



GAPDL
The Gladstone Region

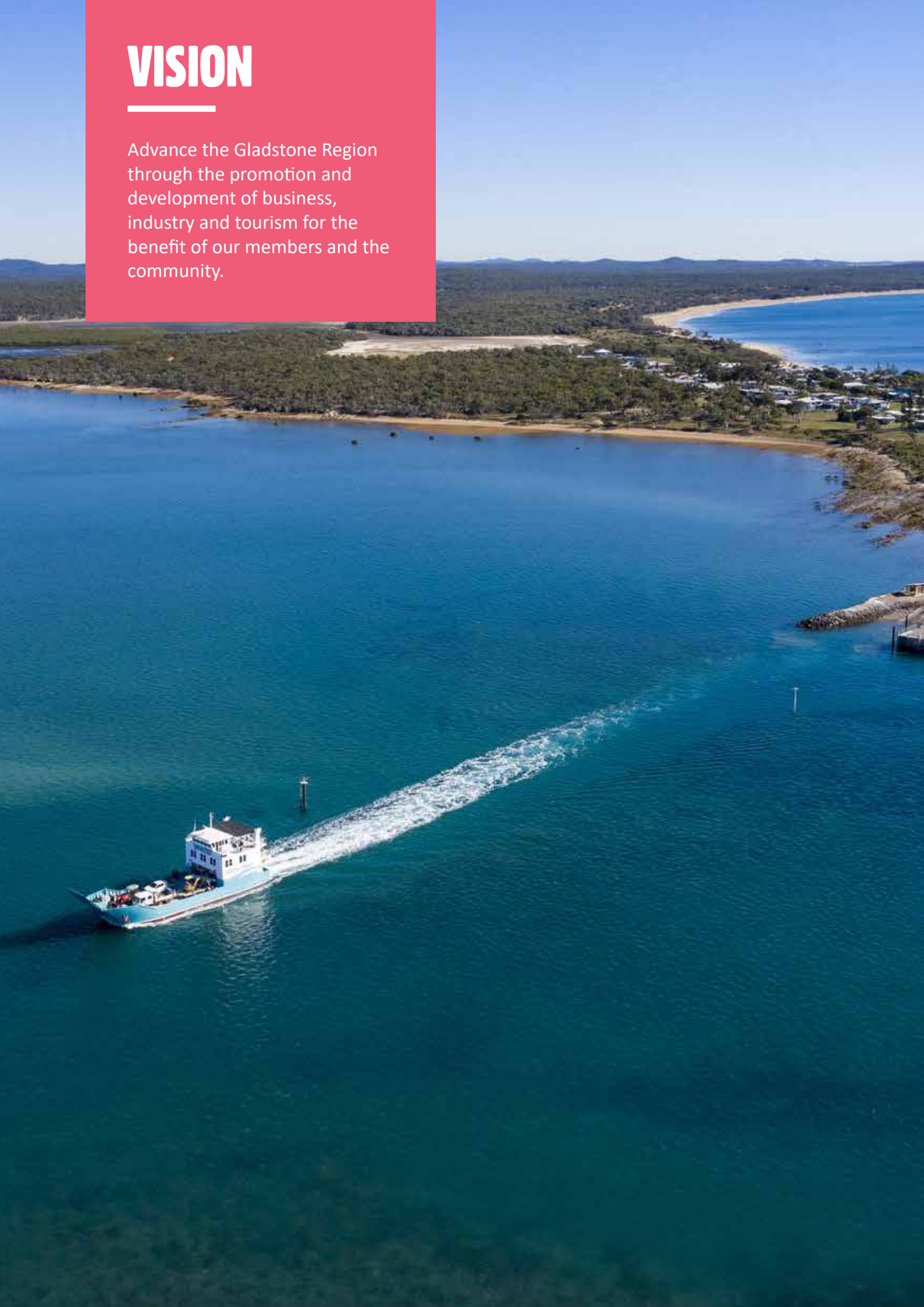
ANNUAL REPORT

2019-2020



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





Operated by

ConocoPhillips



QGC



A MESSAGE FROM OUR CHAIR

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.

The past year has been year of change given the influences of the global pandemic – Covid 19, GAPDL like other business had to adjust our way of business delivery. Social Media came to the fore with the team creating inspiring messaging to reach out.

Our Visitor Information Centers (VICs) located in Gladstone, Agnes Water, Miriam Vale and Mt Larcom (hubs) were affected as well and for the first time in years not opening the doors, normally we would proudly operate 363 days a year, staffed by our amazing volunteers. During this period, we undertook the task of refurbishing the Gladstone and Agnes Water Visitor information Centers.

It was announced in June that “Queensland is Good to Go!” and so was GAPDL we targeted the 400km drive market hoping to attract visitors to the region, had high quality videos made, brought influencer and photographer Sean Scott to the region, Step Outside with Paul Burt, 4 Boys and a Caravan, a travelling Family visited and experienced 1770 LARC Tours.

Our Communities for Children (CfC) continue 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.

GAPDL delivers a substantial service to the Gladstone Region and we recognize the support of various Federal and State Government departments, Gladstone Regional Council, our local MPs, Gladstone Ports Corporation, TEQ and major corporations, business’, individuals and in particular our loyal members.

This year has been a busy/different 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 CEO Gus Stedman, Gus has worked tremendously hard during this past year working with the Board, Team, Members and Partners to ensure the relevance of GAPDL.

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 utterly unique. I acknowledge the volunteer board – Brent Jordison Deputy Chair, Mark Spearing Secretary, Neville Hughes Treasurer, Directors - Col Tribe, Rob Gibb, Rick Hansen, Mark Cachia and Tony Ward and thank them for their service to GAPDL.

I also acknowledge our hard-working, experienced Team and the wonderful Ambassadors who volunteer and offer exceptional service to every visitor to our VICs. 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 his keen accounting eye and good fiscal management.

Going forward, the core business of GAPDL is to operate our VICs, through partnerships, deliver key marketing outcomes, provide business opportunities to our members and grow tourism and new hero experiences for our region.

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

Leigh Zimmerlie

Chairperson



A MESSAGE FROM OUR CEO

The 2019/2020 financial year has truly been a year of two halves with a record number of successive cruise ship visits in the first half and a global pandemic in the second half.

The post COVID-19 recovery has been strong and our team has executed a number of well-timed campaigns to highlight the stunning features of our region. Another pleasing aspect of the organisation's performance was the financials, we managed to exceed the original budgeted forecast exclusive of government stimulus payments.

Personally, I am encouraged by the whole team's willingness to work together on projects across all pillars of the organisation. The GAPDL and CFC working together on projects like sponsor a spot and the golf days help bring the team together to deliver outcomes for our community.

Over the past twelve months GAPDL has been working closely with the DCTC to provide a united front for the promotion of the region and has resulted in a jointly funded employee to help both our organisation serve this region better.

The growth in membership has been encouraging and we are looking to continue our growth in memberships and services in the 2020/2021 financial year.

We are very fortunate to have corporate business partners such as Alliance, the Gladstone Area Water board, Gladstone Ports Corporation, Gladstone Regional Council, and Tourism Events Queensland, Shell QGC, Santos GLNG, APLNG and Gladstone Cinemas who provide tremendous support to our organisation.

Finally, I would like to thank our Board of Directors chaired by Leigh Zimmerlie, our board provide the voice of reason and the check and balances to ensure compliance.

I would sincerely like to thank our amazing volunteers; without whom we wouldn't be able to undertake the volume of things we do.

Also, our members who support the GAPDL through funding and assistance to help promote our region through not only membership but also the in-kind accommodation, meals, flights, and car rentals.

The cruise liners visiting Gladstone in the first half of the year was the busiest period for our port so far however with COVID-19, the cruise industry has now halted. Whilst in suspension we still have been engaged in discussion with industry and with the new terminal open at east shores we are ready to welcome the ships back when safe to do so.

Both the accredited visitor information centres had to close during the height of the pandemic, and this was used to refurbish both centres and the outcome has been nothing short of amazing. The retail sales in both centres has improved since and the feedback has been truly amazing.

The information hubs at Mount Larcom and Miriam Vale continue to operate well however operating within another business premises comes with some risk to operations.

Our partnership with Capricorn Enterprise, Bundaberg tourism and Tourism Events Queensland has continued to provide an overarching view of our region to the world.

The post COVID-19 recovery has made our individual regions prosper as our local tourists don't respond to SGBR brand as well as the international tourists. Our coastal towns in the SGBR region have enjoyed high visitor numbers since restrictions have eased and forward bookings are strong.

The Communities for Children side of the organisation has been a great contributor to our team over the past year and the enthusiasm they bring to the table is infectious.

Having C4C within the GAPDL also positions the organisation as one who does indeed care about our community and facilitates some amazing programs for those 2-12 years of ages.

Our team are confident and excited about the future of our region and we are looking forward to promoting The Gladstone region for all our members, residents and visitors.



Gus Stedman
Chief Executive Officer



TREASURER'S REPORT

The 2020 financial year was a challenging one for businesses and organisations around the world due to Covid-19. It impacted GAPDL through the cancellation of cruise ships and the associated markets where GAPDL derives stallholder fees, a drop in tourists both international and domestic which saw a decline in our Information Centre sales.

Despite these challenging times, GAPDL has ended the 2019-2020 financial year in a very strong position with all key financial indicators exceeding the 2019 financial year. Total revenue increased by \$170,958 (this included \$154,886 of federal government Covid 19 stimulus packages i.e. cash flow boost and Jobkeeper). The net surplus for the year was \$234,996 which was an increase of \$137,087 over the 2019 financial year. Net cash from operating activities was \$95,170 which is an increase of \$6,286 over the 2019 financial year. Also included the cash flow was \$39,263 of capital expenditure. This included new computers, furniture and equipment and even some sculptures. Net cash increased by \$55,907.

Total current assets (i.e. cash, trade debtors and stock) at 30 June 2020 was \$465,346. This included Trade Debtors, other receivables and stock at 30 June of \$148,402. This is an increase of \$68,009 on the year ended 30 June 2019. Most of the increase was due to monies owing by the Australian Taxation Office (\$45,032) for the cash flow boost and Jobkeeper were recognised in the 2019-2020 financial year but not received until after 30 June.

In closing I would like to say thank you and recognise the work done by GAPDL's Finance Officer Karen Euston. She does a great job and is asset to GAPDL.



Neville Hughes
Honorable Treasurer



BOARD OF DIRECTORS



Leigh Zimmerlie
Chairperson



Brent Jordison
Deputy Chairperson



Neville Hughes
Honorable Treasurer



Mark Spiering
Honorable Secretary



Anthony Ward
Elected Director



Mark Cachia
Elected Director



Colleen Tribe
Elected Director



Rick Hansen
*Gladstone Regional
Council Representative*



Robb Gibb
*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



Gu Stedman
Chief Executive Officer



Nicola Scurr
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*



Abbi Willis
*Communities for
Children Administrative
Support Officer*

PREVIOUS STAFF



Dominique Gleixner
Tourism Manager



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 FAMILIS

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.

Media

- Greg Grainger
- Stuart Mckay (StixPix Media)
- Paul Burt
- Sean Scott
- James Vodicka
- Urban List Brisbane
- 1770 Fishing Australia

Trade Shows

Unfortunately, due to COVID the following events we were due to attend were cancelled:

- Brisbane Caravan and Camping Show
- Australian Tourism Exchange (ATE)

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
Big Book of QLD

DESTINATION MARKETING

(Gladstone and Southern Great Barrier Reef)

Best of Queensland Experience Program

As today's 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 48 operators in the Best of Queensland Experience Program average score of 88.60% and GAPDL will continue to assist in development of the tourism industry and increase the participation numbers year on year. Due to COVID-19 the Best of Queensland Experience Program was paused from March 2020

Trade Shows

The Southern Great Barrier Reef was represented at:

- Queensland on Tour Europe
- Queensland on Tour UK
- Queensland on Tour NZ

TEQ Conversations with Industry

Tourism and Events Queensland (TEQ), in partnership with GAPDL held a very successful "Conversations with Industry" online forum. The forum was held differently this year due to restrictions, however it was part of a series held throughout the state and provided a great opportunity to connect with representatives from TEQ and gain valuable industry insights and an understanding of their COVID-19 recovery campaign. It also allowed GAPDL to inform our members and others tuning in, what we have been up to and what we have planned in a tourism marketing space.



TOURISM/DESTINATION MARKETING

Continued...

COVID-19 Recovery Marketing

From March 2020 COVID-19 heavily impacted tourism in the Gladstone Region, especially during the lockdown periods. During this time between March – June we were busy planning and ensuring that Gladstone was still on the map and front of peoples minds for when restrictions eased. We produced the following collateral during this period to ensure Gladstone was 'Good to Go':

- Worked with Stuart Mckay from StixPix Media on developing a scope of works for two Gladstone Region videos. Video 1 showcased more off the beaten track locations to appeal to locals when they could only travel within the region, and video 2 launched at the start of the 20/21 FY was a highlights reel of the region inline with TEQ's Good to Go Messaging when Queenslanders were able to travel intrastate.
- Installed 2 billboards on the Bruce Highway (within 400km radius of Gladstone)
- Launched local operator deals which were advertised on our social media channels, EDM's, Gladstone Region website and through our members
- Local radio advertisements on 4CC and Hit CQ with messaging on 'Your next perfect holiday is closer than you think'
- Local print advertisements with The Observer and Gladstone News
- Launched a local cinema advertisement – inspiring locals to explore their own backyard
- Prior to the June/July school holidays we featured in The Courier Mail with operator deals and part of TEQ's Good to Go booklet
- Organised and ran member promotion 'GAPDL Deal of Fortune'
- Organised a local 'Colour the Gladstone Region' colouring in competition
- Ran a local sunrise and sunset photo competition to highlight the beauty in our backyard
- Launched a list of 20 things to tick of in 2020 in the Gladstone Region for when restrictions eased.

Content Creation

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. During the COVID-19 lockdown we stopped these blogs as events were cancelled and it was deemed inappropriate. In addition to our 'What's On' blogs, we have published a range of other blogs highlighting things to do in the region, school holiday ideas, Boyne Island and Tannum Sands and a feature blog from Gladstone Region Tour's 'See the region through Dazza's eyes'. It was notified that we should combine both our corporate site (GAPDL) and consumer site (Gladstoneregion.info) so everything is in the one location and it will also help our website statistics. It was also identified that the consumer site should undertake a face lift to make it more inspiring and engaging. We contracted Elevate Media to undertake this task for us, with plans to have the site up and running by the end of the financial year. There have been delays with the site and this is now due to launch in the 20/21 financial year.

Gladstone Region Trade Cluster Session

In March during the COVID-19 lockdown we organised a Gladstone Region Zoom Cluster Session with Amanda Kruse from Success Matrix. This event allowed our trade ready members to engage online with GAPDL and Amanda Kruse to assist during the early stages of lockdown. Members were provided with insights and ideas on how to make the most out of this challenging time and focus on modifying their marketing plans accordingly.

Holiday in your BACKYARD this year

Gladstone Region
Southern Great Barrier Reef
Queensland Where great begins

www.gladstoneregion.info

#holidayherethisyear
#gladstoneregion
#visitagnes1770



Gladstone Region 20 Things to do in 2020

Try your skills at kayak surfing with 1770 Liquid Adventures – keep an eye out for dolphins, turtles and other friendly wildlife.

Glamping you say? Spend a night (or three) at Agnes Water Beach Holidays for the ultimate glamping experience.

Hop aboard the iconic pink amphibious vehicle with 1770 LARCI Tours and visit Queensland's only operating Lighthouse.

Jump in your 4WD, pack the swag and discover the magic of Deepwater and Eurimbula National Park.

Experience the Great Barrier Reef with a day trip to Lady Musgrave Island on board 1770reef Great Barrier Reef Eco Tours.

Make lasting memories on a guided tour or go at your own leisure with Kanga Tours and Scooter – E-Bike Hire.

Get active on over 15km of pathways, known as the 'Turtleway Bikeway', which winds along the Tannum Sands coastline.

Get away for a weekend and go camping at Lilly's Beach (permit required).

Take a trip out to Krombit Tops National Park and visit the remains of a World War II Liberator Bomber aircraft 'Beautiful Betty'.

Pack the e-bike, fishing rod and go on an adventure to Boyndale Bush Camp...there's even the possibility of spotting a platypus!

Wander through the impressive Tomboon Botanic Gardens and stop in for a cuppa at the local cafe.

Enjoy some exercise or simply relax in the parklands of East Shores Precinct or the Gladstone Marina.

Have dinner with a view under the magical fig tree at Spinneret Park. Trust us, it looks like something out of a fairy-tale book.

Be entertained and informed as you discover the Gladstone Region on board a tour with Gladstone Region Tours.

Watch turtle hatchlings erupt from their nest and wiggle their way to the water at Heron Island in turtle season.

Depart the Marina with Curtis Ferry Services and spend the day at one of the islands that wait off the Gladstone coastline.

Visit Wilson Island... An adult-only private hideaway on the Great Barrier Reef to experience the tranquil life of a cabinboy in style.

Try your luck at catching the famed Barramundi, Mulllet or Mangrove Jack at Lake Awoonga.

Grab your hiking gear, climb Mount Larsons and be rewarded with a spectacular 360-degree view of the Gladstone Region.

Step back in time and relive the history of Gallipoe at the Historical Village.

1770 Liquid Adventures

Book 4 Pay 3*
Call 0828 956 630

Gladstone Region Tours

Kids Ticket FREE*
Call 0417 632 945

Heron Island

Save 30%*
Call 1800 295 543 with code EXCLUSIVEDISCLOFFER

1770 LARCI Tours

10% off next trip*
Call 4974 5422

Kanga Tours

20% off*
Call 0418 662 351

Wilson Island

15% off*
Call 1800 336 051

Curtis Ferry Services

Kids Travel Free*
Call 4932 6990

1770reef Great Barrier Reef Eco Tours

Private Tours*
Call 4932 3222



For more inspiration, visit www.gladstoneregion.info

#gladstoneregion • #visitagnes1770 • #southerngreatbarrierreef • #holidayherethisyear

TERMS AND CONDITIONS APPLY

TOURISM/DESTINATION MARKETING

Continued...

Gladstone Region Stay-cation Campaign

Over the Christmas school holidays we launched a Gladstone Region Stay-cation campaign, encouraging locals to stay in the region over the holiday period, or visit from nearby. GAPDL organised a stand at Stockland for a week to promote this campaign with a prize for a holiday on Heron Island included. The campaign was advertised locally and also within the Southern Great Barrier Reef Region.

Shell QGC/GAPDL Living Like a Local

GAPDL alongside Shell QGC initiated the Living Like a Local campaign to highlight local people from the region at work, rest and play. The intent was to raise civic pride and to highlight ordinary Gladstone residents and what they love most about their lifestyle in the Gladstone Region. This campaign was published in The Observer and CQ Industry Magazine monthly, however ceased when The Observer stopped operation.

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 Dominique Gleixner from GAPDL represent our beautiful region.

DIGITAL MARKETING

GLADSTONE REGION

FACEBOOK

10,100 followers | Increase of 984 followers

TWITTER

1026 followers | Increase of 136 followers

INSTAGRAM

9,270 followers | Increase of 2,001 followers

FACEBOOK (CORPORATE)

3,090 followers | Increase of 862 followers

Website - GladstoneRegion.info

123,306 sessions | 245,736 page views

SOUTHERN GREAT BARRIER REEF

FACEBOOK

30,140 followers | Increase of 2,868 followers

INSTAGRAM

30,908 followers | Increase of 6,823 followers

WEBSITE - SouthernGreatBarrierReef.com.au

54,248 sessions | 271,836 page views

Gladstone

SOUTHERN GREAT BARRIER REEF



CURTIS FERRY SERVICES



KIDS TRAVEL FREE*

WITH ACCOMPANYING ADULT
CALL (07) 4972 6990

SANDCASTLES 1770



STAY 3, SAVE 30%*

DISCOUNT APPLIES TO ALL ROOMS
CALL (07) 4974 9428

HERON ISLAND



SAVE 30%*

CALL 1800 875 343 WITH CODE
EXCLUSIVELOCALOFFER

GLADSTONE REGION TOURS



KIDS TICKET FREE*

WITH PURCHASE OF ADULT TICKET
CALL 0417 638 945

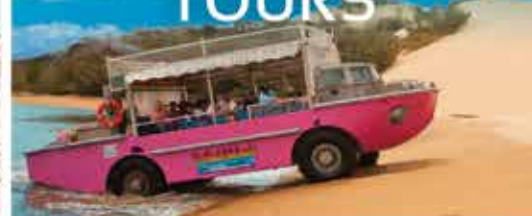
WILSON ISLAND



15% OFF*

DISCOUNT OFF YOUR STAY
CALL 0417 638 945

1770 LARC! TOURS



10% OFF NEXT TRIP*

BOOK NOW & GET 10% OFF NEXT TIME!
CALL (07) 4974 9422

*Terms and conditions apply



gladstoneregion.info

[#gladstoneregion](https://twitter.com/gladstoneregion) | [#visitagnes1770](https://twitter.com/visitagnes1770) | [#southerngreatbarrierreef](https://twitter.com/southerngreatbarrierreef)

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.

2019-20 Volunteer Ambassadors

- Alison Kelly
- Annette Felix
- Ben Felix
- Christene Hodgson
- Colleen Dillon
- Elinor West
- Greg West
- Heather Kroesen
- Helen Whitmore
- Isabella McAusland
- Jennifer Bourke
- Jennifer Brooks
- Jillian Liefing
- Joan Kean
- Karen Gregory
- Kate Hooper
- Kathy Strachan
- Leigh Barr
- Len Dowling
- Lurleen Ramm
- Lyn McCann
- Lynne Lewis
- Marilyn Irwin
- Nerida White
- Nida Channell
- Nyomi Silver
- Patrice McFadzen
- Pauline Arvidson
- Ross Maudsley
- Teresa Briggs
- Marcia Moulton
- Ron Steen
- Rhonda Steen
- Karen Gregory
- Lyn Ogle
- Barbara O'keefe
- Pam Lawry
- Jennifer Marxsen
- Sue Riley
- Jenny Jamieson
- Ian Richardson
- Carolyn Armstrong
- Carolyn Hart
- Heather Mackay
- Karen Scanlan



COMMUNITIES FOR CHILDREN

The GAPDL Communities for Children (CfC) project funding was extended by the Department of Social Services for another 12 months allowing us to continue supporting families in the community until June 2021.

While there were no significant changes to the programs, supports and resources provided by the CfC project, there was increased funding provided so the Play2Learn supported playgroup so they could extend into Calliope with a third session each week.

The CfC project was tracking for similar growth to the last three years (453 clients in 2016/2017, 1,161 clients in 2017/2018 & 1,628 clients in 2018/2019) when Coronavirus hit. It was wonderful to see how our Community Partners work very quickly to modify the delivery method of programs to ensure continuity of support for participants.

To allow for virtual delivery of the Playgroups, the CfC team along with our Community Partners assembled 100 activity packs that were delivered to active participants of the Play2Learn and Multicultural Playgroups. The professional development programs previously delivered face to face was modified to allow for online delivery but was done so to maintain the interactive components.

With the community getting to know the GAPDL CfC project better, we can see the community needs are rapidly outgrowing the current funding received. GAPDL are working on securing additional long-term funding and opportunities for self-generated income streams.



NETWORKING AND EVENTS

Throughout 2019/2020 , 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 11 Feast on East Markets in 2019/2020 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.

Asia-Ready Workshop | 16 August 2019

Hosted by Craig Shim, an intercultural business consultant with over two decades of global tourism marketing and cross-cultural consulting experience, this workshop was tailored specifically to provide invaluable information and guidance to local businesses, stallholders and Welcome Cruise Ambassadors in their delivery of customer service to the Asian passengers.

The Ambassadors were invited to share first-hand experiences and collaborate with fellow ambassadors in solving a series of cross-cultural challenges specific to engaging with international cruise ship passengers.

Story – Telling Workshop | 19 August 2019

Hosted by Christine Retschleg, an award-winning journalist, travel writer and blogger. Christine talked to Members and local businesses and provided secrets on enhancing their competitive edge by creating a story around their product.

Members and Mates Golf Day | 6 September 2019

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

Blues & Roots Festival | 21-23 February 2020

GAPDL are in collaboration with DCTC and attended the Agnes Blues and Roots festival with the IVAN which was very well received by the local community.

AIME | 17-19 February 2020

GAPDL attended AIME in Melbourne with GRC and Glenda Farrar, which was a very productive event for the region.

Meet The Candidates | 12 March 2020

“Meet the Candidates” was an example of one of our very successful collaborative events, which was held on the 12 March. All potential candidates attended and the response from the community was impressive; they filled the auditorium and had an opportunity to have their questions heard. The event was also live streamed on FB and resulted in 4,848 views and 882 engagements. The flyers created for the event were subsequently provided to the voting locations to assist those unfamiliar with the candidates.

NETWORKING AND EVENTS

Continued...

Gladstone Region Resilient Leaders Program | Online, Workshops & Networking Session 22 April – 12 August

GAPDL Staff and Members took part in an invaluable series of online training sessions, hosted by The Institute of Leadership Australia with the aim of reducing the community dependence on government assistance and increasing business and community resilience. A full day workshop followed the online interactive training sessions and the program culminated in a networking session which allowed attendees to discuss findings.

Adversity, An Opportunity in Disguise (GEA & GCCI) | 28 May 2020

A range of extra community events are being planned this year in collaboration with GEA, GCCI and ATQLD for the community, such as this virtual event, with guest speaker, Tim Horan.



CRUISE INDUSTRY

In 2019/2020 GAPDL continued to work with P&O, Carnival Cruises, Dream Cruises, Gladstone Regional Council and Gladstone Ports Corporation, to welcome 11 cruise ships to Gladstone. These ships brought with them over 20,000 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

- 4th August 2019 | Pacific Explorer
- 20th September 2019 | Carnival Spirit
- 25th October 2019 | Dream Explorer
- 30th October 2019 | Dream Explorer
- 6th November 2019 | Dream Explorer
- 13th November 2019 | Dream Explorer
- 19th November 2019 | Maasdam
- 20th November 2019 | Carnival Spirit
- 27th November 2019 | Dream Explorer
- 4th December 2019 | Dream Explorer
- 30th January 2020 | Pacific Explorer

The GAPDL Volunteer Cruise Ambassadors welcomed between 1,000 - 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

- 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 passengers

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
Denis Chapman	Maureen Flaherty
Dian Lucus	Marilyn Irwin
Donna O'Toole	Maxine Brushe
Elinor West Fei	Melanie Dyball
Matheson Gayle Young	Monica Blomfield
Greg Wakefield	Nerida White
Greg West	Nida Channell
Heather Kroesen	Nigel Wilkinson
Helen Whitmore	Patrice McFadzen
Ingela Warwick	Patricia Stratton
Irene Currell	Pauline Bambling
Isabella McAusland	Peter Davison
Janet Frewen-Lord	Robert Dunnett
Jennifer Bourke	Rebecca Clark
Jennnifer Davis	Rhonda Denney
Jennifer Haimi	Ross Maudsley
Jennifer Lindberg	Robbie O'Flanagan
John Whitten	Susan O'Flanagan
Joyce O'Dowd	Terrence Freyling
Julie Anne Neill	Terri Stafford
Karyn Scanlan	Vivien Maunders
	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 2020

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DIRECTOR'S REPORT

Your directors present this report on the company for the financial year ended 30 June 2020.

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:

Lesley Zimmerlie	Mark Spearing	Brent Jordison	Helen McGregor Ceased 20/4/2020
Neville Hughes Appointed 28/5/2020	Rick Hansen	Mark Cachia Appointed 11/10/2019	Colleen Tribe Appointed 11/10/2019
Antony Ward Appointed 11/10/2019	Robert Gibb Appointed 11/10/2019	Terry Purcell Ceased 7/10/2019	Rowan Windsor Ceased 11/10/2019
Jeffrey Moodie Ceased 11/10/2019			

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:



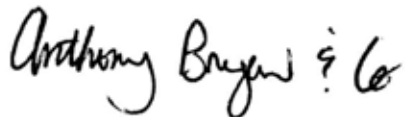
Dated this 8th day of October 2020

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 2020 there have been:

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



Anthony Bryen & Co



A C Bryen
Director

Dated at Brisbane this eighth day of October 2020

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 2020

	Note	2020 \$	2019 \$
Revenues from grants and ordinary activities	3	1,942,577	1,771,619
Cost of Sales	4	58,030	75,462
Employee benefits expense		715,992	657,932
Depreciation and amortisation expenses		15,634	11,849
Other expenses from ordinary activities		<u>917,925</u>	<u>928,467</u>
Surplus/(deficit) before income tax	5	234,996	97,909
Income tax expense		-	-
Surplus/(deficit) after income tax expense for the year attributable to the members of Gladstone Area Promotion and Development Limited		234,996	97,909
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>234,996</u>	<u>97,909</u>

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831
STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2020

	Note	2020 \$	2019 \$
CURRENT ASSETS			
Cash and cash equivalents	6	316,944	261,037
Trade Debtors, other receivables and Stock	7	148,402	80,393
TOTAL CURRENT ASSETS		465,346	341,430
NON-CURRENT ASSETS			
Property, plant and equipment	8	59,144	36,509
		59,144	36,509
TOTAL NON-CURRENT ASSETS		59,144	36,509
TOTAL ASSETS		524,490	377,939
CURRENT LIABILITIES			
Trade and other payables	9	133,884	225,802
Employee Benefits	10	33,514	30,041
TOTAL CURRENT LIABILITIES		167,398	255,843
TOTAL LIABILITIES		167,398	255,843
NET ASSETS		357,092	122,096
EQUITY			
Retained surplus		357,092	122,096
TOTAL EQUITY		357,092	122,096

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831
STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDING 30 JUNE 2020

	Retained Surplus/(Deficit) \$
Balance at 1 JULY 2018	24,187
Surplus/(Deficit) for the period	97,909
Balance at 30 JUNE 2019	<u>122,096</u>
Surplus/(Deficit) for the period	234,996
Balance at 30 JUNE 2020	<u>357,092</u>

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
ABN: 67 010 613 831
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDING 30 JUNE 2020

	Note	2020 \$	2019 \$
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from members, grants & subsidies		1,909,028	1,926,613
Payments to suppliers and employees		(1,817,363)	(1,840,291)
Interest Received		<u>3,505</u>	<u>2,562</u>
Net cash provided by (used in) operating activities	18(b)	95,170	88,884
CASH FLOWS FROM INVESTING ACTIVITIES			
Payments for property, plant and equipment		<u>(39,263)</u>	<u>-</u>
Net cash provided by (used in) investing activities		(39,263)	-
CASHFLOWS FROM FINANCING ACTIVITIES			
		<u>-</u>	<u>-</u>
Net cash provided by (used in) financing activities		-	-
Net increase (decrease) in cash held		55,907	88,884
Cash at beginning of period		<u>261,037</u>	<u>172,153</u>
Cash and cash equivalents at the end of the financial year	18(a)	<u>316,944</u>	<u>261,037</u>

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

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2020

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.

Impact of adoption

AASB 15, AASB 16 and AASB 1058 were adopted using the modified retrospective approach and as such comparatives have not been restated. There was no impact on opening retained profits as at 1 July 2019.

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 Recognition

The company recognises revenue as follows:

Revenue from contracts with customers

Revenue is recognised at an amount that reflects the consideration to which the company is expected to be entitled in exchange for transferring goods or services to a customer. For each contract with a customer, the company: identifies the contract with a customer; identifies the performance obligations in the contract; determines the transaction price which takes into account estimates of variable consideration and the time value of money; allocates the transaction price to the separate performance obligations on the basis of the relative stand-alone selling price of each distinct good or service to be delivered; and recognises revenue when or as each performance obligation is satisfied in a manner that depicts the transfer to the customer of the goods or services promised.

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

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2020

Variable consideration within the transaction price, if any, reflects concessions provided to the customer such as discounts, rebates and refunds, any potential bonuses receivable from the customer and any other contingent events. Such estimates are determined using either the 'expected value' or 'most likely amount' method. The measurement of variable consideration is subject to a constraining principle whereby revenue will only be recognised to the extent that it is highly probable that a significant reversal in the amount of cumulative revenue recognised will not occur. The measurement constraint continues until the uncertainty associated with the variable consideration is subsequently resolved. Amounts received that are subject to the constraining principle are recognised as a refund liability.

Sales Revenue

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

Donations

Donations are recognised at the time the pledge is made.

Grants

Grant revenue is recognised in profit or loss when the company satisfies the performance obligations stated within the funding agreements.

If conditions are attached to the grant which must be satisfied before the company is eligible to retain the contribution, the grant will be recognised in the statement of financial position as a liability until those conditions are satisfied.

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 2020

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.

Contract assets

Contract assets are recognised when the company has transferred goods or services to the customer but where the company is yet to establish an unconditional right to consideration. Contract assets are treated as financial assets for impairment purposes.

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 2020

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.

Contract Liabilities

Contract liabilities represent the company's obligation to transfer goods or services to a customer and are recognised when a customer pays consideration, or when the company recognises a receivable to reflect its unconditional right to consideration (whichever is earlier) before the company has transferred the goods or services to the customer.

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.

Fair Value Measurement

When an asset or liability, financial or non-financial, is measured at fair value for recognition or disclosure purposes, the fair value is based on the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date; and assumes that the transaction will take place either: in the principal market; or in the absence of a principal market, in the most advantageous market.

Fair value is measured using the assumptions that market participants would use when pricing the asset or liability, assuming they act in their economic best interests. For non-financial assets, the fair value measurement is based on its highest and best use. Valuation techniques that are appropriate in the circumstances and for which sufficient data are available to measure fair value, are used, maximising the use of relevant observable inputs and minimising the use of unobservable inputs.

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
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NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2020

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.

Coronavirus (COVID-19) Pandemic

Judgement has been exercised in considering the impacts that the Coronavirus (COVID-19) pandemic has had, or may have, on the company based on known information. This consideration extends to the nature of the products and services offered, customers, supply chain, staffing and geographic regions in which the company operates. Other than as addressed in specific notes, there does not currently appear to be either any significant impact upon the financial statements or any significant uncertainties with respect to events or conditions which may impact the company unfavourably as at the reporting date or subsequently as a result of the Coronavirus (COVID-19) pandemic.

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.

	2020 \$	2019 \$
3 Revenue		
Operating activities		
Members Fees	159,323	147,264
Non Members Grants and Subsidies	1,368,052	1,316,209
In-kind Service Income	58,530	90,808
Sales	97,085	127,441
Other Income - Events, Ticket Sales & Incentives	259,587	89,897
	<u>1,942,577</u>	<u>1,771,619</u>

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

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2020

	2020	2019
	\$	\$
4 Cost of Sales and Services Provided		
Opening Stock	25,743	23,470
Product Purchases	62,207	77,735
Less Closing Stock	<u>(29,920)</u>	<u>(25,743)</u>
	<u>58,030</u>	<u>75,462</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	3,473	(8,346)
(b) Expenses:		
Depreciation	15,634	11,849
Annual audit	12,255	12,226
Loss on Disposal of Assets	995	466
Rental on Operating Leases	69,707	68,934
6 Cash and Cash Equivalents		
Cash at Bank and on Hand	<u>316,944</u>	<u>261,037</u>
	<u>316,944</u>	<u>261,037</u>
7 Trade Debtors, Other Receivables and Stock		
CURRENT		
Trade Debtors	92,706	41,588
Prepayments	8,186	1,716
GST Refund Due	17,590	11,346
Stock on Hand	<u>29,920</u>	<u>25,743</u>
	<u>148,402</u>	<u>80,393</u>
8 Property, Plant and Equipment		
Furniture, Fixtures and Fittings		
Furniture, Fixtures and Fittings - at Cost	25,391	20,756
Less: Accumulated Depreciation	<u>(13,017)</u>	<u>(11,061)</u>
	12,374	9,695
Computer Equipment - at cost	54,471	46,857
Less: Accumulated Depreciation	<u>(46,246)</u>	<u>(40,909)</u>
	8,225	5,948
Regional Signage - at Cost	4,058	4,058
Less: Accumulated Depreciation	<u>(3,449)</u>	<u>(3,246)</u>
	609	812
Motor Vehicles		
Motor Vehicles - at Cost	38,543	38,543
Less: Accumulated Depreciation	<u>(32,517)</u>	<u>(30,768)</u>
Total Motor Vehicles	<u>6,026</u>	<u>7,775</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 2020

	2020	2019
	\$	\$
Plant and Equipment		
Plant & Equipment - at Cost	67,226	40,212
Less: Accumulated Depreciation	<u>(35,316)</u>	<u>(27,933)</u>
Total Plant & Equipment	<u>31,910</u>	<u>12,279</u>
Total Property Plant & Equipment	<u>59,144</u>	<u>36,509</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 2018	12,110	9,666	1,083	10,032	15,933	48,824
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>9,694</u>	<u>5,948</u>	<u>812</u>	<u>7,775</u>	<u>12,279</u>	<u>36,508</u>
Additions	4,635	7,614	-	-	27,015	39,264
Disposals	-	(995)	-	-	-	(995)
Depreciation expense	(1,955)	(4,342)	(203)	(1,749)	(7,384)	(15,633)
Balance at 30 June 2020	<u>12,374</u>	<u>8,225</u>	<u>609</u>	<u>6,026</u>	<u>31,910</u>	<u>59,144</u>

9 Trade and Other Payables

CURRENT

Trade Creditors	40,128	57,134
Accrued Expenses	40,936	123,590
PAYGW Payable	11,684	10,008
Superannuation Payable	4,668	4,192
Other Creditors	<u>36,467</u>	<u>30,877</u>
	<u>133,883</u>	<u>225,801</u>

10 Employee Benefits

Annual Leave Provision	<u>33,514</u>	<u>30,041</u>
	<u>33,514</u>	<u>30,041</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 2020

	2020 \$	2019 \$
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	<u>12,255</u>	<u>12,226</u>
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 2020 and 30 June 2019.</p>		
16 Commitments		
<p>The company had no commitments for expenditure as at 30 June 2020 and 30 June 2019.</p>		
17 Events After the Reporting Period		
<p>The impact of the Coronavirus (COVID-19) pandemic is ongoing and while it has been financially positive for the company up to 30 June 2020, it is not practicable to estimate the potential impact, positive or negative, after the reporting date. The situation is rapidly developing and is dependent on measures imposed by the Australian Government and other countries, such as maintaining social distancing requirements, quarantine, travel restrictions and any economic stimulus that may be provided.</p>		
<p>No other matter or circumstance has arisen since 30 June 2020 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 2020

	2020 \$	2020 \$
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	316,944	261,037
	<u>316,944</u>	<u>261,037</u>
(b) Reconciliation of Cash Flow from Operations with Net Current Year Surplus/(Defecit)		
Net current year surplus/(deficit)	234,996	97,909
Non-cash flows in surplus\ (deficit) from ordinary activities:		
Depreciation	15,634	11,849
Loss on Disposal of Assets	995	466
Changes in assets and liabilities, net of the effects of purchase and disposal of subsidiaries:		
Decrease/(Increase) in receivables	(57,362)	(22,168)
Decrease/(Increase) in prepayments	(6,470)	4,883
Decrease/(Increase) in stock	(4,177)	(2,273)
Increase/(Decrease) in provisions	3,473	(8,347)
Increase/(Decrease) in payables	(91,918)	6,565
Increase/(Decrease) in income in advance	-	-
Cash flows from operations	<u>95,170</u>	<u>88,884</u>

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

DIRECTORS' DECLARATION

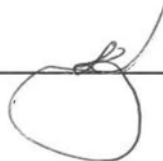
In the directors' opinion:

- 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 2020 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.

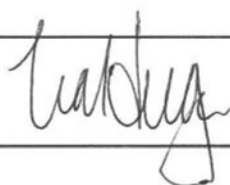
Signed in accordance with a resolution of directors made pursuant to section 295(5)(a) of the Corporations Act 2001.

On behalf of the directors

Director:



Treasurer:



Dated this 8 day of OCTOBER. 2020

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 2020, 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 2020 and of its performance for the year then ended; and
- complying with Australian Accounting Standards to the extent described in Note 1, and the *Corporations Regulations 2001*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Company in accordance with the 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 eighth day of October 2020



GAPDL
The Gladstone Region

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