

# Annual Report

2023 / 2024 FINANCIAL YEAR



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# VISION

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

# 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

The 2024 Financial Year may be one of the most significant for Gladstone Area Promotion & Development Limited (GAPDL) in recent times. While GAPDL continues its core business of promoting tourism and liveability in our region, there have been major achievements and opportunities for future growth.

This year, GAPDL proudly achieved the prestigious Destination Eco Certification from Ecotourism Australia, marking the Gladstone region as a leader in sustainable tourism. Our Easter in Gladstone campaign, launched in collaboration with the Gladstone Regional Council (GRC), successfully engaged over 55,000 consumers, showcasing the vibrant experiences our region has to offer.

Hosting the Board of Tourism and Events Queensland (TEQ) was another highlight, as they were both surprised and delighted by Gladstone's diverse attractions and potential. Participation in our Trade Ready Program also reached new heights, with a record 13 tourism operators engaging in the valuable mentoring process to elevate their offerings. The arrival of Scenic Eclipse II on Anzac Day was a momentous event, bringing us a step closer to revitalising cruise tourism and signalling exciting growth for Gladstone's future.

Future growth and the financial sustainability of GAPDL is a top priority, not only for us but for other smaller Regional Tourism Organisations (RTOs) as we look to the future. At present we are reliant and grateful for the strong support of our core funding partners, GRC and TEQ. We must also acknowledge our regional corporations, members, businesses, and importantly, the Federal Department of Social Services for their ongoing financial support for the Communities for Children program.

In last year's report I mentioned that with a successful funding application for TEQ's New Ways of Working initiative we have been exploring options for forming a bigger, bolder, and more efficient RTO for the Southern Great Barrier Reef (SGBR) brand that would grow an already strong brand, and a vehicle for which we hope will achieve substantial growth in Overnight Visitor Expenditure (OVE), particularly as we work towards the Queensland Government's targets for a significant increase in OVE at the time of the 2032 Olympic and Paralympic games.

A major step forward this year has been the development of a business case for a new entity, and agreement between GAPDL and Bundaberg Tourism (BT) to move forward together towards formalising a joint venture to achieve a co-owned entity. I want to thank our Board for their strategic input and hard work during the year. Mark Cachia (Deputy Chair), Mark Spearing (Secretary), Shelly Stormonth (Treasurer), Cr Karen Davis (Gladstone Regional Council), Marilyn Steel (Industry representative), Chantale Lane, and Tess Greon-Int-Woud.

I sincerely thank the GAPDL operations team and our volunteer ambassadors who make the Gladstone experience memorable – their work is amazing and appreciated. I also want to acknowledge the CEO and Board of BT who have worked openly and collaboratively with us as we move towards an exciting future for the SGBR brand. We look forward to the growth of our tourism industry in the coming year, and we will continue to put our efforts towards expanding the tourism experiences 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 2024.

At GAPDL, our commitment to our Members and Operators is at the core of everything we do. Our primary role is to attract visitors to the Gladstone region, supporting our members' goals by maximising visitor stay duration and economic impact. We are incredibly grateful for our members' ongoing support, and their active involvement in GAPDL's mission directly shapes the way we promote and showcase our region's unique offerings.

I want to take a moment to recognise the extraordinary contributions of our Volunteers as well. They truly embody the spirit of GAPDL, dedicating their time and passion to welcoming and assisting visitors to the region. From the airport and Visitor Information Centers to local events, their energy and commitment are invaluable. Every hour they dedicate to our mission amplifies our impact, and we are deeply appreciative of their unwavering service.

This year, regional visitation remained robust, with the Gladstone region welcoming 490,000 visitors who stayed a total of 1.6 million nights, contributing \$304 million to our local economy. While visitor numbers showed a slight decrease from last year—a trend anticipated as travel patterns normalise—our region's tourism sector remains resilient. The Discovery Coast, including Agnes Water and the Town of 1770, has been a particular highlight, with Operators there achieving outstanding results for four consecutive years. Likewise, the Boyne Tannum region continues to be a favourite among caravan travellers, and Heron Island remains a sought-after destination for those eager to explore the stunning Southern Great Barrier Reef.

Our Communities for Children program continued to deliver remarkable outcomes, thanks in no small part to the collaboration with local industries, businesses, and service clubs. This program's success is a testament to the strong community spirit within our region and the dedication of those who contribute their time and resources.

Financially, GAPDL remains in a solid position, thanks to Karen's expert stewardship of our finances. Our balance sheet remains robust, providing a stable foundation for our continued growth and investment in our community. Our team at GAPDL has worked tirelessly this year in partnership with key stakeholders to drive forward our shared goals.

We extend our sincere thanks to Tourism and Events Queensland, the Department of Social Services, Gladstone Regional Council, and Gladstone Ports Corporation for their unwavering support. We are also immensely grateful for the generous contributions from our corporate partners, who play an indispensable role in our ongoing success and in enriching the broader community. Finally, on behalf of the entire GAPDL team, I wish to express our deep gratitude to the Board for their support, guidance, and vision over the past year.

We are excited to embark on another year of promoting this incredible region and supporting our community in meaningful ways, including the exciting work we are undertaking with Bundaberg Tourism for the future of the Southern Great Barrier Reef. Together, we are creating a brighter future for the region and ensuring that it remains a destination of choice for travellers far and wide. Thank you for your continued trust and partnership.

*Nicola Smith*



**Nicola Smith** CEO





# THE BOARD

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 BOARD OF DIRECTORS



**ROBERT GIBB**  
*Chairperson*



**MARK CACHIA**  
*Deputy Chairperson*



**CHANTALE LANE**  
*Elected Director*



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



**SHELLY STORMONTH**  
*Treasurer*



**MARK SPEARING**  
*Secretary*



**RICK HANSEN**  
*Gladstone Regional  
Council Representative*  
*\*Concluded March 2024*



**KAREN DAVIS**  
*Gladstone Regional Council  
Representative*  
*\*Commenced March 2024*



**MARILYN STEEL**  
*Major Industry  
Representative*



# MEET *the team*



**NICOLA SMITH**  
Chief Executive Officer

## GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED



**KAREN ROBKE**  
Finance Manager



**EMMA PLATH**  
Marketing and Public Relations Officer  
*\*Concluded June 2024*



**SANDY GROSKREUTZ**  
Tourism Projects Officer  
*\*From April 2024*



**ROMY BOWDEN**  
Marketing Officer  
*\*Commenced November 2023*



**GEORGINA MATTISKE**  
Events and Campaigns Producer  
*\*Concluded December 2023*



**CHLOE SYDES**  
Tourism Coordinator



**REBECCA SIMPSON**  
Gladstone Visitor Experience Manager  
*\*Commenced May 2024*



**AMY SORRENSEN**  
Gladstone Visitor Experience Manager

## COMMUNITIES FOR CHILDREN



**WENDY MORRIS**  
Communities for Children Executive Officer



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



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



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

## AGNES WATER VISITOR INFORMATION CENTRE



# TREASURER'S REPORT

I am pleased to present the financial overview of Gladstone Area Promotion and Development Limited for the year ended 30 June 2024. The financial year has shown significant improvements in our financial performance compared to the previous year. Despite the challenges posed by the ever-changing economic landscape, our strategic initiatives and rigorous financial management have enabled us to achieve a positive outcome.

Throughout the year, GAPDL has implemented various initiatives and programs to attract visitors to our region. Their proactive efforts have played a key role in promoting the Gladstone Region as a destination worth exploring.

Due to efficient operational and financial management, GAPDL achieved a surplus before income tax of \$45,224, compared to the previous year's deficit of \$10,261. This positive shift is a testament to our strategic initiatives and effective cost management.

## KEY FUNDING HIGHLIGHTS IN FY23:

### Tourism & Events Queensland (TEQ):

- Tourism Network Funding (TNF) \$393,000
- 2023/24 Drive Campaign \$68,000
- Project Floss \$11,775
- IT Upgrade \$11,289

### Gladstone Regional Council:

- Matched Tourism Network Funding (TNF) \$393,000
- Turtle Tank Rounds 1 & 2 \$49,408
- QLD Information Centre Association Conference \$6,750

### Gladstone Ports Corporation:

- Community Investment Program, CfC
- Circle of Security Program \$8,600

### Santos GLNG:

- Community Grant Application, Gladstone Harbour Marine Indigenous Tour \$5,000
- "Here for Gladstone" Queensland Alumina, Boyne Smelters Limited, Rio Tinto (CfC The Blue Tiger Book) \$5,000

### Department Tourism, Innovation & Sport:

- Tourism Industry Resilience Grant \$18,000
- Ecotourism Australia, Eco Destination Certification Program \$22,700

### Department of Agriculture & Fisheries:

- SGBR Agritourism Trail - \$35,000

I would like to thank the GAPDL Board, CEO Nicola Smith, Finance Manager Karen Robke and the entire team for playing a pivotal role in driving our organisation forward, ensuring continued growth and success for the tourism industry and its members in the Gladstone Region.

As we look ahead, our focus will be on further strengthening our financial position through effective cost management and strategic growth initiatives. We aim to continue investing in key areas that drive value for our stakeholders to ensure we are well-positioned to navigate future challenges and seize new opportunities as they arise.



**Shelly Stormonth**  
Treasurer

*Shelly Stormonth*

An aerial photograph of a tropical beach. The top half of the image shows clear, turquoise water with visible coral reefs. A white sandy beach curves along the bottom of the water. The bottom half of the image is dominated by a dense, lush green forest of tropical trees and shrubs, with some sandy paths visible within the vegetation.

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 MARKETING

GAPDL (Gladstone Area Promotion and Development Limited) is dedicated to showcasing the region's remarkable and authentic visitor experiences, leveraging its unique points of difference to stand out in an increasingly competitive global tourism market. By implementing targeted and strategic destination marketing, GAPDL ensures that the Southern Great Barrier Reef and surrounding areas are positioned as must-visit destinations for travelers seeking distinctive and memorable adventures.

### SOCIAL MEDIA

In the 2023/24 financial year, GAPDL actively managed various social media platforms, focusing on high-quality content. We engaged stakeholders on Facebook and LinkedIn, showcased captivating visuals on Instagram, delivered dynamic video content on YouTube, and added a playful touch on TikTok. These efforts significantly enhanced our online presence, promoting the Gladstone Region as a premier destination. We're excited to build on this success in the year ahead.

### SOCIAL MEDIA FOLLOWING

#### Consumer Socials

Facebook: 16,000

Instagram: 15,400

TikTok: 278

#### Corporate Socials

Facebook: 4,900

LinkedIn: 559

#### Souther Great Barrier Reef Socials

Facebook: 46,700

Instagram 42,400

### WEBSITE

In the 2023/24 financial year, we focused on enhancing our website and promoting eco-friendly tourism. We completely revamped several key pages, including "Getting Here & Getting Around," "Islands & Reefs," and "Boating & Fishing." Additionally, we introduced new pages for "Eco Certification" and "Trails & Footpaths." The Eco Certification page details our certification process, offers tips for eco-friendly travel in the region, and highlights sustainable operators and eco-friendly itineraries.

Sessions: 127,358

Page Views: 245,812

### CONTENT CREATORS

#### Levi Appleton

To capture content for Tourism Events Queensland's campaign, we enlisted Appleton Studios to film "Keepy Uppy" at iconic locations, including the 1770 LARC! at Bustard Head Lighthouse, 1770 Liquid Adventures kayaking, Gladstone Botanic Gardens, and with Gladstone Region Tours. This content was shared on TEQ's Consumer Social Pages

### ELECTRONIC DIRECT MAIL

GAPDL use EDM newsletters to market to 2 large audiences: Consumer (1787 contacts) and Industry. The Consumer Newsletter is aimed at the general public, focusing on information on how best to explore Gladstone: things to do in the region, community events and local offers. In the last financial year, 2 consumer newsletters were sent which had an average open rate of 32.6%.

The Industry Newsletter is sent to the GAPDL member database and focuses on opportunities, member special deals, community/ GAPDL events and organisational updates. 12 were sent with an open rate of 45%.

## ADVERTISING AND COLLATERAL

### PRESS RELEASES

- Best of Queensland Operators Media Release
- Gladstone Region Earns ECO Destination Certification
- Scenic Eclipse Docking in Gladstone
- Local Caravan Park wins Gold in Grey Nomads Awards
- Gladstone Region in track to earn Eco Certification
- SGBR Agritourism Business sow seeds for success with regions first program
- Agnes Water & Town of 1770 hosting QICA Conference
- 1770 Reef Launches custom built Glass bottom Boat

### GLADSTONE REGION PRINT COLLATERAL

- The Gladstone Region Visitor Guide
- The Gladstone Region Map
- The Agnes Water & 1770 Map



## TRADE MARKETING

### TRADE SHOWS AND REGION REPRESENTATION

#### Trade Shows:

- Capricorn/Bundaberg RTO Famil – April 2024
- Intercruise
- Shoreex Australia
- Agritourism Mentoring Program Familiarisation

#### Trade Shows and Region Representation

- Australian Tourism Exchange
- Destination Australia
- DestinationQ
- Destination IQ
- Queensland Tourism Awards
- Caravan & Camping (Brisbane, Sydney, Melbourne)
- Professional Conference Organisers Association Conference
- Australian Cruise Association Conference
- 4 x 4 Shows (Brisbane, Sydney, Adelaide)
- Sanctuary Cove International Boat Show

## DESTINATION MARKETING CAMPAIGNS

### PELAGIC PURSUIT

The 2023 Pelagic Pursuit Fishing Campaign successfully positioned the Gladstone Region as a premier destination for fishing enthusiasts. Through a partnership with renowned fishing YouTuber Matthew Scholz, five high-quality videos were produced, showcasing the region's diverse fishing locations and marine species.

These videos, featured on both Pelagic Pursuit's and Gladstone Region's platforms, achieved over 2.2 million impressions and consistently exceeded engagement benchmarks, including an impressive 7.44% average click-through rate. Beyond promoting tourism, the campaign effectively highlighted Gladstone's natural beauty and liveability, reshaping its image from an industrial hub to a vibrant community with unparalleled outdoor experiences.

### BONZA

In September, the Gladstone region collaborated with Bonza to launch a dynamic marketing campaign aimed at inspiring Melbourne residents to explore the Southern Great Barrier Reef. The campaign leveraged a multi-platform approach, focusing heavily on social media to maximise engagement and reach. A key highlight was a featured digital editorial on Pedestrian TV Melbourne, designed to captivate a younger, adventure-seeking audience with immersive storytelling and vibrant visuals.

This targeted strategy proved successful, reaching over 120,000 people across platforms. The campaign's impact was reflected in an 8% increase in flight sales to Gladstone during the campaign period, showcasing its effectiveness in converting interest into action.

The collaboration demonstrated the potential of strategic partnerships and digital-first initiatives in driving tourism to the Gladstone region, reinforcing its appeal as a gateway to the iconic Southern Great Barrier Reef.

### EASTER IN GLADSTONE

GAPDL collaborated with Gladstone Regional Council (GRC) on the promotion of Easter in Gladstone for the fourth consecutive year. This year, GRC focused on the local audience, while we predominantly targeted the South East Corner and out 400km Drive Radius.

The Easter in Gladstone web page on the Gladstone Region website has become the main point of information, where all stakeholders funnel their audience to our page to create consistency and reduce variation in information across multiple sources. The entire page got completely re-vamped and a race history section was added (in partnership with GPC).

To trial out-of-house results, we engaged with social media experts to run social media and native ads. The social media audience impressions were 200,000 +, resulting in 2,900 clicks on Gladstone Region web page and booking links.

We also partnered with Queensland Rail and promoted the event onboard via video and poster, and in the Roma Street Station on a Lightbox Billboard Display, in conjunction with our in-house consumer EDM, social media, children's activity booklet and videos on the race's live stream.

### AGRITOURISM TRAIL CAMPAIGN IN COLLABORATION WITH BUNDABERG TOURISM

The Southern Great Barrier Reef Agritourism Trail Campaign was a collaborative marketing initiative delivered in partnership between GAPDL and Bundaberg Tourism (BT) during the winter and spring of 2023. Designed to raise awareness of the region's agritourism and culinary offerings, this innovative, inaugural cross-regional campaign unified messaging and positioning strategies. It presented a cohesive and compelling narrative to stand out in the competitive tourism market.

As the first whole-of-SGBR culinary campaign, it engaged operators across the region through cooperative marketing packages and tactical deals. Funded in partnership with the Queensland Department of Agriculture and Fisheries, the campaign brought together stakeholders from across the SGBR, including Bundaberg Regional Council, Advance Rockhampton, and Capricorn Enterprise.

Complementing the campaign was a significant product development initiative featuring workshops, one-on-one mentoring, and an immersive study tour. This initiative aimed to foster the creation of unique agritourism experiences, enhancing regional visibility and further improving market differentiation.

## PROJECT FLOSS: BLUEY CAMPAIGN

TEQ launched its largest campaign in over a decade: Project Floss, centered around the popular children's show Bluey with the tagline, "Queensland is Bluey's World in Real Life." The global campaign kicked off on June 2 with a record-breaking game of "Keepy Uppy" that entered the Guinness World Records, which involved Gladstone by inserting a snippet of a group playing the game at East Shores Parklands.

Following this launch, TEQ shared social media posts for each region with Bluey branded overlay, offering a buy-in option for added exposure on Meta. To capture content for the campaign, we enlisted Appleton Studios to film "Keepy Uppy" at iconic locations, including the 1770 LARC! at Bustard Head Lighthouse, 1770 Liquid Adventures kayaking, Gladstone Botanic Gardens, and with Gladstone Region Tours. GAPDL opted into two major media opportunities with Meta and a Sunrise segment with Sam Mac.

In October, Sam Mac visited the region, filming seven live segments, four of which featured local operators: Gladstone Region Tours, Heron Island, HMAS Gladstone, and Ward's Brewery. This collaboration provided significant exposure for both the region and these local attractions.

## COLLABORATIVE CAMPAIGNS, INDUSTRY AND TOURISM INITIATIVES

### DRIVE QUEENSLAND

GAPDL partnered with Drive Queensland to strategically target the domestic drive market. This collaboration ensured the Gladstone Region was prominently represented at major national 4x4 Outdoor Shows and Caravan, Camping & Outdoor Shows across Australia. These events provided valuable opportunities to showcase the Gladstone Region's appeal to drive market enthusiasts, connecting directly with thousands of potential visitors across Australia.

#### Events & Attendance

Let's Go Caravan Camping & Outdoor Show  
14–18 February 2024, Adelaide  
Attendance: 27,257

Cairns Expo  
10–12 May 2024, Cairns  
Attendance: 10,631

Victorian Caravan & Camping Super Show  
21–25 February 2024, Melbourne  
Attendance: 43,517

Townsville Expo  
17–19 May 2024, Townsville  
Attendance: 11,635

Let's Go Caravan & Outdoor Expo  
1–3 March 2024, Gold Coast  
Attendance: 11,620

Mackay Expo  
24–26 May 2024, Mackay  
Attendance: 10,798

NSW Caravan Camping Holiday  
SuperShow  
16–21 April 2024, Sydney  
Attendance: 44,515

Let's Go Caravan & Camping  
Super Show  
5–9 June 2024, Brisbane  
Attendance: 32,199

### ECO DESTINATION CERTIFICATION

GAPDL, in partnership with Gladstone Regional Council, Gladstone Ports Corporation, and other key stakeholders, has achieved the globally recognised ECO Destination Certification through Ecotourism Australia! The region is proud to be working on a state-wide pathway towards achieving net zero emissions for the tourism industry, before 2050.

The stamp of approval, in the form of accreditation from Ecotourism Australia, allows us to be recognised by environmentally-aware visitors. It demonstrates our commitment to authentic, unique, culturally responsible, and environmentally sustainable experiences, which are the top of the list of priorities for discerning travellers. But it's not just important for the tourism sector; the complex process to achieve this accreditation demonstrates the strong commitment by industry, local government, and the entire community towards all aspects of regional sustainability. The certification process considers six main themes: Destination Management, Nature & Scenery, Environment & Climate, Culture & Tradition, Social Well-being, and Business & Communication.

This certification demonstrates how we protect, respect, and nurture our community, culture, and natural environment. Our devotion to this project will extend beyond the accreditation stage; we are required to ensure we continue to adhere to and continually improve our destination management practices, and support our community, as a whole, to do the same.





## TEQ CONVERSATIONS WITH INDUSTRY

Tourism and Events Queensland (TEQ), in partnership with GAPDL held a very successful 'Conversations with Industry' round-table discussion in Gladstone and a networking event add on in Agnes Water/1770. The events provided a great opportunity to connect with representatives from TEQ and to gain valuable industry insights and understandings. The TEQ Executive Team and Board enjoyed some busy days faming around the region and having crucial conversations with industry. The main focus of this conversation was around the following key topics: Best of Queensland Experience Program, TEQ's Marketing Plans, industry communication with TEQ, ATDW, QDEP Funding and Trade.

## CRUISE

Gladstone Area Promotion and Development (GAPDL) is actively working on a number of initiatives to boost the region's appeal as a cruise ship destination. These initiatives include enhancing local tourism experiences with an updated Shore Excursion Brochure and collaborating with cruise operators to attract more cruise ships to the area by way of Cruise Famils.

We have hosted personnel from Royal Caribbean Group, Ponant, Scenic Luxury Cruises, Seabourn Cruise Line, Carnival Australia, Akorn and a representative from Tourism and Events Queensland. We also conducted a cruise workshop in conjunction with the famil whereby our operators met with each of the famil participants for a 10 minute session. Operators were Travellers Rest 1770, 1770 LARC! Tours, Salty Life 1770, Packs n Pedals and Gladstone Region Tours.

The Australian Cruise Association has held a highly successful combined conference and AGM since 2001. The conference provides an opportunity for members of the Australian Cruise Association and those interested in learning about the cruise industry to meet and listen to global cruise industry leaders. As a conference host, a destination has the opportunity to showcase their credentials as a cruise ship destination to the industry.

We have been given the opportunity to bid for the 2026 Australian Cruise Association Conference.

By fostering partnerships between local businesses, tourism operators and cruise lines, GAPDL aims to establish Gladstone as a key stop on Australia's cruising itinerary, driving both tourism and economic growth for the region.

# Events

Throughout 2023/2024, GAPDL held many events to promote tourism, members' businesses and reaffirm the commitment to our members and the Gladstone Region community.

## GAPDL AGNES WATER/1770 CHARITY GOLF DAY

25TH OF OCTOBER 2023

The 2023 GAPDL Members and Mates Charity Golf Day took place at the 1770 Golf Course in Agnes Water, with 20 teams and 69 players participating in a 9-hole competition. The event raised \$2,589 for the Agnes Water Ambulance Committee, supporting this essential local service.

## GAPDL ANNUAL GENERAL MEETING

26TH OF OCTOBER 2023

GAPDL hosted our Annual General Meeting. A vote was held and we Re-Appointed Rob Gibb as Chairperson, Mark Cachia as Debuty Chairperson, Mark Spearing as Secretary, Marilyn Steel as Industry Representative, and Rick Hansen as GRC Representative.

## GLADSTONE VIC AMBASSADOR MORNING TEA'S

21ST OF FEBRUARY 2024, 8TH OF MAY 2024,

This year, we hosted two Ambassador Morning Teas at the Information Centre. These gatherings provided a valuable opportunity for our ambassadors to connect with one another, especially those they don't regularly meet, fostering stronger relationships within the team. The morning teas also served as a platform to share updates, discuss changes, and highlight new and exciting developments, ensuring everyone remains informed and engaged in their vital roles.

## GAPDL GLADSTONE CHARITY GOLF DAY

15TH OF SEPTEMBER 2023

The 2023 GAPDL Members and Mates Charity Golf Day took place at the Gladstone Golf Course, with around 100 players participating in a 9-hole competition. The event raised \$4,995 for The Smith Family, supporting this essential local service.

## SOUTHERN GREAT BARRIER REEF NETWORKING EVENT

22ND OF APRIL 2024

This networking event was held at Drift and Wood in Agnes Water/Town of 1770. This event was held in partnership with TEQ during their Conversations with Industry visit to the Gladstone Region. This networking event was a great opportunity for members to listen to the executive team talk from TEQ, as well as engage with fellow members.

## MEET THE CANDIDATES

11TH OF MARCH 2024

GAPDL hosted the Meet the Candidates event at the Central Queensland University Marina Campus, providing the community with an opportunity to engage directly with local election candidates.

The event was well-received, with attendees appreciating the chance to hear from candidates, ask questions, and gain insights into their platforms and visions. This initiative reinforced GAPDL's commitment to fostering informed and connected communities.

## VOLUNTEER WEEK BAREFOOT BOWLS

21ST OF MAY 2024

As part of Volunteer Week celebrations, GAPDL hosted a Barefoot Bowls event to recognise and thank our incredible volunteers for their dedication and hard work. Held in a relaxed and fun atmosphere, the event was a chance to show our appreciation while bringing everyone together for an enjoyable afternoon of games, laughter, and community spirit.





Welcome to  
*Mayor's Youth Breakfast*

STONE

GLAD

# 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 100 operators assessed (a 35 increase from Last FY) , with 40 ( a 13 operator increaser from last FY) gaining the status of 'Best of Queensland' with an average review GRI score of 86.77%. 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 92 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 seen another outstanding year of success. We continue to strive to encourage visitors to spend time in the Gladstone Region by promoting our unique and wonderful parklands, national parks, islands and our fantastic operators.

Our amazing Volunteer Ambassadors have celebrated remarkable milestones with us this year which reflects their dedication to the Gladstone Visitor Information Centre and the Gladstone Region. We have also welcomed some new Ambassadors to the team who join us in maintaining and constantly improving our wonderful visitor experience.

Our Gladstone Visitor Information Centre sales are continually improving and are a testament to the hard work and dedication of our volunteers. We will continue to aim high and strive for another year of exceptional service and success in the next financial year.



## AGNES WATER VISITOR INFORMATION CENTRE

This year, our team balanced daily responsibilities with one of our largest initiatives yet: a successful three-day conference showcasing local talent, services, and hospitality. This well-attended event, praised for its meticulous planning, has left a lasting positive impact.

Despite a quieter financial year and a drop of 1,928 visitors, retail and tour sales remained steady, with 192 bookings processed and 980 phone inquiries addressed—many due to the temporary closure of the Paperbark Walk in November 2023.

A highlight was earning Bronze in QTIC's Small Top Tourism Town competition, thanks to Laura's dedication, placing us alongside top competitors like Airlie Beach.

In membership, our Agnes Water team welcomed 14 new members, strengthening community ties.

We also prepared for Laura's maternity leave, recruiting to ensure continuity, and implemented a new Square POS system to streamline volunteer efficiency and service delivery.

## INFORMATION HUBS

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

## 2023 - 2024 VOLUNTEER AMBASSADORS

Pauline Arvidson	Ros Layton
Nida Channell	Gus Stedman
Len Dowling	Dian Lucus
Ross Maudsley	Maureen Flaherty
Helen Whitmore	Michelle Burke
Jenny Bourke	Suzane Krete
NeridaWhite	Susan O'Flanagan
Lurleen Ramm	Robbie O'Flanagan
Jenny Ellerton	Irene Currell
Joan Kean	Mandy de Bruijn
Leigh Barr	Jennifer Marxsen
Colleen Dillon	Sue Riley
Heather Kroesen	Jan Cain
Patrice	Ann McPherson
McFadzden	Rayleen Braddick
Jenny Brooks	Jill Agnew
Alison Kelly	Mandy McKeesick
Dave Taylor	Carolyn Hart
Kathy Strachan	Emily Smith
Anna Turetschek	Conor Quick
Judy Hasse	Jo-Ann Beazley
Phil Smith	Deborah Vonhoff

# 2023/2024 GLADSTONE REGION VISITOR INFORMATION CENTRE

## Statistics

FROM TWO CENTRES IN THIS REGION: AGNES WATER & GLADSTONE



**4,131**  
GLADSTONE VIC VOLUNTEER HOURS



**33,388**  
TOTAL LOCAL/ DOMESTIC VISITORS



**295.5**  
GLADSTONE AIRPORT VOLUNTEER HOURS



**6,225**  
TOTAL INTERNATIONAL VISITORS



**1579.25**  
AGNES WATER VIC VOLUNTEER HOURS



**39,613**  
TOTAL VISITORS



**6,005.75**  
TOTAL VOLUNTEER HOURS



**1,746**  
TOTAL PHONE ENQUIRIES



**\$23,604**  
VIC'S COMMISSION FROM BOOKINGS



**\$175,740 (EXC. GST)**  
TOTAL PRODUCT SALES



# COMMUNITIES FOR CHILDREN

Over the 2023/2024 year, the Communities for Children (CfC) initiative proudly continues to deliver a diverse range of family support programs, tailored to meet the evolving needs of the Gladstone community. This work was made possible through close collaboration with our contracted community partners. With the provision of educational programs including parenting skills that strengthens family connections, enhances relationships, addresses challenging behaviours, fosters healthy emotional development and encourages community participation. The supported playgroups places are extremely sought after as they boost parenting confidence, build social and support networks, and promote early educational activities in a nurturing environment.

With changes to the operational guidelines from the Department of Social Services, we have seen a variance in the reporting process that makes the reported client participation numbers for this year appear lower. In previous years, children attending playgroups were included in attendance data, but they were omitted last year. After consultation with the Department, we will include them in future, showing the true reach of the programs.

This year, CfC maintained its role as a valued stakeholder in several critical community groups, including the Philip Street Communities and Families Precinct stakeholder groups, Gladstone Region Engaging in Action Together working groups, Domestic and Family Violence stakeholders' groups and Mental Health and AODS initiatives.

Through these engagements, CfC has contributed to addressing community challenges, such as access to programs (long wait lists/offerings/financial impacts etc), while continuing to collaborate with the Department of Social Services' Funding Arrangement Manager to identify and document the region's needs.

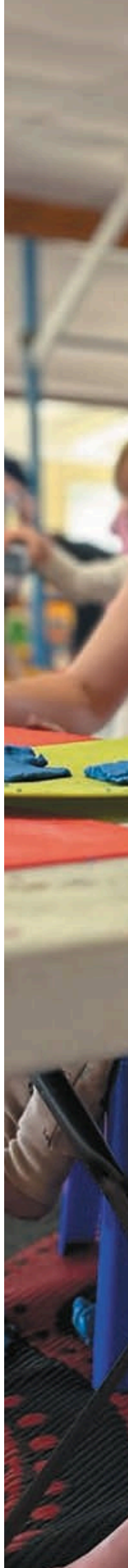
In partnership with the GAPDL Board and Tourism Team, CfC sustained the momentum of its Membership Program, launched in 2022. All funds raised through CfC Memberships directly support resources and programs delivered by local providers to benefit local families. We encourage local businesses to join this initiative—not only as a way of supporting the community but so that your staff can be aware of what CfC do and know how to contact them should they need support of information on local services. GAPDL as an organisation are committed to making Gladstone a great place to visit, and a great place to live. We truly believe that when our community is harmonious, our workplaces can operate at peak levels.

With our vision that everyone in the region have the right to be Safe and Well, Strong and Resilient, and Ready to Learn, our program contributes to being a more attractive destination. Visitors remember the warm and welcoming nature of our community, and this helps ensure they return time and again, some deciding to make the region their home.

The data below highlights the significant impact of programs funded by the Department of Social Services, emphasising the vital role these initiatives play in building a stronger, more connected community.

## THE DATA BELOW SHOWS THE IMPACT FOR PROGRAMS FUNDED BY THE DEPARTMENT OF SOCIAL SERVICES:

CATEGORY	2020/ 2021	2021/ 2022	2022/ 2023	2022/ 2023	2023/ 2024
<b>CLIENTS</b> (INDIVIDUAL NUMBER OF PERSONS WHO ATTENDED A DSS FUNDED CFC PROGRAM)	307	995	802		349
<b>ATTENDANCES</b> (TOTAL NUMBER OF TIMES THE CLIENTS ATTENDED A PROGRAM SESSION)	1186	4383	4262	915	2794
<b>SESSIONS</b> (TOTAL NUMBER OF PROGRAM SESSIONS OFFERED)	115	187	177	38	190
<b>AVERAGE CLIENTS/ PROGRAM</b>	16.9	39.1	42.9		30.5
<b>AVERAGE ATTENDANCES/ SESSION</b>	10.3	23.4	24.1		14.7
<b>AVERAGE SESSIONS/ CLIENT</b>	4.7	5.9	6.8		8.0





**Wendy Morris**  
*Communities for Children  
Executive Officer*



*Wendy Morris*

**Shakira Raymond**  
*Project Support Officer*



*Shakira Raymond*

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

**FINANCIAL REPORT**  
**FOR THE YEAR ENDING**  
**30 JUNE 2024**

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

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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 2024.

### 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	
Rick Hansen	Ceased 16/03/2024
Karen Davis	Commenced 30/05/2024
Mark Cachia	
Robert Gibb	
Marilyn Steel	
Tess Groen-int-woud	
Shelly Stormonth	
Chantale Lane	

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.
- Progress the Queensland Government's New Ways of Working principles by collaboratively developing a Southern Great Barrier Reef RTO entity with relevant regional partners.
- Market and develop the Gladstone Region and the Southern Great Barrier Reef as preferred tourism, investment and lifestyle destinations.
- 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 market 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 2023 Annual General Meeting to appoint Anthony Colin Bryen of Anthony Bryen & Co, as Auditor for the year ending 30 June 2024.

**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 30th day of October 2024

**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 2024 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 thirtieth day of October 2024**

**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 2024**

	<b>Note</b>	<b>2024</b>	<b>2023</b>
		<b>\$</b>	<b>\$</b>
Revenues from grants and ordinary activities	3	2,345,393	2,385,335
Cost of Sales	4	111,101	97,596
Employee benefits expense		878,893	934,883
Depreciation and amortisation expenses		104,405	100,637
Other expenses from ordinary activities		<u>1,205,770</u>	<u>1,262,480</u>
<b>Surplus/(deficit) before income tax</b>	5	45,224	(10,261)
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>		45,224	(10,261)
<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>45,224</u>	<u>(10,261)</u>

**GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED**  
**ABN: 67 010 613 831**  
**STATEMENT OF FINANCIAL POSITION**  
**FOR THE YEAR ENDING 30 JUNE 2024**

	Note	2024 \$	2023 \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	6	574,680	879,140
Trade Debtors, other receivables and Stock	7	181,044	157,858
		<hr/>	<hr/>
<b>TOTAL CURRENT ASSETS</b>		<b>755,724</b>	<b>1,036,998</b>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment	8	103,595	127,744
Right of Use Assets	9	72,492	145,121
		<hr/>	<hr/>
<b>TOTAL NON-CURRENT ASSETS</b>		<b>176,087</b>	<b>272,865</b>
<b>TOTAL ASSETS</b>		<b>931,811</b>	<b>1,309,863</b>
<b>CURRENT LIABILITIES</b>			
Trade and other payables	10	147,577	298,543
Financial liabilities	11	136,511	339,952
Employee Benefits	12	87,429	100,281
		<hr/>	<hr/>
<b>TOTAL CURRENT LIABILITIES</b>		<b>371,517</b>	<b>738,776</b>
<b>NON-CURRENT LIABILITIES</b>			
Financial liabilities	13	97,177	153,194
		<hr/>	<hr/>
<b>TOTAL NON-CURRENT LIABILITIES</b>		<b>97,177</b>	<b>153,194</b>
<b>TOTAL LIABILITIES</b>		<b>468,694</b>	<b>891,970</b>
<b>NET ASSETS</b>		<hr/> <b>463,117</b>	<hr/> <b>417,893</b>
<b>EQUITY</b>			
Retained surplus		463,117	417,893
		<hr/>	<hr/>
<b>TOTAL EQUITY</b>		<b>463,117</b>	<b>417,893</b>

**GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED**  
**ABN: 67 010 613 831**  
**STATEMENT OF CHANGES IN EQUITY**  
**FOR THE YEAR ENDING 30 JUNE 2024**

	<b>Retained Surplus/(Deficit) \$</b>
<b>Balance at 1 JULY 2022</b>	428,154
Surplus/(Deficit) for the period	(10,261)
<b>Balance at 30 JUNE 2023</b>	<u>417,893</u>
Surplus/(Deficit) for the period	45,224
<b>Balance at 30 JUNE 2024</b>	<u>463,117</u>

**GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED**  
**ABN: 67 010 613 831**  
**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDING 30 JUNE 2024**

	Note	2024 \$	2023 \$
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>			
Receipts from members, grants & subsidies		2,521,207	2,595,251
Payments to suppliers and employees		(2,831,926)	(2,404,724)
Interest Received		<u>15,626</u>	<u>13,593</u>
<b>Net cash provided by (used in) operating activities</b>	21(b)	<b>(295,093)</b>	<b>204,120</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>			
Payments for property, plant and equipment		<u>(9,367)</u>	<u>(35,983)</u>
<b>Net cash provided by (used in) investing activities</b>		<b>(9,367)</b>	<b>(35,983)</b>
<b>CASHFLOWS FROM FINANCING ACTIVITIES</b>			
<b>Net cash provided by (used in) financing activities</b>		<u>-</u>	<u>-</u>
Net increase (decrease) in cash held		(304,460)	168,137
Cash at beginning of period		<u>879,140</u>	<u>711,003</u>
<b>Cash and cash equivalents at the end of the financial year</b>	21(a)	<b><u>574,680</u></b>	<b><u>879,140</u></b>

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

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDING 30 JUNE 2024**

**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.

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

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDING 30 JUNE 2024**

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 2024**

**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 2024**

**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.

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

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDING 30 JUNE 2024**

**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 2024. 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.

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

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDING 30 JUNE 2024**

*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.

	2024	2023
	\$	\$
<b>3 Revenue</b>		
<b>Operating activities</b>		
Members Fees	164,482	129,281
Non Members Grants and Subsidies	1,734,519	1,799,145
In-kind Service Income	163,210	19,763
Sales	199,343	185,303
Other Income - Events, Ticket Sales & Incentives	83,839	251,943
	<u>2,345,393</u>	<u>2,385,435</u>

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

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDING 30 JUNE 2024**

	2024	2023
	\$	\$
<b>4 Cost of Sales and Services Provided</b>		
Opening Stock	28,617	24,718
Cost of Sales	116,950	101,495
Less Closing Stock	<u>(34,466)</u>	<u>(28,617)</u>
	<u>111,101</u>	<u>97,596</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	14,380	14,650
<b>(b) Expenses:</b>		
Depreciation	104,405	112,730
Annual audit	13,690	13,690
Loss on Disposal of Assets	1,604	2,155
 <b>6 Cash and Cash Equivalents</b>		
Cash at Bank and on Hand	<u>574,680</u>	<u>879,140</u>
	<u>574,680</u>	<u>879,140</u>
 <b>7 Trade Debtors, Other Receivables and Stock</b>		
CURRENT		
Trade Debtors	107,007	113,960
Prepayments	39,571	11,204
GST Refund Due		4,078
Stock on Hand	<u>34,466</u>	<u>28,616</u>
	<u>181,044</u>	<u>157,858</u>
 <b>8 Property, Plant and Equipment</b>		
Furniture, Fixtures and Fittings - at Cost	95,257	101,130
Less: Accumulated Depreciation	<u>(50,619)</u>	<u>(42,374)</u>
	44,638	58,756
Computer Equipment - at cost	32,597	36,316
Less: Accumulated Depreciation	<u>(24,411)</u>	<u>(25,981)</u>
	8,186	10,335
Regional Signage - at Cost	4,058	4,058
Less: Accumulated Depreciation	<u>(3,865)</u>	<u>(3,801)</u>
	193	257
Motor Vehicles - at Cost	31,066	31,066
Less: Accumulated Depreciation	<u>(18,472)</u>	<u>(14,274)</u>
Total Motor Vehicles	<u>12,594</u>	<u>16,792</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 2024**

	<b>2024</b>	<b>2023</b>
	\$	\$
Plant & Equipment - at Cost	89,398	85,015
Less: Accumulated Depreciation	<u>(51,414)</u>	<u>(43,411)</u>
Total Plant & Equipment	37,984	41,604
<b>Total Property Plant &amp; Equipment</b>	<u>103,595</u>	<u>127,744</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 2022	70,451	10,368	343	26,009	22,232	129,403
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>
Additions	-	3,804	-	-	5,563	9,367
Disposals	(1,054)	(68)	-	-	(480)	(1,602)
Depreciation expense	(13,064)	(5,885)	(64)	(4,198)	(8,703)	(31,914)
<b>Balance at 30 June 2024</b>	<u>44,638</u>	<u>8,186</u>	<u>193</u>	<u>12,594</u>	<u>37,984</u>	<u>103,595</u>

**9 Right of Use Assets**

Land and Buildings	290,242	290,242
Less: Accumulated Depreciation	<u>(217,750)</u>	<u>(145,121)</u>
Total Right of Use Assets	<u>72,492</u>	<u>145,121</u>

**10 Trade and Other Payables**

CURRENT

Trade Creditors	77,959	209,562
Accrued Expenses	6,146	6,359
PAYGW Payable	-	21,718
Superannuation Payable	7,479	10,127
Other Creditors	<u>55,993</u>	<u>50,777</u>
	<u>147,577</u>	<u>298,543</u>

**11 Other Financial Liabilities**

Unearned Income	80,821	290,723
Lease Liability	<u>55,690</u>	<u>49,229</u>
	<u>136,511</u>	<u>339,952</u>

**12 Employee Benefits**

Annual Leave Provision	32,866	51,737
Long Service Leave Provision	<u>54,563</u>	<u>48,544</u>
	<u>87,429</u>	<u>100,281</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 2024**

	2024	2023
	\$	\$
<b>13 Non-Current Liabilities</b>		
LEASE COMMITMENTS		
Lease Liability	61,327	117,344
Make Good Provision	<u>35,850</u>	<u>35,850</u>
	<u>97,177</u>	<u>153,194</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 2024 and 30 June 2023.

**19 Commitments**

The company had no commitments for expenditure as at 30 June 2024 and 30 June 2023.

**20 Events After the Reporting Period**

No matter or circumstance has arisen since 30 June 2024 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.

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

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDING 30 JUNE 2024**

	2024	2023
	\$	\$
<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	574,680	879,140
	<u>574,680</u>	<u>879,140</u>
<b>(b) Reconciliation of Cash Flow from Operations with Net Current Year Surplus/(Defecit)</b>		
Net current year surplus/(deficit)	45,224	(10,261)
Non-cash flows in surplus\ (deficit) from ordinary activities:		
Depreciation	104,405	112,730
Lease Asset Incorporated	-	-
Lease Liabilities Incorporated	-	-
Loss on Disposal of Assets	1,604	2,155
Changes in assets and liabilities, net of the effects of purchase and disposal of subsidiaries:		
Decrease/(Increase) in receivables	11,031	(43,082)
Decrease/(Increase) in prepayments	(28,367)	14,585
Decrease/(Increase) in stock	(5,850)	(3,898)
Increase/(Decrease) in provisions	(12,852)	10,057
Increase/(Decrease) in payables	(150,966)	81,781
Increase/(Decrease) in financial liabilities	(259,322)	40,053
Cash flows from operations	<u>(295,093)</u>	<u>204,120</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 2024 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 1<sup>ST</sup> day of NOVEMBER 2024

**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 2024, 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 2024 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](mailto: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 fourth day of November 2024



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

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