in lieu	-	(1,007)
Wages & Salaries	240,306	194,540
Website Expense	-	10,945
TOTAL OPERATING EXPENSES	361,416	354,504
NET OPERATING PROFIT/(LOSS)	81,479	(22,794)

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Balance Sheet

Port Stephens Tourism Limited

as at 30 June 2019

	30 JUNE 19	30 JUNE 18
ASSETS		
CURRENT ASSETS		
Cash and Cash Equivalents	174,430	83,636
Trade Debtors	45,165	14,023
Patents & Trademarks	1,200	1,200
TOTAL CURRENT ASSETS	220,795	98,859
NON CURRENT ASSETS		
Plant & Equipment	3,020	-
TOTAL ASSETS	223,815	98,859
LIABILITIES		
CURRENT LIABILITIES		
Credit Cards Payable	2,881	2,810
GST	(6,535)	745
PAYG Liability	3,914	4,202
Provision for Annual Leave	20,382	10,743
Provision for Time in Lieu	-	958
Superannuation Liability	6,332	5,282
Trade Creditors	5,411	7,396
TOTAL CURRENT LIABILITIES	32,385	32,136
NON CURRENT LIABILITIES		
Sail Port Stephens	70,660	27,432
TOTAL CURRENT LIABILITIES	70,660	27,432
TOTAL LIABILITIES	103,045	59,568
NET ASSETS	120,770	39,291
EQUITY		
Current Year Earnings	81,479	(22,794)
Retained Earnings	39,291	62,085
TOTAL EQUITY	120,770	39,291

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Statement of Changes in Equity

Port Stephens Tourism Limited

for the year ended 30 June 2019

	RETAINED EARNINGS	TOTAL
	\$	\$
BALANCE AT 1 JULY 2017	62,085	62,085
Profit (loss) attributable to the members of the company	(22,794)	(22,794)
BALANCE AT 30 JUNE 2018	39,291	39,291
BALANCE AT 1 JULY 2018	39,291	39,291
COMPREHENSIVE INCOME		
Profit (loss) attributable to the members of the company	81,479	81,479
BALANCE AT 30 JUNE 2019	120,770	120,770

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Statement of Cashflows

Port Stephens Tourism Limited

for the year ended 30 June 2019

	30 JUNE 19	30 JUNE 18
	\$	\$
CASH FLOW FROM OPERATING ACTIVITIES		
Receipts from customers	745,789	672,431
Payments to suppliers and employees	(651,577)	(655,277)
Interest received	408	73
Net cash provided by (used in) operating activities	94,620	17,227
CASH FLOW FROM INVESTING ACTIVITIES		
Purchased	(3,826)	-
Net cash provided by (used in) investing activities	(3,826)	-
CASH FLOW FROM FINANCING ACTIVITIES		
Net cash provided by (used in) financing activities	-	-
Net increase (decrease) in cash held	90,794	17,227
Cash and cash equivalents at beginning of financial year	83,636	66,409
Cash and cash equivalents at end of financial year	174,430	83,636

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Notes to the financial statements Port Stephens Tourism Limited for the year ended 30 June 2019

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.

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.

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.

2 PROPERTY, PLANT AND EQUIPMENT

	2018	2017
Plant and Equipment, at cost	19,783	15,321
Less: Accumulated Depreciation	(16,763)	(15,321)
	3,020	0

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Directors Declaration Port Stephens Tourism Limited ABN: 96 080 458 733

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 2019 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: 4/10/2019



Director
Frank Future
Dated: 4/10/2019

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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 2019, 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 2019 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.

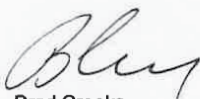
Auditor's Responsibilities for the Audit of the Financial Report

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: 4/10/19

Addison Partners Pty Ltd

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Financial Members 2018-19

- 2 Dogs Cottages
- 4WD Tag-Along & Passenger Tours
- 4WD Tours R Us
- Abundant Potential
- Addison Partners Pty Ltd
- Admiral Nelson
- Alloggio Pty Ltd
- Amanda Douglass Catering Services
- Anchorage Port Stephens
- Anna Bay Thai Restaurant
- Arteke Salon Collective
- Australian Bodywork Centre
- Australiasian Airline & Airport Consulting
- Bay Ferry Tours
- Bay FM Port Stephens
- Bay Harbour Café
- Bay Scoot and Wheels
- Baylife Services
- Bays Holiday Park
- Beaches Serviced Apartments
- Big4 Karuah Jetty
- Big4 Koala Shores Port Stephens Holiday Park
- Big Kiss Creative
- Bill Knaggs Real Estate
- Birubi Beach Holiday Park
- BJM Private Transport
- Blue Water Sailing
- Boab Boat Hire Port Stephens
- Body & Soul Spa Retreat
- Boomerang Bikes
- Brochure Express
- Broughtons at the Bay
- By the Beach Getaways
- Cactus Creative Communications Pty Ltd
- Cameron Stewarts
- Central Motel
- Colonial Terrace Motor Inn
- Colorfast
- Corlette Point Sailing Club
- Cote D Azur Resort
- Crest Birubi Beach
- D'ALBORA Marinas
- David Grahams Golf Complex
- Defining Moments by Anouk
- Dolphin Swim Australia
- Duffs Salamander Bait & Tackle
- Econetwork
- Emerald Tiki Village Caravan Park
- Environmental Property Services
- Envision Cruises
- Escape Trekking Adventures
- Evviva Cafe & Bar
- Feet First Dive
- Fighter World Inc
- Fingal Bay Bowls, Sports & Recreation Club
- Fingal Bay Holiday Park
- Fly Pelican
- Go Karts Go
- Good Food Distributors
- Halifax Holiday park
- Heavenly Tours
- Hellfire Paintball
- Holberts Oyster Supplies
- Horizons Golf Resort
- Hotel Nelson
- House Boats Afloat
- Hunter Region Botanic Gardens
- Hunter Valley Events
- I Do Bespoke Ceremonies
- iGym 24-7 Salamander Bay
- Imagine Cruises
- Ingenia Communities One Mile Beach
- Ingenia Communities Soldiers Point
- Inner Light Tea Rooms

- Irukandji Shark & Ray Encounters - Port Stephens
- Isabels Bed & Breakfast at Salamander Bay
- Island Leisure Village
- KFC Salamander Bay
- Koala Ferries
- Landmark Nelson Bay
- Lazy Paddles
- Leah Anderson and Associates
- Lets Go Adventures
- Lil Buddha
- Little Beach Boathouse
- LJ Hooker Nelson Bay
- Luxlift Rides
- Maitland Regional Art Gallery
- Mantra Aqua Resort
- Marina Resort
- Marty's at Little Beach
- McCauley's Bottleshop
- Medowie Macadamias
- Medowie Sports and Business Centre
- Megan Caton Photography
- Melaleuca Surfside Backpackers
- Mercure Newcastle Airport
- Middle Rock Holiday Resort
- 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
- Nelson Bay Breeze Apartments
- Nelson Bay Cinema
- 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 Locksmith
- 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
- Newcastle's Famous Tram
- Nude Kayaks Port Stephens
- Oakfield Ranch Camel Rides
- Oaks Lure Apartments
- Oaks Pacific Blue
- Oakvale Wildlife Park
- Pacific Dunes Golf
- Paradise Signs
- Peaceful Palms B&B
- 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 Luxury Apartments
- Port Stephens Paddlesports
- Port Stephens Self Storage
- Port Stephens Shell Museum
- Port Stephens Surf School
- Port Stephens Treescapes Camping & Accommodation
- Port Stephens Wedding and Event Childcare Service
- PRD Realty Port Stephens
- Quad Bike King Pty Ltd
- R Marine Port Stephens
- Ramada Resort Shoal Bay
- Raymond Terrace Market Place
- Reflections Holiday Parks Jimmys Beach
- Reflections Holidays Parks Hawks Nest
- Riot FM 87.6
- Rock n Roll Club INC
- Rotary Club of Nelson Bay Inc
- Sacred Tree Markets
- Sahara Trails Horse Riding
- Salamander Bay Recycling
- Salamander Bay Square
- Salamander Beach Accommodation
- Saltwater Restaurant
- Samurai Beach Bungalows
- Sand Dune Adventures
- Sand Dune Safaris
- Sandy Feet Tours
- Sanook Thai Restaurant

- Seabreeze Hotel
- Seaside Holiday Resort
- Sharkys Pizza Shack
- Shearwater at Shoal Bay Guest Cottages
- Shoal Bay Bike Hire
- Shoal Bay Country Club Hotel
- Shoal Bay Holiday Park
- Shoal Bay Riggers
- Shoal Bay SUP
- 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
- Tailor Made Fish Farms
- Taj Tandoori Indian Restaurant
- Talk Agency
- Tanilba Bay Golf Club
- Terrace Massage
- The Deck Cafe Restaurant
- The Oasis at One Mile Beach
- The Only Place
- The Point Restaurnat
- The Wood Oven
- Thou Walla Sunset Retreat
- Tilligerry Habitat
- Tilligerry RSL Sports Club
- Toboggan Hill Park
- Tomaree Aquatic Centre
- Tomaree Business Chamber
- Tomaree Linen Hire
- Tomaree Nursing Service
- Trike Tours
- Triview Unit 14 Penthouse
- Tropical Plant Rentals
- Wanderers Retreat
- Want to Fly Parasail
- Waterworld Central
- Wedding Road
- Wellness Centre Port Stephens
- Westbury Hospitality Services
- Wests Nelson Bay

Destination
Port Stephens

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