

PORT STEPHENS TOURISM LTD.

Annual Report 2021-22



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

To be one of Australia's most successful and sustainable tourism destinations.

Our Purpose

To lead an innovative and collaborative tourism industry and deliver destination marketing to drive a strong visitor economy creating an attractive environment for tourism investment

Our Goal

To increase visitor expenditure to \$1 billion annually by 2025 (from \$705 million in 2021).



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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01

Report from Sarah Smith Chair of Destination Port Stephens

"The Port Stephens tourism Industry has shown tremendous resilience once again in 2021-22..."

I was pleased to be elected to the board in November 2021, and to the role of Chair of Destination Port Stephens in May 2022. The Port Stephens tourism industry has shown tremendous resilience once again in 2021-22, with lockdowns in NSW from July-November 2021 and severe weather and flooding in NSW from February 2022.

I would like to thank the DPS Board for welcoming me as their Chair. I acknowledge the outstanding contribution of my predecessor, Andrew Macdonald, who has led the organisation through a period of significant change over the past five years and was also instrumental in the development of the new 'Incredible by Nature' brand for Port Stephens.

Once again, the DPS team showed that they were committed to achieving the best possible results for the visitor economy in Port Stephens, often in challenging circumstances.

Our 2022-25 Strategic Plan provides the direction for the organisation over the next three years and builds on our COVID-19 recovery plan and prior three-year strategy. With the reopening of state and international borders, the future is bright for the Port Stephens visitor economy and this strategy will be a key enabler of our recovery and growth.

The investments we make and the actions we deliver, particularly over the next three years, will restore confidence in the visitor

economy and set the course for a prosperous future.

Thank you to our members who continue to work with and support DPS and to the Directors of the Board for their commitment and passion for the Port Stephens visitor economy. On behalf of Destination Port Stephens, the Board would like to express our gratitude for the continued support and investment by Port Stephens Council.

We are incredibly proud of what our region has to offer and the importance of the visitor economy to Port Stephens which contributes to creating jobs, driving investment and infrastructure as well as builds prosperity for our industry, local businesses and the community.

I am confident that we are equipped with the right strategy and that by working collaboratively we can continue to build a vibrant and sustainable visitor economy.

Yours Sincerely



Sarah Smith

Chair

Destination Port Stephens

02

Report from Eileen Gilliland CEO of Destination Port Stephens

"It was positive to see Port Stephens receiving an estimated 27,000 international visitor nights in year ending June 2022."

It has been yet another extraordinary year for the Port Stephens tourism industry and local businesses as the evolving impacts of the COVID-19 pandemic continued to provide challenges for businesses across the region.

Both international and domestic border restrictions and lockdowns remained throughout parts of 2021-22, while COVID-19 waves impacted staffing and a limited labour market continued to hinder recovery. What we also saw was the resilient Port Stephens spirit and an industry who continued to innovate and strive for the best as they worked tirelessly to rebuild.

Visitation to Port Stephens was heavily impacted by the lockdowns in NSW from July to November 2021 resulting in a major downturn in both day and overnight visitors. Once restrictions eased, Port Stephens rebounded in the January-March 2022 quarter with an increase of 34% in visitor nights in comparison to the year prior.

From March 2022, international visitors resumed travelling to Australia in small numbers, and it was positive to see Port Stephens receiving an estimated 27,000 international visitor nights in year ending June 2022.

Destination Port Stephens (DPS) secured grant funding and marketing partnerships to extend our 'Incredible by Nature' marketing programs to drive visitation to Port Stephens. However, the pandemic did impact on marketing activities planned or commenced in the first half of the financial year to be postponed.

Marketing partnership investment and grants, valued at more than \$200,000, was invested in marketing initiatives including an interstate campaign in partnership with Newcastle Airport, Destination NSW and Kayak (online agent) as well as an autumn/winter 2022 campaign targeting Sydney and Regional NSW.

To ensure that Port Stephens was in a strong position when international borders opened in February 2022, DPS continued international engagement via online workshops and actively worked with international travel trade to develop packages and itineraries which were featured in campaigns once borders

opened in Singapore, United Kingdom, South Korea and New Zealand.

In May 2022, DPS attended Australian Tourism Exchange (ATE) to meet with international buyers from across the world and in partnership with local tourism operators hosted six familiarisation visits for 2-3 nights pre or post ATE for fifty-three international buyers in the region.

We also delivered a range of initiatives to generate media coverage which reached millions of consumers as well as a continual program of digital and social media activities to promote day trip and overnight visitation to Port Stephens.

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.

In partnership with industry and stakeholders, DPS will continue to showcase Port Stephens to the world to build a vibrant visitor economy.

On a personal note, this is my final year as DPS CEO. I have been privileged to lead the organisation over the past 5 years and I thank our members and the many stakeholders I've had the pleasure of working with. We will be staying in this incredible place we now call home, so I will be able to see the tourism industry continue to kick goals from the sideline.



Eileen Gilliland
CEO

03

Board of Directors Port Stephens Tourism Limited Board 2021-22

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 (Retired May 2022)

Co-owner/Operator Hotel Nelson & Little Nel Café

Andrew Macdonald has been a director of Destination Port Stephens for the past nine years including the past five 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

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

Communications Section Manager
Port Stephens Council

Janelle has a comprehensive understanding of the Port Stephens Visitor Economy collected 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 Communications Section Manager at Port Stephens Council, Janelle's role manages the delivery of community engagement, public relations, marketing and customer experience including the Nelson Bay Visitor Information Centre.

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.

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.

MELISSA TURNER (Retired March 2022)

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 Business Port Stephens Board, 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 collaborates with the local Tourism Sector operators with positive outcomes.

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 (Retired August 2021)

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.

As President of Business Port Stephens for 3 years until late 2021, Leah 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

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.

SARAH SMITH (Appointed November 2021)

Owner
Crest Birubi Beach

Sarah currently owns and operates Crest Birubi Beach. Crest is a beachfront cafe located at Birubi Point, overlooking the incredible Worimi Conservation Lands.

Sarah has worked in the hospitality industry for over 30 years

including the last 12 years in Port Stephens and has a focus on training and career pathways in the hospitality industry to provide quality experiences for visitors.

With a wide range of industry experience, Sarah is committed to the future of Port Stephens as a major tourism destination and will continue to work with all businesses to promote their own offering and the entire Port Stephens region.

MICHELLE WILKINSON-BEARDS (Appointed May 2022)

Managing Director at Melaleuca Surfside Backpackers & Scooter Me Scooter You Pty Ltd

Michelle has been actively involved in all aspects of tourism operations in the tour, accommodation, and youth sector beginning with the development and creation of Melaleuca Surfside Backpackers in 1996 and Scooter Me Scooter You in 2012.

With a background in finance and accounting and IT training, Michelle has studied small business management, and event coordination however particularly enjoys taking guided tours

with an emphasis on the protection of the natural environment of our region.

A passionate advocate of working together (and the environment), Michelle has held director, treasurer, and secretary positions on the Destination Port Stephens, and Mid North Coast Regional Tourism boards. In addition, Michelle has held multiple volunteer roles coordinating and marketing Port Stephens as a desirable tourism destination with the Backpacker Group (BOA NSW Inc), Stockton Bight and regional Legendary Pacific Coast operators since 1998 and also volunteers with Hunter Wildlife (NATF) and Hunter Horse Haven in her spare time.

LEANNE SANSOM (Appointed May 2022)

Owner / CEO
Oakfield Wildlife Park

Leanne is co-owner and CEO of Oakvale Wildlife Park which is a family owned and operated local business since 1979. Having been involved in all aspects of business and tourism operations over the past 20 years, Leanne has extensive experience in the tourism industry in Port Stephens.

Leanne is passionate about serving her customers, staff, industry and broader community.

Prior to her role at Oakvale, Leanne received a distinction in an Advanced Certificate in Business Studies.

Leanne places high value on integrity, professionalism and respectful conduct at all times whilst still advocating the views and interests of the broader industry represented.

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 (retired May 2022)	10	8
Frank Future	11	11
Janelle Gardner	11	11
Steven Peart	11	8
Melissa Turner (retired March 2022)	7	7
David Brown	11	11
Leah Anderson (retired August 2021)	1	1
Andrew Smith	11	5
Matthew Borger	11	10
Sarah Smith (joined November 2021)	7	7
Leanne Sansom (joined May 2022)	1	1
Michelle Wilkinson-Beards (joined May 2022)	1	1

04

Key Performance Indicators

Port Stephens Visitor Economy



2.1 million
nights



1.4 million
visitors

VISITATION

In the 12 months 1 July 2021 to 30 June 2022, the number of visitors to Port Stephens decreased by 19% on the previous year with approximately 1.4 million visitors spending over 2.1 million nights in the local area. Port Stephens shows a similar trend to overnight trips in regional areas of NSW which decreased by 22% in the 2021 financial year.

This decline is the result primarily caused by a poor performing quarter in July-September 2021 when NSW was in lockdown due to the global pandemic.

International visitors resumed travelling to Australia in small numbers from March 2022, with Port Stephens receiving an estimated 27,000 international visitor nights in the financial year. The region is also starting to see a return of international day trip visitors*.

Year end June '000	2017	2018	2019	2020	2021	2022	5yr Avg.
Domestic overnight visitors	677	741	810	713	858	615	747
% change	9%	9%	9%	-11%	20%	-28%	7%
Domestic nights	2,174	2,217	2,512	2,217	2,514	2,100	2,312
% change	4%	2%	13%	-12%	15%	-16%	4%
av night stay	3.2	3	3.1	3.1	3	3.4	3.1
Domestic day visitors	633	818	917	952	860	766	863
% change	-17%	29%	12%	4%	-10%	-11%	4%
International overnight visitors	37	49	43	26	0	4	24
% change	42%	32%	-12%	-40%	-100%	^	-15%
International Nights	171	160	175	166	0	27	106
Year end June Total Visitors	1,347	1,608	1,770	1,691	1,718	1,385	1,634
% change	-4%	19%	10%	-6%	2%	-19%	4%
Year end June Total Nights	2,345	2,377	2,687	2,383	2,514	2,127	2,418
% change	8%	1%	13%	-11%	5%	-15%	3%

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

*International Day Trip Visitors not reported.

DOMESTIC MARKET

Domestic overnight visitors to Port Stephens decreased by 28% on the previous year and domestic visitor nights decreased by 16%.

When comparing the quarterly analysis on the previous year, the impacts of Covid-19 travel restrictions in NSW on both overnight and day visitors to Port Stephens can be observed.

In the September 2021 and December 2021 quarter, regional travel restrictions in NSW were in place from July to November, resulting in a major downturn in both day and overnight visitors. It wasn't until the March 2022 quarter that visitors returned to regional area.

	July-Sept Quarter				Oct-Dec Quarter				Jan-March Quarter				April-June Quarter			
	2019	2020	2021	%	2019	2020	2021	%	2020	2021	2022	%	2020	2021	2022	%
Domestic Overnight	175	177	16	-91%	260	242	135	-44%	187	247	256	4%	106	211	209	-1%
Domestic Nights	400	476	26	-95%	861	728	427	-41%	720	802	1077	34%	588	593	570	-4%
Day Trips	288	170	41	-76%	234	226	255	13%	299	261	292	12%	131	203	179	-12%

Source: Tourism Research Australia National Visitor Survey results June 2022

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 visitor market.

When 2021/22 is compared to the five year average, there was a slight variation in the overnight market with slightly less visitors coming from Sydney (-4%) than in the previous five years, and more from the Hunter and Central Coast. The day visitor market showed no significant change in source markets.

DOMESTIC SOURCE MARKETS

State	Region	Overnight 2022	Overnight 5yr AVG.	Day 2022	Day 5yr Avg.
NSW		91%	90%	100%	100%
	Sydney	56%	60%	16%	18%
	Hunter	14%	13%	76%	77%
	Central Coast	10%	6%	2%	1%
	North Coast	3%	4%	4%	4%
	Other NSW	8%	8%	0%	0%
QLD		3%	4%		
	Brisbane	3%	2%		
	Gold Coast	1%	1%		
	Sunshine Coast	0%	<1%		
	Other QLD	1%	0%		
VIC		2%	3%		
	Melbourne	2%	3%		
	Other VIC	0%	0%		
Other States		2%	3%		

Source: National Visitor Survey, Tourism Research Australia

TRAVEL PARTY

The travel party of domestic overnight visitors has not changed significantly over the past 5 years, with slight variations of 1-3% seen in some segments. Friends/relatives travelling in a group with or without children remain the largest segment at 30%, along with adult couples at 29%. Family groups represent 22% of domestic overnight visitors and travelling alone 18%.

REASON FOR VISIT

The primary reason to visit Port Stephens is for holiday (67%) followed by visiting friends and relatives (27%) and business (4%). There was a decline of 6% in holiday visitors in 2022, which has returned to pre-Covid levels.

05

Key Achievements Port Stephens Tourism Limited

Destination Port Stephens (DPS) secured grant funding and marketing partnerships to further extend our marketing programs to drive visitation to Port Stephens. Due to the Greater Sydney lockdown and border closures in the second half of 2021 (July-November 2021), this had an impact on the activities undertaken by DPS in 2021-22.

A range of marketing programs were undertaken throughout the year to build awareness and appeal of Port Stephens as well as to drive visitation from intrastate and interstate visitors. Key activities undertaken include:

DESTINATION MARKETING

Local and Regional NSW Campaign – July-August 2021

With lockdowns in Greater Sydney, DPS developed two promotions: Locals only – discover your own backyard and special offers for Regional NSW travellers.

A paid social media campaign targeting Port Stephens locals reached more than 8,500 and generated almost 600 click throughs to the landing page prior to being put on hold on 5 August due to COVID-19 impacts. This promotion was generating strong results increasing users to the website by 60% in comparison to the week prior.

A regional NSW offers landing page was also created however due to lockdown the paid social media activity did not proceed.

Spring/Summer 2021 Campaign

DPS invested in a mini campaign to increase awareness and drive visitation during spring/early summer 2021 which included, social media, magazine and digital advertising in Out & About with Kids and Coast Magazine. The paid social media reached over 100,000 consumers and generated more than 5,000 engagements.

Autumn Campaign – March-April 2022

DPS invested in a social media campaign to drive mid week visitation and day trips using dynamic creative targeting day trip visitors (within 150kms) to drive attraction and tour visitation as well as overnight visitors from Sydney and Regional NSW.

Campaign reached over 89,840 with over 6,500 video views and 2,800 clicks to the website. Online conversion was impacted by the wet weather conditions.

Autumn/Winter Campaign – April-June 2022

An Autumn/Winter 2022 campaign, jointly funded by DPS and Destination NSW, was in market from April to June 2022. The total campaign value was \$100,000 and featured outdoor advertising in Sydney, Engage TV (catch up) advertising in Sydney and Regional NSW, Regional NSW TV Advertising, print and digital advertising in Australian Traveller Magazine, and paid digital/social media activity.

The campaign:

- Increased new users to the website by 22%, and conversion rate increased by 19%
- Generated almost 4,000 leads to partners who provided a special offer for the Incredible Deals landing page
- Digital campaign delivered over 2.2 million impressions resulting in more than 500,000 views of the Port Stephens video.

Interstate Marketing Campaigns

DPS worked in partnership with Newcastle Airport and Destination NSW to invest in a campaign to target SE Qld, Victoria and ACT markets which commenced in April 2021, however due to the Covid lockdowns in NSW was put on hold and recommenced in market in April 2022.

The campaign aimed to drive flights via Newcastle Airport and visitation to Port Stephens. Phase one of the campaign was an awareness campaign to promote Newcastle Airport as the gateway to Port Stephens and surrounding regions and sell flights in partnership with Webjet and Kayak. Additional activity in partnership with Qantas was also in market to promote a new service from Melbourne to Newcastle.

The dedicated Port Stephens campaign valued at \$150,000 (DPS investment \$50,000) in partnership with Kayak (online agent), Destination NSW and Newcastle Airport promoted flights, car hire and Port Stephens accommodation as well as tours and attractions. Campaign media included digital, social media as well as an influencer visit (Abbey Holmes) and media partnership with Urban List

The Port Stephens campaign resulted in over 1,600 flight bookings and over 1,000 room nights via Kayak.

Always on digital and social media

Search engine optimisation and new content (blogs, product listings, itineraries, videos etc) is important for 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 which included regular paid targeted boosted 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.

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, magazines and digital.

The media coverage for our destination has reached millions of consumers and has an estimated advertising value of more than \$250,000.

Highlights include:

- **Sunrise Channel 7** – Live Broadcast by Sunrise weather presenter, Sam Mac on Tuesday, 26 October 2021. Sunrise broadcast live from Bannisters Port Stephens which included a cooking segment with Bannisters Chef, Oakvale Wildlife Park were onsite with a Koala, showcased a pre-recording of a dolphin cruise and Sam on a camel on a beach nearby Bannisters.
- **The Travel on 22 January 2022** – Australia: Get Psyched About these Trending Domestic Destinations – Port Stephens ranked 4th.
- **Tourism Sentiment Index:** The 100 most loved travel destinations around the world, ranked by consumer sentiment for 2021 has Port Stephens ranked at 22 – up there with the world's best.
- **Australian Traveller** – Magazine article and online content – Australia's greatest attractions you can't find anywhere else – Stockton Sand Dunes in the Worimi Conservation Lands was featured alongside The Great Barrier Reef and Uluru.
- **Today Show** – segment with Quentin Long of Australia Traveller – National coverage on 4 February 2022. Featured Stockton Sand Dunes – quad bike, ride a camel or horse, sand

boarding and Tin City, Port Stephens Koala Sanctuary and Fingal Bay with visual on Must Do in Port Stephens

Other media coverage in 2021-22 included Good Weekend Magazine, Sydney Morning Herald Traveller, Hunter Hunter, Out and About with Kids, Coast Magazine and Fishing Australia.

MEMBERSHIP

At the end of June 2022, there was 201 financial members of Destination Port Stephens which has remained steady on the year prior.

Membership fees remained at a flat fee of \$200 plus GST in 2021/22 and to support industry recover from the impacts of COVID-19 lockdowns in the second half of 2021, membership fees were invoiced in January 2022.

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

A member survey was undertaken in March to gain input from members on the organisation's strategic priorities for 2022-25 as well as to gain feedback on DPS membership benefits and satisfaction. The survey indicated that over 87% would recommend Destination Port Stephens.

DPS produced an annual Membership Prospectus as well as a Members Resource Guide to assist industry to take advantage of opportunities and resources that are available to develop and promote their business including, tourist signposting, research and insights and promotion via visitnsw.com and social media.

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 2021/22, DPS continued to refresh the consumer website to reflect the "Incredible by Nature" brand and to showcase our incredible experiences. New itineraries were developed to promote the Hinterland and Karuah River neighbourhoods via our digital and social channels.

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.

In 2021/22, due the lockdown in Greater Sydney (July to November 2021) as well as January to June 2022 marking the wettest period in 164 years of records, our website users decreased by 21%, with an average of over 25,000 users per month resulting in:

- 1.2 million page views – down 21%
- Online bookings decreased by 33%
- Online booking revenue decreased by 28%

At the same time international borders were closed until February 2022 resulting in a significant decline in international users.

The Port Stephens Facebook page followers increased by 5% (35,000) and Instagram followers increased by 8% (22,000).

Our Facebook posts increased by 41%, impressions by 108% (4.9 million) and engagement 26% (138,000) and link clicks by 82% (25,755). DPS also invested in monthly boosted posts which has contributed to this growth.

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 2021/22, many events were postponed including Love Sea Food due to lockdowns in Greater Sydney from July to November 2021. DPS promoted a range of events via digital, social media, PR and marketing channels as listed below.

FEB 2022

NSW Game Fishing Association Interclub Fishing Tournament
NSW Game Fishing Association Billfish Shootout
Peter Wilson Touch Football
Port Stephens Surf Pro

APRIL

Trailer Boat Fishing Tournament
Australian Open Frisbee Championships
Port Stephens Ingenia Surf Festival

MAY

Port Stephens Ingenia Surf Festival
Sail Port Stephens
Step Back into King Street Festival
2022 National Outrigger Championships
Port Stephens Triathlon

INTERNATIONAL

In 2021/22, international visitation was impacted by the global pandemic until international borders opened to tourists from February 2022.

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. DPS continued international engagement via online workshops and once announced that international borders were opening has been actively working with international travel trade to develop packages and itineraries to promote Port Stephens in campaigns in markets including Singapore, United Kingdom, South Korea and New Zealand. Many of the packages being promoted feature two nights in Port Stephens which will have an impact on the average spend from international visitors in the region.

Port Stephens is seeing a return of international visitors which is growing month-on-month however it is envisaged that it will take some time to return to pre-pandemic visitation.

Key activities included:

- Attended Australian Tourism Exchange (ATE) in May 2022 meeting with international buyers and at ATE live and from 15-18 May and online from 24-26 May 2022.
- DPS worked with Destination NSW and local operators to host six famil visits for 2-3 nights pre or post ATE for 53 international buyers in Port Stephens. These famils included USA luxe agents as well as agents from France, New Zealand, Denmark, Singapore, India, Malaysia, Indonesia, South Korea and Japan.
- Hosted an international media group, in partnership with Destination NSW, to visit Port Stephens from 17-19 May 2022 from New Zealand, USA, Canada and India.
- Southern World in the USA, selling high end unique journeys, featured Port Stephens in an EDM sent out to travel agents across the USA.
- To support a new campaign targeting the Honeymoon market in Singapore, Chan Brothers worked with DPS for two leading radio DJs from high rating radio stations in Singapore to visit in June 2022 and broadcast live and post on social media from seven tourist attractions/tours in Port Stephens.
- Hosted an overnight Korean Air famil in partnership with Destination NSW for 14 high end agents from South Korea.
- Media visit by Stuff New Zealand in May 2022 to develop highly visual and quirky content to feature in editorial and NSW travel guides to promote to the Stuff audience in partnership with Destination NSW.

BUSINESS EVENTS

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

In 2021-22, due to COVID-19, the business events market continued to be impacted. DPS responded to multiple enquiries from professional conference organisers, associations, government, and private companies valued at more than \$400,000. With Greater Sydney lockdowns in the second half of 2021, many conferences were postponed and therefore only two leads were converted valued at over \$100,000.

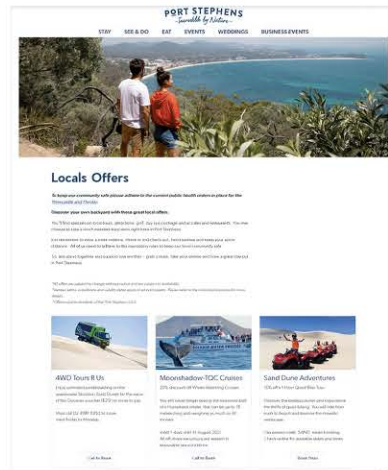
DPS attended the first Get Local Trade Event held over two days, 16-17 February 2022, in Sydney to promote Port Stephens. This was the first in person business event exhibition held in Australia for almost two years. There were 150 exhibitors and approx. 500 buyers who attended the event and Port Stephens was represented by DPS, Moonshadow-TQC Cruises and the Nelson Bay Golf Club. DPS secured a number of leads for business events and incentives for the region.

DPS secured 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 which is being implemented from July-November 2022.

Domestic Campaigns

Local and Regional NSW Campaign - July - August 2021

Discover your own backyard – targeting locals during Greater Sydney Lockdown



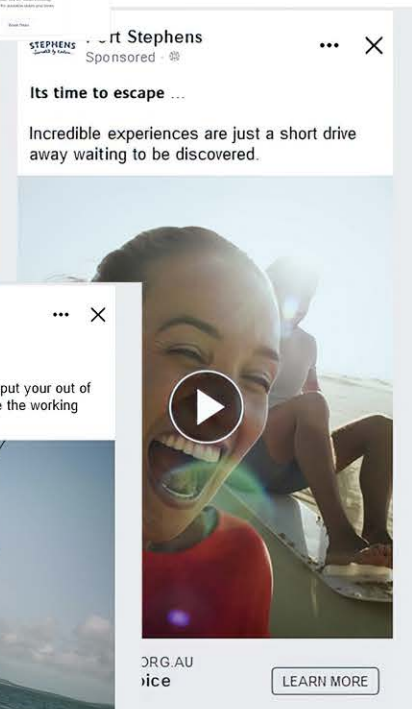
Spring / Summer 2021 Campaign



Out and About with Kids



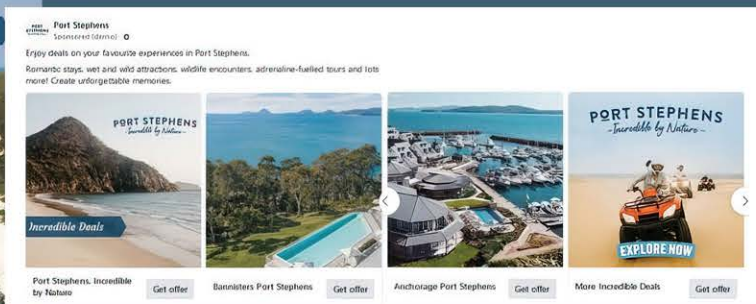
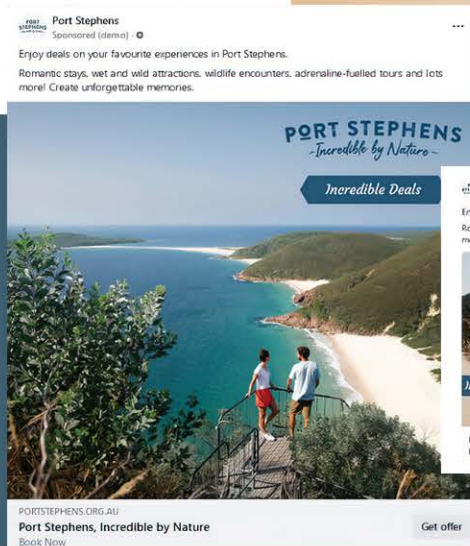
Digital



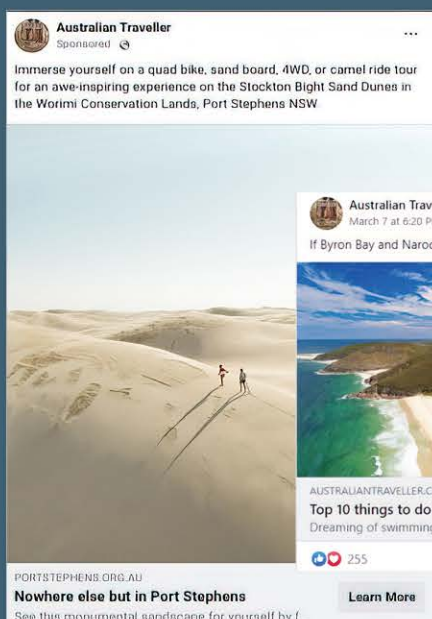
Digital / Social

Autumn Campaign

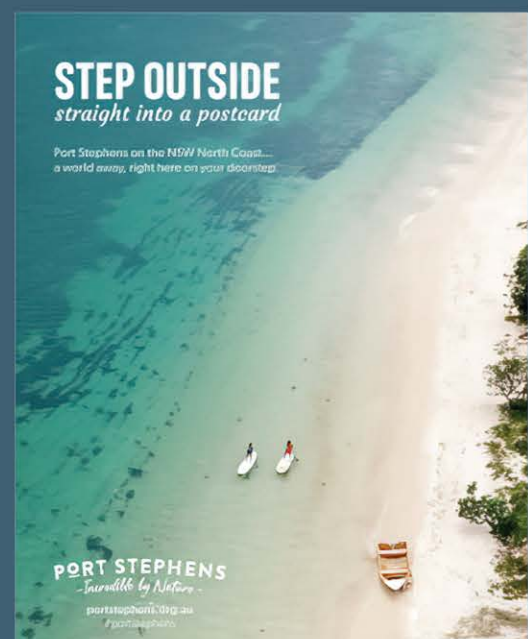
Outdoor advertising



Digital / social advertising



Australian Traveller Magazine



International

TRAVELBAG DESTINATIONS TOURS HOLIDAY TRIPS OFFERS WHY TRAVELBAG? Call on 0800 3944 4344

HOLIDAYS TO NEW SOUTH WALES

Things to do

RECENT Explore 1,200 miles of coastline, home to unspoiled beaches and surf spots

ACTIVITIES Check the Sydney Harbour Bridge, enjoy water tubing and enjoy watching the city

TRAVEL Discover the Blue Mountains, national parks and Australia's highest mountain Mount Kosciuszko

Home > Holidays > Australia > New South Wales

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New South Wales is an amazing state with a rich history and a beautiful coastline. It's a state that offers everything you could want in a holiday destination. From the Sydney Harbour Bridge to the Blue Mountains, there's something for everyone. And with our easy-to-use website, you can plan your trip in minutes. So why wait? Book your trip today and discover the beauty of New South Wales.

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Port Stephens

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*Incl. taxes, terms apply.

CHAN BROTHERS 50th Anniversary

Destination e.g. Europe

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2022 HOLIDAYS LONG HAUL EUROPE ASIA E-BROCHURES FAQ

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Sale period: Now till 31 Dec 2022

Travel period: Mar - Dec 2022

SGD 2688

Itinerary Room Type Check Availability

HIGHLIGHTS

Download Itinerary

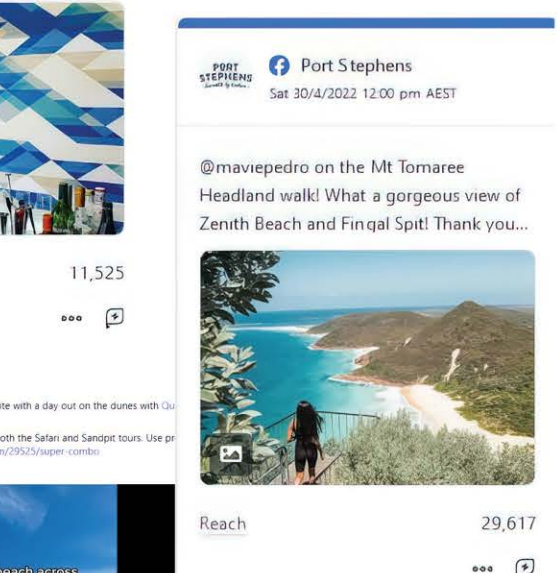
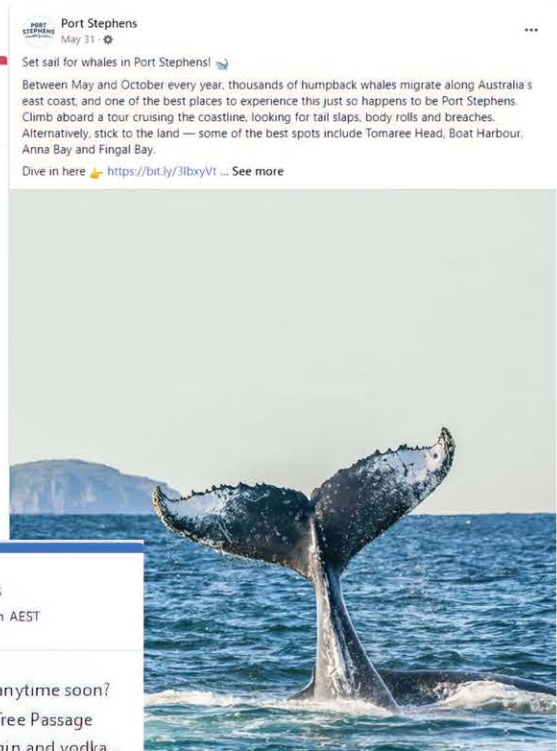
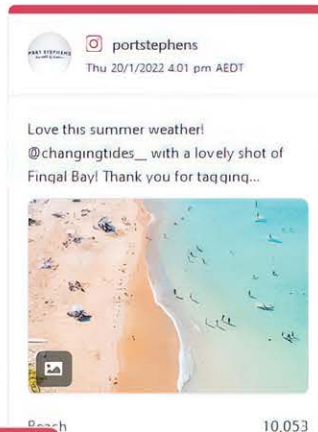
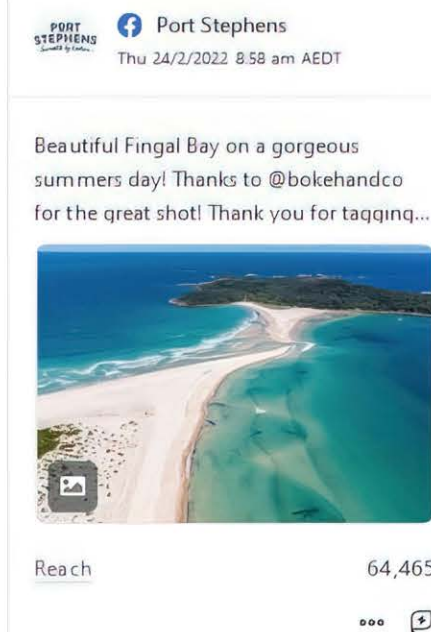
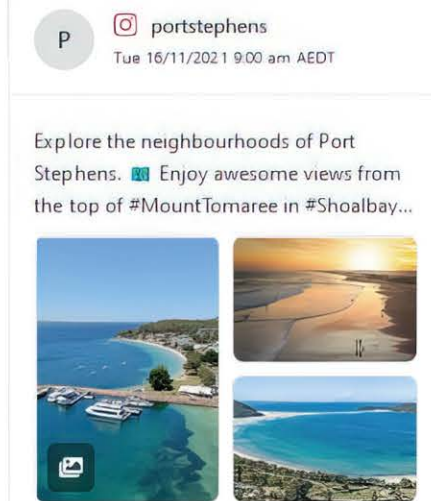
Brand New

Sydney Care & Easy Concept Tour

Introducing our new concept tour series combining the best of package tour & free & easy holiday into a modern travel

Chan Brothers Singapore

Social Media



Publicity



Port Stephens Koala Sanctuary, NSW



THE POPULARITY OF GLAMPING continues to grow as holidaymakers trade up from traditional camping thanks to the allure of triple-digit thermal coconuts, coffee makers and outdoor hot tubs. But the inclusions at the glamping tents at Port Stephens Koala Sanctuary (portstephenskoalasaustralia.com.au) are completely extra. The working wildlife sanctuary, located in bushland on the edge of One Mile Beach and Woomi Conservation Lands, sits on the NSW North Coast, a fully equipped animal hospital, a collection of impressively cute manurepiles and now a clutch of generously appointed four-star canvas safari tents. Check in takes place at the reception front office, and then it's a short stroll (or a quick golf cart trip) to your Deluxe Glamping tent. The wide covered deck looks out towards the Newcastle Airport SKYwalk and viewing platform (more on that later), while inside the layout is generous and well appointed: king bed, en suite bathroom, Smart TV and a kitchenette with inclusive snacks, drinks and the fixings for breakfast. As the day draws to a close, silence descends and the darkness is absolute. Gussied up in bed I listen out for the koala chatter one of

the staff said I might hear but sleep takes over. I wake on dawnward of glamping here on the early morning breakfast resident koalas, who are too so be returned to the wild. It's on to the SKYwalk, a 225-metre pathway to watch along with such of the resident koalas rec breakfast (leaves are brought in areas the koalas previously in medical treatments from a ha volunteers and staff. I linger a viewing platform before head tent for breakfast. Reluctant to memory of my fluffy neighbour, indeed cut through the gift of the fat Possum Cafe to take (stuffed) koala of my own. *Lo*

Australian Traveller is the pre- press of the Koala Sanctuary's Clarence and SES Maroon see help at portstephenskoalasaustralia.com

65



JAMALA WILDLIFE LODGE, CANBERRA, ACT

LUXURY LODGE EXPERIENCES are often associated with loved-up couples and joint spa treatments, but in the case of Jamala Wildlife Lodge (jamalawildlodelodge.com.au), it's a chance to see a koala in the wild.

Australian Traveller Spring 2021 edition – featured Port Stephens Koala Sanctuary in 100 unique stays

Out & About with Kids



DANIELLE LUCAS and her children discover a nature lover's paradise in Port Stephens

WILDLIFE WONDERLAND

I grow up into lush greenery, the sun gently filtering through the forest canopy. I'm in the wild, but I'm not alone. I'm surrounded by the sounds of nature, the rustle of leaves, the chirp of birds, the splash of water. I'm in the wild, but I'm not alone. I'm surrounded by the sounds of nature, the rustle of leaves, the chirp of birds, the splash of water. I'm in the wild, but I'm not alone. I'm surrounded by the sounds of nature, the rustle of leaves, the chirp of birds, the splash of water.



Caroline and Brooke Breen swimming with dolphins at the Port Stephens Wildlife Sanctuary



Dolphins in Port Stephens

Lois made "it's such a calm, tranquil place". She left writing. We had to check out before the 10am deadline for the next part of our adventure with the dolphins. It's a pity, as we had the chance to see the dolphins in the wild, but it was a great experience. We had to check out before the 10am deadline for the next part of our adventure with the dolphins. It's a pity, as we had the chance to see the dolphins in the wild, but it was a great experience.

A baby dolphin leaps in the air, its body arched in a graceful curve. It's a beautiful sight, and it's a reminder of the beauty of nature. A baby dolphin leaps in the air, its body arched in a graceful curve. It's a beautiful sight, and it's a reminder of the beauty of nature.



Woolshed Taps Tonic & Cider, Port Stephens

The wildlife theme of our day continues with a visit to the Port Stephens Wildlife Sanctuary. We have a chance to see the dolphins in the wild, and it's a great experience. We have a chance to see the dolphins in the wild, and it's a great experience.

36 HOURS IN ...

PORT STEPHENS

36 hours in... PORT STEPHENS

WORDS JENNIFER ENHORN

A KLETHORA OF OUTDOOR ACTIVITIES HAS LONG MADE PORT STEPHENS A FAVOURITE HOLIDAY DESTINATION OF CENTRAL COAST RESIDENTS. LESS THAN TWO HOURS' DRIVE NORTH, IT'S A GREAT CHOICE FOR FAMILIES SEEKING AN EASY AND FUN STAYCATION.

Day One

10am Hit the highway post-breakfast and head straight for it. About 10 minutes in Nelson Bay to start your family getaway with a wildlife cruise. **Moonshadow-TOC Cruises** has a handful of various sized vessels and run great dolphin-watching trips year-round. From autumn, you can also catch the whale-watching season (May to November), as the humpbacks head to warmer waters to give birth and mate, then return with the calves to their colder feeding grounds. I was most impressed with the captain's commentary – the perfect mix between educational and humorous. If you're travelling with small children, pack plenty of games and snacks.

moonshadow-tpc.com.au

11am Back at the dock, landlubbers will be ready to refuel, and one of the best cafes in Port Stephens is just up the hill. **The Little Nell** serves sophisticated, contemporary fare such as king prawn & quinoa crab maitreie pasta (\$36) and sticky pork belly tacos (\$21). The service is quick and friendly, and the patio is perfect for a sunny spring dining.

littlenell.com.au

130pm Squeeze in some shopping in Nelson Bay. As the marina, you'll find the **Artisan Collective** gallery. It's home to works by local artists, with pieces ranging from funky jewellery to glass sculptures and paintings. In the village proper there's a mix of souvenir and boutique shops, with the coastal-themed Homebody and The Home Interiors two favourites.

artisancollective.com.au

3pm It's then time to hit the beach but we're not taking about swimming. Make your way to Brindle Point to meet **4WD Tours 4U**. These guys know how to have fun, and a highlight of any family holiday to Port Stephens is sandboarding on Stockton Beach. The dunes run up to 50 metres and you'll be squealing as you ride toboggan like boards down one. You can also go on a tour to famous Tin City with its off-grid squatters' shacks that spring up during the Depression. There are a couple of permanent residents so the most respectful way to take a visit is with a trusted guide. (The Tin City tour is side dependent, while sandboarding hours depart between 10am and 3.30pm.)

4wdtours4u.com.au



4wdtours4u.com.au



4wdtours4u.com.au

530pm After a big day of adventure, check into one of Port Stephens' hottest hotels, **Bannister at Soldiers Point**. From the same company that did the beloved Mooloolah properties, this version is a little more laid-back but still has the sophistication people have come to expect from the brand. There's a Rick Stein restaurant worth looking a table at, as well as a lounge bar with light bites and killer cocktails and the casual Cheeky Dog bites for young families. The service at Cheeky Dog is especially friendly, while breakfast at Rick Stein's is a nice way to kick off a day back in the fourth floor for great views across the Bay.



bannister.com.au

Day Two **10am** Berry pancakes or eggs on sourdough is the perfect way to start day two in Bannister. After a lay-in and leisurely breakfast, make your way to **Oakvale Wildlife Park** at Salt Ash. If you're travelling with a young child, this is somewhere you don't want to skip. Set on 10 hectares of bushland, the park is home to goats, lambs, pigs, horses, kangaroos, emus, reptiles and more. Time your visit for the 1am feeding of the farm animals, when visitors give bottles of milk to the littlest animals. You can also sign up for an intimate koala encounter where you're allowed hands-on with the koala enclosure to pet the fluffy marsupial.

oakvalewildlife.com.au

56 HOURS IN ... PORT STEPHENS

PORT STEPHENS

56 hours in... PORT STEPHENS

3pm Keeping with the morning's animal theme, head back into Anna Bay to **brukenzi's Shark & Ray Encounters**. Having reduced last year, the new centre offers a more streamlined experience in a brighter, outdoor facility. Kids and ocean lovers will relish the opportunity to feed and pet the rays and sharks in a large lagoon, and you can even hop in the water if you fancy a slippery 'hug'.

sharkencounters.com.au

6pm Round out your visit to Port Stephens with an early dinner at one of its finest restaurants, **Little Beach Boathouse**. Jutting out over its namesake beach, the restaurant specialises in modern Australian cuisine. Think dishes such as braised mustard Atlantic Salmon (\$44) and liquid-ink spaghetti (\$44). If you want to arrive earlier, there's a bar downstairs with a nice range of wine, beer, cider and cocktails. It's the perfect way to end a visit to our northern neighbours.

littlebeachboathouse.com.au



littlebeachboathouse.com.au



littlebeachboathouse.com.au

7pm With the kids satisfied, spoil yourself with lunch at **The Popen's**, on the water at Lemon Tree Passage. Off-the-radar, this place is a local 'secret' with a restaurant menu. Seafood is dominant: scallops, abalone, kingfish, salmon and barramundi. After lunch, pop into **Lemon Tree Passage Distilling**, where you can enjoy a tasting cup or a cocktail of gin crafted from local and native botanicals (open Thurs-Sun).

thepopens.com.au

Coast Magazine – December 2021

06

Director's Report Port Stephens Tourism Limited for the year ended 30 June 2022

The directors report of Port Stephens Tourism Limited submit herewith the annual report of the company for the year ended 30 June 2022. 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:

Sarah Smith (Chairperson)	Janelle Gardner	Steven Peart
Frank Future (Treasurer)	Melissa Turner	Andrew Smith
Leanne Sansom	David Brown	Matthew Borger
Michelle Wilkinson-Beards	Leah Anderson	Andrew Macdonald

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
Sarah Smith

Dated: 4/10/2022



Director
Frank Future

Dated: 4/10/2022

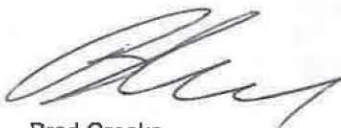
07

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 2022 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
Director

Dated: 4/10/22

08

Profit & Loss

Port Stephens Tourism Limited
for the year ended 30 June 2022

	30 JUNE 22	30 JUNE 21
DIRECT INCOME		
Council Investment	405,335	525,000
Grant Income	7,500	10,220
Membership	36,811	41,681
Marketing	45,921	-
Partnership	13,240	37,638
Visitors Guide	-	111,752
LESS DIRECT COSTS		
Grant Expenses	-	(10,220)
Marketing	(249,967)	(312,015)
Membership Costs	(6,535)	(300)
Partnership Costs	(967)	(2,572)
GROSS PROFIT	251,339	401,185
OTHER INCOME		
Rent	10,366	9,860
Interest	31	25
ATO Covid 19 Stimulus	-	54,867
Service NSW	43,480	-
OPERATING EXPENSES		
Accounting/Professional Fees	16,536	11,808
Bad Debts	4	-
Bank Fees	505	541
Contractors	1,000	-
Employee Entitlements	10,884	(1,090)
Famil Expense	294	-
General Expense	(209)	68
Insurance	4,532	4,869
Membership and Subscriptions	4,643	3,041
Training	740	-
Membership Communications	1,089	4,488
Office Supplies & Cleaning	3,056	4,230
Plant & Equipment	8,396	13,199
Postage	706	386
Rent and Outgoings	38,513	40,654
Research/Stats	1,200	3,055
Superannuation	18,578	23,124
Telephone and Internet	5,240	5,740
Wages & Salaries	218,649	253,408
TOTAL OPERATING EXPENSES	334,355	367,521
NET OPERATING PROFIT/(LOSS)	(29,138)	98,416

09

Balance Sheet

Port Stephens Tourism Limited

as at 30 June 2022

	30 JUNE 22	30 JUNE 21
ASSETS		
CURRENT ASSETS		
Cash and Cash Equivalents	259,099	305,766
Trade Debtors	34,686	7,775
Patents & Trademarks	1,200	1,200
TOTAL CURRENT ASSETS	294,986	314,741
TOTAL ASSETS	294,986	314,741
LIABILITIES		
CURRENT LIABILITIES		
Credit Card Payable	6,454	3,191
GST	(4,715)	(12,196)
PAYG Liability	3,614	12,422
Provision for Annual Leave	17,248	17,005
Provision for Long Service Leave	14,018	-
Superannuation Liability	-	12,187
Trade Creditors	8,631	837
TOTAL CURRENT LIABILITIES	45,249	33,446
NON CURRENT LIABILITIES		
Sail Port Stephens	48,679	51,099
TOTAL CURRENT LIABILITIES	48,679	51,099
TOTAL LIABILITIES	93,928	84,545
NET ASSETS	201,058	230,196
EQUITY		
Current Year Earnings	(29,138)	98,416
Retained Earnings	230,196	131,780
TOTAL EQUITY	201,058	230,196

10

Statement of Changes in Equity

Port Stephens Tourism Limited

for the year ended 30 June 2022

	RETAINED EARNINGS	TOTAL
	\$	\$
BALANCE AT 1 JULY 2020	131,780	131,780
Profit (loss) attributable to the members of the company	98,416	98,416
BALANCE AT 30 JUNE 2021	230,196	230,196
BALANCE AT 1 JULY 2021	230,196	230,196
COMPREHENSIVE INCOME		
Profit (loss) attributable to the members of the company	(29,138)	(29,138)
BALANCE AT 30 JUNE 2022	201,058	201,058

11

Statement of Cashflows

Port Stephens Tourism Limited

for the year ended 30 June 2022

	30 JUNE 22	30 JUNE 21
	\$	\$
CASH FLOW FROM OPERATING ACTIVITIES		
Receipts from customers	559,689	809,833
Payments to suppliers and employees	(606,386)	(682,944)
Interest received	31	25
Net cash provided by (used in) operating activities	(46,667)	126,914
CASH FLOW FROM INVESTING ACTIVITIES		
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	(46,667)	126,914
Cash and cash equivalents at beginning of financial year	305,766	178,852
Cash and cash equivalents at end of financial year	259,099	305,766

12

Notes to the financial statements Port Stephens Tourism Limited for the year ended 30 June 2022

STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

1A BASIS OF PREPARATION

This financial report has been prepared under Australian Accounting Standards - Simplified Disclosures, other authoritative pronouncements of the Australian Accounting Standards Board and the Corporations Act 2001.

The prior year financial report was prepared in accordance with Special Purpose Financials. The transition from the previous financial reporting framework to Australian Accounting Standards - Simplified Disclosures has not affected the Company's reported financial position, financial performance and cash flows.

This financial report complies with AASB 1060 - Simplified Disclosures for Not-for Profit Tier 2 Entities as issued by the Australian Accounting Standards Board (AASB).

The financial report has been prepared on an accruals basis and is based on historical costs, except for assets held for sale which have been measured at fair value. The financial report is presented in Australian Dollars.

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.

13

Directors Declaration Port Stephens Tourism Limited

ABN: 96 080 458 733

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 2022 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
Sarah Smith

Dated: 4/10/2022



Director
Frank Future

Dated: 4/10/2022

14

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

KELLY+PARTNERS | Addison Partners CHARTERED ACCOUNTANTS

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 2022, 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 2022 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.

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.

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



Brad Crooks
Director

Dated: 4/10/22

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Financial Members 2021-22

- 2 Brother's Indian Restaurant
- 2 Dogs Cottages
- 4WD Tag-Along & Passenger Tours
- 4WD Tours R Us
- Aerologistics Helicopters
- Aimee's at Anna Bay
- Airkeeper
- Amarna Luxury Beach Resort
- Anchorage Marina
- Anglerz Corner
- Angophora Paddock Pty Ltd
- AquaMarine Adventures
- Artisan Collective
- Australian Reptile Park
- Balloon Aloft
- Bannisters Port Stephens
- Bay Escapes
- Bay Ferry Tours Pty Ltd
- Bay FM Port Stephens
- Bay Helicopters
- Bay Living
- Bay Sailing Centre
- Bay Scoot and Wheels
- Bay Speed Boat Adventures
- Bays Holiday Park
- Beaches Serviced Apartments
- Bella Kate Luxury Picnics
- Big4 Ingenia Holidays Soldiers Point
- Big4 Karuah Jetty
- Bill Knaggs Real Estate
- Birubi Beach Holiday Park
- Blue Water Sailing
- Blueys Nelson Bay
- Boab Boat Hire Port Stephens
- Boomerang Bikes
- Broughtons at the Bay
- Business Port Stephens
- Calypso Fishing Adventures
- Central Motel Nelson Bay
- Cookabarra Restaurant & Function Centre
- Lets Go Adventures
- Coastal Kids
- Colonial Terrace Motor Inn
- Colorfast
- Cote D Azur Resort
- Crest Birubi Beach
- d'Albora Marinas
- David Grahams Golf Complex
- Dolphin Swim Australia P/L
- Driving Miss Daisy Nelson Bay
- Econetwork Port Stephens
- Escape Kite Surfing
- Escape Trekking Adventures
- Feet First Dive
- Fighter World Inc
- Fingal Bay Bowls, Sports & Rec Club
- Fingal Bay Holiday Park
- Fingal Twilight Markets
- Fish Port Stephens Estuary Charters
- Florent Vidal Photography
- Fly Pelican
- Go Karts Go
- Haddad Baker
- Halifax Holiday Park
- Hawaiian Heart Massage Therapy
- Heaven Gardens
- Heavenly Tours
- Hellfire Paintball
- Holberts Oyster Supplies
- Holiday in the Bay
- Holiday Rental Specialists
- Horizons Golf Resort
- Hotel Nelson
- Hunter Region Botanic Gardens Ltd
- Ilanga Nelson Bay
- Imagine Cruises
- Ingenia Holidays Middle Rock
- Ingenia Holidays One Mile Beach
- Irukandji Shark & Ray Encounters
- Island Leisure Village
- KFC Salamander Bay
- Kin Cafe and Bar
- Koala Shores Port Stephens Holiday Park
- Lazy Paddles
- Leah Anderson and Associates
- Lemon Tree Passage Distilling
- Lil Buddha
- Lime Mexican
- Links Motel - Fern Bay Motel
- Little Beach Boathouse
- LJ Hooker Nelson Bay
- Mantra Nelson Bay
- Marina Resort

- Medowie Macadamias
- Medowie Social
- Melaleuca Surfside Backpackers
- Mercure Newcastle Airport
- Moonshadow-TQC Cruises
- Murray's Brewery & Port Stephens Winery
- Nelson Bay Bowling & Recreation Club Ltd
- Nelson Bay Cinema
- Nelson Bay Fish Markets
- Nelson Bay Fishermen's Wharf Seafoods
- Nelson Bay Golf Club
- Nelson Bay Health Foods
- Nelson Bay Locksmith
- Nelson Bay Taxis
- Nelson Palms Motel
- Nelson Plaza Clinic
- Nelson Towers Motel
- New Leaf Cosmetic
- 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
- One Mile B & B
- By the Beach Getaways
- Pacific Dunes Golf Course
- Paradise Signs
- Pizazz Boutique
- Port Stephens 4WD Tours
- Port Stephens Beach Fishing Safaris
- Port Stephens Caravan & Camper
- Port Stephens Coaches
- Port Stephens Community Arts Centre
- Port Stephens Examiner
- Port Stephens Great Lakes Marine Park
- Port Stephens Holiday Rentals
- Port Stephens Koala Sanctuary
- Port Stephens Packaging
- Port Stephens Paddlesports
- Port Stephens Self Storage
- Port Stephens Shell Museum
- Port Stephens Surf School
- Port to Plate
- Quad Bike King Pty Ltd
- Ramada Resort Shoal Bay
- Rotary Club of Nelson Bay Inc
- Sahara Trails Horse Riding
- Salamander Bay Recycling
- Salamander Bay Square
- Salamander Village Florist
- Saltwater Restaurant
- Salty Pilgrims Freediving
- Samurai Beach Bungalows
- Sand Dune Adventures
- Sand Dune Safaris
- Seabreeze Hotel
- Seaside Holiday Resort
- Sharkys Pizza Shack
- Shoal Bay Bike Hire
- Shoal Bay Country Club Hotel
- Shoal Bay Holiday Park
- Shoal Bay SUP
- Soldiers Point Bowling Club
- Soldiers Point Marina
- Spirited Play Cafe
- Stay Port Stephens
- Sunset + Vine at Wonganella
- Taj Tandoori Indian Restaurant
- Talk Agency
- Tanilba Bay Golf Club
- Tanilba House
- Taylored Ceremonies & Life Celebrations
- The Anchorage Port Stephens
- The Bay Butler - Port Stephens
- The Bouys at the Bay
- The Deck Cafe Restaurant
- The Landmark Nelson Bay
- The Lolly Bug
- The Nelson Way
- 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 Wellness Path
- The Wood Oven
- Thou Walla Sunset Retreat
- Tilligerry Habitat
- Tilligerry RSL Sports Club Ltd
- Tinnys Butterfly House and Underwater Cafe
- Toboggan Hill Park
- 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
- Winnings Holidays
- Zone Out Arcade



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