

PORT STEPHENS TOURISM LTD.

# Annual Report 2019-20

*Destination*  
**PORT STEPHENS**

# 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.

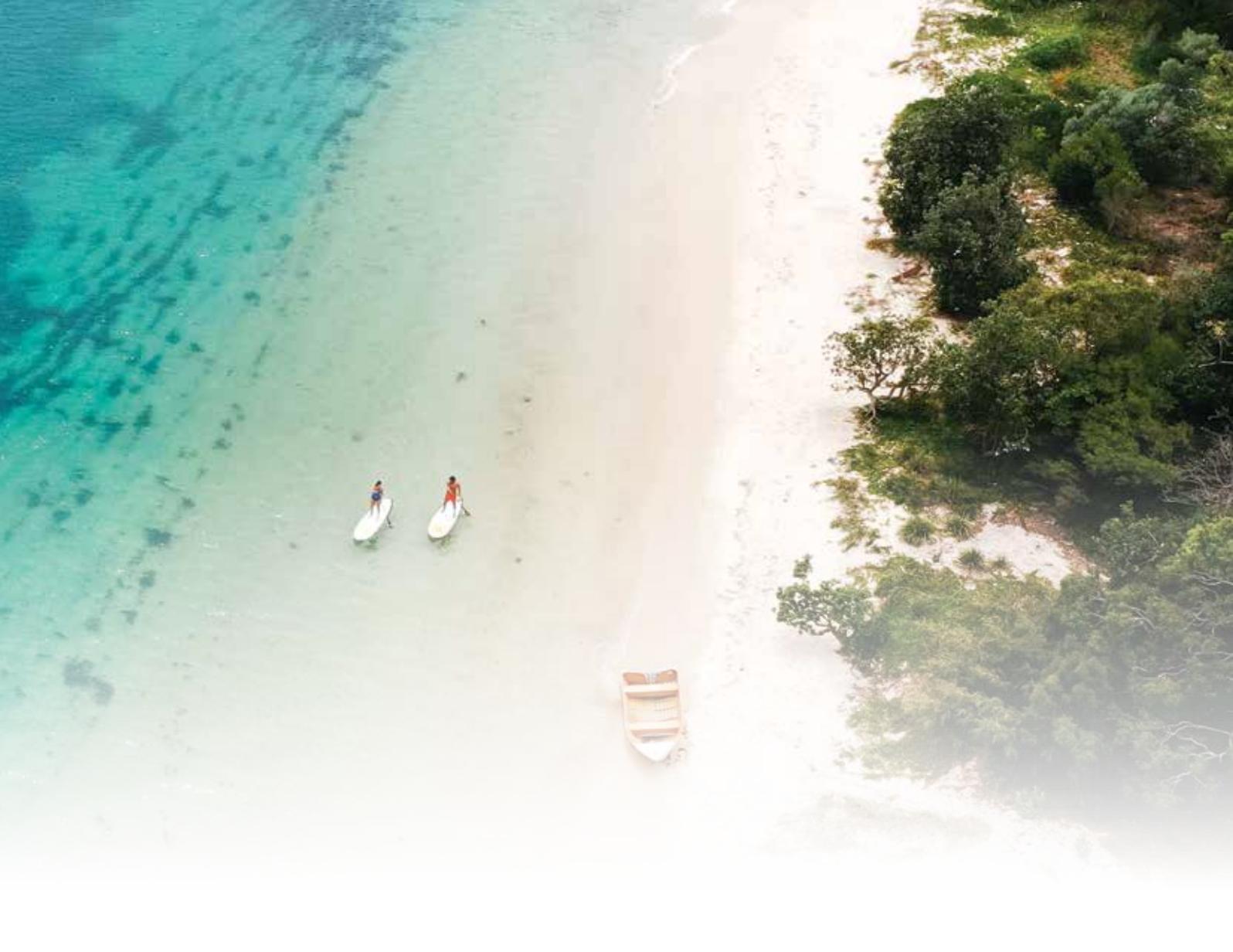


## Our Vision

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

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## Report from Andrew Macdonald Chairman of Destination Port Stephens

The challenges that have been felt by tourism businesses in Port Stephens this year are unprecedented. It will go down as one of the most difficult times in history not just for businesses in our area, but globally.

At DPS we have been adjusting our business plans constantly as the situation has evolved, and we believe we have navigated the situation well, and set the business up for a strong recovery from the disruptions of 2020.

Whilst it was a difficult year, 2019-20 has still seen some great work completed by the team at DPS, the DPS Board and our wonderful members:

- Launched the new brand campaign "Incredible by Nature", which we were fortunate to have ready just as COVID hit, and thus will be a tremendous platform for us to market Port Stephens post the COVID situation
- Secured a new funding agreement with Port Stephens Council, giving stability for the business for the next 3 years.
- By April 2020, DPS had developed a COVID-19 Recovery plan aimed at providing support to industry during the crisis and to rebuilding our visitor economy in partnership with industry and Port Stephens Council. Port Stephens Council's Business and Tourism Support fund was announced in March 2020 providing additional funding to DPS for destination marketing.

I am incredibly proud of how DPS businesses have adjusted and changed their operations in light of the constant challenges COVID has presented. We are fortunate to be in a location that has proved resilient due to our ability to attract domestic tourists which will also assist to offset the lost international market.

Once the tourism landscape stabilizes and we see a return of international guests, corporate travel and conferencing, I see a golden period for Port Stephens - as these paused markets when combined a renewed interest in holidaying at home will present a large market of potential travellers for us to target.

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.

Thank you to the 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, and Port Stephens Council for their significant support of tourism in Port Stephens.

Yours Sincerely



Andrew Macdonald

# 02

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## Report from Eileen Gilliland CEO of Destination Port Stephens

"This year has been a challenging time with the COVID-19 crisis impacting not only our economy and local business, but our way of life. "

The past twelve months has been a year of two very different parts. Visitation to the region in the first half of the financial year (July-December 2019) was up by 27% and visitor nights by almost 30% in comparison to the same time the year prior. However, the region was impacted by the bush fire crisis that occurred over the peak summer period and the early affects of COVID-19 contributing to a decline of 12% in visitors and 32% in visitor nights in the January to March 2020 quarter.

Visitation data for year ending June 2020, will be released in the last quarter of this year and as travel restrictions were in place from March to June 2020 we can be assured of further declines in visitation numbers in the second half of 2019-20. .

This year has been a challenging time with the COVID-19 crisis impacting not only our economy and local business, but our way of life. From early 2020 international borders closed, domestic travel restrictions were in place from March to June 2020 and industry face the ongoing challenges of operating within COVID-Safe requirements.

Destination Port Stephens (DPS) has been committed to supporting our industry through this crisis and to working with our partners to rebuild our visitor economy. We continued awareness marketing during the crisis to be in the best possible position to recover once travel restrictions lifted.

After delaying our new brand campaign due to COVID-19, we were excited to launch the new brand and destination campaign for Port Stephens on 24 June 2020. With travel restrictions lifting and people keen to travel again, it was the ideal time to launch our new campaign as we commenced rebuilding the local visitor economy.

The new Port Stephens 'Incredible by Nature' campaign aimed to re-boot the vital local visitor economy in the wake of COVID-19. Developed in partnership with Destination NSW, the campaign showcased the extraordinary experiences and authentic 'locals' that make Port Stephens a must-do destination.

The digital and social media campaign in partnership with Destination NSW and industry was extended to include outdoor, print, regional TV advertising and PR which was possible due to additional support from Port Stephens Council's Business and Tourism Support Fund.

I would like to thank Port Stephens Council for their ongoing support and commitment to rebuild the visitor economy, the small but dedicated team at DPS and our members for their resilience during these challenging times and commitment to the tourism sector in Port Stephens. I would also like to acknowledge the board for their guidance in steering DPS and ongoing support.

By working together, I am confident that we will rebuild our visitor economy and showcase to Australia just how 'Incredible by Nature' we are.



**Eileen Gilliland**

# 03

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## Board of Directors Port Stephens Tourism Limited Board 2019-20

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.

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### **ANDREW MACDONALD** (Chairman)

Co-owner/Operator Hotel Nelson & Little Nel Café

Andrew Macdonald has been a director of Destination Port Stephens for the past eight years including the past four 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 eight 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.

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### **STEVEN PEART**

Property Services Section Manager, Port Stephens Council

Steve has significant experience as a senior manager in both the NSW public and private sectors. Steve's leadership skills and experience have been integral to the success of the Strategy and Environment Section of Port Stephens Councils. Steve holds a Bachelor of Environment Science from Newcastle University

and has a strong passion for the coastal environment and the value it offers to our community. In Steve's current role as Property Services Section Manager at Council, he is focused on building team engagement and developing a long-term vision for an essential part of Council.

Steve is dedicated to a progressive leadership style that encourages his team and others he works with to be their best.

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### **TIM CROSDALE** (Retired October 2019)

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's role manages a diverse range of services including Communications, Development Assessment and Compliance and Strategy and Environment. Tim 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.

**JANELLE GARDNER**

Strategy and Environment Section Manager,  
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.

In her current role as Strategy and Environment Section Manager at Port Stephens Council, Janelle's role manages the delivery of Economic Development and Tourism, Natural Resources and Strategic Planning outcomes across Port Stephens.

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.

**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**

Managing Director, Imagine Cruises

Frank has been operating Imagine Cruises' Marine Eco 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 natural environment.

Frank has periodically represented marine activities on the board of Destination Port Stephens (DPS) for more than 15 years,

lending support to developing tourism related assets including the current review of the Port Stephens Great Lakes Marine Park, the Tomaree Coastal Walk, future use of the Tomaree Lodge Headland site and the current proposal to list the port and its catchment under both National and World Heritage.

Frank is currently the DPS representative for tourism on the Port Stephens/ Great Lakes Advisory Committee, Chair of the Marine Parks Association and current serving treasurer of both DPS and the recently incorporated Tomaree Headland Heritage Group.

**MEL TURNER**

Business Development Manager,  
Moonshadow-TQC Cruises

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 and continues to develop strong relationships and rapport with local operators as well as expand her Business Development role by taking on additional training and study during the COVID-19 period, receiving her certification in 'Upskill During Lockdown' and presenting at organisations such as Sydney Surrounds North and ATEC forums. Mel focuses on new initiatives and collaboratives with the local Tourism Sector operators with positive outcomes.

**JIN KIM**

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.

**DAVID BROWN**

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.

**LEAH ANDERSON** (appointed October 2019)

Director, Leah Anderson and Associates

Leah started her own mortgage broking and financial planning business in Port Stephens in 2013, after a 25-year career in finance and senior leadership roles at Westpac Banking Corporation.

Currently in her 3rd year as President of the Tomaree Business Chamber, Leah has focused on boosting the local economy through strong relationships with local businesses and encouraging collaboration.

Leah has been actively involved in the community over the past decade in roles such as Chair of Nelson Bay Town Management, Founding Member and former President of Port Stephens Women in Business, Vocational Director and Past President of the Rotary Club of Salamander Bay and current Board Director and Volunteer at Port Stephens Koala's.

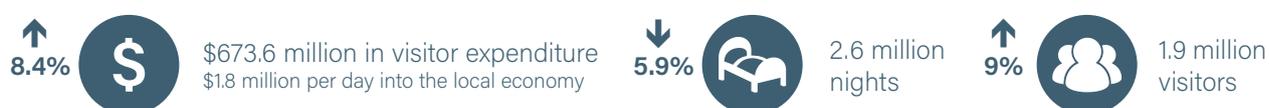
Leah joined the board of DPS in 2019, to contribute to growing the visitor economy which drives economic benefits to local businesses.

**SUMMARY OF BOARD ATTENDANCE MEETINGS HELD WHILE A DIRECTOR  
MEETINGS ATTENDED WHILE A DIRECTOR**

	Meetings held while a Director	Meetings attended while a Director
Andrew Macdonald	11	10
Frank Future	11	11
Janelle Gardner	11	11
Tim Crosdale (retired October 2019)	3	2
Steven Peart	8	6
Melissa Turner	11	10
David Brown	11	8
Stephen Crowe	11	11
Jin Kim	11	7
Leah Anderson	8	6

# 04

## Key Performance Indicators Port Stephens Visitor Economy



### VISITATION

In the 12 months period from March 2019 to March 2020 the number of domestic overnight visitors decreased (-2%) on the previous year with approximately 787,000 visitors spending almost 2.4 million nights (-8%) in the Port Stephens area – with an average stay of 3 nights. Domestic day trip visitors however increased by 20% to over 1 million with high visitation in the March and September quarters.

Across Australia, International visitation was down. This was accelerated by a 28% fall in visitors in March quarter 2020, as

the COVID-19 impact started to take hold in February then escalated in March 2020. Correspondingly, in Port Stephens the number of international overnight travellers has decreased to approximately 35,000. International day visitors are not reported by Tourism Research Australia.

These results include the impact of Australia's summer bushfires and the early effects of COVID-19 on travel behaviour with trips within Australia falling 18% in January-March quarter 2020.

Year end March '000	2016	2017	2018	2019	2020	5yr AVG.
<b>Domestic overnight visitors</b>	<b>688</b>	<b>601</b>	<b>755</b>	<b>804</b>	<b>787</b>	<b>727</b>
% change		-13%	26%	6%	-2%	4%
<b>Domestic nights</b>	<b>2,157</b>	<b>2,043</b>	<b>2,217</b>	<b>2,599</b>	<b>2,386</b>	<b>2,280</b>
% change		-5%	9%	17%	-8%	3%
av night stay	3.1	3.4	2.9	3.2	3.0	3.1
<b>Domestic day visitors</b>	<b>795</b>	<b>680</b>	<b>716</b>	<b>896</b>	<b>1,079</b>	<b>833</b>
% change		-14%	5%	25%	20%	9%
<b>International overnight visitors</b>	<b>26</b>	<b>33</b>	<b>45</b>	<b>45</b>	<b>35</b>	<b>37</b>
% change		27%	36%	0%	-22%	10%
<b>International Nights</b>	<b>73</b>	<b>175</b>	<b>138</b>	<b>165</b>	<b>215</b>	<b>153</b>
<b>Year end March Total Visitors</b>	<b>1,504</b>	<b>1,314</b>	<b>1,516</b>	<b>1,745</b>	<b>1,901</b>	<b>1,597</b>
% change		-13%	15%	15%	9%	7%
<b>Year end March Total Nights</b>	<b>2,230</b>	<b>2,218</b>	<b>2,355</b>	<b>2,764</b>	<b>2,601</b>	<b>2,434</b>

Source: National Visitor Survey & International Visitor Survey. Tourism Research Australia.  
 As at year ending March 2020. Year ending June statistics are not available at the time of reporting

## DOMESTIC VISITORS

Overall growth of overnight domestic visitors has been positive over the past 10 years with an average growth rate of 2%. The past 3 years has seen that average growth rate rise to 10% before the recent dip in the January - March quarter of 2020.

Day trip visitation growth has been very positive over the past 10 years with an average growth rate of 5%. The past 3 years has seen that average growth rate rise to 17% to reach over 1 million in the year-end March 2020 however this will not be sustained in the next quarter due to the impact of COVID-19.

### DOMESTIC SOURCE MARKETS (YEAR END MARCH 2020)

State	Region	Overnight	Day
<b>NSW</b>		<b>88%</b>	<b>100%</b>
	Sydney	54%	16%
	Hunter	13%	72%
	Central Coast	5%	6%
	North Coast	7%	3%
	Blue Mountains	1%	
	Other NSW	7%	3%
<b>QLD</b>		<b>5%</b>	
	Brisbane	2%	
	Gold Coast	2%	
	Sunshine Coast	1%	
	Other QLD	0%	
<b>VIC</b>		<b>5%</b>	
	Melbourne	3%	
	Other VIC	2%	
<b>Other States</b>		<b>2%</b>	
	SA (ADL)	<b>0%</b>	
	ACT (CBR)	<b>1%</b>	
	TAS (Hobart)	<b>&lt;1%</b>	
	<b>WA (Perth)</b>	<b>&lt;1%</b>	

Source: National Visitor Survey, Tourism Research Australia

### SOURCE OF DOMESTIC VISITORS TO PORT STEPHENS

The majority of domestic visitors come from within NSW. As shown over half (54%) of overnight and 16% of day visitors reside in Sydney, with overnight visitors and day visitors also coming from the NSW North Coast and Central Coast. The area again received around the same ratio of overnight visitors from Victoria (5%) as Queensland (5%).

The numbers of domestic day visitors have increased on the previous year, with approx. 1,079,000 visitors spending a day in the Port Stephens area. Visitors predominantly came from the Hunter (72%) as well as Sydney (16%).

### REASON FOR VISIT

Slightly less overnight visitors were on a holiday (down 10% to 56% this year), while more were visiting friends or relatives (up 10% to 35%). A further 6% were on business and 2% in transit or for other reasons (1%) such as education.

### ACCOMMODATION

55% domestic overnight visitors stayed in commercial accommodation, while 45% stayed in private accommodation (VFR and own property).

## INTERNATIONAL VISITORS

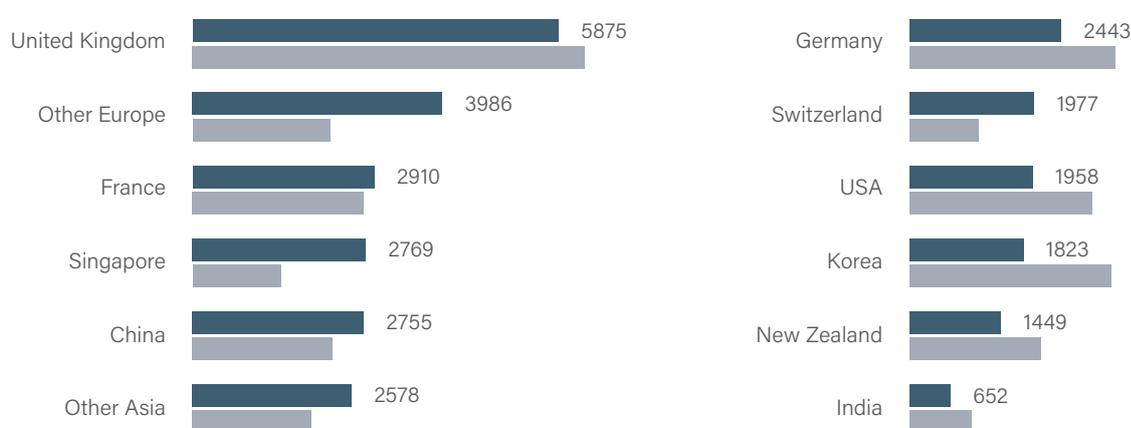
While the UK remains the highest international market segment (16% of total), a number of key European countries have maintained a presence during the past year including France (8%), Germany (7%) and smaller countries in Other Europe (11%) such as Ireland, Poland and Spain.

Countries in SE Asia have performed well through the year but

have fallen dramatically in the last quarter (Jan- Mar see below).

In terms of visitor numbers, most countries have exceeded the five-year average for overnight visitors, while only a few have fallen back below that average (UK, NZ, Germany, USA and Korea). 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 (Canada, Thailand, Italy, Hong Kong, Taiwan).

Source: International Visitor Survey, Tourism Research Australia

■ 2020  
■ 5 Year Average

When looking at the international regions, European markets have gained strength (up 8% on previous year), while western markets (UK, US, NZ and Canada) have decreased by 8%. Asian markets have remained even for the year, maintaining around a third of international visitation.

Markets	2016	2017	2018	2019	2020	Increase on 2019
<b>EUROPE</b>	36%	29%	30%	29%	38%	8%
<b>ASIA</b>	22%	31%	31%	33%	34%	-
<b>UK, US, NZ *</b>	42%	40%	40%	37%	29%	-8%

Source: International Visitor Survey, Tourism Research Australia. \*Includes Canada and Pacific and Sth America.

However, in the March quarter\* (Jan to Mar) a substantial decrease was seen from specific countries including:

- China from an average of 650 visitors per quarter\*\* to zero
- Germany from an average of 850 visitors per quarter to 350
- NZ from an average of 640 visitors per quarter to 100
- India from an average of 380 visitors per quarter to zero

\* sample size very low on international quarter results for many countries. \*\* average of previous 12 quarters.

## EXPENDITURE

Visitor expenditure increased by 8.4% to reach \$673.6 million in year ending March 2020. This equates to \$1.8 million per day into the visitor economy.

Growth in visitor expenditure was from domestic overnight (+8.5%) and domestic day trips (+10.5%) for year ending March 2020.

# 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. In 2019/20, DPS needed to be flexible and agile in our marketing to cater for the impacts of COVID-19. This required us to delay our new destination brand campaign and to change focus to building awareness whilst travel restrictions were in place. Key activities undertaken include

#### **New Brand and Destination Campaign – Phase 1 COVID-19 Recovery Campaign**

In June 2020, DPS in partnership with Destination NSW, Port Stephens Council and industry partners launched the largest destination brand campaign undertaken to attract visitors to the region.

The "Incredible by Nature" campaign featured digital and social media advertising, a content partnership with Concrete Playground and PR activity which was extended to include outdoor advertising (billboards in Sydney and Newcastle, Light Rail Train Wrap and Maxi Panels on Sydney Trains), TV advertising in Regional NSW as well as print advertising with the support of Port Stephens Council's Business and Tourism Recovery Fund.

#### **Holiday Here This Year and Now's the Time to Love NSW Campaigns**

DPS also leveraged the Tourism Australia "Holiday Here" and the Destination NSW "Now's the time to Love NSW" campaigns and will continue to leverage in 2020/21. Port Stephens has been featured in Destination NSW campaigns in partnership with Webjet and Helloworld Travel and was also included in the "Now's the time to Love NSW" TV commercial.

#### **Autumn 2020 Campaign – Travel Restrictions in place**

Whilst the travel restrictions were in place, DPS undertook a social media, digital, google advertisements and PR campaign to increase awareness and motivate consumers to visit once travel restrictions had lifted. This included targeted paid social media, a Mother's Day competition, Blogs, EDM's, PR and a print advertisement in the Newcastle Herald in late May. Once announced that travel restrictions would lift from 1 June 2020, the awareness campaign was modified to drive conversion e.g. book your post lockdown escape.

#### **TripAdvisor Spring 2019 Campaign**

Campaign in partnership with TripAdvisor and Destination NSW was in market from 9 September through to 9 November 2019 with destination page live until 31 December 2019 to drive Spring and early summer visitation. Campaign featured marketing partners in display advertising, article listings and trip listings and inclusion of destination video.

#### **DPS Winter 2019 'Feel Alive in Port Stephens' Campaign**

The 2019 winter digital marketing campaign 'Feel Alive in Port Stephens' was in market from 23 June to end July 2019 to promote Port Stephens as a prime destination to visit during the whale watching season as well as bucket list encounters in neighbourhoods inspired by nature. The campaign featured awareness advertising and retargeting to drive conversion via the promotion of marketing partner offers which increased transactions (conversion) by 14%.

#### **Port Stephens Visitor Guide**

A new visitor guide was released in December 2019, which was produced to align with the new brand for Port Stephens. New images were sourced, content refreshed and new content on the 'Neighbourhoods of Port Stephens' was featured to promote each of the towns within the region. Over 100,000 copies are distributed (print and digital) in Sydney, Regional NSW and in the local region.

#### **PR & Publicity**

Media coverage of Port Stephens was significant featuring experiences, accommodation, dining and events in 2019/20. Coverage included print, online, radio and TV in Sydney, Newcastle and locally as well as national media coverage on TV, magazines and digital.

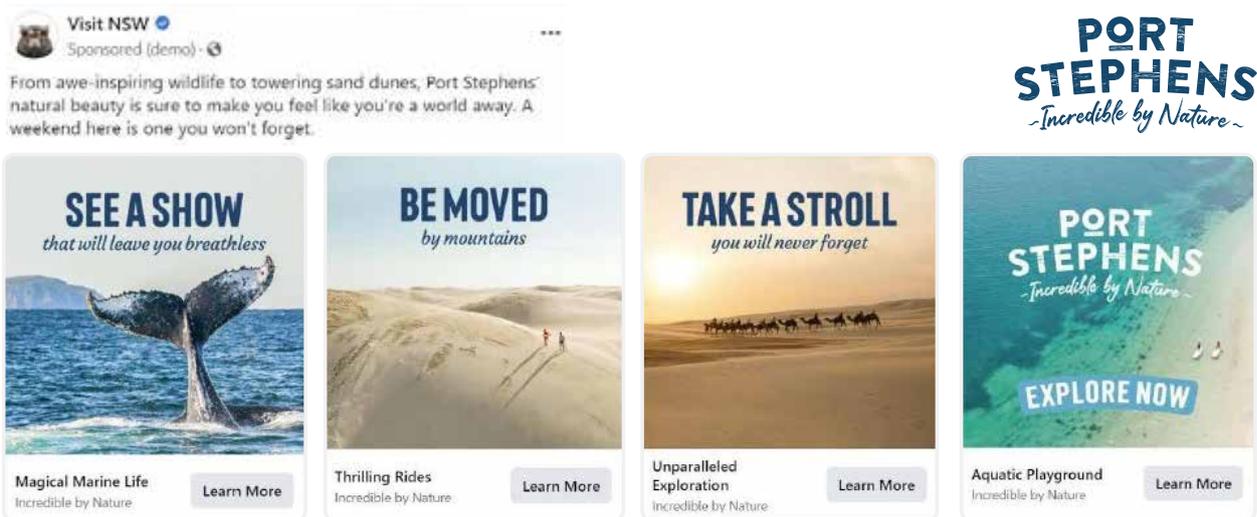
Media included: Australia Traveller Magazine, The Australian newspaper (1.7 million readers and 2.1 million online nationally), Cruising Helmsman Magazine, Newcastle Herald, NBN News, Sydney Weekender, Hunter, Hunter Coastal and Lifestyle Magazine, Newcastle Weekly, Sunrise live broadcast, and the Sunday Telegraph as well as international coverage in China, United Kingdom, New Zealand and the USA.

# Domestic Marketing

## New Destination Brand Campaign



OUTDOOR MEDIA - Light Rail Train Wrap and Sydney Train exteriors until December 2020, Billboards in Sydney/Newcastle and Sydney Shopping Centres.

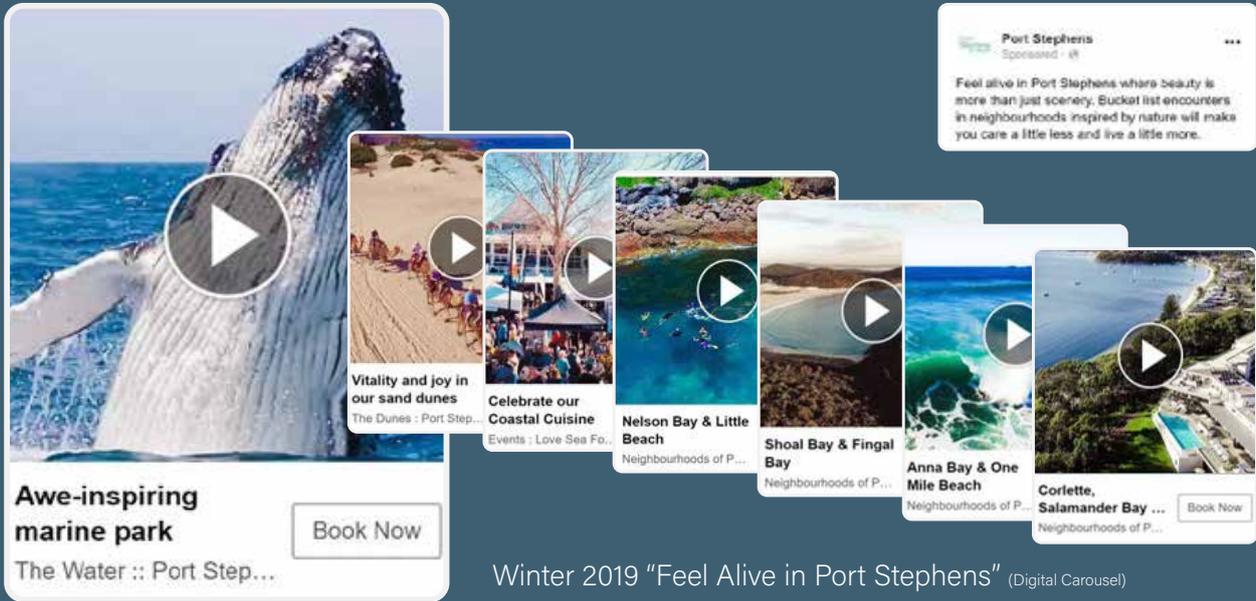


DIGITAL CAROUSEL



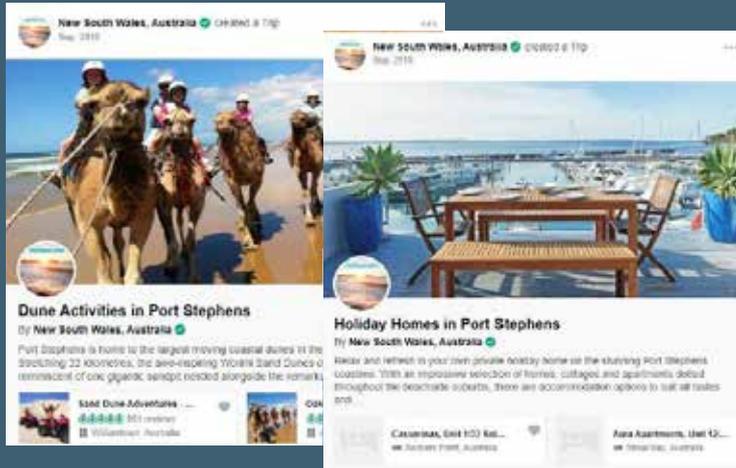
SOCIAL MEDIA

# Seasonal Campaigns

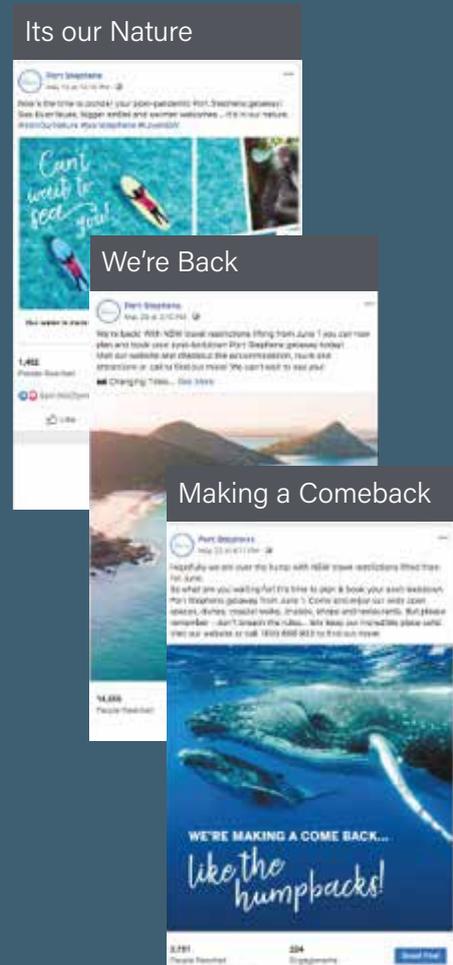


Winter 2019 "Feel Alive in Port Stephens" (Digital Carousel)

Spring 2019 TripAdvisor



Autumn Activity 2020 (Travel restrictions in place)



# Publicity



**HIP HOOD**

CLOCKWISE FROM LEFT: The new interior at Shoal Bay Country Club. The country club's new look. And the new look seen for a period before.

## Port Stephens, NSW

THE LANDSCAPE of this SLEEPY NSW region is vastly DIFFERENT to the one PLANNED for it a century ago, and that's a GREAT THING, according to MEGAN ARKINSTALL.

AT THE TURN of the 20th century, the cool, quiet and dense coastal region of Port Stephens was destined for great things. World-wide great things. It was to be the site of a new capital named Port Stephens City, designed by Walter Burley Griffin. The future city was described in local papers as 'the New York of Australia'. Ambitious plans included a railway station, a CBD, federal and state office sites, an industrial district, wharves, parks and playgrounds. Alas, despite the carving out of roads and subdivision and sale of land in the 1920s, Griffin's company went bust and the city never came to fruition.

Today, Port Stephens plays every different role to the one imagined a century ago. This seaside region is the epitome of being laid-back in the slow lane. For decades, holidaymakers have flocked to the hubs of Nelson Bay and Shoal Bay for simple sun-soaked days of fish and chips, sandy toes and natural beauty. And while the area retains its unspoiled idyllic charm, the past couple of years have seen change happening for this coastal hubbub. With a steady influx of cool - from luxe accommodation to innovative dining to considered shopping experiences - we think it's destined for great things again.

Here, our pick of the best spots to spend your time in Port Stephens.



## Australian Traveller Feature



**WILSON AND HUNTER**  
Preston Australian travel magazine is the Nelson Bay area. You'll find fashion labels such as Sara G. Bode, Tigerlily and P.E. Native Apparel by Sydney-based Thea (textured), which beautifully natural and organically produced, cowells and perfume by Melbourne-based Soho, as well as shoes, handbags and sunglasses. Little over are created, mix with uber-cool organic and sustainable lifestyle clothing and a range from Haskys Night, which features vibrant Australian artist-designed prints. [www.austriantraveller.com.au](http://www.austriantraveller.com.au)

**WEEKENDS | Hip Hood**

**Salt at Shoal Bay**  
BRIGHT ON BEACH-OCEANFRONT FOR THE SMALL TOWN OF SHOAL BAY, SALT IS A FARM-FRESH HIGHLIGHT HOME THAT IDEALLY COMPROISES ON IT. ONLY JUST A STONE'S THROW FROM THE BEACH, SALT COMPROISES TWO SELF-CATERED LEVELS: 1) TO A BREEZY, COZY, ALL-ROUNDER LIGHT WINGS MADE VANILLA AND CHEESE WITH PINEAPPLE, TOMATO, LEMON AND JUST FRESH HERBS. 2) DIPPING BETWEEN SEVEN TO 11 GUESTS, EACH INDIVIDUALLY ACCOMMODATION WITH A FULL BATHROOM, BATHROOMS STOCKED WITH COZY, HIGH-QUALITY PRODUCTS AND A FIREPLACE FOR THE COOLER MONTHS. SALT ONE ON THE UPPER LEVEL 3) THE HERO WITH FLOOR-TO-CEILING WINDOWS THAT FRAME BREATHTAKING SHIPS, BAY AND COASTLAND AND VACATION HEADLANDS. YOU WON'T WANT TO LEAVE. [saltatshoalbay.com.au](http://saltatshoalbay.com.au)

**The Little Nel**  
A HIDDEN GEM IN EVERY SENSE OF THE PHRASE, THE LITTLE NEL IS EASILY OVERLOOKED. PLUCKED AWAY UNDER THE WILSON RESORT, BE BUILT TO FIND IT AS THE CARE REALLY TAKES A PUNCH. IT HAS A LARGE SUN-DAPPLED-COURTYARD. ABOVE! EVERY THING ON ITS SEASONAL MENU IS MADE FROM SEASIDE FRESH COFFEE IS (JUST) WE SAY IT'S THE BEST IN-TOWNLAND THE REGULARS AREN'T GOING TO BE HAPPY WITH THE WRITING. THE BREAKFAST MENU INCLUDES LOCAL SUBJECTS SUCH AS SPINACH AND BAKED BREAD, OR CHOOSE SOMETHING A LITTLE EXOTIC BUT EQUALLY SATISFYING. SUCH AS SALMON, CHEESE SCRAMBLED EGGS WITH COCONUT FLOUR, OR A MEDICINAL EASTERN BRANDBURGA. [littlenel.com.au](http://littlenel.com.au)

**LITTLE BEACH BOATHOUSE**  
Perched on the waterfront at the old Little Beach Marina, Little Beach Boathouse has been a local fave since it opened in 2013. The elegant apartment restaurant has a focus on fresh seafood, featuring Portsea Bay scallops. Also remember crab, lobster, mussels and local oysters, which the later addition of Robert Cook, a chef and bar designer, provides a more casual setting. The dock is the ultimate spot for a rendezvous, with a none-of-his-own to enjoy at the sea view over the bay. Breakfast and lunch are also available. [littlebeachboathouse.com.au](http://littlebeachboathouse.com.au)

**SHARP + CO**  
Port Stephens is known for its natural beauty - from the coastlines of Mr. Towson, which boasts panoramic views of Port Stephens, to the rugged waterfalls of Little Beach to the national Seaside and Ocean further south. This area is prime picnic territory. For order a gourmet picnic box from Sharp + Co (options include cheese, ploughman's salad, meats and more) and make the most of this gorgeous landscape. [sharpandco.com.au](http://sharpandco.com.au)

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## Central & North Burnett Times (QLD)



**CENTRAL & NORTH BURNETT**

# TIMES

**WILD AND WONDROUS**

A TREASURED TROGLODYTES HEALTY FROM YOUNG, THIS IMMACULATE PIECE OF ANOTHER NATURE'S WORLD TAKES YOU A WORLD AWAY

WORLD MAGAZINE 2020

Reach: 7,000 AVE: \$4,031

## Newcastle Weekly, June 2020



**Newcastle Weekly**

Thursday 11 June 2020

**Humpback highway**

Welcome boost for tourism operators

**Judy Sharpe Secret garden**

**WIN**  
WHALE WATCHING CRUISE DOWN THE PASS  
WHALE SNACK GIFT PACKS  
ROAST-PROOF SERIES TWO LIVES

Real Estate P29

Building the Hunter Feature P10

Get your daily news at [newcastleweekly.com.au](http://newcastleweekly.com.au)

## BUSINESS EVENTS

Destination Port Stephens developed a new business events marketing program in early 2020. A new Business Events Guide was produced and content on DPS website. DPS also participated in AIME (Asia-Pacific Incentives and Meetings Events) in February 2020. As the market recovers, DPS will continue to work with industry partners to promote and secure business events, conferences and incentives through strategic initiatives

## DIGITAL AND SOCIAL MEDIA

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

In 2019/20, website users decreased by -5%, with an average of 25,000 users per month. Due the impacts of summer bushfires and COVID-19 there was a decline in users from January-March and major declines from April-June whilst travel restrictions were in place in NSW.

Port Stephens Facebook page followers increased by 5.2% and Instagram followers increased by 9.1% however over both platforms there was a decline in engagement.

Online bookings declined by -29% and booking revenue by -23% compared to the previous year (primarily from February to May 2020 however bookings increased once travel restrictions lifted in June 2020).

The consumer website ranks highly in organic search for Port Stephens and we continue to review content to optimise search ranking for towns and experiences in Port Stephens.

## MEMBERSHIP

At the end of June 2020 there was 201 financial members of Destination Port Stephens.

Membership fees remained at a flat fee of \$200 in 2019/20 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. Due to COVID-19 and social distancing requirements, in early 2020 DPS moved to online member meetings and focused on providing information and support to industry. A COVID-19 Industry Support hub was developed on DPS member website to provide industry with information and resources.

Fortnightly member newsletters are sent out to communicate on a regular basis. This was increased during COVID-19 lock-down from March to June 2020 to provide information and resources as available to support industry during these challenging times. Destination Port Stephens also communicates with members via email, telephone, personal meetings and via the members Facebook page. During the COVID-19 lockdown period, DPS made regular telephone calls to members.

## 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 2019/20 Destination Port Stephens promoted a range of events via digital, social media, PR and marketing channels as listed below. From March 2020, all events were postponed due to COVID-19.

- JUL** PCYC Nations of Origin
- JUL** Human Whale
- JUL** MX Motorcross National
- AUG** Love Sea Food Tastes Port Stephens
- SEP** Clans on the Coast
- SEP** TreX Port Stephens and Tomaree Trail Run Festival
- OCT** Karuah Timber and Oyster Festival
- OCT** NSW Mixed Ultimate Frisbee Championships
- NOV** Women's Port Stephens Surf Pro
- NOV** FootGolf Asia Cup
- FEB** Peter Wilson Memorial Junior Touch Championships
- FEB** Garmin Billfish Shootout
- FEB** Inerclub Fishing Tournament
- MAR** Crack 'n' Jack Music Festival
- MAR** Beach Water Polo

### Love Sea Food Taste Port Stephens

The 2019, Love Sea Food and Tastes Port Stephens merged to create one large event for Port Stephens held during the traditional low season, winter.

The event is funded by securing grant funding, sponsorship and income from ticketed events and site fees.

Destination Port Stephens secured \$20,000 in funding from the NSW Government via the Destination NSW Regional Flagship Event Fund for marketing and the Event Managers secured a Create NSW grant of \$39,000 to deliver a live music program over the weekend festival.

The event secured substantial sponsorship support from partners including Port Stephens Council, Commercial Fishermen's Co-operative, Department of Primary Industry, Sydney Fish Market, d'Albora Marinas, Newcastle Airport, Ampcontrol, Latitude One, Sea Breeze Hotel and Pure Property Management.

In 2019, the event expanded featuring 20 ticketed events (five the previous year) focused on seafood throughout the month of August with the finale being the Tastes Port Stephens food, wine and jazz festival weekend. New events included seafood cooking classes, DPI Fisheries Tours and dining tours including Munch & Moove and Taster Trails as well as a Jazz seafood cruise.

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 and produce available in the region. Over 13,000 people participated in events with the festival weekend attracting over 11,000 of which 49% were visitors to the region of which 72% were staying one or more nights in Port Stephens.

The event generated significant coverage for Port Stephens through marketing as well as via PR coverage valued at almost \$500,000.

**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.

In 2019/20, international visitation was impacted by the summer bushfires and the early stages of COVID-19 with visitation ceasing once international borders closed in March 2020.

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 prior to March 2020 include:

- Assisted tourism operators to become export ready.
- Sales calls in Sydney in February 2020 to update the frontline staff at inbound tour operators specialising in the western markets. DPS updated the agents on export ready products, the Port Stephens region and as well as fly in fly out options via Newcastle Airport.
- Destination Port Stephens developed a Travel Trade hub on the Port Stephens website featuring export ready products, suggested itineraries, destination information etc. which has also been promoted in Tourism Australia's Aussie Specialist Newsletters distributed to international travel agents as well as Destination NSW.
- Attended trade events to meet with key travel trade buyers to increase the inclusion of Port Stephens and export-ready products and experiences in their travel programs sold to consumers:
  - New Zealand: To promote the Newcastle to Auckland route, Destination Port Stephens travelled to New Zealand in September 2019 to undertake trade engagement in Christchurch and Auckland and to also attend the Flight Centre Consumer Show in partnership with Newcastle Airport, City of Newcastle, Hunter Valley Tourism and Destination NSW.
  - Port Stephens was promoted in a travel trade publication in New Zealand, Travel Inc Memo, as part of activity being undertaken to promote the direct flights from Auckland to Newcastle.
  - Focus on China – Destination Port Stephens, Moonshadow-TQC Cruises, Port Stephens 4WD Tours, Oakvale Wildlife Park and Sand Dune Adventures attended Focus on China held in Sydney in September 2019 with one on one appointments with 50 agents. This was followed with a family into Port Stephens.
- Hosted more than 78 agents on familiarisation visits to Port Stephens from China, India, New Zealand, Singapore, United Kingdom, Germany, France, Switzerland, Italy, Canada, and the USA.

- A film Shoot undertaken in February 2020 which featured Port Stephens for an upcoming campaign in Singapore with Qantas which has been postponed due to international border closures.
- Port Stephens hosted an overnight visit by the Destination NSW International Managers in December 2019 as a part of their bi-annual visit to head office. The international managers represent each of the key markets across seven overseas offices and visited international ready products in Port Stephens.



New Zealand: Social Media Post targeting Auckland consumers - aligned with attendance at the Flight Centre Consumer Show



Tourism Australia Aussie Specialist Newsletter



Travel Inc Memo – New Zealand travel trade publication

# 06

## Director's Report Port Stephens Tourism Limited for the year ended 30 June 2020

The director's report of Port Stephens Tourism Limited submit herewith the annual report of the company for the year ended 30 June 2020. 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	Leah Anderson
Steven Peart	Jin Kim	David Brown

The following directors retired from the company during the year:

Tim Crosdale- Retired November 2019

### 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: 30/9/2020



Director  
Frank Future

Dated: 30/9/2020

# 07

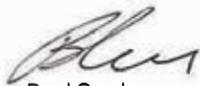
## Auditor's Independence Declaration Under Section 307C Of The Corporations Act 2001 to the Directors of Port Stephens Tourism Limited

**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 2020 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

30/9/2020

**Addison Partners**

**Director**

**Taylors Beach NSW 2316**

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](http://www.addisonpartners.com.au)

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# 08

## Profit & Loss

### Port Stephens Tourism Limited

### for the year ended 30 June 2020

<b>INCOME</b>	<b>30 JUNE 20</b>	<b>30 JUNE 19</b>
Council Investment	407,962	397,500
Grant Income	43,061	19,019
Membership	47,127	43,973
Partnership	82,970	170,953
Visitors Guide	125,820	123,116
Rent	10,000	10,691
Interest	181	408
ATO Covid 19 Stimulus	51,208	-
<b>TOTAL REVENUE</b>	<b>768,328</b>	<b>765,660</b>
<b>LESS DIRECT COSTS</b>		
Grant Expenses	(43,061)	(45,486)
Marketing	(355,553)	(268,877)
Membership Costs	(5,033)	(4,451)
Partnership Costs	(2,457)	(3,951)
<b>TOTAL DIRECT COSTS</b>	<b>(406,103)</b>	<b>(322,765)</b>
<b>GROSS PROFIT</b>	<b>362,225</b>	<b>442,895</b>
<b>OPERATING EXPENSES</b>		
Accounting/Professional Fees	12,358	11,882
Awards Expense	-	1,818
Bank Fees	575	589
Contractors	573	-
Depreciation	3,020	1,169
Employee Entitlements	(2,287)	7,222
Event Coordination	-	1,909
General Expense	-	(304)
Insurance	5,423	6,742
Meetings and Travel	2,861	3,162
Membership and Subscriptions	1,883	2,055
Training	7,800	-
Membership Communications	1,617	1,584
Office Relocation	-	-
Office Supplies & Cleaning	4,118	3,308
Plant & Equipment	5,949	6,555
Postage	326	300
Rent and Outgoings	41,198	42,616
Research/Slats	1,446	1,491
Superannuation	21,905	23,407
Telephone and Internet	4,860	5,605
Wages & Salaries	237,590	240,306
<b>TOTAL OPERATING EXPENSES</b>	<b>351,215</b>	<b>361,416</b>
<b>NET OPERATING PROFIT/(LOSS)</b>	<b>11,010</b>	<b>81,479</b>

# 09

## Balance Sheet

### Port Stephens Tourism Limited

#### as at 30 June 2020

	30 JUNE 20	30 JUNE 19
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and Cash Equivalents	178,852	174,430
Trade Debtors	23,582	45,165
Patents & Trademarks	1,200	1,200
<b>TOTAL CURRENT ASSETS</b>	<b>203,634</b>	<b>220,795</b>
<b>NON CURRENT ASSETS</b>		
Plant & Equipment	-	3,020
<b>TOTAL ASSETS</b>	<b>203,634</b>	<b>223,815</b>
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Credit Cards Payable	7,156	2,881
GST	18,892	(6,535)
PAYG Liability	3,664	3,914
Provision for Annual Leave	18,095	20,382
Superannuation Liability	1,528	6,332
Trade Creditors	935	5,411
<b>TOTAL CURRENT LIABILITIES</b>	<b>12,486</b>	<b>32,385</b>
<b>NON CURRENT LIABILITIES</b>		
Sail Port Stephens	59,368	70,660
<b>TOTAL CURRENT LIABILITIES</b>	<b>59,368</b>	<b>70,660</b>
<b>TOTAL LIABILITIES</b>	<b>71,855</b>	<b>103,045</b>
<b>NET ASSETS</b>	<b>131,780</b>	<b>120,770</b>
<b>EQUITY</b>		
Current Year Earnings	11,010	81,479
Retained Earnings	120,770	39,291
<b>TOTAL EQUITY</b>	<b>131,780</b>	<b>120,770</b>

# 10

## Statement of Changes in Equity Port Stephens Tourism Limited for the year ended 30 June 2020

	RETAINED EARNINGS	TOTAL
	\$	\$
<b>BALANCE AT 1 JULY 2018</b>	<b>39,291</b>	<b>39,291</b>
Profit (loss) attributable to the members of the company	(81,479)	(81,479)
<b>BALANCE AT 30 JUNE 2019</b>	<b>120,770</b>	<b>120,770</b>
<b>BALANCE AT 1 JULY 2019</b>	<b>120,770</b>	<b>120,770</b>
<b>COMPREHENSIVE INCOME</b>		
Profit (loss) attributable to the members of the company	11,010	11,010
<b>BALANCE AT 30 JUNE 2020</b>	<b>131,780</b>	<b>131,780</b>

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## Statement of Cashflows

### Port Stephens Tourism Limited

### for the year ended 30 June 2020

	30 JUNE 20	30 JUNE 19
	\$	\$
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>		
Receipts from customers	767,452	745,789
Payments to suppliers and employees	(763,211)	(651,577)
Interest received	181	408
Net cash provided by (used in) operating activities	4,422	94,620
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>		
Purchased	-	(3,826)
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	4,422	90,794
Cash and cash equivalents at beginning of financial year	174,430	83,636
Cash and cash equivalents at end of financial year	178,852	174,430

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## Notes to the financial statements Port Stephens Tourism Limited for the year ended 30 June 2020

### 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>2020</b>	<b>2019</b>
Plant and Equipment, at cost	19,783	15,321
Less: Accumulated Depreciation	(19,783)	(15,321)
	<b>0</b>	<b>0</b>

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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 2020 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: 30/9/2020



Director  
Frank Future

Dated: 30/9/2020

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# Independent Auditor's Report to The Members Of Port Stephens Tourism Limited



## 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 2020, 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 2020 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

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](http://www.addisonpartners.com.au)

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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: 30/9/2020

Addison Partners Pty Ltd

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## Financial Members 2019-20

- 2 Dogs Cottages
- 4WD Tag-Along & Passenger Tours
- 4WD Tours R Us
- Aerologistics Helicopters
- Alloggio Pty Ltd
- AquaMarine Adventures
- Arteke
- Australian Reptile Park
- Balloon Aloft
- Bannisters Port Stephens
- Bay Escapes
- Bay Ferry Tours P/L
- Bay FM Port Stephens
- Bay Scoot and Wheels
- Bays Holiday Park
- Beaches Serviced Apartments
- Big4 Karuah Jetty Holiday Park
- Big4 Koala Shores Port Stephens Holiday Park
- Birubi Beach Holiday Park
- BJM Private Transport
- Blue Water Sailing
- Bluey's Nelson Bay
- Boab Boat Hire Port Stephens
- Boomerang Bikes
- Brochure Express
- Broughtons at the Bay
- By the Beach Getaways
- Cactus Creative Communications Pty Ltd
- Calypso Fishing Adventures
- Cameron Stewarts
- Care For You At Home
- Central Motel
- Colonial Terrace Motor Inn
- Colorfast
- Cookabarra Restaurant & Function Centre
- Corlette Point Sailing Club
- Cote D Azur Resort
- Crest Birubi Beach
- d'Albora Marina
- David Grahams Golf Complex
- DEfining Moments by Anouk
- Dolphin House
- Dolphin Swim Australia
- Econetwork Port Stephens
- Emerald Tiki Village Caravan Park
- Escape Trekking Adventures
- Evviva Cafe & Bar
- Feet First Dive
- Fighter World
- Fingal Bay Bowls, Sports & Rec Club
- Fingal Bay Holiday Park
- Fly Pelican
- Gill's Fish House + Bar
- Go Karts Go
- Goodies Shuttle Service
- Haddad Baker
- Halifax Holiday Park
- Heavenly Tours
- Hellfire Paintball
- Holberts Oyster Supplies
- Holidays by the Bay
- Horizons Golf Resort
- Hotel Nelson
- Hunter Region Botanic Gardens
- I do Bespoke Ceremonies
- Ilanga Nelson Bay

- Imagine Cruises
- Ingenia Communities One Mile Beach
- Ingenia Communities Soldiers Point
- Inner Light Tea Rooms
- Irukandji Shark & Ray Encounters - Port Stephens
- Island Leisure Village
- KFC Salamander Bay
- Koala Ferries
- Lazy Paddles
- Leah Anderson and Associates Finance Specialists
- Lets Go Adventures
- Lil Buddha
- Little Beach Boathouse
- LJ Hooker Nelson Bay
- Maitland Regional Art Gallery
- Mantra Nelson Bay
- Marina Resort
- MarketPlace Raymond Terrace
- Marty's at Little Beach
- McCauley's Bottleshop
- Medowie Macadamias
- Melaleuca Surfside Backpackers
- Mercure Newcastle Airport
- Middle Rock Holiday Resort
- Mod Thai Food and Noodle Bar
- Moonshadow-TQC
- Motto Farm Motel
- Murray's Brewery & Port Stephens Winery
- Mustang Memories
- Nelson Bay Bed & Breakfast
- Nelson Bay Boat Hire
- Nelson Bay Bowling & Recreation Club Ltd
- Nelson Bay Breeze Apartments
- Nelson Bay Cinema
- Nelson Bay Fish Market
- Nelson Bay Fishermen's Wharf Seafoods
- Nelson Bay Golf Club
- Nelson Bay Health Foods
- Nelson Bay Locksmith
- Nelson Bay Tennis Club Inc
- Nelson Head Inner Lighthouse Cottage
- Nelson Plaza Clinic
- Nelson Towers Motel
- New Leaf Cosmetic Clinic
- Newcastle Airport Pty Limited
- Newcastle and Port Stephens Game Fish Club
- NSW National Parks & Wildlife Service
- Oakfield Ranch Camel Rides
- Oaks Lure Serviced Apartments
- Oaks Pacific Blue Resort
- Oakvale Wildlife Park
- Pacific Dunes Golf Operations
- Paradise Signs
- Peaceful Palms B&B
- Pixello Productions
- Pizazz Boutiques
- Plant Trade Nursery
- Port Stephens 4WD Tours
- Port Stephens Beach Fishing Safaris
- Port Stephens Coaches
- Port Stephens Community Arts Centre
- Port Stephens Examiner
- Port Stephens Great Lakes Marine Park
- Port Stephens Koala Sanctuary
- Port Stephens Luxury Apartments
- Port Stephens Paddlesports
- Port Stephens Self Storage
- Port Stephens Shell Museum
- Port Stephens Surf School
- Port Stephens Wedding and Event Childcare Service
- Quad Bike King
- R Marine Port Stephens
- Ramada Resort Shoal Bay
- Reflections Holiday Parks Jimmys Beach
- Reflections Holidays Parks Hawks Nest
- Riot FM 87.6
- Riverside Motel
- 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
- Salamander Village Florist
- Saltwater Fingal Bay
- Samurai Beach Bungalows
- Sand Dune Adventures
- Sand Dune Safaris
- Sandpipers Restaurant

- Sandy Feet Tours
- Sanook Thai Restaurant
- Seabreeze Hotel
- Seaside Holiday Resort
- Shoal Bay Bike Hire
- Shoal Bay Country Club Hotel
- Shoal Bay Holiday Park
- Shoal Bay Riggers
- Shoal Bay SUP
- Soldiers Point Bowling Club
- Soldiers Point Marina
- Spirited Play Cafe
- Sri Malaysia Restaurant
- Stay Port Stephens
- Taj Tandoori Indian Restaurant
- Talk Agency
- Tanilba Bay Golf Club
- The Anchorage Port Stephens
- The Deck Cafe Restaurant
- The Landmark Nelson Bay
- The Oasis at One Mile Beach
- The Only Place Indian Restaurant
- The Point Restaurant
- The Poyers
- The Retreat Port Stephens
- The Shark and Ray Ranch
- The Wood Oven
- Thou Walla Sunset Retreat
- Tilligerry Habitat
- Tilligerry RSL Sports Club Ltd
- Toboggan Hill Park
- Tomaree Aquatic Centre
- Tomaree Business Chamber
- Tomaree Coastal Adventures
- Tomaree Linen Hire
- Trike Tours
- Triview Unit 14 Penthouse
- Tropical Plant Rentals
- Tynan Wines
- Valhalla Restaurant Bar
- Wanderers Retreat
- Wedding Road
- Wellness Centre Port Stephens
- Westbury Hospitality Services
- Wests Nelson Bay



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*Destination*  
**PORT STEPHENS**