

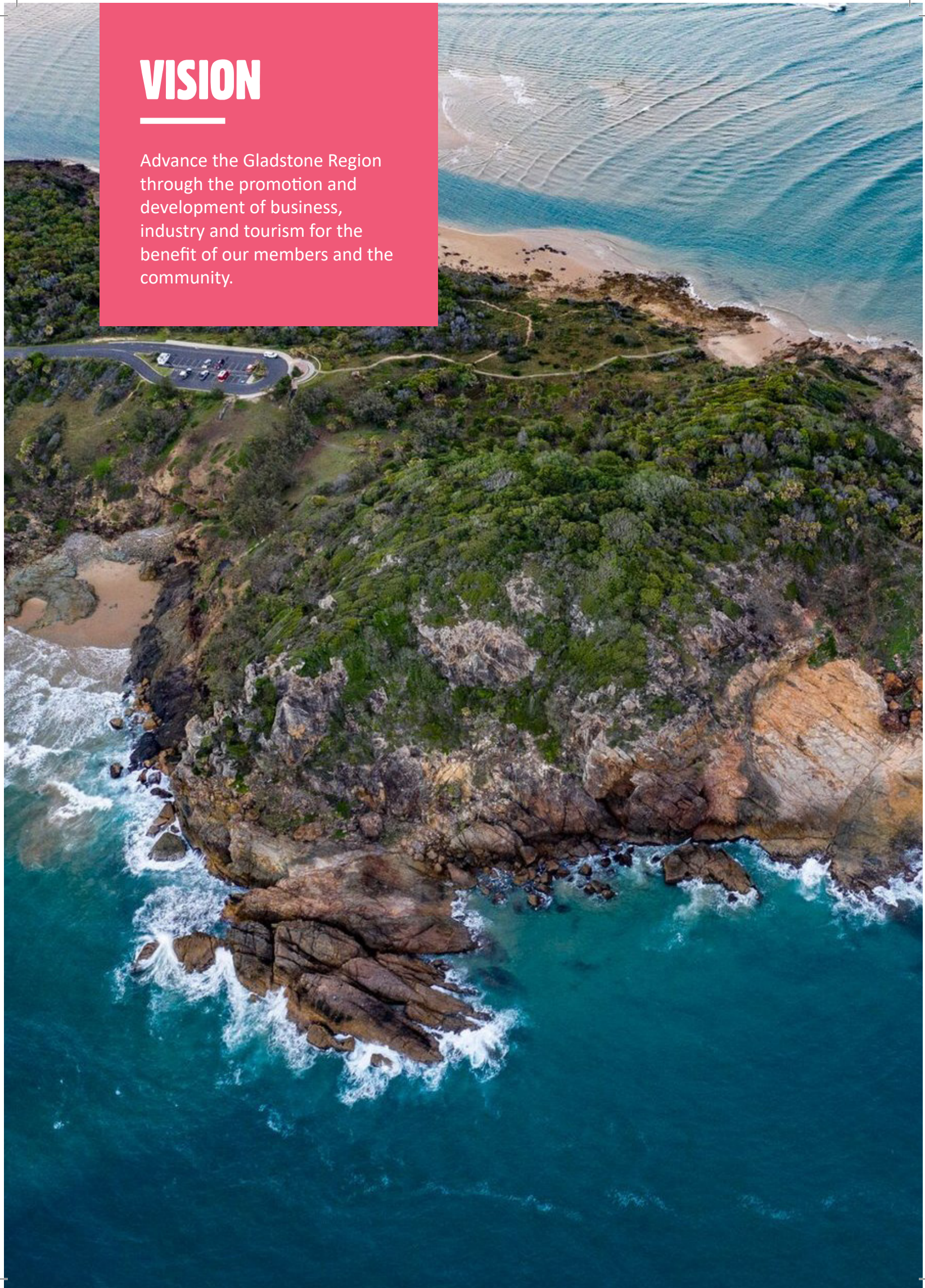


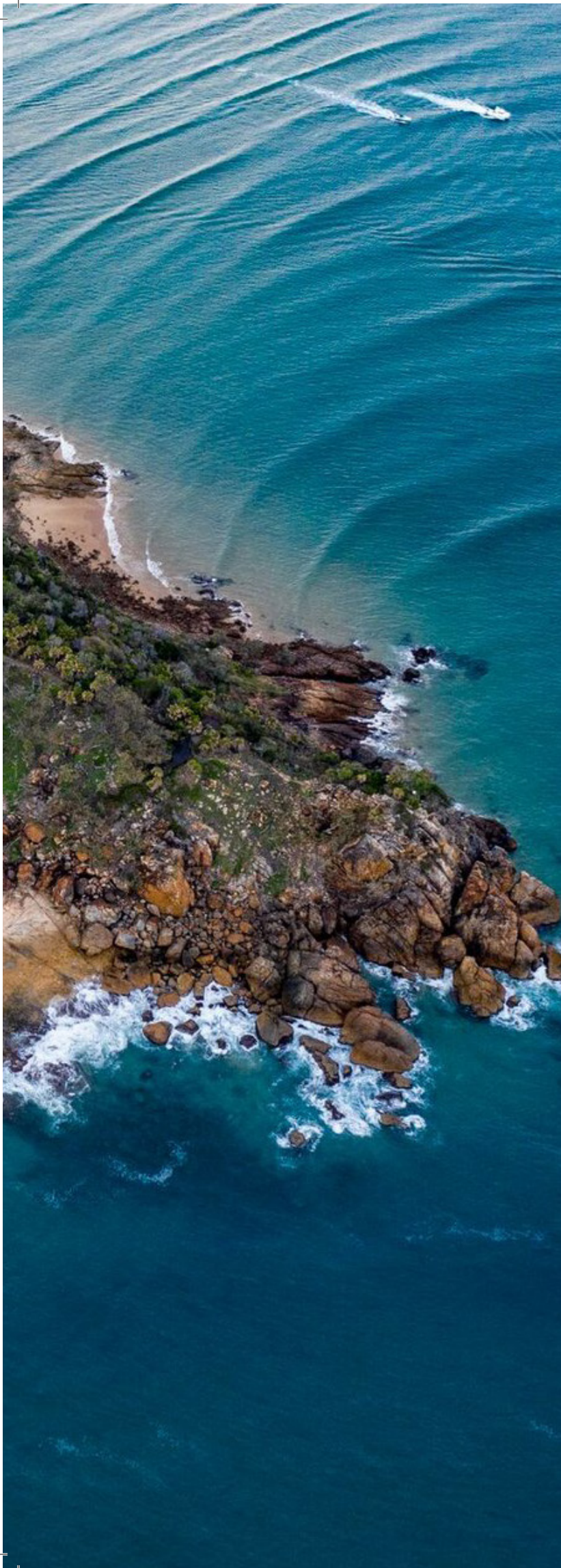
ANNUAL REPORT

2018-2019

VISION

Advance the Gladstone Region through the promotion and development of business, industry and tourism for the benefit of our members and the community.





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PRIORITIES

1

TOURISM

Firmly establish the Gladstone Region as part of the Southern Great Barrier Reef, as a destination for easy enjoyment of reef, beach, bush and adventure experiences.

2

COMMUNICATION

To focus on adding value to the Gladstone Region community and relevance to partners and members.

3

ACT COMMERCIALY

To ensure GAPDL remains sustainable.

4

EVENTS

Establish the Gladstone Region as a recognised destination in the M.I.C.E market, incorporating a strong events program.

5

ECONOMIC DEVELOPMENT

To continue to promote the Gladstone Region as a place to invest and develop SME.



GAPDL CORPORATE PARTNERS





A MESSAGE FROM OUR CHAIR

It is with pleasure that I write my report as Chair of Gladstone Area Promotion & Development Limited (GAPDL), a not for profit member and partnership-based organisation.

GAPDL promotes, markets and delivers a wide range of strategies, projects, community programs and services to the greater Gladstone region.

Our Visitor Information Centers (VICs) located in Gladstone, Agnes Water and Miriam Vale (hub) proudly operate 363 days a year, staffed by our amazing volunteers. We receive Local, Interstate and Overseas visitors who drop into our VICs and leave with plenty of options of what's to do/visit around our Region and always delivered with a smile and expertise from our volunteers.

The past year has been a busy one for GAPDL, we have seen an increase in the number and size of the Cruise Ship companies booking into the Gladstone Port with both locals and cruise passengers enjoying the award-winning Feast on East markets.

In 2018/19 8 Cruise Ships visited our region, with an approximate total of 15,000 passengers, equating to \$4.46 Million in passenger expenditure.

We hosted the Sunrise Weather Broadcast to Heron Island and the exciting launch of ScUBER to Heron Island along with completing new guides on Kroombit Tops 4WD and The Gladstone Region Wedding Guide.

Our Communities for Children (CfC) continued to engage with the community supporting many programs to assist those in need, in particular the 0-12-year age bracket. The small team work extremely hard to improve our community where needed.

Our Gladstone Region.info received 110,000 unique visitors with record numbers of visitors to the Southern Great Barrier Reef (SGBR) recorded.

This year has been a busy one for the GAPDL Team and the volunteer board of Directors, I sincerely thank them all for their loyalty and commitment to the sustainability of GAPDL.

I also acknowledge the passion and commitment of our past CEO Darryl Branthwaite, Darryl managed to complete some phenomenal work during his tenure and always put both GAPDL and the Region first. July 2019 saw the commencement of Mr Gus Stedman into the role of CEO, he has hit the ground running.

Our Region is one of diversity bringing together Industry, Tourism and the Community working together in harmony, a rare and precious commodity which we all value and makes the Gladstone Region truly unique.

I acknowledge the volunteer board – Brent Jordison Deputy Chair, Terry Purcell Secretary, Helen McGregor Treasurer, Mark Spearing, Rick Hansen, Jeff Moodie and Rowen Winsor and thank them for their service to GAPDL.

Financial sustainability as a NFP business is challenging, we rely on memberships, partnerships, strong board decisions, experienced personnel and following strong governance and financial principals. I acknowledge our Treasurer for her keen accounting eye and good fiscal management.

GAPDL is committed to work to our strategic plan along with growing our business offering both Tourism and support to our region.

I again thank our loyal GAPDL Directors, CEO, staff and volunteers, corporations and our wonderful community for their continued and valued support.

Leigh Zimmerlie

Chairperson



A MESSAGE FROM OUR CEO

2018/19 financial year for us as a region is certainly one to remember with many projects which had been developed in 2017/18 now starting to show results.

The 12 information signs we partnered with GRC to install across the region have had regular visitation and positive feedback influencing many to explore our region.

We were positioned at rest areas such as Gin Gin, Granite Creek, Benaraby, Historical Village, Mt Larcom, as well as Nagoorin, Baffle Creek/Wartburg, 1770, Bray Park Boyne Island and the Esplanade at Tannum Sands. All of these places are where people gather and inspire visitors to explore other parts or experiences close by.

The work with TMR to have tourism highway signage took a couple of years but resulted in 48 signs being installed across the region bringing our tourism signage into this century.

The SGBR visitor guide was created to connect the three regions together and be cost neutral, which it almost was, but this latest release called the SGBR Holiday Planner has more content and more participation by our Gladstone region operators and members than ever before.

We have rewritten the 4wd guide to the Kroombit tops National park from Agnes or Gladstone plus created video content partnering with Dean Miller and Campr to drive visitation to the Boyne Valley including Ubobo Country Music Campout, Kroombit Tops and Glassford Creek Chimneys.

Also our fishing strategy has seen the refresh of the Gladstone Region Fishing brochure as well as engaging with

- Back 2 Basics for the island camping and fishing on Northwest Island
- Club Marine
- Campr
- Outside Edge Adventures

Our relationship with our neighbours who, with us, form the Southern Great Barrier Reef partnership, is very tight and because of our collaboration we have been able to participate in campaigns in Europe, NZ, America, and also in a drive the GBR campaign, which was produced in 4 different languages. This project all drew state wide attention by winning an award at the Tourism Awards on the Gold Coast.

SGBR is now the fastest growing region in the whole of Queensland with double digit growth in expenditure (\$1.2b +19.1%) and record visitation (2.2 million +13.6%)

In summing up this past 12 months has been incredibly successful and not due to just one factor. The team operating beneath the GAPDL banner have been instrumental in making this all happen and without our volunteer base many of whom help us in the information centres in Gladstone and Agnes Water, along with all those who help with the cruise liner days here in Gladstone and the Discovery Coast we could never achieve this amazing result.

I'd like to take this opportunity to thank everyone involved with GAPDL for providing the faith and trust in our ability to take this region to another level. We still have a long way to go and we must maintain the focus on tourism as it enhances the livability, we all enjoy.

Darryl Branthwaite
Chief Executive Officer



TREASURER'S REPORT

The 2019 Financial Statements show that GAPDL has finished the year in a very strong financial position.

The overall operating surplus of \$97,909 is nearly triple of the previous year's \$35,124 surplus.

The apparent drop in revenue for 2019, is actually offset with part of the reduced expenditure in Event Consultant fees. This is in relation to a one off Grant and its direct expenditure in the 2018 financial year. All other revenue has remained relatively steady.

Expenditure before tax shows \$129,902 savings on the prior year, of which \$83,318 relates to the abovementioned Grant expenditure. The remainder of the savings have been achieved through vigilant and constant cost monitoring by the GAPDL team. Also through ensuring all events, marketing and promotions provide value for dollar spend, for the Gladstone tourism and business community. Savings were achieved across all areas of cost, but the major items compared to 2018 was in C4C Outsourcing and Events expenditure.

The C4C savings have been budgeted for expenditure during the 2019 financial year.

The Balance Sheet shows growth of \$97,909 in equity with a closing surplus of \$122,096.

We finished the year with a healthy bank balance of \$261,037 and increase of \$88,884 on 2018. Both Debtors and Creditors show a healthy aged balance of 97.5% current, and this is a typical representation of the aged balances throughout the year.

The financial results for 2019 have continued to build on the growth achieved in 2018. This has kept GAPDL sustainable and in a strong financial position despite the economic challenges we currently face.

Continued transparency, cost monitoring and ensuring all activities provide value for money on their outcomes will see GAPDL maintain this strength in the future.



Helen McGregor
Honorable Treasurer



BOARD OF DIRECTORS



Leigh Zimmerlie

Chairperson



Brent Jordison

Deputy Chairperson



Helen McGregor

Honorable Treasurer



Terry Purcell

Honorable Secretary



Mark Spearing

Elected Director



Jeff Moodie

Elected Director



Rick Hansen

*Gladstone Regional
Council Representative*



Rowen Winsor

*Major Industry
Representative*

Our Board of Directors are responsible for overseeing the strategic direction of the organisation.

The Board is comprised of 10 volunteers from a range of business and industry sectors.

The Directors are guided by GAPDL's constitution, by-laws and policies and for the duration of their appointment, must be a financial member or a representative of a financial members business.

MEET THE TEAM



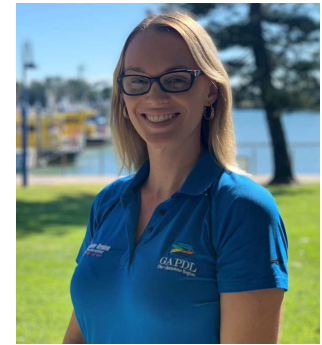
Darryl Branthwaite
Chief Executive Officer



Dominique Gleixner
Tourism Manager



Karen Euston
Finance Officer



Hollie Miers
*Marketing and
Communications
Officer*



Susan Gaerth
*Gladstone Visitor
Information Centre
Coordinator*



Melissa Smith
*Agnes Water Visitor
Information Centre
Coordinator*



Emma Plath
*Feast on East Markets,
Cruise and Events
Coordinator*



Wendy Morris
*Communities for
Children Executive
Officer*



Shakira Raymond
*Communities for
Children Project
Support Officer*

PREVIOUS STAFF



Angie Jenvey
*Membership and
Bookeasy Officer*



Jenny Jamieson
*Miriam Vale Visitor
Information Centre
Coordinator*



Lisa Davies
Events Trainee



Brigitte James
*Feast on East Markets,
Cruise and Events
Coordinator*



TOURISM/DESTINATION MARKETING

The Gladstone Region Destination Tourism Plan and KPI's initiated by Tourism and Events Queensland, guide our annual planning and activity for Destination Marketing.

GLADSTONE REGION FAMILS

Trade and Media Familiarisations (famils) programs raises consumer awareness and motivation and the main objectives are to generate publicity as tourism destination, enhance product knowledge, demonstrate the range of product in the region as well as creating positive attitudes in key decision makers. GAPDL had an extensive amount of famils throughout the region and would like to thank every operator that contributed to these as well as Tourism and Events Queensland.

Media

- Club Marine
- Aussie Fly Fisherman
- Campr Productions
- Johnny Gaskell
- Katie Purling
- Courtney Atkinson
- Channel 7 - Sunrise Weather
- Paddling Magazine
- Mark Fitz
- James Vodicka
- Vogue Magazine
- Courtney Atkinson
- Back to Basics
- Outside Edge Adventures
- Christine Retschlag
- National Geographic
- Trip In a Van
- Queensland on Stage European Media
- Sean Scott

Trade

- Boomerang Reisen (Germany)
- ATEC Inbound Tour Operators
- Sunlover/Helloworld Travel Agents
- Rafeal Duewnbeck – Insight Australia

DESTINATION MARKETING

(Gladstone and Southern Great Barrier Reef)

Best of Queensland Experience Program

As todays travellers want and expect real, authentic and memorable experiences, TEQ, in partnership with GAPDL are responding to the expectations of today's guest through the Best of Queensland Experience Program. This program will allow us to implement consumer driven approach to deliver the "Best address on earth" promise to our visitors. The Gladstone Region had 44 operators in the Best of Queensland Experience Program and GAPDL will continue to assist in development of the tourism industry and increase the participations numbers year on year.

TEQ ScUber Campaign

In May 2019, Tourism and Events Queensland launched a ground breaking global tourism campaign promoting the Great Barrier Reef – "ScUber". This was the world's first rideshare submarine on the Great Barrier Reef and Heron Island was selected as the destination to launch "ScUber" to the world. This campaign generated over 4,700 articles globally with a potential reach of 4.7 billion and global publicity value of more then \$130 million. It is anticipated that the campaign will help support an additional 1.4 million visitors spending over 1.8 billion over the next 3 years to the great Barrier reef and the Gladstone Region was lucky enough to be in the epicentre of it all.

Caravan and Camping Shows

The Southern Great Barrier Reef had a booth on the Queensland Stand and was manned by RTO staff and ambassadors.

Melbourne 20-25 February 2019 – Attendance 49,447

Sydney 30 April 5 May 2019 – Attendance 53, 242

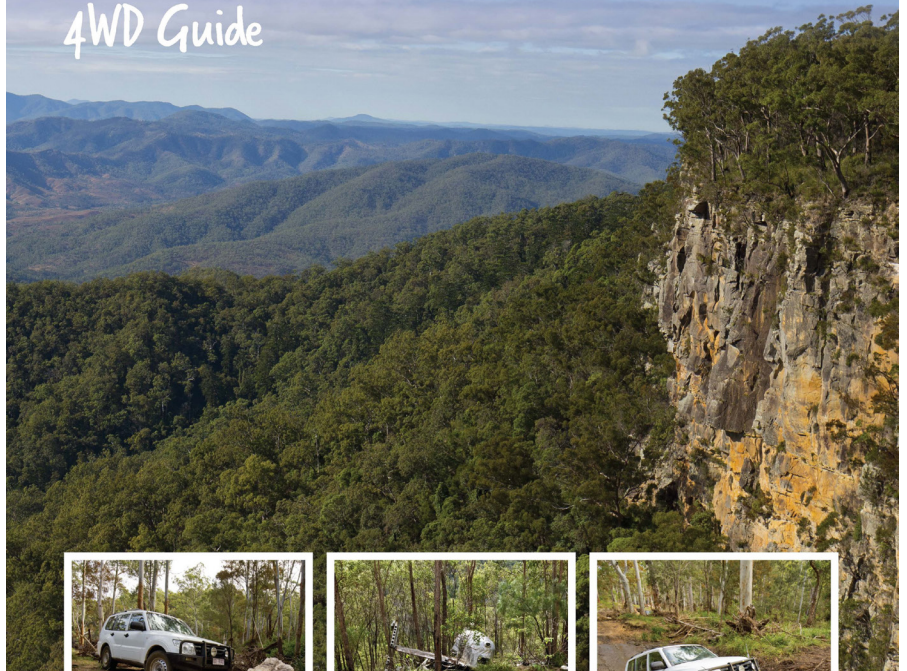
Brisbane 5-10 June 2019 – Attendance 39,111



Gladstone Region
Southern Great Barrier Reef
Queensland Where great begins

Kroombit Tops

4WD Guide



f /gladstoneregion **ig** @gladstoneregion **tw** @gladstoneregion

gladstoneregion.info



TOURISM/DESTINATION MARKETING

Continued...

The Southern Great Barrier Reef (SGBR) Guides where also sent to the following caravan and camping show due to the SGBR partnership with Caravanning QLD.

- Sunshine Coast 30 Aug – 1 Sep
- New Zealand 20-22 Sep
- Sydney Lifestyle Expo 20-23 Sep
- Melbourne Leisurefest 3-6 Oct
- Canberra Lifestyle Expo 25-27 Oct
- Brisbane Pre-Xmas Sale 31 Oct – 3 Nov

Australian Tourism Exchange (ATE)

Tourism Australia's 40th Annual Australian Tourism Exchange (ATE) was held at the Perth Convention and Exhibition Centre from the 8th -12th of April 2019. ATE is Australia's largest annual travel and tourism business to business event, the event brings together around 1500 Australian seller delegates from approximately 550 companies, 650 key buyer delegates from over 30 countries.

Our collective goal was to demonstrate that the SGBR Region has sufficient tourism products, services, experiences and reliability that is required by travel agent, tourism wholesalers and inbound tour operators.

The Gladstone Region had the following operators in attendance with their own booths:

- 1770reef Great Barrier Reef Eco Tours
- 1770 LARC! Tours
- Heron Island Resort

Gladstone Region Marketing Collateral

Gladstone Region Guide
Southern Barrier Reef Destination Guide
GBR Drive Guide – The Ultimate Guide to driving the Great Barrier Reef
Gladstone Map
Agnes Water/1770 Map
Kroombit Tops 4WD Guide
Gladstone Region Wedding Guide
Gladstone Region Fishing Guide

TEQ Conversations with Industry

Tourism and Events Queensland (TEQ), in partnership with GAPDL held a very successful "Conversations with Industry" forum. The forum was a part of a series held throughout the state and provides a great opportunity to connect with representatives from TEQ, the Queensland Tourism Industry Council (QTIC), the Department of Innovation, Tourism Industry Development and the Commonwealth Games and GAPDL to gain industry insights and discuss the key business areas of marketing, research, digital, experience development and events.

QDEP Destination Events

The Queensland Destination Events Program (QDEP) seeks to leverage the crucial link between events and the destinations in which they are staged, extending the flow on economic, marketing and social benefits of events in the region. GAPDL as an Regional Tourism Organisation (RTO) assists in the development by providing written support to TEQ for all event applications and the Gladstone Region successfully secure funding for numerous events throughout the region.

Content Creation

It has been our goal to not only provide information but also inspiration to our visitors on gladstoneregion.info. Each month we publish a 'What's On' blog featuring some key events happening in our region that appeal to both visitors and locals alike. These blogs are published monthly on our website as well as shared on social media platforms and in our Consumer Newsletters. In addition to our 'What's On' blogs, we have published a range of other blogs highlighting things to do in the region, reasons to visit, most instagrammable spots in the region and destination inspiration to mention just a few. We have also welcomed guest bloggers to share their experiences.



I do.

GLADSTONE REGION WEDDING GUIDE



ALL YOUR INSPIRATION FOR YOUR DREAM WEDDING IS HERE...



Image supplied by TEQ

TOURISM/DESTINATION MARKETING

Continued...

Everi Implementation

GAPDL initiated the implementing of a new automated events platform to our website. This will ensure we feature as many events occurring in our region as we can without the need for staff to individually input the data. The program will source information from a range of website and social media platforms and after a moderation process, automatically feed through to gladstoneregion.info/whats-on/events. We have been working in the background with developers to ensure consistency with our branding and that we attract the right kind of events to promote to our visitors.

Gladstone Region Local Awareness Campaign

GAPDL successfully delivered a local awareness campaign from 25th February to 3rd March 2019 in partnership with Stockland Gladstone. The primary objective was to promote local tourism activities to the local community and increase awareness of how much there is to do in our unique and diverse region. As a part of this activation a competition to win a family holiday to Heron Island was offered and this draw had over 700 enter and approximately 500 opted into receiving communication from GAPDL about what the region has to offer.

QTIC Digital

Mentoring Program

We were fortunate to bring Gladstone Region businesses a digital mentoring program which aimed to increase digital skills over a range of platforms. Businesses were offered one on one sessions which completed a digital assessment of their business and identified areas in which to improve. Businesses were also offered to attend several group sessions in both Gladstone and Agnes Water aiming to boost understanding of Facebook, Instagram and other digital tools that benefit businesses in today's environment and especially the tourism industry.

We look forward to continuing to support the tourism industry to improve the skill set of businesses in the digital domain and ultimately improve their Best of Queensland Experience scores in the next financial year.

QTIC Digital Mentoring

A personalised one on one approach with hand selected operators, identified as key product required for growth in the travel trade for the region, ensured that work already conducted via participation in previous years' programs, is continuing to develop the tools of the trade and important trade and regional industry relationships that are needed.

The following were the key outcomes from the mentoring program:

- Businesses actively engage with trade distribution channels and collaborated with the destinations experiences to grow and diversify their business
- A clear understanding of international and domestic tourism distribution
- How to package, pricing and commission structures
- Write your distribution plan for the domestic and international markets
- An understanding of online operators, domestic wholesalers, ITO's, coach operators, international wholesalers and Aussie Specialists
- How to deliver an impressive product presentation and adapt for any audience (1-1 or 1 to many)
- Preparation for trade missions and B2B tradeshows and how to make the most of every opportunity
- Discussion around opportunities to implement in your business ASAP
- Focus on profitability and sustainability for all activities and actions now and into the future

TOURISM/DESTINATION MARKETING

Continued...

SGBR Trade Ready Workshop

The SGBR Trade Ready Workshop with Amanda Kruse from Success Matrix was held at Sandcastles 1770 Motel and Resort in Agnes Water/1770. The program was designed to give operators an understanding of the key trade distribution channels and how to prepare their product for them. The program also provided opportunities for operators to introduce and expand their knowledge of both domestic and international source markets and connect with key stakeholders across the SGBR. The workshop and sessions featured the following topics:

- Developing an understanding of online travel agents (OTA's), domestic wholesalers, Inbound Tour Operators (ITO's) coach operators, international wholesalers, Aussie Specialists.
- Getting ready to work with trade; rates structures and commissions, tools and techniques
- Packaging opportunities with SGBR product
- Coordinating and hosting trade famils to showcase your product & destination

Young Tourism Leaders Program

The Young Tourism Leaders Program is an initiative of the Department of Innovation and Tourism Industry Development, supported by the Department of Employment, Small Business and Training and the Department of Education. The Young Tourism Leaders program provides influential and inspiring role models to encourage young people to consider a career in the tourism industry and the Gladstone Region was lucky to have Adam Balkin from Curtis Ferry Services represent our beautiful region.

DIGITAL MARKETING

GLADSTONE REGION

FACEBOOK

9,111 followers | Increase of 905 followers

TWITTER

890 followers | Increase of 85 followers

INSTAGRAM

7,269 followers | Increase of 1,411 followers

FACEBOOK (CORPORATE)

2,432 followers | Increase of 550 followers

Website - GladstoneRegion.info

133,496 sessions | 288,405 page views

SOUTHERN GREAT BARRIER REEF

FACEBOOK

27,357 followers | Increase of 2,034 followers

INSTAGRAM

24,323 followers | Increase of 4,281 followers

WEBSITE - SouthernGreatBarrierReef.com.au

42,958 unique visitors

2018/19 Content Creation Project

12 blog posts | 5 videos | 11 destination hero images | 2 consumer guides

VISITOR INFORMATION CENTRES

GAPDL values the commitment of local residents volunteering their time to be Ambassadors for the region. Not only do these wonderful people provide information to locals and visitors, they also ensure the smooth running of the Visitor Information Centres.

2018-19 Volunteer Ambassadors

- Alison Kelly
- Alan Brown
- Amanda Kavanagh
- Annette Felix
- Barbara O’Keefe
- Ben Felix
- Beth Sharpe
- Carolyn Armstrong
- Carolyn Hart
- Christene Hodgson
- Colleen Dillon
- Dianne Kelly
- Elinor West
- Georgia Hughes
- Greg West
- Heather Kroesen
- Heather Mackay
- Helen Whitmore
- Ian Richarson
- Isabella McAusland
- Jennifer Bourke
- Jennifer Brooks
- Jennifer Marxsen
- Jenny Jamieson
- Jillian Liefing
- Joan Kean
- John Pugh
- Karen Gregory
- Karen Scanlan
- Kate Hooper
- Kathy Strachan
- Katrina Robgard
- Leigh Barr
- Len Dowling
- Lurleen Ramm
- Lyn McCann
- Lyn Ogle
- Lynne Lewis
- Marcia Molten
- Margaret Stolberg
- Marilyn Irwin
- Nerida White
- Nida Channels
- Nyomi Silver
- Pam Lawry
- Patrice McFadzen
- Pauline Arvidson
- Pauline Dahl
- Phillipe Kurandy
- Phyllis Lawson
- Rhonda Steen
- Robyn Kirkpatrick
- Ron Steen
- Ross Maudsley
- Sharron Thomson
- Sue Riley



COMMUNITIES FOR CHILDREN

The GAPDL Communities for Children (CfC) project was due to cease in June 2019 however the Department of Social Services extended funding for 12 months. This extension has provided us with the opportunity to continue to grow the CfC profile in the Gladstone Region. 2018/2019 has seen continued growth in client numbers, up to 1,628 this financial year. It's hard to believe this number was just 458 in 2016/2017.

The community are still feeling the pinch of the downturn post LNG construction however we're starting to see this turn around. With rental prices still low, the Gladstone region is still a very attractive place to live when you're a family on limited income. Local support services are very busy, many with waiting lists however, we've recently seen a range of new providers establish themselves locally – not a satellite service from Rockhampton.

The GAPDL CfC project continues to support the needs of children and families in the Gladstone Region with an increased focus into the Boyne Island/Tannum Sands and Calliope areas in 2018/2019. In addition to regularly funded parenting programs, the CfC project implemented additional support for Early Years Educators and hosted a second community-wide Child and Family Expo after the need for support was identified in collaborative meetings.

2018/2019 Highlights

- 2 Child and Family Expos hosted – increase from 1 expo in previous years
- 1,628 Clients engaged with the CfC project – increase from 1,161 in 2017/2018
- 3 Professional Development programs (run multiple times)
- 2,117 Likes on Facebook – up from 1,842 in 2017/2018



NETWORKING AND EVENTS

Throughout 2018/2019 , GAPDL held many events to promote tourism, member's businesses and reaffirm the commitment to our members and the Gladstone Region

Feast on East Markets

The Feast On East Markets are a vibrant and well-known community event which coincide with the arrival of the cruise ships and are open for the duration of the cruise ship docking. They encompass over 70 stalls of predominantly local products and food vendors which line the roadway in the East Shores Precinct. Local musicians perform throughout the event.

The 8 Feast on East Markets in 2018/2019 were exclusively held in conjunction with cruise ship arrivals in Gladstone. The volunteer Cruise Ambassador team did another fabulous job of providing the disembarking guests with much appreciated guidance, direction, support and information.

Quoin Island Turtle Awareness Trip | 21 July 2018

GAPDL hosted the second Quoin Island Turtle Awareness Trip. The event was sell-out, with 150 people attending the day and another 170 on a waiting list for a third event. Attendees visited the turtles, toured the island and enjoyed lunch around the resort pool

Members and Mates Golf Day | 21 September 2018

The annual Golf Day raised valuable funds for our beneficiary; Capricorn Helicopter Rescue. Players were treated to games and fun throughout the course, making it one of the most enjoyable events on the GAPDL calendar.

Cruise Ambassador Training Day | 21 September 2018

An Ambassador training day (free event) was held on 26 March, at Gladstone Events Centre to community members, as a refresher and training for current Cruise Ambassadors, and recruitment and training for community members interested in becoming part of the Programme. There was a fantastic response, with forty three (43) attendees and the recruitment of fifteen (15) new Ambassadors.

Southern Great Barrier Reef

Brochure Launch | 18 April 2019

The event was held at the Gladstone Airport in conjunction with the unveiling of their new 86" digital screens which have been installed in the airport Departures Lounge to showcase the user generated content created from #gladstoneregion.

Meet The Candidates | 14 May 2019

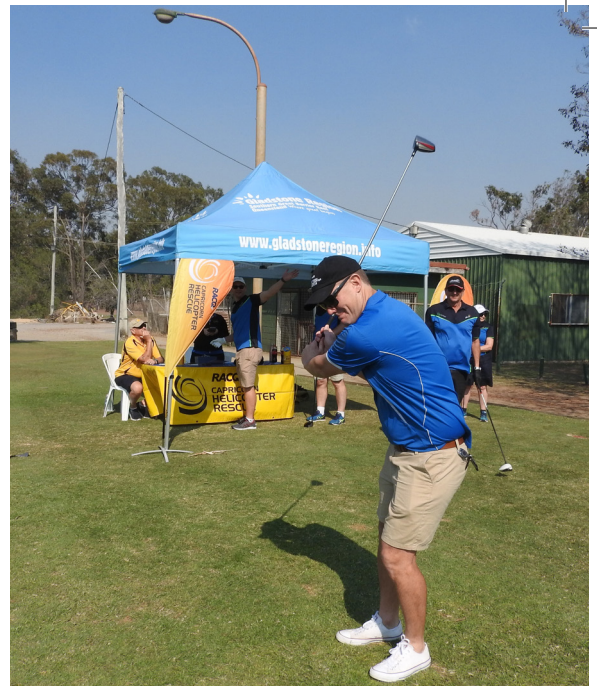
A "Meet The Candidates" event held at The Oaks Grand Hotel on 14 May, just prior to the Federal Election. Representatives from five of the eight parties attended a Question & Answer session hosted by GAPDL. The event was free for the public and it was very well attended, with an opportunity for them to pose questions to the candidates.

National Volunteer Week Cruise | 27 May 2019

To coincide with "National Volunteer Week" the Gladstone Ambassadors were treated to a harbour cruise, morning tea, and a short presentation and gift to thank them for their huge contribution. It was a stunning day to be on the water and the Ambassadors had an uplifting and memorable day.

Workshops

GAPDL on behalf of the Department of Tourism organised the Growing Tourism Infrastructure and Attracting Tourism Fund workshops for the Gladstone Region stakeholders: GRC, GAC, GPC, GAWB, GCCI and DCTC.



CRUISE INDUSTRY

In 2018/2019 GAPDL continued to work with P&O & Carnival Cruises, Gladstone Regional Council and Gladstone Ports Corporation, to welcome 8 cruise ships to Gladstone. These ships brought with them over 10,000 passengers and crew to the Gladstone Region. Each cruise ship is docked for an average of 9 hours in Gladstone, with passenger spend around \$100 per person within the region.

CRUISE DATES

- 19 July 2018 | Pacific Eden
- 5 August 2018 | Pacific Explorer
- 27 October 2018 | Carnival Legend
- 9 December 2018 | Holland America MS Noordam
- 11 January 2019 | Pacific Eden
- 28 February 2019 | The Pacific Explorer
- 4 June 2019 | Pacific Explorer
- 22 June 2019 | Carnival Spirit

For each cruise arrival, Cruise Ambassadors welcomed the 2,500+ passengers and crew into the Gladstone Region and the Feast on East Markets, at the East Shores Precinct. Cruise Ambassadors are trained and wear exclusive 'turtle shirts' for their role in welcoming cruise passengers to Gladstone.

Along with the many Cruise Ambassadors that are part of the Cruise Welcome Program, Chanel College's Tourism students have also been trained as Cruise Ambassadors, attending cruise ship arrivals as part of the tourism subject for their school.

CRUISE AMBASSADORS

The role of the Cruise Ambassador is to:

- Meet and greet - both cruise passengers and locals
- Offer information - including maps, brochures, Gladstone bags and local newspapers
- Staff the mobile information van (IVAN)
- Provide courtesy umbrellas for shade or rain
- Offer assistance for customers with mobility issues
- Direct cruise passengers and locals within the Feast on East Markets and the region
- Board shuttle buses to offer local knowledge to cruise ambassadors

List of Cruise Ambassadors:

Alison Kelly	Kathy Hooper
Anna Turetschek	Kathy Strachan
Bev Gage	Katrina Robson
Brenda Smith	Karen Windress
Brian Weston	Leanne Patrick
Carol Keech	Leigh Barr
Christine Hobbs	Len Dowling
Chris Hodgson	Linda Hirsch
Christene Hodgson	Lorna McGrath
Christine Ward	Lurleen Ramm
Colleen Dillon	Lyn McCann
Dian Lucus	Maureen Flaherty
Donna O'Toole	Marilyn Irwin
Elinor West	Maxine Brushe
Fei Matheson	Melanie Dyball
Gayle Young	Monica Blomfield
Greg Wakefield	Nerida White
Greg West	Nida Channell
Heather Kroesen	Patrice McFadzen
Helen Whitmore	Patricia Stratton
Ingela Warwick	Pauline Bambling
Irene Currell	Peter Davison
Isabella McAusland	Robert Dunnett
Janet Frewen-Lord	Rebecca Clark
Jennifer Bourke	Rhonda Denney
Jennifer Davis	Ross Maudsley
Jennifer Haimi	Robbie O'Flanagan
Jennifer Lindberg	Susan O'Flanagan
John Whitten	Terrence Freyling
Joyce O'Dowd	Terri Stafford
Julie Anne Neill	Vivien Maunders
Karyn Scanlan	Viv Norman
	Wayne Jensen

CHANEL COLLEGE STUDENTS

Abbie Kerr	Jess Buenen
Alisha Verner	Lucy Vaiente
Cheyenne Morris	Trinity Barber
Abbie Kerr	Matt Sturt
Jaiden Kennedy	Angus (Jason) Chandler



FINANCIAL REPORT

Gladstone Area Promotion and Development Limited
ABN: 67 010 613 831

FINANCIAL REPORT FOR THE YEAR ENDING 30 JUNE 2019

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Director's Report
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DIRECTOR'S REPORT

Your directors present this report on the company for the financial year ended 30 June 2018.

General information

Gladstone Area Promotion & Development Ltd (GAPDL) promotes and markets the Gladstone Region through a wide range of marketing strategies. Information services are provided through three visitor information centres in Gladstone, Miriam Vale and Agnes Water as well as a mobile information service. GAPDL also operates GAPDL Communities for Children which is part of a support program that provides prevention and early intervention programs to families with children up to 12 years.

Directors

The names of each person who has been a director during the year and to the date of this report are:

Zimmerlie, Lesley	Spearing, Mark	Jordison, Brent	Purcell, Terry
Skinner, Sarah Ceased 15/11/18	English, Ron Ceased 16/07/18	Windsor, Rowen	Moodie, Jeffrey Appointed 26/10/17
Goodluck, Kahn Ceased 11/12/18	Fort, Colin Ceased 18/04/19	Hansen, Rick Appointed 21/02/19	McGregor, Helen Appointed 21/03/19

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

Principal activities

The principal activity of Gladstone Area Promotion & Development Ltd during the financial year was Promotion and Marketing, Regional Communities for Children Program and Regional Visitor Information Centre Services in the Gladstone Region Shire.

Short term objectives

The Company's short term objectives are to:

- Lead and actively drive tourism development through various strategies including the implementation of the Gladstone Region Destination Tourism Plan.
- Increase awareness of Southern Great Barrier Reef in partnership with other Central Queensland based Regional Tourism Organisations and State Government.
- Engage in activities that support the development of the domestic cruise liner industry for the Gladstone Region including the establishment of a local Cruise Liner Focus Group.
- Facilitate and coordinate the Feast on East Markets that coincide with the Cruise ships.
- Increase families and community understanding of and commitment to learning in the early years through enabling services that foster and build connections between adult services and children's services.

Long term objectives

The Company's long term objectives are to:

- Promote the Gladstone Region as the "Region of Choice" for environmentally responsible business and industry,
- Market and develop the Gladstone Region as a preferred tourism, investment and lifestyle destination.
- Foster community acceptance of responsible industry and development.
- Encourage and foster new sustainable business and industry investment for the Gladstone Region.
- Identify and facilitate strategies that will grow existing regional business.

Strategy for achieving the objectives

To achieve these objectives, the Company has adopted the following strategies:

- Promote and markets the Gladstone Region, utilising a wide range of marketing strategies implemented through effective use of print, broadcast and social media channels.
- Develop and distributes a range of marketing collateral.
- Operate accredited Visitor Information Centre's including a mobile information service across the Gladstone Region.
- Support where appropriate, investment growth and attraction opportunities in regional and economic development including playing host to State, National and International Trade and Investment Delegations.
- Through Communities for Children, provides prevention and early intervention programs to families with children up to 12 years.
- Develop and maintain effective partnerships with Gladstone Region business, industry, rural, tourism and community government stakeholders.

How principal activities assisted in achieving the objectives

The principal activities assisted the Company in achieving its objectives by:

Demonstrating strategic direction in the company's corporate objective to proactively advance the Gladstone Region through the promotion and development of business, industry and tourism for the benefit of members and the community.

Performance measures

The following measures are used within the Company to monitor performance:

- Monthly reporting against agreed KPIs with key funding partners.
- Quarterly service level partnership reviews with key stakeholders.
- Monthly reporting to the Company Board of Directors (encompassing of finance and operational activities).
- 6 monthly reviews of performance against the company's strategic and business plan.
- Annual staff performance reviews.
- Review of company's membership growth.

Members guarantee

Gladstone Area Promotion & Development Ltd is a company limited by guarantee. In the event of, and for the purpose of winding up of the company, the amount capable of being called up from each member and any person or association who ceased to be a member in the year prior to the winding up, is limited to \$2 for members that are corporations and \$2 for all other members, subject to the provisions of the company's constitution.

Auditor

A resolution was passed at the 2017 Annual General Meeting to appoint Anthony Colin Bryen of Anthony Bryen & Co, as Auditor for 2018 & 2019.

Auditor's independence declaration

A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 is set out immediately after this directors' report.

Signed by Director:



Dated this 10th day of September 2019

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831

**AUDITOR'S INDEPENDENCE DECLARATION UNDER S 307C OF THE
CORPORATIONS ACT 2001 TO THE DIRECTORS OF GLADSTONE AREA PROMOTION
AND DEVELOPMENT LIMITED**

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2019 there have been:

- (i) no contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.



Anthony Bryen & Co



A C Bryen
Director

Dated at Brisbane this eleventh day of September 2019

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831
STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE YEAR ENDING 30 JUNE 2019

	Note	2019	2018
		\$	\$
Revenues from grants and ordinary activities	3	1,771,619	1,838,938
Cost of Sales	4	75,462	70,191
Employee benefits expense		657,932	652,988
Depreciation and amortisation expenses		11,849	15,481
Other expenses from ordinary activities		<u>928,467</u>	<u>1,065,154</u>
Surplus/(deficit) before income tax	5	97,909	35,124
Income tax expense		-	-
Surplus/(deficit) after income tax expense for the year attributable to the members of Gladstone Area Promotion and Development Limited		97,909	35,124
Other comprehensive income for the year, net of tax		-	-
Total comprehensive income for the year attributable to the members of Gladstone Area Promotion and Development Limited		<u>97,909</u>	<u>35,124</u>

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831
STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2019

	Note	2019 \$	2018 \$
CURRENT ASSETS			
Cash and cash equivalents	6	261,037	172,153
Trade Debtors, other receivables and Stock	7	80,393	60,835
		<hr/>	<hr/>
TOTAL CURRENT ASSETS		341,430	232,988
NON-CURRENT ASSETS			
Property, plant and equipment	8	36,509	48,824
		<hr/>	<hr/>
TOTAL NON-CURRENT ASSETS		36,509	48,824
TOTAL ASSETS		377,939	281,812
CURRENT LIABILITIES			
Trade and other payables	9	225,802	219,237
Employee Benefits	10	30,041	38,388
		<hr/>	<hr/>
TOTAL CURRENT LIABILITIES		255,843	257,625
TOTAL LIABILITIES		255,843	257,625
NET ASSETS		<hr/> 122,096	<hr/> 24,187
EQUITY			
Retained surplus		122,096	24,187
		<hr/>	<hr/>
TOTAL EQUITY		<hr/> 122,096	<hr/> 24,187

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831
STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDING 30 JUNE 2019

	Retained Surplus/(Deficit)
	\$
Balance at 1 JULY 2017	(10,937)
Surplus/(Deficit) for the period	35,124
Balance at 30 JUNE 2018	<u>24,187</u>
Surplus/(Deficit) for the period	97,909
Balance at 30 JUNE 2019	<u>122,096</u>

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDING 30 JUNE 2019

	Note	2019 \$	2018 \$
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from members, grants & subsidies		1,926,613	1,891,843
Payments to suppliers and employees		(1,840,291)	(1,853,453)
Interest Received		<u>2,562</u>	<u>2,066</u>
Net cash provided by (used in) operating activities	18(b)	88,884	40,456
CASH FLOWS FROM INVESTING ACTIVITIES			
Payments for property, plant and equipment		<u>-</u>	<u>-</u>
Net cash provided by (used in) investing activities		-	-
CASHFLOWS FROM FINANCING ACTIVITIES			
		<u>-</u>	<u>-</u>
Net cash provided by (used in) financing activities		-	-
Net increase (decrease) in cash held		88,884	40,456
Cash at beginning of period		<u>172,153</u>	<u>131,697</u>
Cash and cash equivalents at the end of the financial year	18(a)	<u>261,037</u>	<u>172,153</u>

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2019

1 Significant Accounting Policies

The principal accounting policies adopted in the preparation of the financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

New, revised or amending Accounting Standards and Interpretations adopted

The company has adopted all of the new, revised or amending Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period.

Any new, revised or amending Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

Basis of Preparation

In the directors' opinion, the company is not a reporting entity because there are no users dependent on general purpose financial statements.

These are special purpose financial statements that have been prepared for the purposes of complying with the Corporations Act 2001 requirements to prepare and distribute financial statements to the members of Gladstone Area Promotion and Development Limited. The directors have determined that the accounting policies adopted are appropriate to meet the needs of the members of Gladstone Area Promotion and Development Limited.

These financial statements have been prepared in accordance with the recognition and measurement requirements specified by the Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') 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', AASB 1048 'Interpretation of Standards' and AASB 1054 'Australian Additional Disclosures', as appropriate for not-for-profit oriented entities.

Historical cost convention

The financial statements have been prepared under the historical cost convention.

Critical accounting estimates

The preparation of the financial statements requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the company's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements, are disclosed in note 2.

Revenue

The company recognises revenue as follows:

Sales Revenue

Events, fundraising and raffles are recognised when received or receivable.

Donations

Donations are recognised at the time the pledge is made.

Grants

Grants are recognised at their fair value where there is a reasonable assurance that the grant will be received and all attached conditions will be complied with.

Interest

Interest revenue is recognised as interest accrues using the effective interest method. This is a method of calculating the amortised cost of a financial asset and allocating the interest income over the relevant period using the effective interest rate, which is the rate that exactly discounts estimated future cash receipts through the expected life of the financial asset to the net carrying amount of the financial asset.

Other Revenue

Other revenue is recognised when it is received or when the right to receive payment is established.

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2019

Income Tax

On 14 March 1989, the company was granted exemption from Income Tax under Section 50-40 of the Income Tax Assessment Act, 1997 as amended.

Current and non-current classification

Assets and liabilities are presented in the statement of financial position based on current and non-current classification.

An asset is classified as current when: it is either expected to be realised or intended to be sold or consumed in the company's normal operating cycle; it is held primarily for the purpose of trading; it is expected to be realised within 12 months after the reporting period; or the asset is cash or cash equivalent unless restricted from being exchanged or used to settle a liability for at least 12 months after the reporting period. All other assets are classified as non-current.

A liability is classified as current when: it is either expected to be settled in the company's normal operating cycle; it is held primarily for the purpose of trading; it is due to be settled within 12 months after the reporting period; or there is no unconditional right to defer the settlement of the liability for at least 12 months after the reporting period. All other liabilities are classified as non-current.

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.

Trade and Other Receivables

Other receivables are recognised at amortised cost, less any provision for impairment

Inventories

Costs of purchased inventory are determined after deducting rebates and discounts received or receivable.

Property, Plant and Equipment

Plant and equipment is stated at historical cost less accumulated depreciation and impairment. Historical cost includes expenditure that is directly attributable to the acquisition of the items.

Depreciation is calculated on a straight-line basis to write off the net cost of each item of property, plant and equipment over their expected useful lives as follows:

Furniture, Fixtures and Fittings	5 years
Computer Equipment	4 years
Regional Signage	8 years
Motor Vehicles	8 years
Plant and Equipment	10 years

The residual values, useful lives and depreciation methods are reviewed, and adjusted if appropriate, at each reporting date.

An item of property, plant and equipment is derecognised upon disposal or when there is no future economic benefit to the company. Gains and losses between the carrying amount and the disposal proceeds are taken to profit or loss.

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2019

Impairment of non-financial assets

Non-financial assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount.

Recoverable amount is the higher of an asset's fair value less costs of disposal and value-in-use. The value-in-use is the present value of the estimated future cash flows relating to the asset using a pre-tax discount rate specific to the asset or cash-generating unit to which the asset belongs. Assets that do not have independent cash flows are grouped together to form a cash-generating unit.

Trade and other payables

These amounts represent liabilities for goods and services provided to the company prior to the end of the financial year and which are unpaid. Due to their short-term nature they are measured at amortised cost and are not discounted. The amounts are unsecured and are usually paid within 30 days of recognition.

Employee benefits

Short-term employee benefits

Liabilities for wages and salaries, including non-monetary benefits, annual leave and long service leave expected to be settled wholly within 12 months of the reporting date are measured at the amounts expected to be paid when the liabilities are settled.

Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of the acquisition of the asset or as part of an item of expense. Receivables and payables in the balance sheet are shown inclusive of GST.

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

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2019

Comparative Figures

Where required by Accounting Standards comparative figures have been adjusted to conform with changes in presentation for the current financial year.

When the company applies an accounting policy retrospectively, makes a retrospective restatement or reclassifies items in its financial statements, a statement of financial position as at the beginning of the earliest comparative period must be disclosed.

New Accounting Standards and Interpretations not yet mandatory or early adopted

Australian Accounting Standards and Interpretations that have recently been issued or amended but are not yet mandatory, have not been early adopted by the company for the annual reporting period ended 30 June 2019. The company has not yet assessed the impact of these new or amended Accounting Standards and Interpretations.

2 Critical accounting judgements, estimates and assumptions

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts in the financial statements. Management continually evaluates its judgements and estimates in relation to assets, liabilities, contingent liabilities, revenue and expenses. Management bases its judgements, estimates and assumptions on historical experience and on other various factors, including expectations of future events, management believes to be reasonable under the circumstances. The resulting accounting judgements and estimates will seldom equal the related actual results. The judgements, estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities (refer to the respective notes) within the next financial year are discussed below.

Estimation of useful lives of assets

The company determines the estimated useful lives and related depreciation and amortisation charges for its property, plant and equipment and finite life intangible assets. The useful lives could change significantly as a result of technical innovations or some other event. The depreciation and amortisation charge will increase where the useful lives are less than previously estimated lives, or technically obsolete or non-strategic assets that have been abandoned or sold will be written off or written down.

Employee benefits provision

As discussed in note 1, the liability for employee benefits expected to be settled more than 12 months from the reporting date are recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at the reporting date. In determining the present value of the liability, estimates of attrition rates and pay increases through promotion and inflation have been taken into account.

	2019 \$	2018 \$
3 Revenue		
Operating activities		
Members Fees	147,264	153,454
Non Members Grants and Subsidies	1,316,209	1,373,392
In-kind Service Income	90,808	82,268
Sales	127,441	115,929
Other Income - Events, Ticket Sales & Incentives	89,897	113,895
	<u>1,771,619</u>	<u>1,838,938</u>

These notes are to be read in conjunction with the attached audit report.

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2019

	2019	2018
	\$	\$
4 Cost of Sales and Services Provided		
Opening Stock	23,470	27,333
Product Purchases	77,735	66,328
Less Closing Stock	<u>(25,743)</u>	<u>(23,470)</u>
	<u>75,462</u>	<u>70,191</u>
5 Surplus/(deficit) from Ordinary Activities		
Surplus/(deficit) from ordinary activities before income tax expense has been determined after:		
(a) Provisions movement:		
Annual Leave	(8,346)	6,844
(b) Expenses:		
Depreciation	11,849	15,481
Annual audit	12,226	12,426
Rental on Operating Leases	68,934	68,724
6 Cash and Cash Equivalents		
Cash at Bank and on Hand	<u>261,037</u>	<u>172,153</u>
	<u>261,037</u>	<u>172,153</u>
7 Trade Debtors, Other Receivables and Stock		
CURRENT		
Trade Debtors	41,588	27,854
Prepayments	1,716	6,599
Income Accrual	-	-
In-kind Not Yet Redeemed	-	-
GST Refund Due	11,346	2,912
Stock on Hand	<u>25,743</u>	<u>23,470</u>
	<u>80,393</u>	<u>60,835</u>
8 Property, Plant and Equipment		
Furniture, Fixtures and Fittings		
Furniture, Fixtures and Fittings - at Cost	20,756	22,028
Less: Accumulated Depreciation	<u>(11,061)</u>	<u>(9,918)</u>
	9,695	12,110
Computer Equipment - at cost	46,857	52,645
Less: Accumulated Depreciation	<u>(40,909)</u>	<u>(42,979)</u>
	5,948	9,666
Regional Signage - at Cost	4,058	4,058
Less: Accumulated Depreciation	<u>(3,246)</u>	<u>(2,975)</u>
	812	1,083
Motor Vehicles		
Motor Vehicles - at Cost	38,543	38,543
Less: Accumulated Depreciation	<u>(30,768)</u>	<u>(28,511)</u>
Total Motor Vehicles	<u>7,775</u>	<u>10,032</u>

These notes are to be read in conjunction with the attached audit report.

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2019

	2019 \$	2018 \$
Plant and Equipment		
Plant & Equipment - at Cost	40,212	42,978
Less: Accumulated Depreciation	<u>(27,933)</u>	<u>(27,045)</u>
Total Plant & Equipment	<u>12,279</u>	<u>15,933</u>
Total Property Plant & Equipment	<u>36,509</u>	<u>48,824</u>

Reconciliations

Reconciliations of the written down values at the beginning and end of the current and previous financial year are set out below:

	Furn, Fix & Fittings	Computer Equipment	Region Signage	Motor Vehicles	Plant & Equipment	Total
Balance at 1 July 2017	14,389	15,180	1,444	12,945	20,550	64,508
Additions	-	-	-	-	-	-
Disposals	-	(44)	-	-	(159)	(203)
Depreciation expense	(2,279)	(5,470)	(361)	(2,913)	(4,458)	(15,481)
Balance at 30 June 2018	<u>12,110</u>	<u>9,666</u>	<u>1,083</u>	<u>10,032</u>	<u>15,933</u>	<u>48,824</u>
Additions	-	-	-	-	-	-
Disposals	(189)	(183)	-	-	(94)	(466)
Depreciation expense	(2,227)	(3,535)	(271)	(2,257)	(3,560)	(11,850)
Balance at 30 June 2019	<u>9,695</u>	<u>5,948</u>	<u>812</u>	<u>7,775</u>	<u>12,279</u>	<u>36,509</u>

9 Trade and Other Payables

CURRENT

Trade Creditors	57,134	65,700
Accrued Expenses	123,590	122,008
PAYGW Payable	10,008	9,156
Superannuation Payable	4,192	4,281
Other Creditors	<u>30,877</u>	<u>18,091</u>
	<u>225,801</u>	<u>219,236</u>

10 Employee Benefits

Annual Leave Provision	30,041	38,388
	<u>30,041</u>	<u>38,388</u>

Based on past experience, the company does not expect the full amount accrued for annual leave to be settled within the next 12 months. However, the full amount must be classified as current liabilities since the company does not have an unconditional right to defer the settlement of any amount in the event employees wish to use their leave entitlement.

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2019

	2019	2018
	\$	\$
11 Members' Guarantee		
<p>The entity is incorporated under the Corporations Act 2001 and is a company limited by guarantee. If the company is wound up, the constitution states that each member is required to contribute a maximum of \$2 each towards meeting any outstandings and obligations of the company.</p>		
12 Remuneration of Auditors		
<p>Remuneration of the auditor of the parent entity, Anthony Bryen & Co Pty Ltd, for:</p>		
- Auditing of financial statements	12,226	12,426
13 Contra Membership		
<p>Various persons and businesses provide goods and services to the company at no charge. In return, these persons and businesses are provided with contra membership. It is not possible to quantify the value of these goods and services and accordingly no value is recorded in these financial statements.</p>		
14 Entity Details		
<p>The registered office and principal place of business of the company is:</p>		
<p>Gladstone Area Promotion and Development Limited Bryan Jordan Drive Gladstone QLD 4680</p>		
15 Contingencies		
<p>In the opinion of the Directors, the Company did not have any contingencies at 30 June 2019 and 30 June 2018.</p>		
16 Commitments		
<p>The company had no commitments for expenditure as at 30 June 2019 and 30 June 2018.</p>		
17 Events After the Reporting Period		
<p>No matter of circumstance has arisen since 30 June 2019 that has significantly affected, or may significantly affect the company's operations, the results of those operations, or the company's state of affairs in future financial years.</p>		

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2019

	2019	2018
	\$	\$
18 Reconciliation of Surplus After Income Tax to Net Cash from Operating Activities		
(a) Reconciliation of cash		
Cash at the end of the financial year as shown in the Statement of Cash Flows is reconciled to the related items in the Statement of Financial Position as follows:		
Cash at Bank and in Hand	261,037	172,153
	261,037	172,153
(b) Reconciliation of Cash Flow from Operations with Net Current Year Surplus/(Defecit)		
Net current year surplus/(deficit)	97,909	35,124
Non-cash flows in surplus/(deficit) from ordinary activities:		
Depreciation	11,849	15,481
Loss on Disposal of Assets	466	204
Changes in assets and liabilities, net of the effects of purchase and disposal of subsidiaries:		
Decrease/(Increase) in receivables	(22,168)	15,004
Decrease/(Increase) in prepayments	4,883	(4,080)
Decrease/(Increase) in stock	(2,273)	3,863
Increase/(Decrease) in provisions	(8,347)	6,844
Increase/(Decrease) in payables	6,565	29,675
Increase/(Decrease) in income in advance	-	(61,659)
Cash flows from operations	88,884	40,456

These notes are to be read in conjunction with the attached audit report.

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED

ABN: 67 010 613 831

DIRECTORS' DECLARATION

In the directors' opinion:

- the company is not a reporting entity because there are no users dependent on general purpose financial statements. Accordingly, as described in note 1 to the financial statements, the attached special purpose financial statements have been prepared for the purposes of complying with the Corporations Act 2001 requirements to prepare and distribute financial statements to the members of Gladstone Area Promotion and Development Limited;
- the attached financial statements and notes comply with the Corporations Act 2001, the Accounting Standards as described in note 1 to the financial statements, the Corporations Regulations 2001 and other mandatory professional reporting requirements;
- the attached financial statements and notes give a true and fair view of the company's financial position as at 30 June 2019 and of its performance for the financial year ended on that date; and
- there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of directors made pursuant to section 295(5)(a) of the Corporations Act 2001.

On behalf of the directors

Director:



Treasurer:



Dated this 10th day of September 2019

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED

ABN: 67 010 613 831

**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF GLADSTONE AREA PROMOTION
AND DEVELOPMENT LIMITED**

Opinion

We have audited the financial report of Gladstone Area Promotion And Development Limited "the Company", which comprises the statement of financial position as at 30 June 2019, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows 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 Gladstone Area Promotion And Development Limited is in accordance with the *Corporations Act 2001*, including:

- giving a true and fair view of the company's financial position as at 30 June 2019 and of its performance for the year then ended; and
- complying with Australian Accounting Standards to the extent described in Note 1, and the *Corporations Regulations 2001*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Company in accordance with the 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.

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Responsibilities of the Directors for the Financial Report

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

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

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with 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 the financial report.

As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgment 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 association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's 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 association'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 association 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 those charged with governance 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.



Anthony Bryen & Co



A C Bryen
Partner

Dated at Brisbane this eleventh day of September 2019



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