

# Annual Report

{ 2022-2023 }



**GAPDL**  
The Gladstone Region

 **Gladstone Region**  
Southern Great Barrier Reef  
Queensland *Where great begins*

# Vision

Position the Gladstone Region through promotion and development of tourism, lifestyle and liveability to benefit members and the community.



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# Priorities

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

Work with/develop product to position the Gladstone Region as a leading outdoor, fishing, adventure and camping destination.

More effectively target and leverage the 400km radius drive market, and facilitate the more effective dispersal of visitors throughout the Gladstone Region and the SGBR.

Establish the Gladstone Region as a key strategic port for Queensland and the cruise industry.

Establish the Gladstone Region as a recognised destination in the MICE market incorporating a strong events program.

## { GAPDL CORPORATE PARTNERS }



# A MESSAGE FROM *our chair*

At the close of the 2023 Financial Year, Gladstone Area Promotion and Development Limited (GAPDL) continues to deliver service to the Gladstone region in promoting tourism and liveability. Without the strong support of our core funding partners, Tourism and Events Queensland and Gladstone Regional Council, this would not be possible. I would also like to acknowledge the State Government of Queensland, regional corporations, members and businesses, and importantly, the Federal Department of Social Services for their ongoing funding support for the Communities for Children program.

There are a number of highlights worth mentioning in our work this year including our continued and increased involvement with the Easter in Gladstone Campaign alongside Gladstone Regional Council, the six successful recipients of the Turtle Tank Fund, a record Southern Great Barrier Reef attendance at the Australian Tourism Exchange and the continued growth of our Gladstone Region Ambassador Program which contributed over 7,000 volunteer hours this year.

The Federally funded Communities for Children program continues to deliver positive and sustainable outcomes for children and families in the community. There has been a significant increase in demand for support programs and increasing waiting lists for programs such as Circle of Security. While we are limited in what can be delivered with Federal funding, we are extremely grateful for the generous industry support we have received this year which has helped us to close the gap. Communities for Children is an important part of GAPDL's commitment to community wellbeing and resilience. Our manager and staff, and our volunteer Management Committee work hard to ensure the funds are spent in areas of highest demand. I thank them for their support and commitment.

As a non-profit member and partnership-based organisation, GAPDL is charged with prudent financial management that delivers value for funders, members and businesses. GAPDL has closed out the year in a good position. However, funding arrangements are not guaranteed in the long-term, and so we must look at options and opportunities.

Although not a new concept, GAPDL and our neighbouring Regional Tourism Operators, with the support of Tourism and Events Queensland, are exploring a range of options for 'doing business better' that will focus on developing strategic alliances and sharing of resources to better market and promote the Southern Great Barrier Reef brand to a wider audience. While early days yet, we welcome positive change that does not impact on the identity of the Gladstone region as a destination of choice while at the same time contributing to the sustainability of the organisation. The Board and team at GAPDL are committed to consulting with our stakeholders throughout this process.

I want to thank our volunteer Board for their strategic input during the year. Mark Cachia (Deputy Chair), Mark Spearing (Secretary), Shelly Stormonth (Treasurer), Cr Rick Hansen (Gladstone Regional Council), Marilyn Steel (Industry representative), Chantale Lane and Tess Groen-Int-Woud. The Board has worked well together to deliver for our region with a strategic approach to tourism growth and strong governance of the organisation.

While outside of the reporting period, GAPDL's CEO, Gus Stedman, retired in July 2023. After four years of leading GAPDL team, Gus leaves a strong legacy of getting the job done. The Board is appreciative of Gus' efforts and commitment to the cause. We are pleased to confirm that Nicola Smith, formerly Tourism and Events Queensland Manager, has been seconded to the role of CEO.

In closing, I sincerely thank our volunteer ambassadors who make the Gladstone experience memorable – their work is amazing and appreciated. We look forward to the growth of our tourism industry in the coming year, and we will continue to put our efforts towards growing the tourism experience in our region and providing value to all our stakeholders.



**Robert Gibb**  
Chairperson





## A MESSAGE FROM OUR CEO

It is my pleasure to present to the Board and members of GAPDL our Annual Report for the year ending 30th June 2023.

GAPDL would not exist without its Members and Operators, and we are here to support their needs as well as we possibly can. Our role is to attract visitors to the region, to help support our members and to ensure we maximise their length of stay and expenditure. The support of our members is appreciated and their engagement in GAPDL helps shape how we market the region.

I would also at this point like to acknowledge the extraordinary role our Volunteers play in our organisation. They are the heart and soul of our operation and their dedication to promoting our community doesn't go unnoticed. From the Airport to the Visitor Information Centres and all the events they help at, we appreciate every minute they provide to our operations.

Our regional visitation continued to be strong this year. The Gladstone region welcomed 568,000 visitors, who stayed 2 million nights, spending \$385 million. The visitor numbers are ahead of last year however we expect this to 'normalise' over the next financial year, due to traditional travel habits expected to return. One of the success stories of the region is the levels of visitation on the Discovery Coast (Agnes Water 1770) and our Operators down there have been delivering outstanding results for the last three years.

In addition, Boyne Tannum region is always very popular with the caravanning sector and Heron Island with those wishing to explore the sensational Southern Great Barrier Reef.

The Communities for Children program has again delivered exceptional outcomes with their facilitating partners, and this would not have been possible without the additional support provided by industry, business and service clubs in the region.

With Karen's exceptional management of the GAPDL finances, we have maintained our strong balance sheet and the organisation remains in a good financial position.

Our team at GAPDL are working closely and diligently with all our key stakeholders and we believe we are making progress on this journey. GAPDL are very appreciative of the support we have received during the years especially from TEQ, DSS, Gladstone Regional Council, Gladstone Ports Corporation, DCTC, GAWB, GAC, APLNG, ShellQGC, AGIG, Santos, GILG, QER, Rio Tinto, Here for Gladstone, PCCC and Banana Shire Council.

Without the support of our very generous Corporate stakeholders, we would not be able to deliver the outcomes we have achieved this year. Our key stakeholders both government and corporate are vital to our ongoing success as an organisation and their contribution to our wider community is acknowledged.

It is pleasing to report no lost time injuries in the workplace.

On behalf of the GAPDL team, I would like to thank the entire Board for their support and contribution over the past year.

Our team are looking forward to another exciting year promoting the region and caring for our community.



**Gus Stedman**  
CEO

# Treasurer's REPORT

It gives me great pleasure to present my first Annual Report as Treasurer of GAPDL.

Financial year 2023 ended on a positive note with visitor numbers increasing and the tourism sector on its way to returning to pre-pandemic levels.

GAPDL has continued to work hard to support our members with new and increased initiatives and programs delivered to attract visitors to our region.

Due to efficient operational and financial management, Operating Revenue \$2,385,335 increased by \$313,369 when compared to 2022 \$2,068,966, which can be attributed to an increase in revenue from Visitor Information Centre sales, government grants and events and ticket sales.

Expenses increased by \$297,897 which were mainly the result of higher employee benefits of \$80,261, costs of sales \$21,683 and other expenses \$193,782.

GAPDL had a deficit before tax of \$10,261 (2022 - \$29,733).

## KEY FUNDING HIGHLIGHTS IN FY23:

- Department of Tourism, Innovation & Sport:
  - Ecotourism Australia - ECO Destination Certification Program, Nature Tourism - \$48,000 (Payment 1 - 22/23)
  - Tourism Industry Resilience, Emergency Response & Disaster Recovery Program - \$18,000
- Department of Agriculture & Fisheries:
  - SGBR Agritourism Trail - \$160,000
  - Marine Fishing Strategy & Maps \$51,000
- Tourism & Events QLD (TEQ), SGBR New Ways of Working Models of Partnership - \$59,500

## COMMUNITIES FOR CHILDREN FUNDING:

- AGIG:
  - Shade for Communities for Children - \$25,000
  - Nutrition & Nourish Program Calliope - \$20,000
- Gladstone Industry Leadership Group (GILG):
  - Nourish & Nurture Supported Playgroups - \$10,000
  - Goal Zero for Gladstone Initiative - \$10,454.54

Thank you to the GAPDL Board, CEO Gus Stedman, Finance Manager Karen Robke and the rest of the team who work tirelessly to support our amazing tourism industry and members here in the Gladstone Region.

Looking forward, we will turn our attention to the future and providing opportunity and connection to our members and the community.

**Shelly Stormonth**  
Treasurer



## { BOARD OF DIRECTORS }



**ROBERT GIBB**  
Chairperson



**MARK CACHIA**  
Deputy Chairperson



**SHELLY STORMONTH**  
Treasurer



**MARK SPEARING**  
Honorable Secretary



**CHANTALE LANE**  
Elected Director



**TESS GROEN-INT-WOUD**  
Elected Director



**RICK HANSEN**  
Gladstone Regional  
Council Representative



**MARILYN STEELE**  
Major Industry  
Representative

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

The Board is comprised of 8 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



**GUS STEDMAN**  
Chief Executive Officer



**NICOLA SCURR**  
Tourism Manager



**KAREN ROBKE**  
Finance Manager



**EMMA PLATH**  
Marketing and Public  
Relations Officer



**GEORGINA MATTISKE**  
Events and Campaigns  
Producer



**SUSAN GAERTH**  
Graphics Coordinator



**AMY SORRENSEN**  
Gladstone Visitor Experience  
and Membership Manager



**CHLOE SYDES**  
Tourism and Events  
Administrator



**MELISSA SMITH**  
Agnes Water / 1770  
Membership & Customer  
Experience Manager



**LAURA DEN HEIJER**  
Agnes Water Visitor  
Information Centre Officer



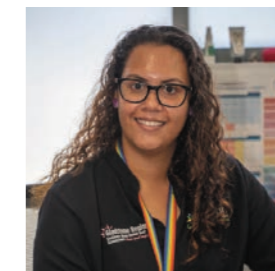
**SHARON PETROLATI**  
Agnes Water Visitor  
Information Centre Officer



**GIANNE BOONE**  
Communities for Children  
Project Support Officer



**WENDY MORRIS**  
Communities for Children  
Executive Officer



**SHAKIRA RAYMOND**  
Communities for Children  
Project Support Officer

# TOURISM DESTINATION *marketing*

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

## CONSUMER AND TRADE MARKETING

Content Creation, Trade and Media Familiarisations (famils) programs raise consumer awareness and motivation and the main objectives are to generate publicity as a tourism destination, enhance product knowledge, demonstrate the range of product in the region as well as creating positive attitudes in key decision makers.

### CONTENT CREATORS

- **Emma Shaw**  
Heron Island X Ultimate Islands Australia  
(Author of *Ultimate Weekends Australia*)
- **Sean Scott**  
one of Australia's most well-known photographers with over 125,000 Facebook and 331,000 Instagram followers. Provided high quality content and tagged us in social media posts during his stay in the region.

### MEDIA

- **Michael Guest** – *Reel Action TV*
- **The Mad Hueys**

### SOCIAL MEDIA

GAPDL managed various social media platforms last year, emphasising quality content. We engaged stakeholders on Facebook and LinkedIn, showcased visuals on Instagram, delivered video content on YouTube, and added a fun dimension on TikTok. Our efforts enhanced our online presence, promoting the Gladstone Region as a top destination, and we look forward to building on this success.

### CONSUMER (GLADSTONE REGION)

**Facebook**  
15,801 increase of 6,580

**Instagram**  
14,655 increase of 178

**TikTok**  
73 account recently established on this platform

### CORPORATE (GAPDL)

**Facebook**  
4,657 increase of 829

**LinkedIn**  
349 account recently established

### SOUTHERN GREAT BARRIER REEF

**Facebook**  
45,586 increase of 10,397

**Instagram**  
40,572 increase of 1,763

### WEBSITE

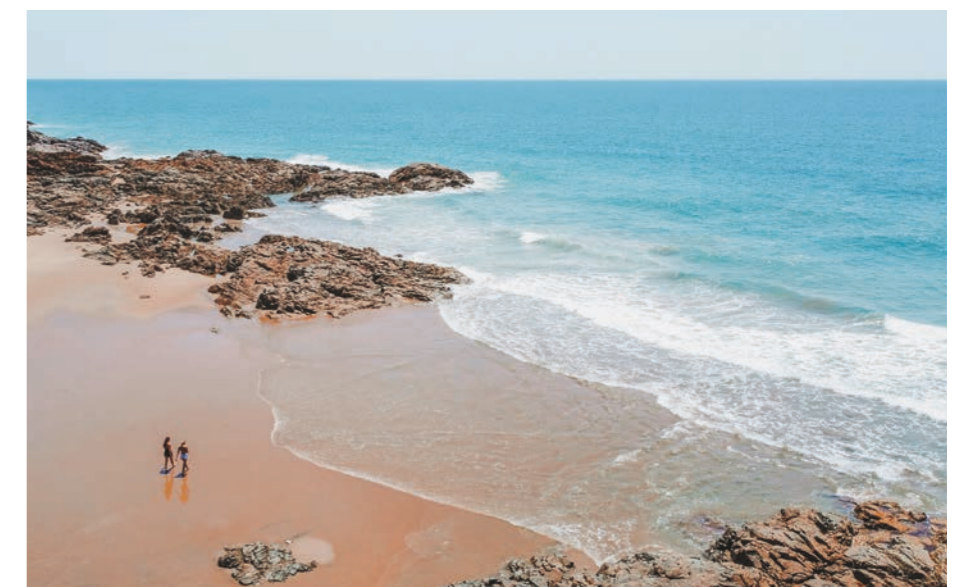
In the past year, the gladstoneregion.info website has undergone a complete revamp, with a sharp focus on enhancing user experience. This overhaul includes a modern and intuitive interface, streamlined navigation and an emphasis on mobile-friendliness to cater to users accessing the site via smartphones and tablets. These changes underscore our commitment to providing a seamless and accessible online experience for our consumers.

**gladstoneregion.info**

102,283 Sessions

174,200 Page Views

7,446 Leads Generated



## ELECTRONIC DIRECT EMAIL

GAPDL use electronic direct mail newsletters to market to a large audience. We have 2 separate newsletter databases – Consumer and Industry. Our Consumer newsletter aims to market to the general public, this focuses on local tourist information to explore Gladstone, things to do in the region, community events and local offers. Our Industry newsletter is sent to our GAPDL member database only and focuses on opportunities for members, member special deals, community and GAPDL events and organisational updates.

We have 1859 Consumer Mailing List contacts which is continuously growing. In the last financial year, we sent 7 Consumer newsletters which had an average open rate of 32.2% with 2371 individuals reading our newsletter in the last financial year.

## TRADE SHOWS AND REGION REPRESENTATION

- Destination Australia
- DestinationQ
- Professional Conference Organisers Association Conference
- Australian Cruise Association Conference
- AIME
- Caravan & Camping (Brisbane, Sydney, Melbourne)
- 4X4 Shows (Brisbane, Sydney, Melbourne)

## TRADE FAMILS

- Travel Essence Famil
- Erlebe Fernreisen
- Flight Centre Travel Group
- CVC, Andavo Travel
- Chongqing Soho Express
- Guangzhou New Star International Travel Agency
- QAS Holidays

## MEDIA FAMILS

- Escape
- NRMA Open Road Magazine
- Caravanning and Camping with Kids



## GLADSTONE REGION WEBSITE

## ADVERTISING & COLLATERAL

### PRESS RELEASES

8 August 2022

*MS Noordam docking in Gladstone*

21 June 2023

*GAPDL Membership upgrades*

### GLADSTONE REGION MARKETING COLLATERAL

- The Gladstone Region Guide
- Gladstone Map
- Agnes Water/1770 Map

## DESTINATION MARKETING CAMPAIGNS

### EASTER IN GLADSTONE

GAPDL collaborated with Gladstone Regional Council on the promotion of Easter in Gladstone for the third consecutive year.

Our promotion was heavily social media focused reverting consumers to our dedicated Easter in Gladstone web page on the gladstoneregion.info site. The page included history on Easter in Gladstone, holiday promotions and deals, suggestions to encourage a longer stay in the region, and event information.

The social media campaign's predominant target audience was the South East Corner, Sunshine Coast, Brisbane and Gold Coast. It ran from 23 January 2023 until 10 April 2023. The social media audience impressions were 1.4 million + resulting in 178,107 clicks on Gladstone Region web page.

Additional activities included Cassie digital billboard advertising, Channel 7's *Weekender* program, consumer newsletters and a children's activity booklet, which was downloadable from our website. We also advertised on electronic billboards in the South East corner.

### CARAVANNING QLD

Creation of two weeks of social media content to be promoted via the Caravanning QLD social channels with links to our Gladstone Region website which covered our Visitor Information Centres, Southern Great Barrier Reef,

Driving the Gladstone Region, Fishing/Lake Awoonga, Kroombit Tops National Park, Agnes Water/Town of 1770, Family-Friendly activities, Beach Camping, Mount Larcom climb etc. Half page ad in Caravanning QLD.

### DRIVE THE GLADSTONE REGION

The main objective of this campaign was to **advertising traveling** to our region Via road. A dedicated web page on our website 'Drive the Gladstone Region' was constructed, with three suggested itineraries and downloadable maps.

Additionally a full page advertisement and 200 word editorial 'The secrets of the Gladstone Region' in *Caravanning Australia* Winter 2022 edition was published.

### FISHING IN THE GLADSTONE REGION

The Gladstone Region provides an absolute plethora of places to fish all year round with an array of species. Gladstone is the gateway to an incredible fishing region. Fishing in Gladstone is a large tourism component that we want to market as one of the best fishing destinations to visit.

We enlisted YouTuber Matthew Scholz 'Pelagic Pursuit' to produce 5 YouTube videos to showcase fishing in Gladstone. With around 80,000 views and 2,000 comments combined, these Gladstone region fishing videos were a huge hit within his audience. 'How long you in Gladstone for? Do you have anymore videos fishing Gladstone coming out? Great video too, it was epic, I am a Gladstone local so found the video great' one audience member wrote.

## COLLABORATIVE CAMPAIGNS AND INDUSTRY INITIATIVES

### TURTLE TANK

Working alongside Gladstone Regional Council, GAPDL helped facilitate round two of the Turtle Tank Fund. Similar to the hit TV show *Shark Tank*, the initiative allowed the community and businesses to pitch their ideas which would contribute to the Gladstone Region tourism industry, encouraging a focus on marine tourism. With \$50,000 available, 6 of the 11 pitches were successful, receiving up to \$10,000 each.



### **TEQ CONVERSATIONS WITH INDUSTRY**

Tourism and Events Queensland (TEQ), in partnership with GAPDL held a very successful 'Conversations with Industry' in Agnes Water/1770 and a networking event add on in Gladstone. The events provided a great opportunity to connect with representatives from TEQ and TA and gain valuable industry insights and understandings. The main focus of this conversation was around the following key topics: Best of Queensland Experience Program, ATDW, QDEP Funding and Trade.

### **ECO DESTINATION CERTIFICATION**

GAPDL in partnership with Gladstone Regional Council is on the journey to becoming ECO Destination Certified by 2024. It is a huge undertaking that requires collaboration across all sectors of the region.

Achieving ECO Certification will recognise the Gladstone Region as a world-class destination that is strengthened by the region's commitment to ongoing improvement of sustainable practices, as well as providing high-quality nature-based tourism experiences. Certification of our region will appeal to the increasing number of conscious travellers looking to minimise their impact on the environment and be involved in the unique and authentic experiences our community has to offer.

### **SUSTAINABILITY WITHIN GAPDL**

- Sustainability focused web pages and communication for visitors and the regional tourism industry.
- Development of a Sustainability Marketing Plan and leveraging of opportunities for certified tourism operators.
- Commitment to inclusion of sustainability and eco themes within destination plans and destination marketing campaigns.
- Attendance to the ECO Think Destination Forum in March 2023.



# NETWORKING *and* EVENTS

Throughout 2022/2023, GAPDL held many events to promote tourism, members' businesses and reaffirm the commitment to our members and the Gladstone Region community.

## COMMUNITIES FOR CHILDREN PROFESSIONAL NETWORKING ON THE GREEN

21<sup>ST</sup> MARCH 2022

An event hosted by Communities for Children to network with all staff within the social services sector in Gladstone over a game of barefoot bowls. 35 people attended and overall a very successful event.

## GAPDL & ANBC GLADSTONE REGIONAL BUSKING CHAMPIONSHIPS

23<sup>RD</sup> JULY 2022

GAPDL ran this event with the Australian National Busking Championship Network. This event consisted of 28 buskers performing throughout the day across

public and licensed venues to play to the public. Allan Spencer, President of ANBC, travelled to Gladstone for this event to be a judge alongside Jeannine Butler, our wonderful local judge. The public had the opportunity to purchase tokens for \$1 to vote for their favourite buskers. The Regional Finals Concert & Award Ceremony was held at Auckland House which had a fabulous turnout. This event brought in a large crowd and helped support many local businesses. The winners of this event were offered a place at the Finals in Cooma, NSW and the overall winners were invited to play at the Gympie Muster.

## AGM

27<sup>TH</sup> OCTOBER 2022

GAPDL hosted our Annual General Meeting. We farewelled board members

Brent Jordison, Neville Hughes and Tony Ward. A vote was held and we welcomed new board members – Shelly Stormonth (Treasurer), Chantale Lane (Director) and Tess Groen-Int-Woud (Director).

## COMMUNITIES FOR CHILDREN MEMBERSHIP LAUNCH

8<sup>TH</sup> NOVEMBER 2022

A wonderful launch event hosted by the team at Communities for Children. An opportunity for the community to visit the precinct and learn how their membership supports the organisation.

## MEMBER NETWORKING EVENT AGNES WATER

23<sup>RD</sup> MAY 2022

GAPDL in conjunction with DCTC hosted a member networking function at Drift & Wood in Agnes Water. We

received \$2000 in grant funding from The Department of Small Business and Training. Karen Dixon from The Department of Small Business was in attendance to discuss funding opportunities for small businesses. We hosted an icebreaker 'bingo' game which was a great way for all attendees to network and gain new contacts in the area.

## GAPDL GLADSTONE CHARITY GOLF DAY

16<sup>TH</sup> SEPTEMBER 2022

GAPDL hosted our annual Members and Mates Charity Golf Day in Gladstone along with our sponsors. We raised an incredible \$10,000 for our beneficiary Stronger Communities. 35 teams of 3 teed off early to enjoy 18 holes of golf. Over 20 raffle prizes were won, including a trip to Heron Island, SeaLink Whitsunday Big Island Tour and so much

more! The players enjoyed games and fun throughout the course making it a very enjoyable event.

## GAPDL AGNES WATER/1770 CHARITY GOLF DAY

12<sup>TH</sup> AUGUST 2022

GAPDL hosted our annual Members and Mates Charity Golf Day in Agnes Water along with many sponsors. \$2700 was raised for the Agnes Water/1770 Local Ambulance Committee. 18 teams teed off to enjoy an afternoon of 9 holes of golf.

## FEAST ON EAST MARKET

14<sup>TH</sup> NOVEMBER 2022

GAPDL hosted the first Feast on East Market since 2020. The Feast on East Market is a vibrant community event, featuring 53 market stalls and hosting over 2000 cruise passengers and crew.

A welcome ceremony was held to present the captain with a plaque which included a Welcome to Country, welcome speeches from our CEO Gus Stedman, Deputy Mayor Kahn Goodluck and Craig Haymes GPC CEO, and Choir songs from the Tannum Sands State School.

## GAPDL VOLUNTEER WEEK EVENT

18<sup>TH</sup> MAY 2022

GAPDL hosted a morning tea event at Art Matters.

## GAPDL MEMBER NETWORKING

19<sup>TH</sup> APRIL 2022

GAPDL hosted a networking function at the Gladstone Visitor Information Centre. This event was funded by QTIC (Queensland Tourism Industry Council) to launch the Regional Tourism Hero Course.

# GAPDL membership



# 162

CURRENT GAPDL MEMBERS

## 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 a consumer driven approach to deliver the 'Best address on earth' promise to our visitors. The Gladstone Region had 65 operators assessed, with 27 gaining the status of 'Best of Queensland' with an average review GRI score of 86%. GAPDL will continue to assist in development of the tourism industry with the aim to increase the participation numbers year on year.

## AUSTRALIAN TOURISM DATA WAREHOUSE

GAPDL continue to support our Gladstone Region members by assisting them with ATDW listings and also managing around 100 listings on behalf of the region. This data is used to enrich marketing materials, maintain accuracy and ensure consistency in promoting the region.

# 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.

## GLADSTONE VISITOR INFORMATION CENTRE

The Gladstone Visitor Information Centre has enjoyed an exceptional year of success. We are delighted to have welcomed some new Gladstone Region Ambassadors and celebrate the incredible dedication of ambassadors who have been with GAPDL for up to two decades. We consider ourselves incredibly fortunate to have such passionate and committed individuals caring for our visitors.

This year, the Gladstone Visitor Information Centre has achieved remarkable milestones, with record-breaking visitation and sales numbers. These achievements are a true testament to the hard work and dedication of our outstanding team of volunteer ambassadors. Their commitment has not only elevated the Centre's performance but has also enhanced the overall visitor experience. We look forward to building upon this success and continuing to provide exceptional service to our visitors in the new financial year.

## AGNES WATER VISITOR INFORMATION CENTRE

Agnes Water Visitor Information Centre found themselves doing something brand new by entering the Tourism Awards for the first time and taking out BRONZE in Visitor Services. Paul Manias from The Tourism Group commented that we were very deserving of the award, and for first timers we should be very proud. Just after submitting and 10,000 word submission and just before bringing home the award, Melissa Smith attended QICA's conference in Noosa, and was announced hosting town for 2023. Most of the work on this event was achieved in the last part of the 22/23 financial year, with sponsorship packages, itineraries and working with our members all achieved amongst our biggest visitation to the VIC since 2012.

## INFORMATION HUBS

- Mt Larcom
- Calliope
- Tannum Sands
- Miriam Vale
- Gladstone Airport Stand



## 2022-23 VOLUNTEER AMBASSADORS

Alison Kelly	Judy Hasse
Anna Turetschek	Kathy Strachan
Ben Nugent	Kerriane Johnston
Brenda Smith	Leigh Barr
Carolyn Hart	Len Dowling
Colleen Dillon	Lurleen Ramm
David Taylor	Mandy De Bruijn
Debra Lawrie	Mandy McKeesick
Dian Lucas	Maureen Flaherty
Emily Smith	Michelle Burke
Heather Kroesen	Jillian Liefing
Helen Whitmore	Monica Blomfield
Irene Currell	Nerida White
Jan Cain	Nida Channell
Jennifer Bourke	Patrice McFadzen
Jennifer Brooks	Pauline Arvidson
Jennifer Marxsen	Rayleen Braddick
Jenny Ellerton	Robbie O'Flanagan
Jill Agnew	Ross Maudsley
Jillian Liefing	Sharon Petrolati part volunteer / paid staff
Joan Kean	Sue Riley
Susan O'Flanagan	Suzane Krete
Suzane Krete de Souza	Teresa Briggs



{ 2022/2023 }

# GLADSTONE REGION VISITOR INFORMATION CENTRE STATISTICS

2 CENTRES IN THIS REGION



40,139  
WALK-INS



2,311  
PHONE ENQUIRIES



7,135  
HOURS OF VOLUNTEERING



\$163,370  
TOTAL GROSS VALUE OF MERCHANDISE



\$225,642  
TOTAL GROSS VALUE OF BOOKINGS  
Tours & Accommodation

37,015

LOCAL VISITORS  
OVER 31,827 INCREASE OF VISITORS  
THEN 2021/2022 FINANCIAL YEAR

4,870

INTERNATIONAL VISITORS  
OVER 4,108 INCREASE OF VISITORS  
THAN 2021/2022



# COMMUNITIES FOR children

The 2022/2023 year has seen our wonderful community continue to embrace the professional and social supports that help improve family functioning and the overall community wellbeing. The GAPDL Communities for Children team have the privilege to see local families participating in education programs, social events and child and family specific support programs while also supporting each other through challenging times.

We continue to work with the appointed Funding Arrangement Manager from the Department of Social Services on the needs our community has, and the challenges we face with long wait lists. In the past two financial years CfC and our contracted partners have been able to

secure grants and sponsorship to increase the frequency/quantity of programs. This year we have not been as successful. Feedback from grant providers noted that the projects were highly rated, but that we were unsuccessful as we had already received funding in the past.

With the support and guidance of the GAPDL Board and Tourism Team, we have developed a Communities for Children Membership program that was launched in November. All funds received from CfC Memberships are used to fund resources and programs delivered by local providers for local families.

We encourage local businesses to take CfC Membership as a way of supporting your local community and possibly your

staff and their family. Being a parent or primary carer is a tough job and everyone should have the opportunity to participate in education and support programs when they recognise help is needed.

GAPDL's commitment to the region includes the health and wellbeing of locals. We understand that when those who live in the region are Safe and Well, Strong and Resilient, and Ready to Learn, it makes it a great place for visitors. Friendly locals leave an impression and help keep those visitors coming back again and again.

The data below shows the impact for programs funded by the Department of Social Services.

## CATEGORY

**CLIENTS**  
(INDIVIDUAL NUMBER OF PERSONS WHO ATTENDED A DSS FUNDED CfC PROGRAM)

**ATTENDANCES**  
(TOTAL NUMBER OF TIMES THE CLIENTS ATTENDED A PROGRAM SESSION)

**SESSIONS**  
(TOTAL NUMBER OF PROGRAM SESSIONS OFFERED)

**AVERAGE CLIENTS PER PROGRAM**

**AVERAGE ATTENDANCES PER SESSION**

**AVERAGE SESSIONS PER CLIENT**

**AVERAGE SESSIONS PER PROGRAM**

	2020 / 2021	2021 / 2022	2022 / 2023	2022 / 2023 ADDITIONAL FUNDING
CLIENTS	307	995	802	
ATTENDANCES	1186	4383	4262	915
SESSIONS	115	187	177	38
AVERAGE CLIENTS PER PROGRAM	16.9	39.1	42.9	
AVERAGE ATTENDANCES PER SESSION	10.3	23.4	24.1	
AVERAGE SESSIONS PER CLIENT	4.7	5.9	6.8	
AVERAGE SESSIONS PER PROGRAM	6.8	7.5	9.8	



In addition to DSS funding, our Community Partners were able to provide programs with funds from Gladstone Industry Leadership Group (GILG), Conoco Phillips Staff Giving Fund, Shell QGC, Together Gladstone and QAL Monster Raffle. We are also incredibly grateful to Australian Gas Infrastructure Group (AGIG) who provided a grant to purchase cantilever umbrellas that provide shade in our secure playground.

**Wendy Morris**  
Communities for Children  
Executive Officer



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

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

**FINANCIAL REPORT**  
**FOR THE YEAR ENDING**  
**30 JUNE 2023**

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**Gladstone Area Promotion And Development Ltd**  
ABN: 67 010 613 831

**Directors Report**

Your Directors present this report on the company for the financial year ended 30 June 2023.

**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 two visitor information centres in Gladstone 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:

CURRENT DIRECTORS FOR THIS PERIOD:	
Names:	Ceased Date:
Mark Spearing	
Brent Jordison	27/10/2022
Neville Hughes	13/06/2022
Rick Hansen	
Mark Cachia	
Antony Ward	27/10/2022
Robert Gibb	
Marilyn Steel	
*Tess Groen-int-woud	Commenced 27/10/22
*Shelly Stormonth	Commenced 27/10/22
*Chantale Lane	Commenced 27/10/22

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 within the Tourism Activation Group.

- 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 Regions.
- 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 and support Information Hubs in the local area.
- 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 KPI's 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.
- Review of the company's HR Manual (Team Handbook).
- Review of the company's Workplace Health and Safety Management System.

**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 2022 Annual General Meeting to appoint Anthony Colin Bryen of Anthony Bryen & Co, as Auditor for the year ending 30 June 2023.

**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:



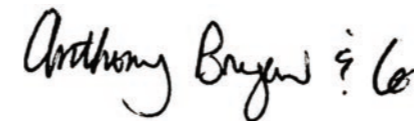
Dated this            day of            2023

**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 2023 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 twenty-fourth day of October 2023**

**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 2023**

	Note	2023 \$	2022 \$
Revenues from grants and ordinary activities	3	2,385,335	2,068,966
Cost of Sales	4	97,596	75,913
Employee benefits expense		934,883	854,622
Depreciation and amortisation expenses		100,637	99,466
Other expenses from ordinary activities		<u>1,262,480</u>	<u>1,068,698</u>
<b>Surplus/(deficit) before income tax</b>	5	(10,261)	(29,733)
Income tax expense		-	-
<b>Surplus/(deficit) after income tax expense for the year attributable to the members of Gladstone Area Promotion and Development Limited</b>		(10,261)	(29,733)
<b>Other comprehensive income for the year, net of tax</b>		-	-
<b>Total comprehensive income for the year attributable to the members of Gladstone Area Promotion and Development Limited</b>		<u>(10,261)</u>	<u>(29,733)</u>

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The accompanying notes form part of these financial statements.

**GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED**  
**ABN: 67 010 613 831**  
**STATEMENT OF FINANCIAL POSITION**  
**FOR THE YEAR ENDING 30 JUNE 2023**

	Note	2023 \$	2022 \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	6	879,140	711,003
Trade Debtors, other receivables and Stock	7	157,858	125,463
<b>TOTAL CURRENT ASSETS</b>		<u>1,036,998</u>	<u>836,466</u>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment	8	127,744	129,403
Right of Use Assets	9	145,121	223,728
		<u>272,865</u>	<u>353,131</u>
<b>TOTAL NON-CURRENT ASSETS</b>		<b>272,865</b>	<b>353,131</b>
<b>TOTAL ASSETS</b>		<b>1,309,863</b>	<b>1,189,597</b>
<b>CURRENT LIABILITIES</b>			
Trade and other payables	10	298,543	216,762
Financial liabilities	11	339,952	250,831
Employee Benefits	12	100,281	90,224
<b>TOTAL CURRENT LIABILITIES</b>		<u>738,776</u>	<u>557,817</u>
<b>NON-CURRENT LIABILITIES</b>			
Financial liabilities	13	153,194	203,626
<b>TOTAL NON-CURRENT LIABILITIES</b>		<u>153,194</u>	<u>203,626</u>
<b>TOTAL LIABILITIES</b>		<b>891,970</b>	<b>761,443</b>
<b>NET ASSETS</b>		<u>417,893</u>	<u>428,154</u>
<b>EQUITY</b>			
Retained surplus		417,893	428,154
<b>TOTAL EQUITY</b>		<u>417,893</u>	<u>428,154</u>

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The accompanying notes form part of these financial statements.

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED  
 ABN: 67 010 613 831  
 STATEMENT OF CHANGES IN EQUITY  
 FOR THE YEAR ENDING 30 JUNE 2023

	Retained Surplus/(Deficit) \$
<b>Balance at 1 JULY 2021</b>	457,887
Surplus/(Deficit) for the period	<u>(29,733)</u>
<b>Balance at 30 JUNE 2022</b>	428,154
Surplus/(Deficit) for the period	<u>(10,261)</u>
<b>Balance at 30 JUNE 2023</b>	<u>417,893</u>

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED  
 ABN: 67 010 613 831  
 STATEMENT OF CASH FLOWS  
 FOR THE YEAR ENDING 30 JUNE 2023

	Note	2023 \$	2022 \$
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>			
Receipts from members, grants & subsidies		2,595,251	2,425,407
Payments to suppliers and employees		<u>(2,404,724)</u>	<u>(2,218,842)</u>
Interest Received		13,593	5,270
<b>Net cash provided by (used in) operating activities</b>	21(b)	<b>204,120</b>	<b>211,835</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>			
Payments for property, plant and equipment		<u>(35,983)</u>	<u>(85,141)</u>
<b>Net cash provided by (used in) investing activities</b>		<b>(35,983)</b>	<b>(85,141)</b>
<b>CASHFLOWS FROM FINANCING ACTIVITIES</b>			
<b>Net cash provided by (used in) financing activities</b>		-	-
Net increase (decrease) in cash held		168,137	126,694
Cash at beginning of period		<u>711,003</u>	<u>584,309</u>
<b>Cash and cash equivalents at the end of the financial year</b>	21(a)	<b>879,140</b>	<b>711,003</b>

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDING 30 JUNE 2023

**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 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.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDING 30 JUNE 2023

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.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDING 30 JUNE 2023

**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.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDING 30 JUNE 2023

**Right-of-use assets**

A right-of-use asset is recognised at the commencement date of a lease. The right-of-use asset is measured at cost, which comprises the initial amount of the lease liability, adjusted for, as applicable, any lease payments made at or before the commencement date net of any lease incentives received, any initial direct costs incurred, and, except where included in the cost of inventories, an estimate of costs expected to be incurred for dismantling and removing the underlying asset, and restoring the site or asset.

Right-of-use assets are depreciated on a straight-line basis over the unexpired period of the lease or the estimated useful life of the asset, whichever is the shorter. Where the consolidated entity expects to obtain ownership of the leased asset at the end of the lease term, the depreciation is over its estimated useful life. Right-of-use assets are subject to impairment or adjusted for any remeasurement of lease liabilities.

The consolidated entity has elected not to recognise a right-of-use asset and corresponding lease liability for short-term leases with terms of 12 months or less and leases of low-value assets. Lease payments on these assets are expensed to profit or loss as incurred.

**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 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.

A lease liability is recognised at the commencement date of a lease. The lease liability is initially recognised at the present value of the lease payments to be made over the term of the lease, discounted using the interest rate implicit in the lease or, if that rate cannot be readily determined, the consolidated entity's incremental borrowing rate. Lease payments comprise of fixed payments less any lease incentives receivable, variable lease payments that depend on an index or a rate, amounts expected to be paid under residual value guarantees, exercise price of a purchase option when the exercise of the option is reasonably certain to occur, and any anticipated termination penalties. The variable lease payments that do not depend on an index or a rate are expensed in the period in which they are incurred.

Lease liabilities are measured at amortised cost using the effective interest method. The carrying amounts are remeasured if there is a change in the following: future lease payments arising from a change in an index or a rate used; residual guarantee; lease term; certainty of a purchase option and termination penalties. When a lease liability is remeasured, an adjustment is made to the corresponding right-of-use asset, or to profit or loss if the carrying amount of the right-of-use asset is fully written down.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDING 30 JUNE 2023

**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

**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.

**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 2023. 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.

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDING 30 JUNE 2023

*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.

The lease term is a significant component in the measurement of both the right-of-use asset and lease liability. Judgement is exercised in determining whether there is reasonable certainty that an option to extend the lease or purchase the underlying asset will be exercised, or an option to terminate the lease will not be exercised, when ascertaining the periods to be included in the lease term. In determining the lease term, all facts and circumstances that create an economical incentive to exercise an extension option, or not to exercise a termination option, are considered at the lease commencement date. Factors considered may include the importance of the asset to the consolidated entity's operations; comparison of terms and conditions to prevailing market rates; incurrence of significant penalties; existence of significant leasehold improvements; and the costs and disruption to replace the asset. The consolidated entity reassesses whether it is reasonably certain to exercise an extension option, or not exercise a termination option, if there is a significant event or significant change in circumstances.

*Incremental borrowing rate*

Where the interest rate implicit in a lease cannot be readily determined, an incremental borrowing rate is estimated to discount future lease payments to measure the present value of the lease liability at the lease commencement date. Such a rate is based on what the consolidated entity estimates it would have to pay a third party to borrow the funds necessary to obtain an asset of a similar value to the right-of-use asset, with similar terms, security and economic environment.

*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.

	2023	2022
	\$	\$
<b>3 Revenue</b>		
<b>Operating activities</b>		
Members Fees	129,281	162,035
Non Members Grants and Subsidies	1,799,045	1,595,663
In-kind Service Income	19,763	9,395
Sales	185,303	142,685
Other Income - Events, Ticket Sales & Incentives	251,943	159,188
	<u>2,385,335</u>	<u>2,068,966</u>

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED

ABN: 67 010 613 831

NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDING 30 JUNE 2023

	2023 \$	2022 \$
<b>4 Cost of Sales and Services Provided</b>		
Opening Stock	24,718	25,963
Product Purchases	101,495	74,668
Less Closing Stock	<u>(28,617)</u>	<u>(24,718)</u>
	<u>97,596</u>	<u>75,913</u>
<b>5 Surplus/(deficit) from Ordinary Activities</b>		
Surplus/(deficit) from ordinary activities before income tax expense has been determined after:		
<b>(a) Provisions movement:</b>		
Annual Leave	14,650	14,650
<b>(b) Expenses:</b>		
Depreciation	112,730	99,466
Annual audit	13,690	13,360
Loss on Disposal of Assets	2,155	2,243
<b>6 Cash and Cash Equivalents</b>		
Cash at Bank and on Hand	<u>879,140</u>	<u>711,003</u>
	<u>879,140</u>	<u>711,003</u>
<b>7 Trade Debtors, Other Receivables and Stock</b>		
CURRENT		
Trade Debtors	113,960	74,956
Prepayments	11,204	25,789
GST Refund Due	4,078	-
Stock on Hand	<u>28,616</u>	<u>24,718</u>
	<u>157,858</u>	<u>125,463</u>
<b>8 Property, Plant and Equipment</b>		
Furniture, Fixtures and Fittings - at Cost	101,130	99,137
Less: Accumulated Depreciation	<u>(42,374)</u>	<u>(28,686)</u>
	58,756	70,451
Computer Equipment - at cost	36,316	50,858
Less: Accumulated Depreciation	<u>(25,981)</u>	<u>(40,490)</u>
	10,335	10,368
Regional Signage - at Cost	4,058	4,058
Less: Accumulated Depreciation	<u>(3,801)</u>	<u>(3,715)</u>
	257	343
Motor Vehicles - at Cost	31,066	69,609
Less: Accumulated Depreciation	<u>(14,274)</u>	<u>(43,600)</u>
Total Motor Vehicles	16,792	26,009

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 2023

	2023 \$	2022 \$
Plant & Equipment - at Cost	85,015	62,793
Less: Accumulated Depreciation	<u>(43,411)</u>	<u>(40,561)</u>
Total Plant & Equipment	41,604	22,232
<b>Total Property Plant &amp; Equipment</b>	<u>127,744</u>	<u>129,403</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 2021	9,894	8,775	457	34,523	25,810	79,459
Additions	73,620	7,920	-	-	3,598	85,138
Disposals	-	-	-	-	(2,243)	(2,243)
Depreciation expense	(13,063)	(6,327)	(114)	(8,514)	(4,933)	(32,951)
<b>Balance at 30 June 2022</b>	<u>70,451</u>	<u>10,368</u>	<u>343</u>	<u>26,009</u>	<u>22,232</u>	<u>129,403</u>
Additions	3,760	7,912	-	-	24,311	35,983
Disposals	(1,767)	(527)	-	(2,901)	(90)	(5,285)
Depreciation expense	(13,688)	(7,418)	(86)	(6,316)	(4,849)	(32,357)
<b>Balance at 30 June 2023</b>	<u>58,756</u>	<u>10,335</u>	<u>257</u>	<u>16,792</u>	<u>41,604</u>	<u>127,744</u>

**9 Right of Use Assets**

Land and Buildings	290,242	290,242
Less: Accumulated Depreciation	<u>(145,121)</u>	<u>(66,514)</u>
Total Right of Use Assets	<u>145,121</u>	<u>223,728</u>

**10 Trade and Other Payables**

CURRENT		
Trade Creditors	209,562	123,622
Accrued Expenses	6,359	14,192
PAYGW Payable	21,718	21,260
Superannuation Payable	10,127	9,428
Other Creditors	<u>50,777</u>	<u>48,260</u>
	<u>298,543</u>	<u>216,762</u>

**11 Other Financial Liabilities**

Unearned Income	290,723	205,656
Lease Liability	<u>49,229</u>	<u>45,175</u>
	<u>339,952</u>	<u>250,831</u>

**12 Employee Benefits**

Annual Leave Provision	51,737	56,966
Long Service Leave Provision	<u>48,544</u>	<u>33,258</u>
	<u>100,281</u>	<u>90,224</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.

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 2023

	2023	2022
	\$	\$
<b>13 Non-Current Liabilities</b>		
LEASE COMMITMENTS		
Lease Liability	117,344	167,776
Make Good Provision	35,850	35,850
	<u>153,194</u>	<u>203,626</u>

**14 Members' Guarantee**

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.

**15 Remuneration of Auditors**

Remuneration of the auditor of the parent entity, Anthony Bryen & Co Pty Ltd, for:  
- Auditing of financial statements

	<u>13,690</u>	<u>13,360</u>
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**16 Contra Membership**

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.

**17 Entity Details**

The registered office and principal place of business of the company is:

Gladstone Area Promotion and Development Limited  
Bryan Jordan Drive  
Gladstone QLD 4680

**18 Contingencies**

In the opinion of the Directors, the Company did not have any contingencies at 30 June 2023 and 30 June 2022.

**19 Commitments**

The company had no commitments for expenditure as at 30 June 2023 and 30 June 2022.

**20 Events After the Reporting Period**

No matter or circumstance has arisen since 30 June 2023 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.

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 2023

	2023	2022
	\$	\$
<b>21 Reconciliation of Surplus After Income Tax to Net Cash from Operating Activities</b>		
<b>(a) Reconciliation of cash</b>		
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	879,140	711,003
	<u>879,140</u>	<u>711,003</u>
<b>(b) Reconciliation of Cash Flow from Operations with Net Current Year Surplus/(Defecit)</b>		
Net current year surplus/(deficit)	(10,261)	(29,733)
Non-cash flows in surplus/(deficit) from ordinary activities:		
Depreciation	112,730	99,466
Lease Asset Incorporated	-	(290,242)
Lease Liabilities Incorporated	-	248,801
Loss on Disposal of Assets	2,155	2,243
Changes in assets and liabilities, net of the effects of purchase and disposal of subsidiaries:		
Decrease/(Increase) in receivables	(43,082)	81,147
Decrease/(Increase) in prepayments	14,585	(1,508)
Decrease/(Increase) in stock	(3,898)	1,245
Increase/(Decrease) in provisions	10,057	25,870
Increase/(Decrease) in payables	81,781	534
Increase/(Decrease) in financial liabilities	40,053	74,012
Cash flows from operations	<u>204,120</u>	<u>211,835</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

**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 2023 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:



Dated this 19<sup>th</sup> day of OCTOBER 2023

**Anthony Bryen & Co**  
**Chartered Accountants**

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 2023, 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 2023 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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**Anthony Bryen & Co Pty Ltd**  
ABN 37 163 461 550

**Director – Anthony Bryen**

PO Box 565 Albany Creek Qld 4035

**☎ 0418 159 051**

✉ anthonybryenandco@gmail.com

*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 twenty-fourth day of October 2023**



 **Gladstone Region**  
Southern Great Barrier Reef  
Queensland *Where great begins*



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