PORT STEPHENS TOURISM LTD.

Annual Report 2020-21





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.



Destination Port Stephens acknowledges the original custodians of the land and waterways on which we work and live - Worimi Barray (Country). As modern day custodians it is our responsibility to embrace and respect the history, connection and knowledge held by the Worimi and walk in their footsteps to nurture and build on the relationships forged over thousands of years.

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Report from Andrew Macdonald Chairman of Destination Port Stephens

It has been another challenging year for tourism businesses in the Port Stephens region. The 2020-21 financial year has provided many ups and downs. Post lockdown many businesses have experienced boom time conditions, however others have struggled with the reliance on just domestic travel.

The highlight for the year has been the surge in domestic visitation. Many businesses have never had a busier year, which was welcomed after the lockdowns from March to June 2020. Unfortunately, there have been many downsides to this change to a domestic only economy including a significant staffing shortage in the region as well as challenging conditions for businesses that derive income from international travel, corporate travel or functions and events. Many DPS businesses are in this category, and we are hopeful that the boom time for these markets is set to begin during 2021-22.

I would like to thank the DPS team for navigating us through another difficult year. There has been plenty of great work going on at DPS, including the roll out of campaigns centred around our new Incredible by Nature branding work. Our marketing looks amazing, and once COVID subsides will help us to attract new visitors to our region from all around the globe.

A huge thank you to Sharon Turley, who retires shortly, for all her efforts in building the international market for Port Stephens. The work Sharon has done will benefit Port Stephens for years to come, and we will continue pushing into new international markets.

The 2021-22 year has started off dramatically, with a lot of the gains from the prior year forfeited to the ongoing lockdowns. However, it does feel like the worst may be behind us. We are hopeful that DPS can get back to some structured marketing of the region during the rebound and beyond which will set the tourism industry up well into the future.

Thank you to the members of DPS and the Directors of the Board for their hard work, innovation, and passion for our visitors.

Finally thank you to Mayor Ryan Palmer and General Manager Wayne Wallace, for the amazing ongoing support offered by Port Stephens Council to the tourism industry.

Yours Sincerely

Andrew Macdonald

Report from Eileen Gilliland CEO of Destination Port Stephens

"Over the past twelve months Port Stephens has had one of our busiest years following the lifting of COVID-19 restrictions in June 2020."

Port Stephens was better positioned than most regions to come out of the impacts of COVID-19 in 2020. We have an incredible destination with great appeal, a surrounding regional population base of over 1 million consumers and Australia's largest city of more than 5.3 million people just 2.5 hours away to draw from as well as an airport that is focussed on expanding capacity into the region.

Visitation for the year ending June 2021 show a 20% increase in domestic overnight visitors contributing an estimated \$705 million in 2020-21 to the Port Stephens visitor economy. That is over \$1.9 million a day which equates to over \$80,000 per hour, 24 hours day, 365 days a year!

Following the launch of our new "Incredible by Nature" campaign in June 2020, Destination Port Stephens (DPS) extended this activity to continue to build awareness and appeal. This included outdoor on the light rail train in Sydney until November 2020, Regional NSW TV advertising and Australian Traveller magazine print, digital and social media partnership in July/August 2020.

DPS continued to undertake marketing programs to promote tour and attraction day tour visitation, overnight visitors from Sydney as well as usage of the dine and discover vouchers in Port Stephens. To ensure that we are in a strong position when international borders reopen we continued to engage with international travel trade as well as to target the business events market developing new assets to promote Port Stephens.

Burst 2 of the "Incredible by Nature" campaign was launched in April 2021 and included a campaign in partnership with Newcastle Airport and Destination NSW to drive interstate visitation from Melbourne, Brisbane, Gold Coast and Canberra which was supported by Port Stephens Council's Business and Tourism Recovery Fund.

Once again in June 2021, due to COVID-19, Sydney went into lockdown and from early August 2021 the State was in lockdown which again will have a significant impact on our industry for the first quarter of 2021-22. However, as evidenced last year, lockdowns create pent-up demand and many will be in need of a little Port Stephens therapy when restrictions lift!

I would like to thank Port Stephens Council for their ongoing commitment to the visitor economy, our small but dedicated team and our members for their ongoing resilience and collaboration with DPS. I would also like to acknowledge the Board for their strategic guidance and ongoing support to the tourism sector in Port Stephens.

By working together and supporting each other we will continue to build our visitor economy and showcase just how incredible we are,

Eileen Gilliland

Board of Directors Port Stephens Tourism Limited Board 2020-21

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 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.

STEVEN PEART

Group Manager - Development Services, 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 has been integral to the success of the Strategy and Environment section and more recently as Group Manager of Development Services at Port Stephens Council.

Steve holds a Bachelor of Environmental Science (Management)

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 Group Manager – Development Services at Council he is focussed on improving community engagement in line with the IAP2 Framework. Steve is passionate about partnering with the community to get the best outcomes for Port Stephens.

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

ANDREW SMITH (Appointed October 2020)

Chief Executive Officer - Worimi Local Aboriginal Land Council (operates Sand Dune Adventures, Murrook Cultural and Conference Centres.)

Andrew has spent the past 15 years investing personal life experiences, cultural knowledge, connection and career development into successfully managing the multi-faceted role as the Chief Executive Officer of the Worimi Local Aboriginal Land Council.

The Worimi Local Aboriginal Land Council own and operate three tourism businesses within Port Stephens: Sand Dune Adventures, Worimi Cultural Centre and the Murrook Conference Centre which is fast becoming one of the largest employers of Aboriginal people across the Hunter Region. Andrew brings extensive tourism, management and stakeholder engagement experience as well as providing a strong cultural voice on the DPS Board, regarding Aboriginal tourism.

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, it's 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 (Retired April 2021)

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 (Retired October 2020)

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

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,

MATTHEW BORGER - (Appointed May 2021)

Airlines and Partnership Manager

Newcastle Airport

Matthew is responsible for overseeing the Aviation Growth Strategy and partnership management for Newcastle Airport, servicing the Greater Hunter and neighbouring regions in NSW. He brings extensive tourism industry experience to the DPS Board and skills in working in partnership with trade partners as

well as relationship management and stakeholder engagement including government,

Prior to joining Newcastle Airport, Matthew worked for Mantra Group as Group Director of Trade Sales, overseeing 135 hotels in Australia, New Zealand, Bali and Hawaii. He has also held senior Director roles in sales and marketing at AccorHotels and Mirvac. Matthew joined the board in May 2021 replacing Stephen Crowe as a board appointed Director.

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	9
Frank Future	11	11
Janelle Gardner	11	8
Steven Peart	11	5
Melissa Turner	11	10
David Brown	11	10
Stephen Crowe (retired April 2021)	9	4
Jin Kim (retired October 2020)	3	2
Leah Anderson	11	10
Andrew Smith	8	7
Matthew Borger (joined May 2021)	2	2

Key Performance Indicators Port Stephens Visitor Economy







VISITATION

In the 12 months period, 1 July 2020 to 30 June 2021, the number of domestic overnight visitors increased by 20% on the previous year with approximately 858,000 visitors spending over 2.5 million nights (+15%) in the Port Stephens area - with an average stay of 3 nights,

With international borders closed this had an impact on overall visitor nights to the region in addition to the loss of approximately 150,000 international day trip visitors*.

Year end June '000	2017	2018	2019	2020	2021	5yr Avg.
Domestic overnight visitors	677	741	810	713	858	760
% change	9%	9%	9%	-11%	20%	-
Domestic nights	2,174	2,217	2,512	2,217	2,514	2,327
% change	4%	2%	13%	-12%	15%	-
av night stay	3,2	3	3.1	3.1	3	3
Domestic day visitors	633	818	917	952	860	836
% change	-17%	29%	12%	4%	-10%	
International overnight visitors	37	49	43	26	0	31
% change	42%	32%	- 12%	-40%	-100%	
International Nights	171	160	175	166	0	134
Year end June Total Visitors	1,347	1,608	1,770	1,691	1,718	1,627
% change	-4%	19%	10%	-6%	2%	-
Year end June Total Nights	2,345	2,377	2,687	2,383	2,514	2,461
% change	8%	1%	13%	-11%	5%	-

DOMESTIC MARKET

Growth in overnight domestic visitors has been positive between 2017 to 2019 with an annual growth rate of 9%. In 2020, the impacts of COVID-19 saw a decline of 11% before rebounding in 2021 with a 20% growth in domestic overnight visitors.

In year ending June 2021, Port Stephens achieved the highest number of domestic visitors and visitor nights in five years.

In 2021, day trip visitors to Port Stephens declined by -10% however the three years prior day trip visitors increased on average by 15% per annum,

SOURCE OF DOMESTIC VISITORS TO PORT STEPHENS

Domestic source markets remain in a similar pattern to previous years, with day visitors from the Hunter providing the majority of day visitors, while Sydney is still the main overnight market.

When 2020/21 is compared to the five year average, there was a slight variation in the overnight market with an increase in visitors coming from Sydney (+11%) than in the previous five years, and less from the Hunter and other areas of NSW. The day visitor market showed no significant change in source markets,

REASON FOR VISIT

Over 70% of visitors to Port Stephens were travelling for holiday. In year ending June 2021, there has been a shift from VFR to holiday visitors, with 7% more holiday visitors in 2021 than the 5 year average and correspondingly a 6% decrease in VFR travellers.

TRAVEL PARTY

The travel party of domestic overnight visitors has not changed significantly over the past 5 years. Travelling with a friend or relative group is the largest segment at 32%, along with adult couples at 31%. Family groups represent 22% of domestic overnight visitors and travelling alone 15%.

EXPENDITURE

Visitor expenditure increased by 25% to reach \$705 million in year end June 2021. This equates to \$1.9 million per day into the economy.

Growth in visitor expenditure was from domestic overnight visitors which increased by 30% and more than compensated for the loss in international expenditure in year ending June 2021.

DOMESTIC SOURCE MARKETS (YEAR END MARCH 2021)

State	Region	Overnight 2021	Overnight 5yr AVG.	Day 2021	Day 5yr Avg.
NSW		93%	89%	100%	100%
	Sydney	70%	59%	15%	16%
	Hunter	9%	12%	72%	70%
	Central Coast	5%	6%	4%	6%
	North Coast	2%	4%	7%	5%
	Other NSW	7%	8%	1%	3%
QLD		3%	4%		
	Brisbane	3%	2%		
	Gold Coast	1%	2%		
	Sunshine Coast	<1%	<1%		
	Other QLD	0%	0%		
VIC		2%	4%		
	Melbourne	1%	4%		
	Other VIC	0%	0%		
Other States		2%	3%		
	SA (ADL)	1%	1%		
	ACT (CBR)	1%	2%		
	TAS (Hobart)	<1%	<1%		
	WA (Perth)	<1%	<1%		
	NT	<1%	<1%		

Source: National Visitor Survey, Tourism Research Australia

Key Achievements Port Stephens Tourism Limited

Destination Port Stephens secured grant funding and marketing partnerships to further extend our marketing programs to drive visitation to Port Stephens in the recovery phase following the COVID-19 lockdown from March to June 2020. A range of marketing programs were undertaken throughout the year to target intrastate and interstate visitors to Port Stephens. Key activities undertaken include:

DESTINATION MARKETING

Brand Campaign - July to November 2020

DPS launched the new destination brand 'Incredible by Nature' and phase one of our recovery campaign in June 2020 in partnership with Destination NSW. However, due to COVID-19 cases in the region in late July, the digital (conversion activity) was placed on hold.

The destination brand awareness activity continued with outdoor in Sydney until late November, Australian Traveller Magazine print, digital and social media in July/August 2020, a second burst of northern regional NSW TV advertising, and a social media campaign across 15 platforms in August/September 2020 which was supported by Port Stephens Council's Business and Tourism Recovery Fund.

The campaign resulted in:

- 42,407 visits to Port Stephens pages on visitnsw.com +237%
- 18,919 leads delivered to Port Stephens operator websites over the campaign period +236%
- 190,283 video views of the Port Stephens campaign videos

Brand engagement research was undertaken to determine how appealing the campaign creative was and if the messaging was believable. This resulted in 66% of consumers rating our campaign more appealing than other advertising, 64% rating the creative as different (stands out) and 80% rating the campaign message as believable and interested in visiting.

The new 'Incredible by Nature' brand has been used consistently across all Destination Port Stephens marketing programs and is also being featured by partners across a range of items including merchandise produced by the Visitor Information Centre, on Plastic Free Port Stephens' water bottles, shop windows, back of tour vehicles and on billboards.

Tours & Attractions Social Media campaign - October 2020

Campaign promoting October school holidays targeting Sydney as well as day trip visitors from Newcastle, Central Coast, Upper Hunter and Great Lakes regions - reached more than 40,000 people and generated over 3,000 clicks to website content.

Intrastate Campaign

Burst 2 Incredible by Nature - April 2021

Burst 2 campaign commenced in April 2021 targeting Sydney and regional NSW markets, Activity included:

- Campaign in partnership with Kayak and Destination NSW promoting bookings through to mid December 2021 featured digital media, retargeting, landing page/content and influencer visit/social content
- Concrete Playground content partnership digital and social media
- PR Influencer visit/social content by the Blonde Nomads
- Australian Traveller print, digital and social media partnership in the March-June 2021 edition
- Partnership with Airguides who produce and sell packages based on a photographer/videographer influencer visit that has a strong following. Jordon Robbins, well known underwater photographer visited Port Stephens in May 2021 to develop content which is showcased with Port Stephens packages on the Airguides website, Campaign was put on hold due to COVID-19 lockdown

Dine & Discover Campaign - May 2021

A digital and social media campaign was launched in May 2021 to promote usage of the dine and discover vouchers in Port Stephens. A homepage pop-up was created on our website linking through to a landing page promoting participating business.

Port Stephens Visitor Guide and Map

A new visitor guide and map were released in April 2021 featuring the new 'Incredible by Nature' brand. New images were featured and content refreshed. Over 100,000 copies of the visitor guide and 70,000 maps (print and digital) will be distributed in Sydney and regional NSW as well as within the local region.

Interstate Marketing Campaigns, Newcastle Airport Interstate Partnership Campaigns December 2020 and March/April 2021

Melbourne: Campaign promoting flights from Melbourne to Newcastle featured Port Stephens in digital as well as on billboards in December 2020 in South Yarra, South Melbourne and Moorabbin - all high-income areas in the Melbourne Region.

Melbourne, Brisbane, Gold Coast and Canberra: Campaign in partnership with Newcastle Airport and Destination NSW commenced in March 2021 to promote flight bookings and awareness of the regional destinations surrounding Newcastle Airport with Webjet. In April 2021, a dedicated Port Stephens campaign was undertaken in partnership with Kayak (online agent) to promote travel to Port Stephens and bookable flights, car hire, accommodation and experiences. Media included display, home page takeover, landing page and content on kayak.com.au, digital display performance media, social media, EDM newsletters, influencer campaign and media content partnership with Urban List.

The campaign was put on hold in June due to COVID-19 lockdowns in Victoria and later in Sydney. During the first four weeks of the campaign there was a 65% increase on weekly flight searches to Newcastle and a 472% increase on weekly hotel searches in Port Stephens.

PR and Publicity

Media coverage of Port Stephens was significant featuring experiences, dining, shopping and accommodation. Coverage included print, online, radio and TV in Sydney, Newcastle and regional NSW as well as national media coverage on TV, in magazines and digital.

Public relations activity undertaken to support our destination brand burst one campaign in July 2020 resulted in 55 media and social placements, reaching an audience of 3.4 million with an advertising value of \$152,000

Other media coverage in 2020-21 included Sydney Weekender, Today Show live broadcast, Sydney Morning Herald, Canberra Times, Newcastle Herald. Family Travel, Intouch Magazine, Australian Traveller Magazine and WSFM Radio in Sydney as well as coverage in New Zealand, China, India, UK and Hong Kong.

MEMBERSHIP

At the end of June 2021, there was 208 financial members of Destination Port Stephens which was a slight increase on the year prior.

Membership fees remained at a flat fee of \$200 plus GST in 2020/21 to support industry recover from the impacts of COVID-19 lockdowns in early 2020.

As COVID-19 safety requirements remained in place, DPS moved to online member meetings until restrictions eased and in March 2021 a meeting was held which was attended by more than 60 members at The Anchorage Port Stephens.

Fortnightly member newsletters ensure we are in regular communication in addition to email, telephone and personal meetings as well as via the members Facebook page.

In early 2021, Destination Port Stephens upgraded software to link the membership database with accounting as well as to enable the creation of a Members Directory on the corporate website which members can access and connect. The corporate website was also refreshed to be more user friendly and provide resources for members.

DIGITAL AND SOCIAL MEDIA

In 2020/21, DPS continued to refresh the consumer website to reflect the "Incredible by Nature" brand and to showcase our incredible experiences. 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.

Search engine optimisation and new content (blogs, product listings, videos etc) is important for both always on activity as well as marketing campaigns to grow demand for Port Stephens,

Social media activities promoting Port Stephens primarily focused on Facebook and Instagram and included paid targeted posts in our priority domestic source markets. Increasingly, social media is the medium through which we interact with potential visitors in a way that is immediate and direct.

In 2020/21, website users increased by 21%, with an average of over 30,000 users per month resulting:

- 1.7 million page views up 57%
- Online bookings increased by 89%
- Online booking revenue increased by 112%
- 40% increase in users from within Australia

At the same time international borders were closed resulting in significant decline in international users.

Port Stephens Facebook page followers increased by 8% (35,000) and Instagram followers increased by 21,5% to reach more than 20,000

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 2020/21 many events were postponed including Love Sea Food due to COVID-19 requirements however Destination Port Stephens promoted a range of events via digital, social media, PR and marketing channels as listed below.

JUL 4th of July weekend at Murrays Brewery

OCT Oktoberfest Long Weekend at Murrays Brewery

DEC Nelson Bay Tasters Trail

JAN Australia Day 2021, Australia Day at Murrays Brewery

FEB Port Stephens Pro 2021 - Men's and Women's

MAR Crack n Jack Music Festival

APR Easter at Murrays Brewery & Anzac Day, Sail Port Stephens

MAY Spartan Port Stephens, Surfing Australia NSW State Titles, King Street Heritage Festival

BUSINESS EVENTS

Destination Port Stephens works with industry partners to promote and secure business events, conferences, and incentives through strategic initiatives.

In 2020-21, due to COVID-19, the business events market continued to be impacted by border closures. DPS responded to multiple enquiries from professional conference organisers, associations, government, and private companies valued at more than \$600,000. Due to border closures as well as strong leisure travel impacting on availability in Port Stephens, only two leads were converted valued at over \$110,000.

DPS secured \$20,000 in matched funding from Tourism Australia's Business Events Boost Program to undertake a range of marketing activities to promote Port Stephens as a business events destination. A business development coordinator was employed for six-months to focus on implementing the business events marketing program which included the production of a video, imagery, dynamic bid shell, newsletter, blog and social media posts as well as refreshed website content.

DPS has created a "Meet in Port Stephens" page on LinkedIn and will use this platform to increase connections with business event planners in 2021-22.

INTERNATIONAL

In 2020/21, international visitation was impacted by COVID-19 from when international borders closed in March 2020.

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. Therefore, it remained important for Destination Port Stephens to continue international engagement to be ready to leverage opportunities when borders open.

Key activities included:

- Participating in online training webinars organised by Destination NSW and Tourism Australia. Attending these webinars maintained our travel industry relationships and showcased the destination and the products and experiences available in Port Stephens:
 - Japan Aussie Specialist Training July 2020
 - South-East Asia Aussie Specialist Training
 - July and September 2020
 - United Kingdom and Europe- November 2020
 - Japan September 2020
 - North America October 2020
 - China December 2020
 - India October 2020
 - Trailfinders UK Training Workshop in March 2021
- Attended Australian Tourism Exchange (ATE) in June 2021 meeting with Australian based inbound agents and domestic agents from 6-9 June at the live event and from 10-17 June online to meet with international buyers based overseas
- Hosted two famils Australian based Indian agents and nine inbound/domestic agents in March 2021
- Hosted film shoots for upcoming campaigns in the UK with Lonely Planet in April 2021 and KKDay, largest online agent in Hong Kong and Taiwan (5.4 million users per month)
- Generated publicity in Tourism Australia's Regional Essentials Newsletter in the NZ, UK and Northern Europe Markets; social posts on Destination NSW and Tourism Australia channels in China and the UK/Europe; and an online blog in travel trade media Selling UK
- Port Stephens was featured in a Tourism Australia's campaign in the New Zealand market in April 2021

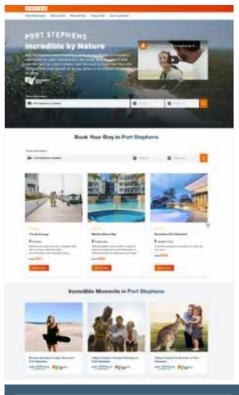
Domestic Marketing Brand Campaign

Australian Traveller Magazine



Port Stephens

Interstate Campaigns Burst 2 Incredible by Nature







kayak.com.au Campaign Landing Page & Digital Displays Joint Web Campaign with Newcastle Airport



Influencer Content



Dine & Discover Campaign



Dine and Discover Port Stephens

Been a while since your last date night? Perhaps it's time for a fun family day out? use your Dine and Discover NSW vouchers to get out and have an incredible time in Port Stephens!

Like all good things they will come to an end so make sure you use your vouchers before 31 August 2021.

To make things easy for you, we've compiled a list of all of the venues across Port Stephens where you can spend these vouchers.



DINE AND DISCOVER Participants



*Vouchers to be redeemed direct with participating venues, or the Port Stephens Visitor Information Centre can you help in store

NSW Residents aged 18 and over can apply for 4 x \$25 vouchers, worth \$100 in total.

2x \$25 Dine NSW Vouchers to be used for dining in at restaurants, cafes, bars, wineries, pubs or clubs.

2x \$25 Discover NSW Vouchers to be used for entertainment and recreation, including cultural institutions, live music, and arts venues.

For more information about the <u>Dine & Discover initiative click here</u>, or to search for specific suburbs use the <u>search tool here</u>.







PR & Publicity







Australian Traveller Magazine

International



Travel Trade UK/Europe International Social Post

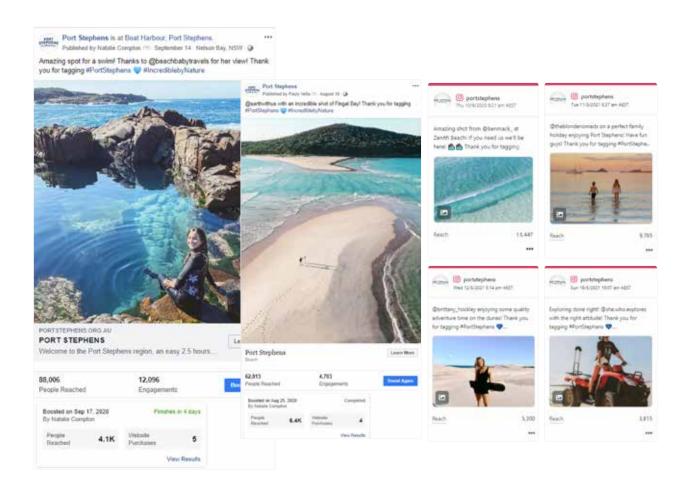


TA China WeChat Post

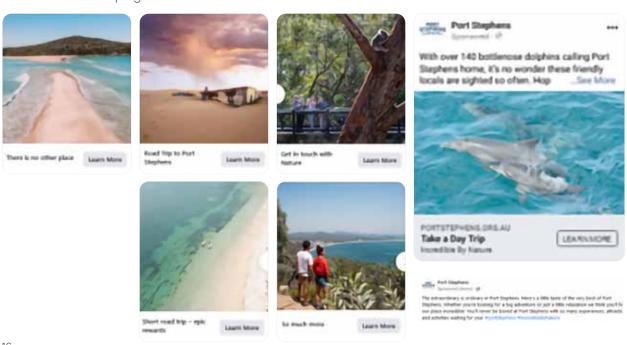


Tourism Australia April 2021 New Zealand Campaign

Social Media



DPS Tours & Attractions Social Media Campaign October 2020



Director's Report Port Stephens Tourism Limited for the year ended 30 June 2021

The director's report of Port Stephens Tourism Limited submit herewith the annual report of the company for the year ended 30 June 2021. 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) Jin Kim Steven Peart
Frank Future (Treasurer) Melissa Turner Andrew Smith
Stephen Crowe David Brown Matthew Borger

Janelle Gardner Leah Anderson

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: 14/10/2021

Director
Frank Future

Dated: 12/10/2021

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 2021 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

Taylors Beach NSW 2316

Profit & Loss Port Stephens Tourism Limited for the year ended 30 June 2021

DIRECT INCOME	30 JUNE 21	30 JUNE 20
Council Investment	525,000	407,962
Grant Income	10,220	43,061
Membership	41,681	47,127
Partnership Visitors Guide	37,638	82,970
	111,752	125,820
LESS DIRECT COSTS		
Grant Expenses	(10,220)	(43,061)
Marketing	(312,015)	(355,553)
Membership Costs	(300)	(5,033)
Partnership Costs	(2,572)	(2,457)
GROSS PROFIT	401,185	300,836
OTHER INCOME		
Rent	9,860	10,000
Interest	25	181
ATO Covid 19 Stimulus	54,867	51,208
OPERATING EXPENSES		
Accounting/Professional Fees	11,808	12,358
Bank Fees	541	575
Contractors	-	573
Depreciation	-	3,020
Employee Entitlements	(1,090)	(2,287)
General Expense	68	-
Insurance Meetings and Travel	4,869	5,423 2,861
Membership and Subscriptions	3,041	1,883
Training	-	7,800
Membership Communications	4,488	1,617
Office Supplies & Cleaning	4,230	4,118
Plant & Equipment	13,199	5,949
Postage	386	326
Rent and Outgoings	40,654	41,198
Research/Slats	3,055	1,446
Superannuation	23,124	21,905
Telephone and Internet Wages & Salaries	5,740 253,408	4,860 237,590
TOTAL OPERATING EXPENSES	367,521	351,215
NET OPERATING PROFIT/(LOSS)	98,416	11,010

Balance Sheet Port Stephens Tourism Limited as at 30 June 2021

ASSETS CURRENT ASSETS Cash and Cash Equivalents 305,766 178,852 Trade Debtors 7,775 23,532 Patents & Trademarks 1,200 1,200 TOTAL CURRENT ASSETS 314,741 203,634 NON CURRENT ASSETS Flant & Equipment - - TOTAL ASSETS 314,741 203,634 CURRENT LIABILITIES CURRENT LIABILITIES CURRENT LIABILITIES Credit Cards Payable 3.191 7,156 GST (12,196) (18,982) PAYG Liability 12,422 3,684 Provision for Annual Leave 17,005 18,095 Superannuation Liability 12,187 1,528 Total CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES Sail Port Stephens 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 84,545 71,855		30 JUNE 21	30 JUNE 20
Cash and Cash Equivalents 305,766 178,852 Trade Debtors 7,775 23,582 Palents & Trademarks 1,200 1,200 TOTAL CURRENT ASSETS 314,741 203,634 NON CURRENT ASSETS Plant & Equipment - - TOTAL ASSETS 314,741 203,634 CURRENT LIABILITIES CURRENT LIABILITIES Credit Cards Payable 3,191 7,156 GST (12,196) (18,892) PAYG Liability 12,422 3,664 Provision for Annual Leave 17,005 18,095 Superannuation Liability 12,187 1,528 Trade Creditors 837 935 ToTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 30,196 131,780 NET ASSETS 230,196 131,780 <	ASSETS		
Cash and Cash Equivalents 305,766 178,852 Trade Debtors 7,775 23,582 Palents & Trademarks 1,200 1,200 TOTAL CURRENT ASSETS 314,741 203,634 NON CURRENT ASSETS Plant & Equipment - - TOTAL ASSETS 314,741 203,634 CURRENT LIABILITIES CURRENT LIABILITIES Credit Cards Payable 3,191 7,156 GST (12,196) (18,892) PAYG Liability 12,422 3,664 Provision for Annual Leave 17,005 18,095 Superannuation Liability 12,187 1,528 Trade Creditors 837 935 ToTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 30,196 131,780 NET ASSETS 230,196 131,780 <	CURRENT ASSETS		
Trade Debtors 7,775 23,582 Patents & Trademarks 1,200 1,200 TOTAL CURRENT ASSETS 314,741 203,634 NON CURRENT ASSETS Plant & Equipment TOTAL ASSETS 314,741 203,634 LIABILITIES CURRENT LIABILITIES Credit Cards Payable 3,191 7,156 GST (12,196) (18,892) PAYG Liability 12,422 3,664 Provision for Annual Leave 17,005 18,095 Superannuation Liability 12,187 1,528 Trade Creditors 837 935 TOTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES 84,545 71,855 NET ASSETS 230,196 131,780 EQUITY Current Year Earnings 98,416 11,010 Current Year Earnings 131,780 <th></th> <th>305.766</th> <th>178.852</th>		305.766	178.852
TOTAL CURRENT ASSETS 314,741 203,634 NON CURRENT ASSETS - - Plant & Equipment - - TOTAL ASSETS 314,741 203,634 LIABILITIES Current LIABILITIES Credit Cards Payable 3,391 7,156 GST (12,196) (18,892) PAYG Liability 12,422 3,664 Provision for Annual Leave 17,005 18,095 Superannuation Liability 12,187 1,528 Trade Creditors 837 935 TOTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 84,545 71,855 NET ASSETS 230,196 131,780 EQUITY Current Year Earnings 98,416 11,010 Retained Earnings 131,780 120,770		•	
NON CURRENT ASSETS	Patents & Trademarks	1,200	1,200
Plant & Equipment - - TOTAL ASSETS 314,741 203,634 LIABILITIES Credit Cards Payable 3,191 7,156 GST (12,196) (18,892) PAYG Liability 12,422 3,664 Provision for Annual Leave 17,005 18,095 Superannuation Liability 12,187 1,528 Trade Creditors 837 935 TOTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES \$4,545 71,855 NET ASSETS 230,196 131,780 EQUITY Current Year Earnings 98,416 11,010 Retained Earnings 98,416 11,010 Retained Earnings 131,780 120,770	TOTAL CURRENT ASSETS	314,741	203,634
TOTAL ASSETS 314,741 203,634 LIABILITIES Credit Cards Payable 3,191 7,156 GST (12,196) (18,892) PAYG Liability 12,422 3,664 Provision for Annual Leave 17,005 18,095 Superannuation Liability 12,187 1,528 Trade Creditors 837 935 TOTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES 84,545 71,855 NET ASSETS 230,196 131,780 EQUITY Current Year Earnings 98,416 11,010 Retained Earnings 131,780 120,770	NON CURRENT ASSETS		
LIABILITIES CURRENT LIABILITIES Credit Cards Payable 3,191 7,156 GST (12,196) (18,892) PAYG Liability 12,422 3,664 Provision for Annual Leave 17,005 18,095 Superannuation Liability 12,187 1,528 Trade Creditors 837 935 TOTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 84,545 71,855 NET ASSETS 230,196 131,780 EQUITY Current Year Earnings 98,416 11,010 Retained Earnings 131,780 120,770	Plant & Equipment	-	-
CURRENT LIABILITIES Credit Cards Payable 3,191 7,156 GST (12,196) (18,892) PAYG Liability 12,422 3,664 Provision for Annual Leave 17,005 18,095 Superannuation Liability 12,187 1,528 Trade Creditors 837 935 TOTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES Sail Port Stephens 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES NET ASSETS 230,196 131,780 EQUITY Current Year Earnings 98,416 11,010 Retained Earnings 131,780 120,770	TOTAL ASSETS	314,741	203,634
Credit Cards Payable 3,191 7,156 GST (12,196) (18,892) PAYG Liability 12,422 3,664 Provision for Annual Leave 17,005 18,095 Superannuation Liability 12,187 1,528 Trade Creditors 837 935 TOTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES 84,545 71,855 NET ASSETS 230,196 131,780 EQUITY Current Year Earnings 98,416 11,010 Retained Earnings 131,780 120,770	LIABILITIES		
GST (12,196) (18,892) PAYG Liability 12,422 3,664 Provision for Annual Leave 17,005 18,095 Superannuation Liability 12,187 1,528 Trade Creditors 837 935 TOTAL CURRENT LIABILITIES Sail Port Stephens 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES NET ASSETS 230,196 131,780 EQUITY Urrent Year Earnings 98,416 11,010 Retained Earnings 131,780 120,770	CURRENT LIABILITIES		
PAYG Liability 12,422 3,664 Provision for Annual Leave 17,005 18,095 Superannuation Liability 12,187 1,528 Trade Creditors 837 935 TOTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES 84,545 71,855 NET ASSETS 230,196 131,780 EQUITY Current Year Earnings 98,416 11,010 Retained Earnings 131,780 120,770	Credit Cards Payable	3,191	7,156
Provision for Annual Leave 17,005 18,095 Superannuation Liability 12,187 1,528 Trade Creditors 837 935 TOTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES Sail Port Stephens 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES NET ASSETS 230,196 131,780 EQUITY EQUITY Current Year Earnings 98,416 11,010 Retained Earnings 131,780 120,770		(12,196)	(18,892)
Superannuation Liability 12,187 1,528 Trade Creditors 837 935 TOTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES 84,545 71,855 NET ASSETS 230,196 131,780 EQUITY Current Year Earnings 98,416 11,010 Retained Earnings 131,780 120,770			
Trade Creditors 837 935 TOTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES 84,545 71,855 NET ASSETS 230,196 131,780 EQUITY Current Year Earnings 98,416 11,010 Retained Earnings 131,780 120,770			
TOTAL CURRENT LIABILITIES 33,446 12,486 NON CURRENT LIABILITIES 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES 84,545 71,855 NET ASSETS 230,196 131,780 EQUITY Current Year Earnings Retained Earnings 98,416 11,010 Retained Earnings 131,780 120,770			•
Sail Port Stephens 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES 84,545 71,855 NET ASSETS 230,196 131,780 EQUITY Current Year Earnings Retained Earnings 98,416 11,010 Retained Earnings 131,780 120,770			
Sail Port Stephens 51,099 59,368 TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES 84,545 71,855 NET ASSETS 230,196 131,780 EQUITY Current Year Earnings Retained Earnings 98,416 11,010 Retained Earnings 131,780 120,770	NON CURRENT LIABILITIES		
TOTAL CURRENT LIABILITIES 51,099 59,368 TOTAL LIABILITIES 84,545 71,855 NET ASSETS 230,196 131,780 EQUITY Current Year Earnings Retained Earnings 98,416 11,010 120,770		51,099	59,368
NET ASSETS 230,196 131,780 EQUITY Current Year Earnings Retained Earnings 98,416 11,010 Retained Earnings 131,780 120,770	TOTAL CURRENT LIABILITIES	51,099	59,368
EQUITY Current Year Earnings 98,416 11,010 Retained Earnings 131,780 120,770	TOTAL LIABILITIES	84,545	71,855
EQUITY 98,416 11,010 Current Year Earnings 93,416 120,770 Retained Earnings 131,780 120,770	NET ASSETS	230.196	131.780
Current Year Earnings 98,416 11,010 Retained Earnings 131,780 120,770			,
Retained Earnings 131,780 120,770		00 416	11.010
		•	

Statement of Changes in Equity Port Stephens Tourism Limited for the year ended 30 June 2021

	RETAINED EARNINGS	TOTAL	
	\$	\$	
BALANCE AT 1 JULY 2019	120,770	120,770	
Profit (loss) attributable to the members of the company	11,010	11,010	
BALANCE AT 30 JUNE 2020	131,780	131,780	_
BALANCE AT 1 JULY 2020	131,780	131,780	
COMPREHENSIVE INCOME			
Profit (loss) attributable to the members of the company	98,416	98,416	
BALANCE AT 30 JUNE 2021	230,196	230,196	

Statement of Cashflows Port Stephens Tourism Limited for the year ended 30 June 2021

	30 JUNE 21	30 JUNE 20	
	\$	\$	
CASH FLOW FROM OPERATING ACTIVITIES			
Receipts from customers Payments to suppliers and employees Interest received	809,833 (682,944) 25	767,452 (763,211) 181	
Net cash provided by (used in) operating activities	126,914	4,422	
CASH FLOW FROM INVESTING ACTIVITIES Purchased	-	-	
Net cash provided by (used in) investing activities	-	-	·····
CASH FLOW FROM FINANCING ACTIVITIES			
Net cash provided by (used in) financing activities	-	-	
Net increase (decrease) in cash held Cash and cash equivalents at beginning of financial year	126,914 178,852	4,422 174,430	
Cash and cash equivalents at end of financial year	305,766	178,852	

Notes to the financial statements Port Stephens Tourism Limited for the year ended 30 June 2021

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.

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 2021 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: 14/10/2021

Director Frank Future

Dated: 18/10/2021

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 2021, 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 2021 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.

ABN 96 080 458 733

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: 18/10/2021 ABN 96 080 458 733

Financial Members

- 2 Brother's Indian Restaurant
- 2 Dogs Cottages
- 4WD Tag-Along & Passenger Tours
- 4WD Tours R Us
- A Beautiful Occasion
- Account Name
- Aerologistics Helicopters
- Aimee's at Anna Bay
- Anchorage Marina
- Anglerz Corner
- Angophora Paddock Pty Ltd
- AquaMarine Adventures
- Arteke
- Artisan Collective
- Australian Reptile Park
- B & S Worthington t/a Tropical Plant Rentals
- Balloon Aloft
- Bannisters Port Stephens
- Bay Escapes
- Bay FM Port Stephens
- Bay Harbour Cafe
- Bay Helicopters
- Bay Living and Garden
- Bay Sailing Centre
- Bay Scoot and Wheels
- Bay Speedboat Adventures
- Beaches Serviced Apartments
- Big Kiss Creative
- BIG4 Ingenia Holidays Soldiers Point
- Big4 Karuah Jetty Holiday Park
- Bill Knaggs Real Estate

- Birubi Beach Holiday Park
- Blue Water Sailing
- Bluey's Restaurant + Bar
- Boab Boat Hire Port Stephens
- Boomerang Bikes
- Brochure Express
- Broughtons at the Bay
- Business Port Stephens
- By the Beach Getaways
- Cactus Creative Pty Ltd
- Calypso Fishing Adventures
- Care For You At Home
- Central Motel Nelson Bay
- Coastal Kids
- Colonial Terrace Motor Inn
- Colorfast
- Cookabarra Restaurant & Function Centre
- Cote D Azur Resort
- Crest Birubi Beach
- d'Albora Marina
- David Grahams Golf Complex
- Dolphin House
- Dolphin Swim Australia
- Econetwork Port Stephens
- Emerald Tiki Village Caravan Park
- Escape Kitesurfing
- Escape Trekking Adventures
- Feet First Dive
- Fighter World
- Fingal Bay Bowls, Sports & Rec Club
- Fingal Bay Holiday Park

- Fish Port Stephens Estuary Charters
- Florent Vidal Photography
- Fly Pelican
- Galleries in the Gardens Inc
- Go Karts Go
- Haddad Baker
- Halifax Holiday Park
- Heaven Gardens
- Heavenly Tours
- Hellfire Paintball
- Holberts Oyster Supplies
- Holiday in the Bay
- Holidays by the Bay
- HoofBeats Carriage Tours
- Horizons Golf Resort
- Hotel Nelson
- Hunter Region Botanic Gardens
- I Do Bespoke Ceremonies
- Ilanga Nelson Bay
- Imagine Cruises
- Ingenia Holidays Middle Rock
- Ingenia Holidays One Mile Beach
- Irukandji Shark & Ray
 Encounters Port Stephens
- Island Leisure Village
- KFC Salamander Bay
- Kin Cafe and Bar
- Koala Shores Port Stephens Holiday Park
- Lazy Paddle
- Leah Anderson and Associates Finance Specialists

- Lemon Tree Passage Distilling
- Lets Go Adventures
- L'il Buddha Asian Cuisine
- Lime Mexican
- Little Beach Boathouse
- LJ Hooker Nelson Bay
- Maitland Regional Art Gallery
- Mantra Nelson Bay
- Marina Resort NB Pty Ltd
- MarketPlace Raymond Terrace
- McCauley's Bottleshop
- Medowie Macadamias
- Medowie Social
- Melaleuca Surfside Backpackers
- Mercure Newcastle Airport
- Moonshadow-TQC
- Motto Farm Motel
- Murray's Brewing Company
- Nelson Bay Bed & Breakfast
- Nelson Bay Boat Hire
- Nelson Bay Bowling & Recreation Club Ltd
- 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 Taxis
- Nelson Plaza Clinic
- Nelson Towers Motel
- New Leaf Cosmetic Clinic
- Newcastle Airport
- Newcastle and Port Stephens Game Fish Club
- NSW National Parks & Wildlife Service
- Oakfield Ranch Camels Pty Ltd
- Oaks Lure Apartments
- Oaks Pacific Blue Resort
- Oakvale Wildlife Park
- Pacific Dunes Golf Course
- Paradise Signs

- Pizazz Boutiques
- Plant Trade Nursery
- Port Stephens 4WD Tours
- Port Stephens Beach Fishing Safaris
- Port Stephens Caravan & Camper Hire
- Port Stephens Coaches
- Port Stephens Community Arts Centre
- Port Stephens Examiner
- Port Stephens Ferry Service
- Port Stephens Great Lakes Marine Park
- Port Stephens Holiday Rentals
- Port Stephens Koala Sanctuary
- Port Stephens Packaging Pty Ltd
- Port Stephens Paddlesports
- Port Stephens Self Storage
- Port Stephens Shell Museum
- Port Stephens Surf School
- Quad Bike King
- Ramada Resort by Wyndham Shoal Bay
- Reflections Holiday Parks Jimmys Beach
- Reflections Holidays Parks Hawks Nest
- Rotary Club of Nelson Bay Inc
- Sahara Trails Horse Riding
- Salamander Bay Recycling
- Salamander Bay Square
- Salamander Village Florist
- Saltwater Fingal Bay
- Samurai Beach Bungalows
- Sand Dune Adventures
- Sand Dune Safaris
- Seabreeze Hotel
- Seafood Community Pty Ltd
- Seaside Holiday Resort
- Sharky's Pizza Shack
- 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
- Tanilba House
- The Anchorage Port Stephens
- The Bay Butler Port Stephens
- The Buoys at the Bay
- The Deck Cafe Restaurant
- The Landmark Nelson Bay
- The Nelson Way Restaurant & Bar
- The Oasis at One Mile Beach
- The Only Place Indian Restaurant
- The Point Restaurant
- The Poyers
- The Retreat Port Stephens
- The Shark and Ray Rescue Centre
- The Wellness Path
- The Wood Oven
- Thou Walla Sunset Retreat
- Tilligerry Habitat
- Tilligerry RSL Sports Club Ltd
- Toboggan Hill Park
- Tomaree Aquatic Centre
- Tomaree Linen Hire
- Tracy Designs and Print
- Triview Unit 14 Penthouse
- Tynan Wines
- Urban Connection Life Skills
- Valhalla Restaurant Bar
- Wanderers Retreat
- Wedding Road
- Wests Nelson Bay
- Winning Holidays
- YKnot Charters
- Zone Out Arcade

