

ANNUAL REPORT

2024-2025



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

- 1 TOURISM**
Firmly establish the Gladstone Region as part of the Southern Great Barrier Reef, as a destination for easy enjoyment of reef, beach, bush and adventure experiences.
- 2 COMMUNICATION**
To focus on adding value to the Gladstone Region community and relevance to partners and members.
- 3 ACT COMMERCIALY**
To ensure GAPDL remains sustainable.
- 4 EVENTS**
Establish the Gladstone Region as a recognised destination in the M.I.C.E market, incorporating a strong events program.
- 5 ECONOMIC DEVELOPMENT**
To continue to promote the Gladstone Region as a place to invest and develop SME.

GAPDL CORPORATE PARTNERS



Operated by

ConocoPhillips



Heron Island
NATURE'S WONDERLAND - GREAT BARRIER REEF



QGC



1770 •
ARTS



A MESSAGE FROM OUR CHAIR

Welcome to the 2024/2025 Gladstone Area Promotion & Development (GAPDL) Annual Report. This year has been a year of challenges and successes which have tested the Board and the GAPDL Operations Team. 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), Councillor Karen Davis (Gladstone Regional Council), Marilyn Steel (Industry representative), Chantale Lane, and Tess Groen-Int-Woud. I take this opportunity also to specifically acknowledge the individual efforts of Mark Cachia and Mark Spearing, both of whom have decided after many years of service to retire at this year's Annual General Meeting.

In the interest of transparency, the GAPDL Board and Interim CEO are together managing organisational challenges brought about by staffing issues and membership concerns. This has led the Board to take steps to reassure members and funding partners that we now have the right leadership in place to transform the organisation into a contemporary, sustainable and performance-based Regional Tourism Organisation. GAPDL continues its core business of promoting tourism and liveability in our region. There have been major achievements and opportunities for future growth during the year.

On behalf of the Board of Directors, I am pleased to share that the GAPDL Strategic Plan 2025-2035 - a clear and considered roadmap that sets out our shared vision for tourism-led growth across the Gladstone Region, is nearing endorsement. This plan comes at a pivotal moment.

As we look toward the Brisbane 2032 Olympic and Paralympic Games and beyond, we are reminded of the vital role regional destinations like ours will play in shaping Queensland's global story.

The decade ahead will present opportunities to elevate our profile, attract new investment and deepen community pride - and this strategy ensures GAPDL is positioned to lead with clarity and purpose.

The Board recognises that strong governance is the foundation of long-term success. In recent months, we have taken steps to ensure our organisation remains representative, responsive and future-ready.

We remain committed to transparency, strategic alignment and supporting the organisation to deliver measurable outcomes. Our role is to provide stewardship, oversight and advocacy - ensuring GAPDL can continue to serve as a trusted regional leader, working in partnership with government, industry and community.

I extend my sincere thanks to our team, volunteers, members and partners for their ongoing commitment. Together, we are shaping a vibrant, resilient visitor economy that reflects the true character, diversity and strength of the Gladstone Region.

Additionally on behalf of the Board, I'm proud to share the Gladstone Region Destination Management Plan - a bold and practical strategy to lift our profile, attract more visitors and grow a thriving visitor economy - is almost complete.

This plan distils our region's strengths - from our unfiltered beauty and rich First Nations culture to our world-class marine and fishing experiences - into a clear roadmap for action.

With Brisbane 2032 on the horizon, the timing is perfect to showcase the Gladstone Region to the world.

The Board stands firmly behind this plan, ensuring strong governance, industry collaboration and measurable outcomes. Together, with our operators, partners and community, we'll make the Gladstone Region a must-visit Queensland destination.

Finally, I want to formally note that the GAPDL Board did not proceed with the establishment of a single marketing entity for the Southern Great Barrier Reef (SGBR) with Bundaberg Tourism. After strong deliberation, the Board determined that this was not the right time to embark on such a joint venture. Rather, we believe it is in the best interest of the SGBR region to continue to strengthen the existing SGBR alliance with current partners - GAPDL, Capricorn Enterprise, and Bundaberg Tourism.

In closing, I sincerely thank the GAPDL Operations Teams in Gladstone and Agnes Water, and our volunteer ambassadors who make the Gladstone Region 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 expanding the tourism experiences in our region and providing value to all our stakeholders.



Robert Gibb
Chairperson



A MESSAGE FROM OUR INTERIM CEO

The 2024–2025 financial year has been a pivotal period for the organisation marked by transition and progress. Throughout the year, GAPDL was guided by three Chief Executive Officers, following the substantive CEO's commencement of maternity leave. Two Acting Chief Executive Officers have since led the organisation during this period, each contributing to GAPDL's ongoing evolution and commitment to promoting the Gladstone Region as a leading visitor destination. I would like to acknowledge and thank all who have held this role for their leadership and contributions to our shared goals.

Since stepping into the Acting CEO position on 23 June 2025, my focus has been on stabilising operations, realigning resources and strengthening our organisational foundations to ensure GAPDL remains a sustainable and high-performing organisation. In the tourism space, our immediate priorities have included advancing the GAPDL Strategic Plan, ensuring alignment with both State Government's Destination 2045, Tourism and Events Queensland's refreshed Strategic Plan, as well as progressing GAPDL's Destination Management Plan to guide our region's long-term direction.

This year, GAPDL achieved a number of important milestones, including:

- Delivered eco-tourism trails, maps and promotional content to showcase our region's natural assets and connect visitors from reef to ranges.
- Ran major destination campaigns including Easter in Gladstone, TEQ's That Holiday Feeling and Channel 7 Weekender coverage.
- Represented the region at key trade events including ATE25, ATEC Queensland Showcase and the Southern Great Barrier Reef (SGBR) Roadshows.
- Increased ATDW participation and strengthened operator engagement and industry collaboration.
- Delivered six targeted famil programs showcasing our destination's diverse experiences to media, influencers and trade partners.
- Continued growth across social media, driving stronger engagement, awareness and reach for the Gladstone Region.

In addition to our tourism and destination marketing achievements, GAPDL continues to proudly deliver the Australian Government's Communities for Children initiative in the Gladstone Region.

Through this long-standing program, GAPDL plays a vital role in supporting local families, children and community organisations by funding and facilitating early intervention programs that build resilience, connection and wellbeing. Our Communities for Children program continued to deliver remarkable outcomes this year, 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 to help families thrive. The CfC portfolio continues to demonstrate the power of partnerships in creating safe, supportive and connected communities, complementing GAPDL's broader vision of fostering a vibrant and inclusive Gladstone Region.

As we look to the year ahead, our priorities are focused on delivering strategic clarity, operational efficiency and stronger industry outcomes.

Key areas of focus include:

- Driving GAPDL's transformation to ensure we deliver on our strategic priorities.
- Finalising GAPDL's 2025–2035 Strategic Plan, co-designed with key stakeholders to position the region for success leading into the Brisbane 2032 Olympic and Paralympic Games.
- Developing a streamlined Annual Operational Plan, integrating our Destination Management Plan and Partner Work Plans into a single, practical document. This approach will reduce duplication and enable clear, real-time reporting.
- Strengthening collaboration with partners, industry, operators and regional RTO partners to drive alignment and shared outcomes.
- Enhancing visitor servicing and digital infrastructure to deliver a more accessible, connected and engaging visitor experience.
- Deepening data capture and insights to inform investment, sustainable growth and future destination planning.

I would like to sincerely thank the Board of Directors, led by Chair Rob Gibb, for their trust and support through this period. My gratitude also extends to Tourism and Events Queensland, the Department of Social Services, Gladstone Regional Council, and Gladstone Ports Corporation and our industry and community partners for their collaboration and belief in the region's potential.

Finally, to the GAPDL team and ambassadors – thank you for your continued dedication, resilience and passion for our region.

Together, we are building a stronger, more connected future for the Gladstone Region.



Dee Dalton
Interim CEO



TREASURER'S REPORT

It is with pleasure that I present the Treasurer's Report for the financial year ending 30 June 2025. The 2024-25 year saw Gladstone Area Promotion and Development Limited (GAPDL), continue to deliver value to our members and the region while maintaining prudent financial management and resilience in a changing funding environment.

Financial Performance

For the year ended 30 June 2025, GAPDL achieved a small surplus of \$4,774, compared with a surplus of \$45,224 in the previous year. While this represents a modest outcome, it demonstrates that GAPDL remains financially stable despite the reduction in grant and subsidy income and a more challenging external environment for community and tourism funding.

Governance and Outlook

The Board continues to uphold a conservative financial approach, balancing operational delivery with the long-term sustainability of the organisation. While the

external funding landscape remains competitive, GAPDL's established reputation and strong partnerships, position it well for continued success.

- Looking ahead, the focus will remain on:
- Strengthening member engagement and corporate partnerships
- Pursuing grant funding opportunities
- Maintaining appropriate reserves to support GAPDL's future
- Supporting staff development and leadership growth

Acknowledgements

On behalf of the Board, I extend sincere thanks to our management team and staff for their professionalism and dedication throughout the year and to our members and partners for their ongoing support. Their collective efforts help GAPDL continue to showcase the Gladstone region with pride and purpose.

Shelly Stormonth
Treasurer



GAPDL BOARD OF DIRECTORS



ROBERT GIBB
Chairperson



MARK CACHIA
Deputy Chairperson



SHELLY STORMONTH
Treasurer



MARK SPEARING
Secretary



CHANTALE LANE
Elected Director



TESS GROEN-INT-WOUD
Elected Director



KAREN DAVIS
*Gladstone Regional
Council Representative*



MARILYN STEEL
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 GAPDL TEAM



NICOLA SMITH

CEO
Maternity Leave
From Nov '24



KAREN HORKINGS

Finance Manager



SUSAN GAERTH

Marketing Specialist



AMY SORRENSEN

Gladstone Visitor
Experience Manager



CHLOE SYDES

Tourism Coordinator



MELISSA SMITH

Agnes Water Visitor
Experience Manager



TASH HOBBS

Agnes Water Visitor
Information Centre
Coordinator



WENDY MORRIS

Executive Officer
Communities for
Children



SHAKIRA RAYMOND

Project Support Officer
Communities for
Children



The Board and Operations Team of GAPDL acknowledge and thank outgoing staff members Sandy Grosskreutz, Laura den Heijer, Rebecca Simpson and Romy Bowden for their contribution and time at GAPDL.

TOURISM/DESTINATION MARKETING

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

Consumer Marketing

SOCIAL MEDIA

In the 2024/25 financial year, GAPDL continued to strengthen its digital presence through strategic, high-impact storytelling across all social media channels. Our focus remained on delivering engaging, high-quality content that inspired travel and connection with the Gladstone Region.

From fostering industry engagement on Facebook and LinkedIn to sharing breathtaking imagery on Instagram, dynamic video storytelling on YouTube, and playful, authentic moments on TikTok, each platform played a key role in showcasing the region's unique experiences.

These coordinated efforts expanded our reach, deepened community engagement, and reinforced the Gladstone Region's position as a must-visit destination within Queensland and beyond. We look forward to building on this momentum throughout 2025.

SOCIAL MEDIA FOLLOWING



WEBSITE

In 2024/25, GAPDL strengthened its digital presence through targeted campaigns, expanded bookable experiences, and refreshed online visitor resources. Our destination website evolved into a dynamic planning platform featuring interactive digital guides and enhanced campaign integration. Key pages such as Islands & Reef, Boating & Fishing, and Getting Here & Getting Around were updated to better connect visitors with experiences and operators.

We also advanced our sustainability focus, highlighting eco-certified businesses and promoting responsible travel across the Gladstone Region.



CONTENT CREATORS

In collaboration with Cinnova Media, dynamic visual content was produced across key natural destinations including Curtis Island and Eurimbula National Park, highlighting the region's coastal drives, adventure opportunities, and pristine landscapes.

Additionally, StixPix produced inspiring video features for the Top Tourism Town Award submissions for Agnes Water and the Town of 1770, celebrating the unique character, community spirit, and visitor experiences that define these iconic destinations.

Advertising & Collateral

PRESS RELEASES

- Join us for Sunrise with Sam Mac
- New Agreement to Pave Strong future for Southern Great Barrier Reef
- Southern Great Barrier Reef Named Finalists For Excellence In Tourism Awards For The Second Year Running
- Dive Spear and Sport 1770 Welcomes Two Master Reef Guides to the Team
- Historic Grand Hotel Many Peaks to Reopen Under New Ownership
- Gladstone Region Shines with 37 Operators Named in 2025 Best of Queensland Experience Program

GLADSTONE REGION PRINT COLLATERAL

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

Trade Marketing

TRADE SHOWS & REGION REPRESENTATION

- Australian Tourism Exchange
- Destination Australia
- DestinationQ
- Destination IQ
- Eco Tourism Conference
- Queensland Tourism Awards
- Caravan & Camping Supershow (Brisbane)
- Australian Cruise Association Conference
- Sanctuary Cove International Boat Show

Destination Marketing Campaigns

EASTER IN GLADSTONE

Now in its fifth year, GAPDL once again collaborated with Gladstone Regional Council to deliver the Easter in Gladstone campaign, a cornerstone event that continues to grow in reach and impact.

This year's activity focused on digital-first storytelling and expanding awareness across Queensland's drive market, supported by targeted campaigns throughout the South East and 400km catchment.

The dedicated Easter in Gladstone webpage served as the central hub for all event information, driving thousands of visits and becoming a trusted resource for both locals and visitors. The campaign featured Queensland Rail activations at Roma Street Station, video and poster advertising onboard services, and regional billboard placements, complemented by radio promotions, social media giveaways, and consumer EDMs.

Together, these efforts generated outstanding engagement, positioning the Easter long weekend as one of the region's most significant annual visitor drawcards and reinforcing Gladstone's reputation as a vibrant destination for family-friendly events and coastal adventure.

PROJECT FLOSS

In partnership with Tourism and Events Queensland (TEQ), GAPDL participated in Project FLOSS, one of Queensland's largest tourism campaigns to date; "Queensland is Bluey's World in Real Life." Running from June to September 2024, the campaign celebrated Queensland's family-friendly destinations, showcasing the Gladstone Region's vibrant coastal lifestyle.

As part of the activation, Sam Mac from Channel 7's Sunrise filmed a series of six live segments from key local sites including East Shores, HMAS Gladstone, Auckland House, Heron Island, Curtis Ferry Services, and Wards Brewery. The campaign delivered extensive national exposure and reinforced the Gladstone Region's position as a fun, family-friendly destination within the Southern Great Barrier Reef.



DRIVE CAMPAIGN — SGBR PARTNERSHIP

In collaboration with Bundaberg Tourism, GAPDL delivered a targeted Drive Campaign designed to inspire road trips along Australia's Holiday Highway. The campaign promoted the ease and adventure of drive travel through the Southern Great Barrier Reef, with a focus on connecting Brisbane, Sydney, and Melbourne travellers to the Gladstone Region.

Analytics showed strong engagement from the 25-54-year-old demographic, reinforcing the effectiveness of the creative in appealing to families and experience-seekers. The partnership further strengthened cross-regional collaboration and positioned the Gladstone Region as a must-stop destination for coastal road trippers.

TURTLE SEASON CAMPAIGN

The Turtle Season campaign showcased one of the Gladstone Region's most iconic natural experiences, witnessing nesting and hatching turtles. To build awareness, GAPDL partnered with Queensland Rail to launch a 30-second onboard video advertisement across long-distance services, complemented by a 15-second digital billboard in the Gladstone Airport arrivals area titled "10 Things to Do in Gladstone."

This integrated approach helped capture both inbound travellers and potential visitors during the key summer season, reinforcing the region's connection to the Southern Great Barrier Reef's unique wildlife experiences.

SGBR INTERNATIONAL MARKETING

As part of ongoing collaboration under the Southern Great Barrier Reef banner, GAPDL participated in international marketing initiatives to increase awareness among global audiences. A key highlight was a full-page feature in Boomerang Magazine, a German travel publication, promoting the region's reef-to-range experiences.

This exposure positioned the Gladstone Region within key international markets, showcasing its accessibility, natural beauty, and diverse tourism offerings to high-value overseas travellers.

SUNRISE WEATHER BROADCAST FROM 1770

The Gladstone Region enjoyed national attention as Sam Mac and Channel 7's Sunrise delivered a full morning of live weather crosses from the Town of 1770. Broadcasting from the 1770 Esplanade, the segments highlighted key tourism operators, brought locals together for a lively pre-dawn event, and showcased the region's stunning coastline and unique visitor experiences to audiences across Australia - further strengthening destination visibility and brand awareness.



GAPDL MEMBERSHIP

162

FINANCIAL MEMBERS 2024/2025

BEST OF QUEENSLAND EXPERIENCE PROGRAM

The Gladstone Region proudly cemented its position as a leading Queensland destination, with 37 local tourism operators recognised in the 2025 Best of Queensland Experience Program (BOQEP). This statewide initiative by Tourism and Events Queensland identifies tourism businesses that consistently deliver exceptional visitor experiences, assessed across criteria such as customer reviews, online presence, accreditation, and collaboration with Regional Tourism Organisations.

This outstanding result reflects the region's strong commitment to quality, innovation, and sustainability; from eco-certified tours and island escapes to boutique accommodation, local eateries, and breweries. GAPDL commends all accredited operators for showcasing the region's warm hospitality and diverse visitor offerings that continue to set the Gladstone Region apart.

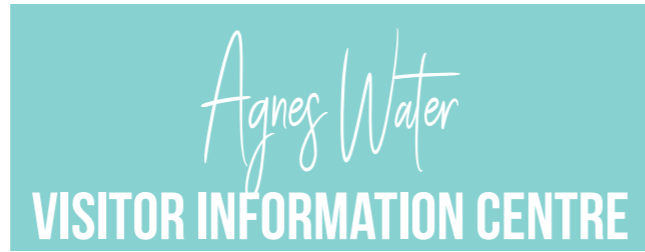
AUSTRALIAN TOURISM DATA WAREHOUSE

GAPDL continue to support our Gladstone Region members by assisting them with ATDW listings and also managing around 97 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.



INFORMATION HUBS

Mt Larcom | Calliope | Tannum Sands | Gladstone Airport | Many Peaks

Volunteer Ambassadors

- | | | | |
|-----------------|------------------|------------------|-------------------|
| Alison Kelly | Heather Kroesen | Karen Wright | Nida Channell |
| Ann McPherson | Helen Whitmore | Kathy Strachan | Patrice McFadzden |
| Anna Turetschek | Jan Cain | Krista Tomingas | Pauline Arvidson |
| Carolyn Hart | Jennifer Marxsen | Leanne Hayne | Phil Smith |
| Colleen Dillon | Jenny Bourke | Leigh Barr | Rayleen Braddick |
| Dave Taylor | Jenny Brooks | Len Dowling | Ross Maudsley |
| Deb Vonhoff | Jenny Ellerton | Lurleen Ramm | Sue Riley |
| Debra Lawrie | Jill Agnew | Mandy McKeesick | |
| Deidre Prizeman | Jo Beazley | Maureen Flaherty | |
| Dian Lucus | Joan Kean | Michelle Burke | |
| Gus Stedman | Judy Hasse | Nerida White | |



2024/2025 GLADSTONE REGION VISITOR INFORMATION CENTRE

Statistics

FROM TWO CENTRES IN THIS REGION: AGNES WATER & GLADSTONE



This year, the Gladstone Region celebrated outstanding success at the Queensland Top Tourism Town Awards. Town of 1770 claimed Gold for Top Tiny Tourism Town, while Agnes Water secured Silver for Top Small Tourism Town. These achievements highlight the strength of our coastal destinations and the ongoing dedication of our local tourism operators and community.



NETWORKING AND EVENTS

Throughout 2024/2025, GAPDL held many events to promote tourism, member's businesses and reaffirm the commitment to our members and the Gladstone Region community.

GLADSTONE DESTINATION MANAGEMENT PLAN - WORKSHOP 1 | 21 NOV 2024

We hosted the first Gladstone session in the new series of Destination Management Plan workshops for the Southern Great Barrier Reef region. Held at the Gladstone Events Centre, the workshop brought together local tourism operators, community members, and stakeholders to share bold, creative, and visionary ideas for the future of the visitor economy. Discussions explored potential game changers, strategic priorities, and opportunities to guide the next 5–10 years of destination growth.

GAPDL ANNUAL GENERAL MEETING AND CHRISTMAS PARTY 2024 | 21 NOV 2024

Members gathered for our Annual General Meeting followed by a festive end-of-year celebration. The AGM commenced at 5:00pm onboard the Curtis Ferry, docked at the Yacht Club, where formalities were completed before setting sail for a two-hour sunset harbour cruise. The evening provided a wonderful opportunity to reflect on the year's achievements, connect with members, and celebrate the successes of 2024 in a relaxed and enjoyable setting.

AGNES WATER DESTINATION MANAGEMENT PLAN - WORKSHOP 2 | 3 FEB 2025

We hosted Workshop 2 in Agnes Water with local tourism operators, community members, and stakeholders to refine ideas and priorities for a new Destination Management Plan. The session built on earlier discussions, exploring opportunities, challenges, and ways to strengthen the visitor experience.

GLADSTONE DESTINATION MANAGEMENT PLAN - WORKSHOP 3 | 5 FEBRUARY 2025

We held Workshop 2 in Gladstone with industry operators, community representatives, and partners. Participants helped refine strategies, identify unique visitor experiences, and explore growth opportunities to enhance the region's appeal.

DESTINATION 2045 REGIONAL CONSULTATION - GLADSTONE | 5 FEBRUARY 2025

We co-hosted the Destination 2045: Queensland's Tourism Future consultation workshop in Gladstone with the Hon. Andrew Powell MP. The session brought together many of our members and regional stakeholders to share ideas for a 20-year plan that will enhance Queensland's appeal, grow ecotourism sustainably, and leverage opportunities such as the Brisbane 2032 Olympic and Paralympic Games.

GCCI TWILIGHT MARKETS | 1 MAY 2025

This year we partnered with the Gladstone Chamber of Commerce & Industry (GCCI) to host the Twilight Markets in conjunction with their annual Business Expo. The event showcased a vibrant mix of local stallholders, food vendors, and entertainment, creating a lively atmosphere that celebrated local business, community connection, and the Gladstone Region's unique offerings.

ECOFEST 2025 | 1 JUNE 2025

This year we proudly joined the community at Ecofest 2025, Central Queensland's largest environmental awareness event at Tondoon Botanic Gardens. Our stall showcased the Gladstone Region's commitment to sustainable tourism, with engaging kids' activities and eco-friendly products from our Visitor Information Centre. It was a great opportunity to inspire environmental stewardship, highlight our Eco-Certified operators, and connect with locals and visitors who share our passion for protecting the natural environment.

AGNES WATER NETWORKING & CELEBRATION EVENT | 25 JUN 2025

Members gathered in Agnes Water for a networking evening celebrating our Top Tourism Town success's. It was a great opportunity to connect, collaborate, and recognise the collective achievements of our region's passionate tourism community.



COMMUNITIES FOR CHILDREN

Strong families build strong communities, and this year our program has been a place where those connections were nurtured every day. From parenting workshops that reached hundreds of carers to playgroups that welcomed more families than ever before, the momentum has been undeniable.

Alongside these successes, we've also faced the reality of stretched resources and growing demand—reminders of just how

vital these services are. This report shares both the achievements we're proud of and the challenges we continue to navigate together.

We negotiated participation goals with the Department of Social Services (DSS) based on the community demographics and the realistic delivery capacity based on the funding we are allocated.

Highlights include:

Measure	Target	Actual
Number of individual participants across all activities	341	461
Number of individual participants who identify as Aboriginal and/or Torres Strait Islander	10	47
Number of individual Participants who identify as living with a disability	13	19
Number of individual participants who identify as culturally and linguistically diverse (CALD)	45	24*

*DSS Data Exchange only counts persons as CALD if they are born in a country other than Australian AND the primary language spoken at home is not English

We continue to work collaboratively with the Department of Social Services (DSS) while constructively raising concerns about how current systems classify individuals as 'Culturally and Linguistically Diverse.' We believe the existing data parameters do not always reflect the lived experiences of families participating in our programs. Through Communities of Practice discussions, it became evident that many organisations delivering programs under the Families portfolio share this view. In response, Family & Relationship Services Australia (FRSA), our national peak body, is coordinating a collective submission to DSS to document these insights and advocate for system improvements.

Advocacy for sustainable funding has also remained a key focus. Our CfC Executive Officer has consistently engaged with the Federal Government to highlight the

ongoing gap between community need and available resources. For the past six years, we have reported increasing waitlists and program cancellations driven by rising delivery costs. While DSS has advised there is currently no capacity to increase regional funding, we remain committed to demonstrating the value and impact of our programs.

Despite these challenges, the Communities for Children initiative continues to deliver outcomes that extend well beyond attendance figures. It is about parents gaining confidence, children discovering the joy of play and partnerships amplifying community impact. With over 2,400 playgroup visits and hundreds of families engaged in parenting programs this year, the story remains one of resilience, growth and genuine community connection.



COMMUNITIES FOR CHILDREN

Here's what participants had to say about their experience in our programs:

CIRCLE OF SECURITY

TUNING IN TO KIDS

BABY NAN

HARMONY KIDS

“Thank you for sharing your knowledge in such a kind and gentle way. This was an amazing experience, and I will always remember you both.”

“Provides opportunities to build attachment between adults and children as they play together and share time and experiences.”

“This is my second time round, it was great to get a refresher. And slowly getting the coaching into my family life. I have had some successful experiences and some not which is teaching me how to be there for my kids but also to know when i need to regulate myself.”

“We love the playgroups. Always a lot of options and friendly, helpful staff..”

“Thank you so much for your facilitation of Tuning in To Kids. The supportive group environment and sharing of strategies has been so helpful and positively impacting our family. From the bottom of my heart thank you.”

“I wasn't expecting the group to be so educational and welcoming to deep conversation. As a second time mum I wasn't sure I would benefit from the group, but I'm so grateful for the connections and safe space to breath, unwind and build new friendships.”

“It's been a great program in a small group that means we can form relationships and share our stories in a safe environment.”





KROOMBIT TOPS NATIONAL PARK

FINANCIAL REPORT

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

FINANCIAL REPORT FOR THE YEAR ENDING 30 JUNE 2025

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Directors Report
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DIRECTOR'S REPORT

Your directors present this report on the company for the financial year ended 30 June 2025.

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:

Robert Gibb	Mark Cachia	Mark Spearing	Shelly Stormonth
Tess Groen-int-woud	Chantale Lane	Karen Davis	Marilyn Steel

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 Activity 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 and the Southern Great Barrier Reef as a preferred tourism, investment and lifestyle destination.
- Foster community acceptance of responsible industry and development.
- Encourage and foster new sustainable business and industry investment for the Gladstone Region.
- Identify and facilitate strategies that will grow existing regional business.

Strategy for achieving the objectives

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

- Promote and 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 2024 Annual General Meeting to appoint Anthony Colin Bryen of Anthony Bryen & Co, as Auditor for the year ending 30 June 2025.

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 29th day of October 2025

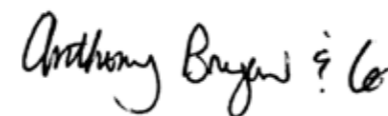
Anthony Bryen & Co Chartered Accountants

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 2025 there have been:

- no contraventions of the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- 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-ninth day of October 2025

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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

Liability limited by a scheme approved under Professional Standards Legislation

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 2025

	Note	2025 \$	2024 \$
Revenues from grants and ordinary activities	3	1,887,824	2,345,393
Cost of Sales	4	108,820	111,101
Employee benefits expense		927,630	878,893
Depreciation and amortisation expenses		97,528	104,405
Other expenses from ordinary activities		<u>749,072</u>	<u>1,205,770</u>
Surplus/(deficit) before income tax	5	4,774	45,224
Income tax expense		-	-
Surplus/(deficit) after income tax expense for the year attributable to the members of Gladstone Area Promotion and Development Limited		4,774	45,224
Other comprehensive income for the year, net of tax		-	-
Total comprehensive income for the year attributable to the members of Gladstone Area Promotion and Development Limited		<u>4,774</u>	<u>45,224</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 2025

	Note	2025 \$	2024 \$
CURRENT ASSETS			
Cash and cash equivalents	6	774,254	574,680
Trade Debtors, other receivables and Stock	7	73,768	181,044
TOTAL CURRENT ASSETS		<u>848,022</u>	<u>755,724</u>
NON-CURRENT ASSETS			
Property, plant and equipment	8	80,604	103,595
Right of Use Assets	9	-	72,492
		<u>80,604</u>	<u>176,087</u>
TOTAL NON-CURRENT ASSETS		80,604	176,087
TOTAL ASSETS		928,626	931,811
CURRENT LIABILITIES			
Trade and other payables	10	223,731	147,577
Financial liabilities	11	97,906	136,511
Employee Benefits	12	69,030	87,429
TOTAL CURRENT LIABILITIES		<u>390,667</u>	<u>371,517</u>
NON-CURRENT LIABILITIES			
Provisions	12	34,218	-
Financial liabilities	13	35,850	97,177
TOTAL NON-CURRENT LIABILITIES		<u>70,068</u>	<u>97,177</u>
TOTAL LIABILITIES		460,735	468,694
NET ASSETS		<u>467,891</u>	<u>463,117</u>
EQUITY			
Retained surplus		467,891	463,117
TOTAL EQUITY		<u>467,891</u>	<u>463,117</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 2025

	Retained Surplus/(Deficit) \$
Balance at 1 JULY 2023	417,893
Surplus/(Deficit) for the period	<u>45,224</u>
Balance at 30 JUNE 2024	463,117
Surplus/(Deficit) for the period	<u>4,774</u>
Balance at 30 JUNE 2025	<u>467,891</u>

GLADSTONE AREA PROMOTION AND DEVELOPMENT LIMITED
 ABN: 67 010 613 831
 STATEMENT OF CASH FLOWS
 FOR THE YEAR ENDING 30 JUNE 2025

	Note	2025 \$	2024 \$
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from members, grants & subsidies		2,051,815	2,521,207
Payments to suppliers and employees		(1,862,409)	(2,831,926)
Interest Received		<u>12,213</u>	<u>15,626</u>
Net cash provided by (used in) operating activities	21(b)	201,619	(295,093)
CASH FLOWS FROM INVESTING ACTIVITIES			
Payments for property, plant and equipment		<u>(2,045)</u>	<u>(9,367)</u>
Net cash provided by (used in) investing activities		(2,045)	(9,367)
CASHFLOWS FROM FINANCING ACTIVITIES			
Net cash provided by (used in) financing activities		-	-
Net increase (decrease) in cash held		199,574	(304,460)
Cash at beginning of period		<u>574,680</u>	<u>879,140</u>
Cash and cash equivalents at the end of the financial year	21(a)	<u>774,254</u>	<u>574,680</u>

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2025

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 2025

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 2025

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 2025

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 2025

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 2025. 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 2025

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.

	2025	2024
	\$	\$
3 Revenue		
Operating activities		
Members Fees	160,224	164,482
Non Members Grants and Subsidies	1,501,041	1,734,519
In-kind Service Income	9,086	163,210
Sales	189,004	199,343
Other Income - Events, Ticket Sales & Incentives	28,469	83,839
	<u>1,887,824</u>	<u>2,345,393</u>

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

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDING 30 JUNE 2025

	2025 \$	2024 \$
4 Cost of Sales and Services Provided		
Opening Stock	34,466	28,617
Cost of Sales	113,084	116,950
Less Closing Stock	(38,730)	(34,466)
	<u>108,820</u>	<u>111,101</u>
5 Surplus/(deficit) from Ordinary Activities		
Surplus/(deficit) from ordinary activities before income tax expense has been determined after:		
(a) Provisions movement:		
Annual Leave	15,819	(12,852)
(b) Expenses:		
Depreciation	97,528	104,405
Annual audit	15,105	14,380
Loss on Disposal of Assets	-	1,604
6 Cash and Cash Equivalents		
Cash at Bank and on Hand	<u>774,254</u>	<u>574,680</u>
	<u>774,254</u>	<u>574,680</u>
7 Trade Debtors, Other Receivables and Stock		
CURRENT		
Trade Debtors	14,905	107,007
Prepayments	18,146	39,571
Other Debtors	1,987	-
Stock on Hand	38,730	34,466
	<u>73,768</u>	<u>181,044</u>
8 Property, Plant and Equipment		
Furniture, Fixtures and Fittings - at Cost	83,416	95,257
Less: Accumulated Depreciation	(48,568)	(50,619)
	<u>34,848</u>	<u>44,638</u>
Computer Equipment - at cost	32,597	32,597
Less: Accumulated Depreciation	(28,504)	(24,411)
	<u>4,093</u>	<u>8,186</u>
Regional Signage - at Cost	4,058	4,058
Less: Accumulated Depreciation	(3,913)	(3,865)
	<u>145</u>	<u>193</u>
Motor Vehicles - at Cost	31,066	31,066
Less: Accumulated Depreciation	(21,621)	(18,472)
Total Motor Vehicles	<u>9,445</u>	<u>12,594</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 2025

	2025 \$	2024 \$
Plant & Equipment - at Cost	91,443	89,398
Less: Accumulated Depreciation	(59,370)	(51,414)
Total Plant & Equipment	<u>32,073</u>	<u>37,984</u>
Total Property Plant & Equipment	<u>80,604</u>	<u>103,595</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 2023	58,756	10,335	257	16,792	41,604	127,744
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)
Balance at 30 June 2024	<u>44,638</u>	<u>8,186</u>	<u>193</u>	<u>12,594</u>	<u>37,984</u>	<u>103,595</u>
Additions					2,045	2,045
Disposals						-
Depreciation expense	(9,790)	(4,093)	(48)	(3,149)	(7,956)	(25,036)
Balance at 30 June 2025	<u>34,848</u>	<u>4,093</u>	<u>145</u>	<u>9,445</u>	<u>32,073</u>	<u>80,604</u>

9 Right of Use Assets

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

10 Trade and Other Payables

CURRENT		
Trade Creditors	148,692	77,959
Accrued Expenses	12,694	6,146
GST	11	-
Superannuation Payable	6,479	7,479
Other Creditors	55,855	55,993
	<u>223,731</u>	<u>147,577</u>

11 Other Financial Liabilities

Unearned Income	36,579	80,821
Lease Liability	61,327	55,690
	<u>97,906</u>	<u>136,511</u>

12 Employee Benefits

Annual Leave Provision	31,888	32,866
Long Service Leave Provision	37,142	54,563
	<u>69,030</u>	<u>87,429</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 2025

	2025	2024
	\$	\$
12 Employee Benefits (cont)		
Long Service Leave Provision	34,218	-
	<u>34,218</u>	<u>-</u>
13 Non-Current Liabilities		
LEASE COMMITMENTS		
Lease Liability	-	61,327
Make Good Provision	35,850	35,850
	<u>35,850</u>	<u>97,177</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

	15,105	14,380
	<u>15,105</u>	<u>14,380</u>

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 2025 and 30 June 2024.

19 Commitments

The company had no commitments for expenditure as at 30 June 2025 and 30 June 2024.

20 Events After the Reporting Period

No matter or circumstance has arisen since 30 June 2025 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 2025

	2025	2024
	\$	\$
21 Reconciliation of Surplus After Income Tax to Net Cash from Operating Activities		
(a) Reconciliation of cash		
Cash at the end of the financial year as shown in the Statement of Cash Flows is reconciled to the related items in the Statement of Financial Position as follows:		
Cash at Bank and in Hand	774,254	574,680
	<u>774,254</u>	<u>574,680</u>
(b) Reconciliation of Cash Flow from Operations with Net Current Year Surplus/(Defecit)		
Net current year surplus/(deficit)	4,774	45,224
Non-cash flows in surplus/(deficit) from ordinary activities:		
Depreciation	97,528	104,405
Lease Asset Incorporated	-	-
Lease Liabilities Incorporated	-	-
Loss on Disposal of Assets	-	1,604
Changes in assets and liabilities, net of the effects of purchase and disposal of subsidiaries:		
Decrease/(Increase) in receivables	90,115	11,031
Decrease/(Increase) in prepayments	21,425	(28,367)
Decrease/(Increase) in stock	(4,264)	(5,850)
Increase/(Decrease) in provisions	15,819	(12,852)
Increase/(Decrease) in payables	76,154	(150,966)
Increase/(Decrease) in financial liabilities	(99,932)	(259,322)
Cash flows from operations	<u>201,619</u>	<u>(295,093)</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 2025 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 23rd day of OCTOBER 2025

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 2025, 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 2025 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
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Responsibilities of the Directors for the Financial Report

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

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

Auditor's Responsibilities for the Audit of the Financial Report

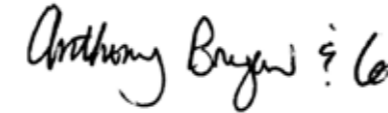
Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial report.

As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the association's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the association's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the association to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

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



Anthony Bryen & Co



A C Bryen
Partner

Dated at Brisbane this twenty-ninth day of October 2025



GAPDL
The Gladstone Region



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

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