

 **Bundaberg**  
Southern Great Barrier Reef  
Queensland *Where great begins*

# BUNDABERG TOURISM

2023/24 *Annual Report*



[bundabergregion.org](http://bundabergregion.org)  
[@visitbundaberg](https://www.instagram.com/visitbundaberg)

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## Acknowledgement of Country

Bundaberg Tourism respectfully acknowledges the Taribelang Bunda, Gooreng Gooreng, Gurang, Bailai and the Wakka Wakka and Auburn Hawkwood (Wulli Wulli) Peoples as the Traditional Custodians of the precious land, water and sea country on which we all love to work, live and play.

We recognise the thousands of generations of continuous culture that have shaped this country and the people on it.

And we pay our respects to Elders past, present and emerging and look forward to working with all First Nations People in the Bundaberg and North Burnett regions in sharing culture through tourism, in the spirit of mutual respect and reconciliation.

## About Us

Established in 1971, Bundaberg Tourism is one of the thirteen Regional Tourism Organisations recognised by Tourism and Events Queensland. Bundaberg Tourism's key priority areas are focused on driving visitation to our local region, as we strive to build and maintain a healthy and sustainable regional tourism economy.

## Our Destination Vision

To be known as a sustainable destination, where great care begins, with the collective assets of the Southern Great Barrier Reef, home of Australia's premier turtle encounters as well as Queensland's world-famous food and drink experiences at the heart of the community.

## Our Corporate Vision

To lead the sustainable growth of Bundaberg Region's tourism industry for the economic benefit of our members and community, and be valued by our partners as a leader in destination management embracing best practice in marketing, visitor servicing and destination development.

## Our Partners

The Region's visitor economy is the strongest it's ever been off the back of decades of hard work and positive partnership. In tandem with its significant economic growth (+7.2% since 2020) and population surge (+5.31% since 2020), the Bundaberg Region's vitality and reputation is setting the stage for unprecedented opportunity for the tourism sector.

The Region's tourism landscape is rapidly evolving amidst shifting consumer expectations and a fiercely competitive global marketplace. Challenges such as rising living costs and business expenses loom large, emphasising the need for agile and future-focused strategies.

Strong leadership, proactive partnerships and fresh thinking are crucial factors in the Region's long-term success, and strategic investment is imperative to harness this growth sustainably.

BT's work is made possible by the ongoing support of the Bundaberg Regional Council (BRC), through their contribution on behalf of the region's tourism and tourism-adjacent businesses for the success of the industry; and Tourism and Events Queensland (TEQ).

And thank you to our members, our supportive and engaged industry - the reason for everything we do at Bundaberg Tourism as we strive to build and maintain a healthy and sustainable regional tourism economy. The visitor economy is one of our region's largest industries and a vital contributor to economic growth and jobs across the Bundaberg Region. Over 3,200 local jobs are supported by our industry, across traditional tourism businesses like accommodation, tours and attractions, but also include tourism-adjacent businesses including retailers, the hospitality sector, and service providers like fuel stations, taxis and transport. Tourism is a big part of what makes the Bundaberg region tick and this number will continue to grow as we look to the future.



**Closing out our 52nd financial year as a not-for-profit, tourism focused organisation for the Bundaberg Region, we are proud of the success achieved this year; working together with our industry and stakeholders for the benefit of the community and our regional economy.**

Since the upheaval of the pandemic, we know that destination success into the future requires a fundamental shift in thinking for not only BT, but all players. With this in mind, we started the financial year by inviting the industry for a 'Destination Think Tank' and asking the question:

*How do you think the Bundaberg region can build scale, to inspire visitors, influence decision makers and drive greater economic benefit for the Bundaberg Region?*

Together in the facilitated workshop, we explored the role of Bundaberg Tourism into the future, and potential solutions for the opportunities and challenges ahead in a competitive economic environment.

The importance of strategic partnerships, finding efficiencies, a bold vision and collaboration across industries was resounding from our stakeholders participating in our Think Tank and the Board recognised that BT needs to evolve in order to continue to deliver the best value for our region and truly compete in a crowded marketplace.

Tourism Research Australia figures demonstrated that the year ending June 2024 was a strong year for the visitor economy recovery in the Bundaberg region, with \$475 million in overnight visitor expenditure reported, a 34.8% change on year ending June 2019.

The challenge now is to maintain these healthy numbers into the future, whilst facing a myriad of headwinds including economic and infrastructure pressures.

Working with the Gladstone region, we embarked on an Agritourism experience development program during the year, encompassing a 6-month mentoring program for emerging agritourism businesses, and a food and drink focused marketing campaign reaching more than 1.8 million people considering a foodie holiday experience. This project was made possible through Queensland Government funding from the Department of Agriculture & Fisheries, and you can read more about it on page 11.

Our tourism partnership with Bundaberg Regional Council this year saw the opportunity to deliver an additional interstate marketing campaign worth \$175,000, inviting Sydney and Melbournites to discover

Bundaberg and the Southern Great Barrier Reef. The campaign was a great success, reaching 5.6 million people through targeted 'Where the Reef Begins' messaging and driving conversions directly to operators. In the lead up to the local government election, we actively engaged with candidates to advocate for the tourism sector, supporting sustainable tourism growth and infrastructure development, and have appreciated a close working relationship with the new Mayor and Councillors for the region.

At the end of last year's report, we touched on our bold ideas for the future, and the Board this year have been exploring those further with our close partners in Gladstone Area Promotion & Development Ltd (GAPDL) and Capricorn Enterprise. Working together for the past 12 years as the Southern Great Barrier Reef has afforded us the opportunity to grow a strong bond, building the brand to have robust recognition in both domestic and international markets.

After extensive operational, financial modelling and collaboration, Bundaberg Tourism and GAPDL have made a commitment to pursue the development of a new entity, SGBR Tourism Co. Coming together from mid-2025 as one organisation creates efficiencies, grows scale, and will enable us to invest more dollars into destination marketing.

The incredible progress we've seen in our region is only made possible through the strength of partnerships—across our community, industries, and governments at all levels. We extend our heartfelt gratitude to all who contribute to the vital work of Bundaberg Tourism. This past year, our successes have been underpinned by the invaluable support of the Bundaberg Regional Council, working on behalf of our dedicated ratepayers, and the ongoing investment from the Queensland Government through Tourism and Events Queensland.

In addition, we are deeply thankful for the unwavering commitment of our business community, whose membership sustains and empowers our tourism efforts. Our volunteer Board of Directors has played a pivotal role, leading with vision and dedication through both opportunities and challenges.

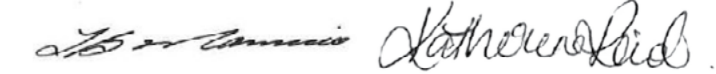
It is through these collective efforts—between government, industry, and community—that we continue to elevate our region's tourism industry, delivering meaningful social, environmental, and economic benefits for the Bundaberg region.

Together, we are driving a shared success for the future of our community.

In closing, the Board would like to pay tribute to the extraordinary dedication, passion, and hard work of our team of staff and volunteers, who continually make magic happen for both the organization and the Bundaberg Region.

This past year, the delivery of significant initiatives such as the SGBR Agritourism project and the *Where the Reef Begins* campaign went above and beyond our usual business activities, with the team rising to the challenge to bring these projects to life for the benefit of our industry.

It is our people who truly define Bundaberg Tourism, and we deeply appreciate their unwavering commitment to making a positive impact. Together, we are driving a shared success and building a brighter future for our community.



**Teena Mammino**  
Chair

**Katherine Reid**  
Chief Executive Officer

# Our Organisation

## Our Board

Providing strategic direction to the organisation is an elected Board of Directors, representing the industry. Board Directors meet regularly and give their time on a voluntary basis. Director positions are based on a two-year rotation and fall due at each Annual General Meeting.

**TEENA MAMMINO**  
Chair  
*Community Advocate*

**CR STEVE COOPER**  
Director (Appointed)  
*Bundaberg Regional Council*

**ROSS PEDDLESSEN**  
Director  
*Field of Dreams Media*

**DANIEL REEVES**  
Deputy Chair  
*Port Curtis Coral Coast Trust*

**BRETT LAKEY**  
Director  
*Lady Musgrave Experience*

**LARINE STATHAM**  
Director (to May 2024)  
*Crush Communications*

**WARRICK WRIGHT**  
Treasurer  
*Innstyle Mensland*

**DUNCAN LITTLER**  
Director  
*Bundaberg Rum Visitor Experience*

**JOEY CARUANA**  
Director  
*The Mill Group*

**JOHN MCLEAN**  
Director  
*Bundaberg Brewed Drinks*



In August we accepted the resignation of Ross Peddlesden.

After 8 remarkable years on the Board, including 6 years as Chairman. Ross leaves behind a legacy that will continue to shape our organisation for years to come.

Ross's leadership has been instrumental in driving Bundaberg Tourism forward. Under his

guidance, the organisation has evolved in both structure and strategy, adapting to an ever-changing tourism landscape. With a rich background in communications and governance, his unwavering commitment to supporting the community, and his passion for the Bundaberg and North Burnett regions, he set a high standard for us all.

As we reflect on Ross's nearly decade-long contribution, we are reminded that his legacy is not only in the achievements of the organisation but in the relationships, he fostered and the inspiration he provided.

Thank you, Ross, for your exceptional service, leadership, and unwavering support. You will always be a cherished part of Bundaberg Tourism's story.



Prior to the 2024 AGM, Chair and Director Teena Mammino notified the Board of her intention to step down.

Teena has been a steadfast advocate for the local business and the tourism industry of the Bundaberg region, as a tourism member for more than 26 years with her business Mammino's Gourmet Ice Cream, a director

since 2018 and then stepping into the Chair role for 2023/24. Teena's commitment to fostering collaboration among local businesses has strengthened our tourism community and enhanced the visitor experience in our region.

In the past year, as Chair of the Board, Teena has showcased leadership, great compassion and vision. Her ability to navigate challenges and new ways of working with grace and determination has been instrumental in guiding our strategic direction and ensuring that we remain responsive to the evolving needs of our community.

Teena's enthusiasm for Bundaberg and her deep-rooted belief in its potential have inspired all of us and we will forever be grateful for Teena's positive impact on the tourism industry of the Bundaberg Region (and her delicious ice-cream legacy that put Childers on the map!).

Thank you, Teena.

## Our Team & Volunteers

Team BT is made up of a hard-working and passionate team of staff and volunteers who are motivated to make a difference for our tourism industry, our communities and the broader regional economy.

**KATHERINE REID**  
Chief Executive Officer

### CORPORATE

**KAREN PEALL**  
Finance Manager  
(to March 2024)

**AMBER LUTTER**  
Executive Assistant  
(from April 2024)

**KATIE DAVIS**  
Office Manager  
(to March 2024)

### MARKETING

**ELLIE TRAYNOR**  
Marketing Manager

**LONI HAMMOND**  
Industry and Trade  
Development Executive

**CONNIE RIXON**  
Marketing Coordinator

**JON MCPHERSON**  
Digital Specialist

**GRACE BOOTHMAN**  
Marketing Coordinator

### VISITOR SERVICES

**LOUISA HYLAND**  
Visitor Information  
Centre Coordinator

**JENNY DOWELL**  
**BARBARA GRIMES**  
**GREG HYLAND**  
**JENNA KATT**  
**BRONWYN LEE**  
**IAN MCGREGOR**  
Holiday Experience  
Specialists

**ZOE WILSON**  
Childers VIC Supervisor

### VOLUNTEER AMBASSADORS

**CONNIE BATTLE**  
**DAVID CORFIELD**  
**DANIEL CARSWELL**  
**GARY CHANDLER**  
**LIBBY GRIFFITHS**  
**KATHY GORDON**  
**JENNIFER JENSEN**  
**NORMA JENSEN**  
**MERYL JESS**  
**JEANICE LEVEZ**

**BRENDA MAY**  
**IAN MCGREGOR**  
**MERLE MCDERMID**  
**JUDY O'DONOGHUE**  
**MAGGIE RIED**  
**PAMELA SMITH**  
**DOROTHY TOLLETT**  
**MOYA VANAGS-LANG**  
**GEENA VOLRATH**  
**LEISA WARD**

We extend our gratitude to the following team members that have left the organisation during the 2023/24 financial year: **Katie Davis** - Office Manager; **Karen Peall** - Finance Manager. **Evelyn Bury** - Volunteer; **Nathan Pratt** - Volunteer.

MEET THE BOARD AND TEAM AT  
[bundabergregion.org/corporate/meet-our-team](http://bundabergregion.org/corporate/meet-our-team)

## Industry & Community

### PLATINUM PARTNERS



### GOLD PARTNERS

- The Mill Group
  - The Windmill Cafe
  - The Garden Mill Cafe
  - The Beach Mill Cafe
- Gidarjil Corporation Ltd
- Lady Musgrave Experience
- Kellys Beach Resort
- Sugarland Plaza

### SILVER PARTNERS

- Absolute Oceanfront Tourist Park
- Alowishus Delicious & Bert's Restaurant & Bar
- Bargara Golf Club
- Breeze Management Group
  - Big4 Breeze Holiday Parks Bargara
  - Big4 Breeze Holiday Parks Cania Gorge
- Burnett Riverside Hotel
- C Bargara Resort, Bargara Holiday Rentals
- Cha Cha Chocolate
- Don Pancho by the Beach
- Kalki Moon Distilling & Brewing Co
- Lady Elliot Island Eco Resort
- Lady Musgrave Experience
- Lighthouse Hotel
- Monsoon Aquatics
- Nature Nurture Centre
- One Little Farm
- Snakes Downunder Reptile Park and Zoo
- Southern Cross Motel Group
  - Sugar Country Motor Inn
  - Takalvan Motel
- Taribelang Aboriginal Corporation
- Villa Mirasol Motor Inn
- Water St Kitchen

### BRONZE PARTNERS

- Amandine Lavender
- Bargara Berries
- Bundaberg Port Marina
- Bundaberg Shuttle Service
- Bundy Belle River Cruises
- DGZ Chartered Accountants
- Budget Car & Truck Rental
- Friendly Society Private Hospital
- Grunske's By The River
- Hinkler Central
- Inn Style Mensland
- Manta Bargara
- NRMA Woogdate Beach Holiday Park
- RaptAir
- Rockpool 4
- Tayco Outdoor Advertising
- The Point Resort
- The Waves Sports Club
- Tinaberries
- Turtle Sands Camping & Holiday Park

### VISITOR SERVICES

- 1770 LARC! Tours
- AAOK Riverdale Caravan Park
- Agnes Water Beach Club
- Alexandra Apartments
- Alexandra Park Motor Inn
- Australian Sunset Safaris
- Ballistic Bargara
- Bargara Gardens Motel and Holiday Villas
- Bundaberg Coaches
- Bundaberg Steam Tramway Preservation Society
- Bundy Bowl & Leisure
- Fraser Island Boat Charters
- Fun Over Fifty
- Glenlodge Caravan Village
- Great Keppel Island Hideaway
- HOTI - Healthy On The Inside
- Kinnon & Co (Outback Pioneers)
- Koola Beach Apartments
- Matila Motel
- Midskinrick Lodge and Camping on the Baffle
- Mon Repos House
- Rocky Point Retreat
- Sunrise at 1770
- Tasman Venure

### TOURISM SUPPORTERS

- Bundaberg Canegrowers
- Jim's Cleaning Services
- Larine Statham
- LC Bargara Pty Ltd
- Ross Peddlesden
- Teena Mammino

### CORPORATE SUPPORTERS

- Bundaberg Chamber of Commerce
- Bundaberg Fruit & Vegetable Growers Ltd
- Coastline Realty
- PCCC Trust
- Regional Business HQ
- TAFE Queensland

LEARN MORE ABOUT MEMBERSHIP AT  
[bundabergregion.org/corporate/become-a-member](http://bundabergregion.org/corporate/become-a-member)

# Destination Marketing & PR

## DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREA - MARKETING & EVENTS

Bundaberg Tourism focuses on sharing remarkable, authentic visitor experiences that highlight the destinations point of difference in a crowded global marketplace, through targeted and strategic destination marketing.



# Destination Campaigns

## SGBR AGRITOURISM TRAILS CAMPAIGN

July - October 2023

The Southern Great Barrier Reef Agritourism Trail Campaign was a collaborative marketing initiative delivered in partnership between BT and GAPDL across the winter / spring period of 2023. Aimed at creating greater awareness of the regions' agritourism and culinary offerings, this innovative inaugural cross-regional campaign unified our messaging and positioning strategy, and offered a cohesive and compelling narrative to increase cut-through in the competitive tourism market.

The Campaign was the first whole-of-SGBR culinary campaign, and engaged operators right across the Regions through co-operative marketing packages and tactical deals.

The Campaign was funded in partnership with the Queensland Department of Agriculture and Fisheries and engaged stakeholders across the SGBR region including Bundaberg Regional Council, Advance Rockhampton and Capricorn Enterprise.

The Campaign was supported by a major product development initiative comprising workshops, one-on-one mentoring and an immersive study tour to support the longer-term aim of the development of more highly differentiated agritourism experiences to further grow regional visibility and marketplace cut through (see p23 for further details).

## SUMMER CAMPAIGN

September 2023 – March 2024

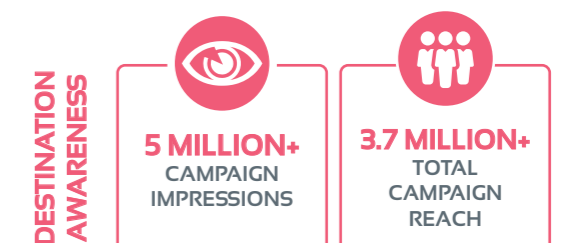
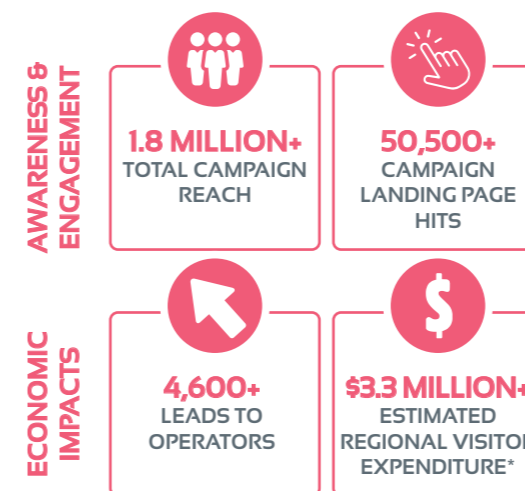
Summer is the peak season for the Bundaberg Region. The Summer campaign focuses on two of the Bundaberg region's hero experiences - the Southern Great Barrier Reef and the Turtles.

The sale of tickets to Mon Repos Turtle Encounters is handled exclusively by Bundaberg Tourism on behalf of the Queensland Government's Department of Environment, Science and Innovation.

Multiple years of incredible visitation across the November – March periods, while commercially lucrative for the region, raised concerns internally and with stakeholders of a lower quality of visitor experience, poorer visitor behaviour and the environmental and social impacts of such high visitor numbers. This conversation has been echoed across many regions throughout Queensland, and throughout major destinations worldwide. Strategically, the decision was made to implement a visitor management approach over a visitor attraction approach.

With the season performing with strength very early, the marketing campaign was pared back. Investment was focused on social media marketing, with conversion to operators and regional dispersal of visitors being key drivers of activity. Strong sustainability messaging was rolled out across SEQ, Sydney and Melbourne audiences focusing on a softly-softly ecotourism message.

Key to this approach was a slow-travel, low impact theme to advertising, and a sustainability focus to industry comms, both designed to support consumers to make conscious decisions about their impacts in region.



\* Estimated Regional Expenditure = (Leads to Operators) x (Average Trip Expenditure per Visitor - Tourism Research Australia)



## Destination Campaigns

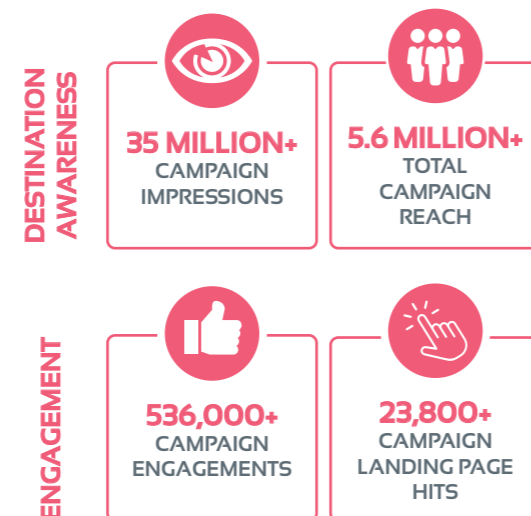
### BUNDABERG SOUTHERN GREAT BARRIER REEF - WHERE THE REEF BEGINS INTERSTATE CAMPAIGN February – April 2024

The Bundaberg SGBR Campaign was a collaborative marketing initiative delivered in partnership between BT and BRC in the shoulder season of February - April 2024 to increase visitation, expenditure, and length of stay for the Bundaberg region from the Sydney and Melbourne markets.

Initially devised to gently reposition the Destination, known for its world-famous drinks, into Australia's newest and most exciting ecotourism destination following the Region's ECO Destination Certification announcement, it was clear when funding was announced that the tourism industry was facing hardship in the face of a radically changed tourism industry and national economic climate, and the campaign had to balance two very different priorities – repositioning its brand resonance in a emerging yet fast-growing market, and driving conversion and economic outcomes. On top of this challenging brief, the campaign had an extremely tight delivery timeframe.

The Campaign targeted emerging East Coast target markets with a higher net worth, introducing Bundaberg as the ultimate new Reef destination, rich in on-trend transformational sustainable tourism experiences and inspiring community-led guardianship for our land and sea - bucket list destination unlike any other with idyllic beaches, pristine coral reef, warm blue waters and food and drink for days, and all within easy reach (physically, intellectually and financially).

The campaign was the first major co-operative marketing campaign that the regional tourism industry had invested in since COVID, offering tactical conversion points and economic outcomes for all BT members regardless of budget. It also leveraged and complemented a major TEQ campaign in market at the same time.

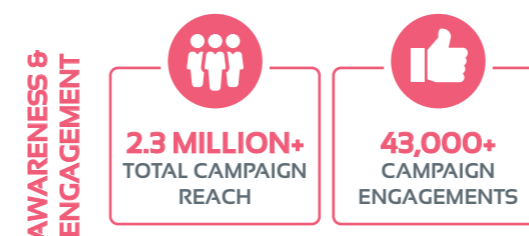


### CULINARY CAMPAIGN 2024 April - August 2024

The Campaign continued to capitalise on the region's culinary brand to strengthen its positioning as a premier food and drink destination for Queensland travel intenders. The campaign focused on highlighting the region's connection to its people, place, and produce, with clear objectives for increasing awareness and engagement.

Reflecting on the significant exposure and positive outcomes delivered by the 2023 SGBR Agritourism Trails campaign, Bundaberg Tourism (BT) opted to enhance brand awareness by utilising broadcast media. A dedicated regional episode on *My Way* served as a platform to showcase the region's diverse food and drink offerings, along with its passionate producers. The target audience for this episode was carefully selected using Roy Morgan data, ensuring alignment with those most aligned with our regions culinary audiences. The timing of this broadcast nationally, also aligned with the region's Where The Reef Begins campaign, targeting intra- and interstate audiences at the time. With the Where The Reef Begins campaign entering a strong traffic and conversion digital activity, The MyWay episode enabled us to reach new audiences outside of these typical digital channels.

Additionally, a smaller META campaign was launched to drive engagement, building upon content from the SGBR AgriTrails.



ABOVE  
Bundaberg SGBR - Where The Reef Begins Campaign Creative

LEFT & BELOW  
SGBR Agritourism Trails Campaign Creative





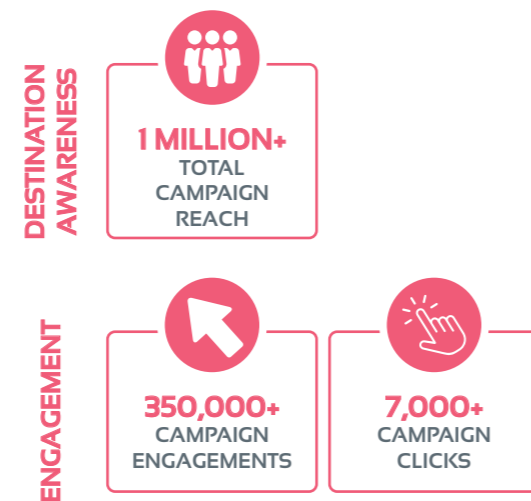
## Destination Campaigns

### ANNUAL & DESTINATION EVENTS CAMPAIGNS

Each calendar year, Bundaberg Tourism undertakes a series of events campaigns, commencing with the Annual Events overview in early autumn to encourage consumers to plan their year's travel into the region, followed with Destination Events campaigns.

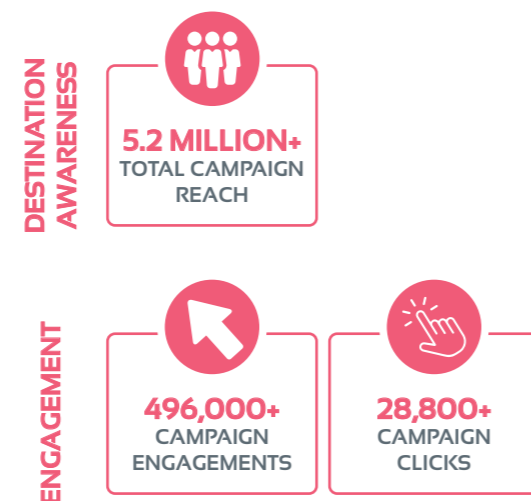
#### Annual Events Campaigns 2023

Kicking off the events season, the 2023 Annual Events overview had strong digital engagement with targeted consumers.



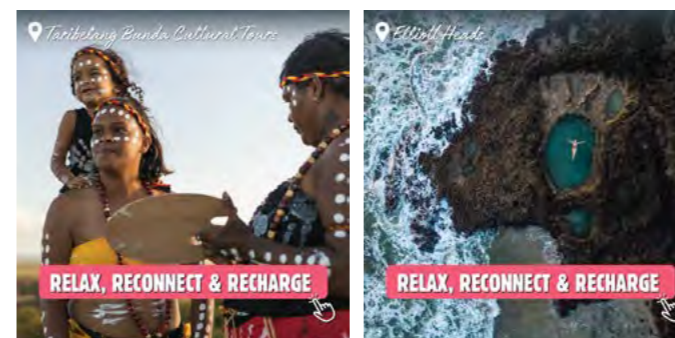
#### Destination Events Campaigns 2023

Delivered in partnership with BRC targeting conversion by visitors to Childers Festival, Taste Bundaberg Festival and Milbi Festival.



ABOVE  
Destination Events Campaign Creative

LEFT & BELOW  
Summer Campaign Creative



## Queensland Campaigns

As one of the State's Regional Tourism Organisations, Bundaberg Tourism actively participates in a variety of campaigns and promotions in partnership with TEQ, the Queensland Regional Tourism Network and other stakeholders. In 2023/24, this included the following activities.

### DRIVE QUEENSLAND February - June 2024

Bundaberg partnered with Drive Queensland to target the domestic drive market. Through this partnership, Bundaberg was represented at national 4x4 Outdoor Shows and Caravan Camping & Outdoor Shows across Australia.

Let's Go Caravan Camping & Outdoor Show  
14-18 February 2024  
ADELAIDE  
Attendance - 27,257

Victorian Caravan & Camping Supershow  
21-25 February 2024  
MELBOURNE  
Attendance - 43,517

Let's Go Caravan & Outdoor Expo  
1-3 March 2024  
GOLD COAST  
Attendance - 11,620

NSW Caravan Camping Holiday Supershow  
16-21 April 2024  
SYDNEY  
Attendance - 44,515

Cairns Expo  
10-12 May 2024  
CAIRNS  
Attendance - 10,631

Townsville Expo  
17-19 May 2024  
TOWNSVILLE  
Attendance - 11,635

Mackay Expo  
24-26 May 2024  
MACKAY  
Attendance - 10,798

Let's Go Caravan & Camping Supershow  
5-9 June 2024  
BRISBANE  
Attendance - 32,199

## Queensland Campaigns

### QUEENSLAND IS CALLING - UNMISSABLE HOLIDAY DEALS Across 2023/24

TEQ's Queensland Is Calling campaign was extended from its first successful rollout with a second burst across Australia and New Zealand over February and March. The focus of this campaign was on elevating value through unmissable deals and highlighting the incredible value able to be found in Queensland.

BT leveraged the campaign through activity within the Where Great Begins Interstate Campaign to increase our destination reach and impact.

Key activity included:

- Advertising across NewsCorp, display, social media, Broadcast Video on Demand, and radio
- Editorial around how to get more out of your holiday
- Activations with trade and aviation partners across Australia and New Zealand
  - Global: Expedia | Wotif
  - NZ: Air NZ | Hello World | House of Travel
  - AU: Bonza | Luxury Escapes | Hello World | My Queensland | Jetstar

### BLUEY'S WORLD FOR REAL LIFE & WORLD'S BIGGEST GAME OF KEEPY-UPPY From June 2024

TEQ biggest campaign in more than a decade, built on the global phenomenon to pitch Queensland as 'Bluey's world, for real life', encouraging visitors from around the world to come and live the Bluey lifestyle in Queensland.

Tourism industry representatives gathered at locations right around the state, playing a mega game of Keepy Uppy - inspired by one of Bluey's favourite games where a balloon must be kept in the air as long as possible to set a world record. In the Bundaberg Region, the game was played at The Bundaberg Brewed Drinks Barrel, Tinaberries, Kellys Beach, Elliott Heads and Mon Repos Turtle Centre, with local families joining in to show off the best of the region.

The campaign included:

- A major local and international publicity blitz across Australia, New Zealand, United States, United Kingdom, Japan and Singapore - some of the state's top international markets and countries where Bluey is also popular.
- A major high-impact advertising campaign across Australia and New Zealand on television, print, digital, social media, out-of-home and with major media partners.
- Partnerships with the Qantas Group, Expedia Group, the Flight Centre Travel Group and Accor Group to convert global publicity into booked Queensland holidays.

## International Campaigns

### SGBR IN-MARKET CAMPAIGN WITH TRAVEL ESSENCE (EUROPE) February – April 2024

Travel Essence in partnership with the three SGBR RTOs and TEQ delivered a campaign that positioned the SGBR as a premier destination by highlighting unique activities and accommodation throughout the region.

The multimedia campaign utilising direct marketing to leverage Travel Essence's audiences and partnerships with a mix of paid external print and online channels as well as Travel Essence owned media channels.

- 183 individuals travelled (+32% YOY)
- 243 room nights booked (+87% YOY)



#### ABOUT TRAVEL ESSENCE

TravelEssence, founded in 2005 in the Netherlands, is a leading European specialist for tailor-made Australia and New Zealand trips aimed at showcasing true Australian hospitality.

### SGBR IN-MARKET CAMPAIGN WITH AUDLEY TRAVEL (UK) February – April 2024

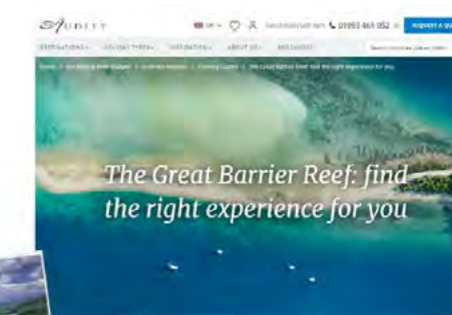
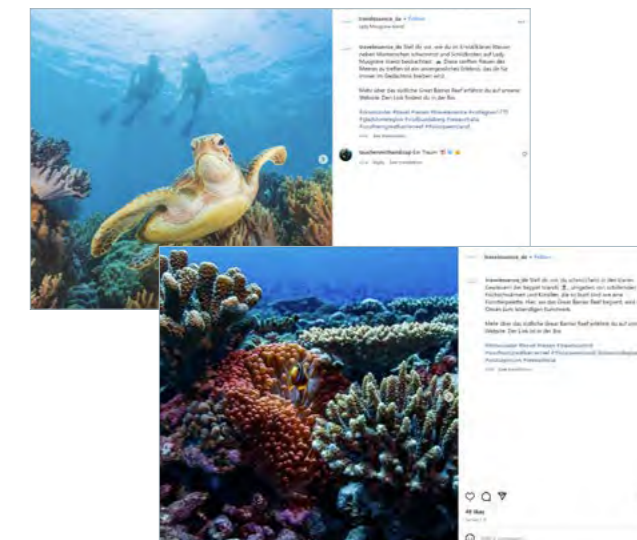
Audley Travel in partnership with the three SGBR RTOs and TEQ delivered a campaign targeting high net-worth and high-value UK traveller to increase destination awareness of Queensland and the SGBR and driving post pandemic recovery through enquiry and bookings for travel in 2024 and beyond, targeting increased room nights.

Due to challenges with island accommodation availability, the campaign targets weren't met, however the campaign activity was delivered with strength.



#### ABOUT AUDLEY TRAVEL

Established more than 25 years ago, Audley Travel is an expert in bespoke Australian to UK and North American markets. Audley Travel recently became ATS Pacific's (ITO) biggest partner, overtaking Trailfinders.



TOP  
Travel Essence Campaign Activity  
MIDDLE & BOTTOM  
Audley Travel Campaign Activity

LEARN MORE ABOUT BT MARKETING ACTIVITY AT [bundabergregion.org/corporate/partnership-toolkit/destination-marketing](https://bundabergregion.org/corporate/partnership-toolkit/destination-marketing)

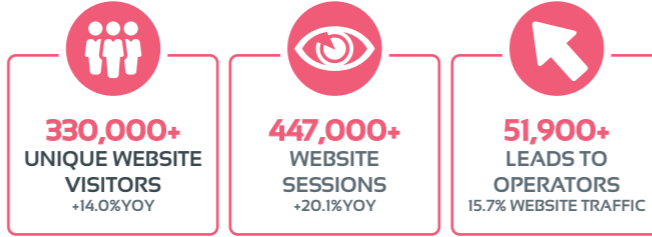


## Destination Digital

Bundaberg Tourism engages in continual destination marketing activity to promote our region and impact potential guests' travel behaviour. Our integrated campaigns targeting key markets have an emphasis on digital presence, including an 'Always On' digital and social strategy and strategic distribution of key printed marketing collateral. These activities drive significant benefits to the region by engaging travel intenders at multiple stages within the path to purchase in order to influence decision making.

Unique visitors to the destination website and social media reach increased year on year off the back of two major campaigns, heading back towards the peak of 2020/21, when lockdowns, closed borders and relief funding for marketing campaigns saw Bundaberg attract record website visits and social media reach. This indicates we are attracting consumers with high intent to travel and delivering them relevant content as they dream and plan.

### DESTINATION WEBSITE

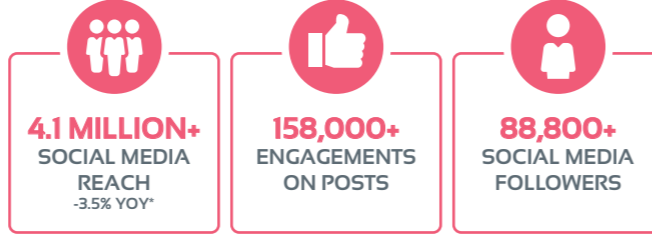


### DESTINATION SOCIAL MEDIA

#### @VisitBundaberg Channels



#### @SouthernGreatBarrierReef Channels



### DESTINATION CHANNELS

- bundabergregion.org
- @visitbundaberg
- @visitbundaberg
- Visit Bundaberg
- #visitbundaberg
- #tastebundaberg

### SOUTHERN GREAT BARRIER REEF CHANNELS

- @southerngreatbarrierreef
- @southerngreatbarrierreef
- #southerngreatbarrierreef

## Media Value & PR

Bundaberg Tourism's PR strategy leverages our national and international media network and industry partnerships to disperse positive promotion of the region.

Key activities include pitching destination story ideas to targeted media and influencers, attending events such as ATE's Media Program – International Media Marketplace, and operating familiarisations conducted in the Bundaberg Region in partnership with tourism partners, Tourism & Events Queensland and Tourism Australia.

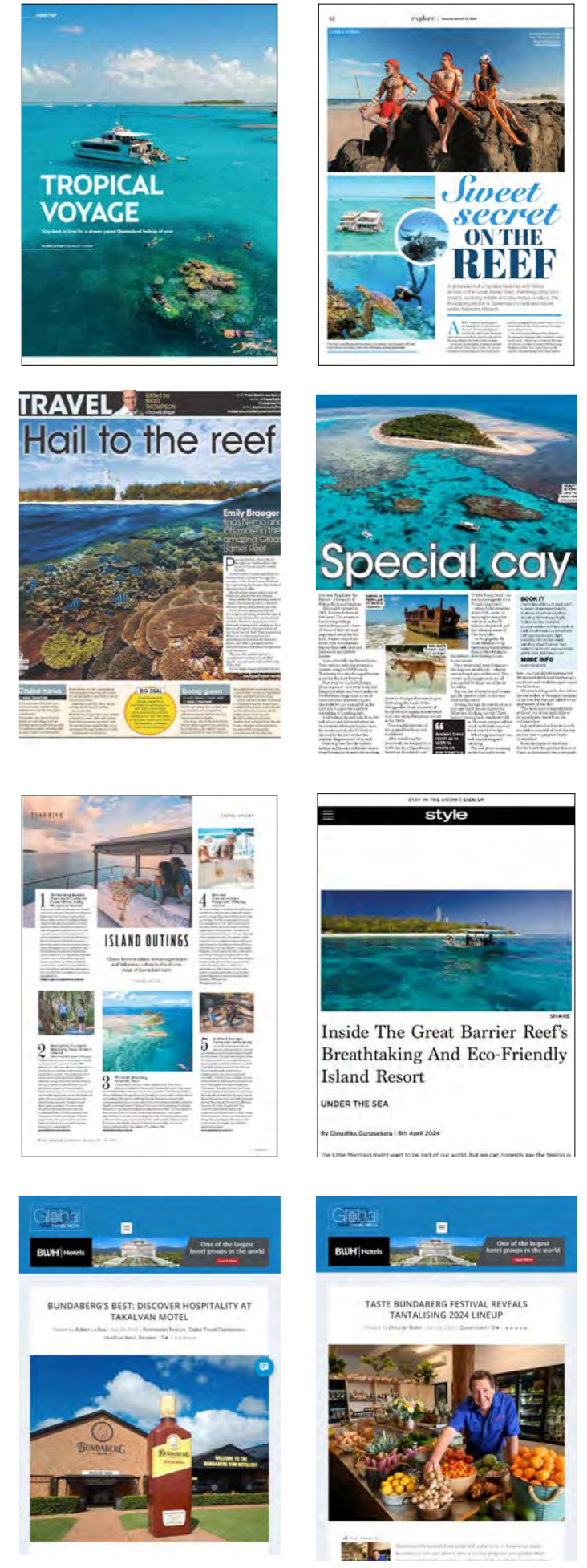
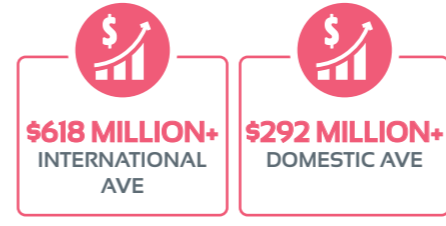
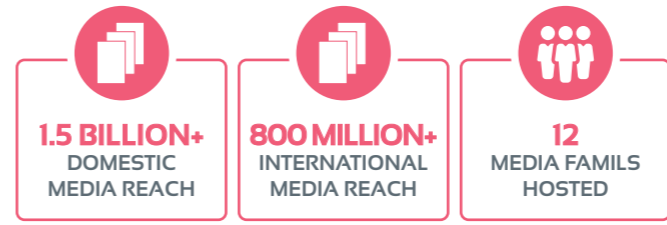
Media coverage achieved across the year included the following publications:

- New Zealand Herald
- Out and About with Kids
- Qantas Travel Insider
- Neuseeland News
- Vacations & Travel
- Holidays with Kids
- The Daily Express UK
- The Independent UK
- Explore Travel
- Concrete Playground
- The Australian
- NT News – Well + Travel
- Australian Traveller
- NRMA Open Road

### INTERNATIONAL MEDIA MARKETPLACE (IMM)

BT attended TravMedia's IMM in February, conducting a full schedule of 22 one-on-one appointments from 48 media requests, and developed another 11 tangible leads through networking and events. As a direct result of IMM, BT secured coverage in the July 2024 edition of Australian Women's Weekly, 'Travel Dupes' editorial, reaching an audience of 1.29million, with more to come.

BT then attended Tourism Australia's IMM in May 2024, securing one-on-one appointments with more than 20 international media representatives to represent Bundaberg and the SGBR.



LEARN MORE ABOUT BT PR ACTIVITY AT [bundabergregion.org/corporate/partnership-toolkit/destination-digital-website](http://bundabergregion.org/corporate/partnership-toolkit/destination-digital-website)

LEARN MORE ABOUT BT PR ACTIVITY AT [bundabergregion.org/corporate/partnership-toolkit/destination-pr](http://bundabergregion.org/corporate/partnership-toolkit/destination-pr)

# Destination Development

**DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREAS - IDENTITY AND INFLUENCE; UPSKILLING & TRAINING** The region's tourism industry will grow their capacity as a strong business community. Tourism unites the region through collaborative leadership and a sense of pride for the Bundaberg spirit of warmth, resilience and creativity.



## DEVELOPMENT & INFRASTRUCTURE PRIORITIES

Bundaberg Tourism provides key insights into the destination's tourism infrastructure and destination development conversations, including:

- Provision of data and case studies for Accommodation Demand document delivered.
- Compilation of Priority Projects for tourism infrastructure development.
- Hosted AECOM & DTIS for the Tourism Resilience Platform follow up session, including a facilitated discussion on tourism infrastructure needs of the future for tourism resilience.
- Agritourism advocacy to support increased economic complexity and employment opportunities in the agriculture, tourism and hospitality sectors, and an increased industry capability for future diversification
- Preparation of data and advice for BRC's work on the Gin Gin Rail Trail business case.
- Hosted Queensland Government Tourism Investment Attraction Director in partnership with Department of State Development.
- Input into Wide Bay Burnett Regional Plan review
- Active participant in Bundaberg Region Investment Facilitation Network to provide tourism infrastructure input at a state and federal level.

## DESTINATION DATA

Bundaberg Tourism undertakes considerable data analysis to understand consumer trends and guide our industry through data-driven strategy. BT utilises data from the Roy Morgan Research Dashboard, STR Accommodation, AirDNA, Tourism Research Australia and high level research from Tourism Australia and TEQ.

## INDUSTRY REPRESENTATION & ADVOCACY

Bundaberg Tourism hosts representatives and delegations from state and national bodies across the year including:

- TEQ CEO Trish O'Callaghan & executive leaders
- Queensland Government Tourism Investment Attraction Director Dominic Ward
- Queensland Tourism Industry Council (QTIC) CEO Brett Fraser
- Director of Queensland State Office, Department of Foreign Affairs and Trade

As part of Bundaberg Tourism's role as the region's RTO, staff members are involved in committees and boards, and attend forums and programs to ensure the region's tourism industry is represented at all levels.

- Queensland Regional Tourism Network (QRTN) Committee Member
- QRTN Tourism Climate Action Steering Committee
- Australian Tourism Export Council (ATEC) South Queensland Committee (by invitation only)
- Jobs Bundaberg Committee Member
- Attended Tourism Australia's Destination Australia and National RTO Forum
- Enhanced partnership with Bundaberg and Childers Chamber of Commerce and Regional Business HQ
- Australian Rural Leadership Foundation's Alumni program

## SPORTING EVENTS

BT and BRC partnered on a strategic approach to large sporting events in region, to overcome challenges with accommodation and congestion with events on at the same time impacting the visitor experience and community sentiment. BRC & BT delivered:

- A comprehensive event calendar to be distributed to tourism industry to guide in business decision making, such as expansion, maintenance, rostering, ordering, etc.
- Creation of marketing assets to assist event organisers in promoting the region to increase length of stay.

## CORPORATE COMMUNICATIONS

 <p><b>24</b> CORPORATE EDMS SENT TO <b>580+</b> SUBSCRIBERS</p>	 <p><b>4</b> NETWORKING EVENTS FOR MEMBERS &amp; STAKEHOLDERS</p>	 <p><b>3,200+</b> CORPORATE FACEBOOK FOLLOWERS</p>
---	--	---

CLOCKWISE FROM TOP LEFT  
Agritourism Queensland launch  
IMM Sydney 2024  
Australian Tourism Exchange 2024  
Queensland Is Calling - New Zealand Roadshow



LEARN MORE AT  
[bundabergregion.org/corporate/development](https://bundabergregion.org/corporate/development)

# Product & Experience Development

## DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREA - PRODUCT & EXPERIENCE DEVELOPMENT

Visitors are looking for experiences that share the story of people, place and produce. The Bundaberg and North Burnett regions are humble, authentic and real and tourism helps to tell that story.



## SGBR AGRITOURISM MENTORING PROGRAM

BT and GAPDL partnered with DAF to offer members a dedicated Agritourism Mentoring Program. The project is part of our Culinary Tourism strategic work, and was aimed at expanding the existing agritourism offerings of the Bundaberg and Gladstone regions through development of new agritourism businesses through a mentoring program and study tour to educate on the potential business benefits of diversifying income and attaining bottom-line improvements.

The program consisted of:

- Workshops to help agricultural businesses understand the opportunities and benefits of agritourism, including marketing and operational development;
- One-on-one mentoring sessions each focussed on expanding from farming to consumer tourism; and
- An immersive in-region educational trip to Tasmania with businesses, RTO and Council representatives to explore the economic potential of agritourism.

Five Bundaberg regional operators were accepted alongside four other operators across the SGBR, with each place worth \$10,000. The Region was represented by

- Tinaberries
- Trimboli Farming's Farm Shed Fruit Stall
- Gooburrum Grove
- Bargarra Berries
- KC's Fresh

## ACCESSIBLE TOURISM DEVELOPMENT

BT successfully applied for the Bundaberg Region Inclusive Tourism Legacy Building project, awarded through the Queensland Government's Access Project Grant.

Administered by the Queensland Department of Tourism and Sport, the \$5 million Accessible Tourism Elevate Fund supports the Queensland tourism industry to elevate the accessible tourism experience.

Activities within the successful application will be delivered in 2024/25 and will include:

- Sensory audio guides to provide perceptible travel information, increasing confidence in decision-making for people of all abilities
- Developing a dedicated digital guide to assist visitors in planning their trips more inclusively, ensuring that everyone can explore and enjoy the Bundaberg Region to its fullest potential
- A sensory-friendly all-inclusive event, incorporating universal design principles delivered in partnership with Bundaberg Regional Council.

## 2023/24 UPSKILLING & TRAINING OPPORTUNITIES FOR INDUSTRY

Bundaberg Tourism supports development of tourism industry by working one-on-one with businesses, providing mentoring, group workshops and facilitating learning opportunities, including:

- One-on-One sessions for all members available
- Partnered with TEQ to deliver Transformative Experiences Mentoring Program for two participants:
  - Mystery Craters / Nature-Nurture Centre
  - Big 4 Breeze
- Best of Queensland Experiences Program 2024
- Product Development support for:
  - Taribelang Bunda Cultural Tours
  - Monsoon Aquatics
  - Mystery Craters / Nature-Nurture Centre
  - NRMA Turtle Sands development.
- Delivery of Jobs Bundaberg Industry Awareness Program for Tourism & Hospitality
- Continued partnership with QTIC for the delivery of new suite of free online micro-credential courses for tourism businesses and staff, tailored for the Region. Staff have access to customer service courses explicitly designed for their region.
- Ongoing stakeholder engagement for the continued enhancement of the visitor experience at Mon Repos.
  - Coordination of tourism participation in Integrated Pathways at Kepnock (IP@K) Program for 2024 (12 hours spent delivering)
    - Two programs delivered to 3 cohorts
    - Marketing, VIC and operator engagement



**53**  
OPERATORS  
RECOGNISED IN  
TEQ'S BOQEP



**20**  
OPERATORS  
PARTICIPATED  
IN FORMAL  
DEVELOPMENT  
PROGRAMS





## Tourism Trade

COVID has changed the face of tourism trade distribution. International travel is slowly recovering, with international visitors for the year ending 30 June 2024 still well below those for the year ending 30 June 2019.

According to Tourism Australia research, general consumer confidence is down across most of the world, with global economic conditions impacting most markets and domestic travel remaining a higher priority in most markets. In spite of this, Bundaberg's core pre-COVID international markets are keen to return in the coming years, especially travelers from the UK, Germany, France, and interest is growing quickly from new markets, including Singapore, India and South East Asia.

Years of hard work by Bundaberg Tourism have focussed on sustaining and growing strong relationships with travel trade and key distribution partners across Australia and the globe, ensuring that Bundaberg and the Southern Great Barrier Reef is top of mind. We have also been supporting and growing our industry's trade-ready capacity with training, resource development and in-market presence

Two key highlights for the year were BT's nomination as Most Popular Tourism Office at 2023 National Travel Industry Awards (NTIA) and SGBR being named a finalist in "Partner of the Year" category of the Australian Tourism Export Council (ATEC) Awards.

### AUSTRALIA EXPORT MARKETING DEVELOPMENT GRANT (EMDG) FUND

The Southern Great Barrier Reef was awarded additional funding to grow destination awareness in key international target markets. The funding was managed by Capricorn Enterprise and was matched by the SGBR RTOs.

### SALES MISSIONS & TRADE EVENTS

- *Tourism Australia's Market Place EU & UK (November 2023)*  
SGBR represented with 60 key Product Managers and 90 Agents engaging through appointments and networking opportunities
- *Tourism Australia's G'Day Australia 2023 (November 2023)*  
Bundaberg and SGBR represented with 112 in-person business to business (B2B) appointments and three (3) Networking Events. Also attending were Lady Elliot Island Eco Resort, Lady Musgrave Experience and Heron & Wilson Islands.
- *Queensland is Calling – New Zealand Roadshow (February – March 2024)*  
SGBR represented with 150 influential New Zealand Product Managers from inbound and wholesale agencies, frontline retail agents (including Aussie Specialists), and 30 media agents at a media breakfast event.

- *TEQ & ATEC's Queensland Showcase 2024 (March 2024)*  
Bundaberg and SGBR represented with 16 SGBR operators and RTO representatives meeting with almost 40 tourism buyers across dedicated appointments and networking event.
- *Australian Tourism Exchange (May 2024)*  
The SGBR attended 167 appointments with key distribution partners over four days plus networking events.  
BT coordinated the Bundaberg Region presence, with Lady Musgrave Experience, Lady Elliot Island, Taribelang Bunda Cultural Tours and Breeze Holiday Parks attending on their own booths, supported by BT. Mentoring was provided to Kalki Moon who attended as guests on the Bundaberg Region destination booth.

### DESTINATION PARTNERSHIPS & TRADE MARKETING

New Bundaberg destination presence/packages with:

- Coral Expeditions
- Qantas Holidays
- myqldholiday.com.au
- ANZCRO - key Inbound Tour Operator for AU, NZ and the UK
- New SGBR destination presence and packages with:
  - TravelBag - UK
  - MyDreamAdventures - Inbound
  - BestofTravelGroup - Europe
  - OzeaniaReisen - Germany
  - TravelHouse - Switzerland
  - Premium Travel Australie Tours - France
- New operator presence and packages with:
  - Experience OZ
  - Get Your Guide
  - Booking.com
  - Expedia
- 6 new trade packages for the 23/24 Mon Repos Turtle Encounter season.

### TRAINING & RESOURCES

- Development of new trade resources including the 2023/24 SGBR Trade Manual;
- Hosted a training webinar with Goway Inbound Travel reservation team members on the destination including operators from Lady Musgrave & Lady Elliot Island
- Quarterly trade EDM with Bundaberg and SGBR content to a database of 2,200 engaged distribution partners;

### TRADE READY MENTORING

Nine Bundaberg operators had the opportunity to participate in the trade readiness mentoring program delivered as part of the QRTN Strategic Project.

- BIG 4 Breeze
- C Bargara
- Kalki Moon Distillery
- Kellys Beach Resort
- Lady Musgrave Experience
- Nature Nurture Centre Home of Mystery Craters
- Taribelang Bunda Cultural Tours
- The Bundaberg Barrel
- Villa Mirasol

### TRADE FAMILIS

BT partnered with TEQ and TA to deliver two group trade famils around ATE. Attending were the following:

- Australia Reiser (Germany)
- Cat Viaggi (Italy)
- Chan Brothers Travel (Singapore)
- FDM Travel (Denmark)
- Gold Medal Travel Group (UK)
- KKday Singapore
- North South Travel (Canada)
- Siam Express (Japan)
- Tourism & Events Queensland (UK)
- Travelport (Hong Kong)
- Zest4Travel (New Zealand)

Bundaberg Tourism also hosted independent famils for the following trade representatives:

- Erlebe Reisen (Germany)
- World Strides Travel (Australia)



LEARN MORE AT [bundabergregion.org/corporate/partnership-toolkit/trade-distribution](https://bundabergregion.org/corporate/partnership-toolkit/trade-distribution)

# Visitor Services

**DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREA - VISITOR EXPERIENCE**  
The visitor experience reflects a united Bundaberg region that delivers on the promise of our foundational pillars of sustainability, reef custodians and Taste Bundaberg.



## RTO-OPERATED VISITOR INFORMATION CENTRES

Visitor Information Centres (VICs) are a key element of the region's overall tourism investment. The accredited Bundaberg and Childers VICs continued to play a crucial role in:

- informing and educating visitors;
- influencing visitor behaviour and trip decisions;
- contributing to economic benefits derived from tourism;
- inspiring community pride; and
- acting as a key touch point for locals.

## GIN GIN VISITOR INFORMATION CENTRE

Provided ongoing support to the Gin Gin Tourism Centre to provide the group with ongoing training and operational support

## INDUSTRY FAMILS

Local industry famils were run by the Bundaberg Tourism VICs, visiting products throughout the region to allow staff and volunteer ambassadors to learn about experiences to promote to visitors. Members are invited to send customer-facing staff as the best advocates for tourism businesses are often fellow tourism operators.

## DESTINATION COLLATERAL

- Ongoing distribution of the Bundaberg region Visitor Guide nationwide plus an additional 18,500 DL flyers sent to events and national VICs for digital interaction with the Visitor Guide.
- Distribution of destination maps to regional guests, local industry and events attendees.

## COMMUNITY & VISITOR ENGAGEMENT

- Pop up Visitor Information Centre at major events Information sessions with local schools, both on site and off site
- Represented local tourism industry with a Bundaberg region stand at regional job and neighbourhood expos



LEARN MORE AT [bundabergregion.org/corporate/partnership-toolkit/bt-visitor-services](https://bundabergregion.org/corporate/partnership-toolkit/bt-visitor-services)

# Reimagining Visitor Services

Visitor Services are a vital part of the tourism landscape however the way that visitors engage with our Region has been undergoing radical change for more than a decade.

The VICs have historically been a key part of the region's visitor servicing model, but they have seen reducing face to face engagement with the region's guests since 2017 while requiring a significant portion of the annual budget. In FY24, domestic walk in visitation to the VICs continued to fall after a small rally in FY23.

This trend is not isolated to our region - across Australia and the world, VICs are being closed as visitors seek new ways to engage with destinations at all stages of the travel cycle.

Digital visitor information assets such as the Destination Website are engaging increasing numbers of the region's guests at a far lower cost. The Destination Website's ongoing performance shows a strong incline. Additionally, digital engagements through the VIC, in the form of emails and phonecalls, have increased.

BT is working with BRC to consider a re-envisioned visitor services model that will provide our visitors with the right information, at the right time, in the right way. Regardless of method, BT continues our commitment to visitor servicing to share the true spirit of our Region.

## SERVING OUR VISITORS

2023/24

2018/19

**51,000+**  
TOTAL VISITOR ENQUIRIES

**62,000+**  
TOTAL VISITOR ENQUIRIES



**4/10**  
WALK IN VISITORS



**7/10**  
WALK IN VISITORS



**6/10**  
DIGITAL ENQUIRIES



**3/10**  
DIGITAL ENQUIRIES

**43%**  
PHONE

**57%**  
EMAIL

**92%**  
PHONE

**8%**  
EMAIL

**330,000+**  
UNIQUE VISITORS TO WEBSITE  
**+70.1%**

**196,000+**  
UNIQUE VISITORS TO WEBSITE

**447,000+**  
WEBSITE SESSIONS  
**+68.3%**

**262,000+**  
WEBSITE SESSIONS

# Destination Stewardship

**DESTINATION TOURISM PLAN STRATEGIC PRIORITY AREAS - IDENTITY AND INFLUENCE; UPSKILLING & TRAINING** When we consider the four laws of ecology based on everything being connected, and there is 'no away' along with the rallying call of the UN for organisations to take a holistic view of their influence on society and the environment they operate, it is time for the tourism industry to put measures in place to mitigate and in some cases reverse impact on community and the environment in which we live now and for future generations

## ECO DESTINATION CERTIFICATION

Bundaberg Tourism works closely with Council in support of the ECO Destination Certification, an enormous undertaking that requires collaboration across all sectors of the region, and Bundaberg Tourism is engaged as Council's conduit to the Tourism Industry leveraging our existing relationships to increase industry engagement with the project.

In 2023/24, BT delivered:

- Ongoing implementation of the Bundaberg Sustainability Marketing Strategy 2023-24, and Bundaberg Sustainability PR Action Plan
- Destination Sustainability Marketing Action Plan and PR Action Plan for 2023/24
- Dedicated web pages and communications designed for destination visitors and the regional tourism industry
- Ongoing participation in ETA's Certified Destination group;
- Attended EcoTourism Australia's Global Sustainable Tourism Summit in June 2024.
- Supporting operators to consider Eco Certification including delivering Certification training session with EcoTourism Australia and Earth Check – November 2023
- Supported the following operators to secure subsidy for free eco certification through EcoTourism Australia:
  - Bundy Belle
  - Villa Mirasol
  - Lady Elliot Island Eco Resort
  - Kellys Beach Resort
  - Lady Musgrave Experience
  - Bloodwood Cabin
- BT achieved 94% on Eco Tourism Australia's Strive for Sustainability Score Card

## SUSTAINABILITY CONTENT CAMPAIGN ACTIVITY

Bundaberg Tourism has a long-standing and ongoing commitment to inclusion of sustainability and eco themes within destination marketing campaigns.

In our pursuit to elevate the success of our Eco Destination certification, we strategically developed the "Where Great Care Begins" initiative to spotlight the destination's commitment to sustainability. This messaging strategy was designed to emphasise the region's sustainable practices and recognise the operators who champion eco-friendly approaches with a sense of compassion and accessibility, challenging the often associated luxury connotations of eco-friendly themes.

The "Where Great Care Begins" messaging aligns with the messaging of the broader destination marketing pillars, such as "Where Great Reef Begins" and "Where Great Taste Begins." This cohesive messaging framework ensures that our sustainability narrative resonates consistently across all our promotional efforts.

At its core, "Where Great Care Begins" embodies a holistic approach to stewardship. It encompasses the care we extend to turtles, ourselves, our environment, and our community. By adhering to international sustainability benchmarks and advertising standards, this initiative reflects our commitment to responsible and transparent environmental practices while engaging our audience in a meaningful dialogue about care and compassion.



LEARN MORE AT  
[bundabergregion.org/corporate/regional-sustainability](https://bundabergregion.org/corporate/regional-sustainability)

# Top Reasons To Work with Bundaberg Tourism



## BUILD OUR ECONOMY

Membership is an investment in your business and the economic prosperity of our community.



## BE SEEN BY OUR VISITORS

In 2023/24, the Bundaberg region welcomed over 330,000 unique visitors to the destination website, reached over 17.5million people and had over 53,000 followers on the Visit Bundaberg social media channels, delivered over \$1billion in media coverage worldwide, and have 51,000 visitors engage through our Visitor Information Centres.



## WE'RE HERE TO HELP

Our team can help you - from a simple question to involvement in our international, domestic and local cooperative campaigns to crisis support, we're here to help you grow.



## BUILD YOUR BUSINESS CAPABILITY

Grow with the multiple business development opportunities including trade and experience mentoring and digital and marketing training you can access through Bundaberg Tourism's members programs.



## CONNECT WITH YOUR INDUSTRY

Take part in tourism industry networking events for members, attend familiarisations to understand other product around you, and build value by being part of targeted packages for co-operative campaigns.



## BUILD TRADE CONNECTIONS

As a region, we are building domestic and international markets through our thousands of trade partners worldwide through strategic, collaborative activities including trade missions, famils, training and contracting with partners and strategic involvement in state committees.



## BE HEARD

Connect your voice to Bundaberg Tourism's united voice of communication to local, state and federal government, including Tourism & Events Queensland, Tourism Australia, QTIC and ATEC.



## BE SUPPORTED

We are as passionate about the Bundaberg and North Burnett regions as you are and our team is available to support you and your business for success.



## DESTINATION CHANNELS

[bundabergregion.org](http://bundabergregion.org)

@visitbundaberg | @visitbundaberg

Visit Bundaberg

#visitbundaberg | #tastebundaberg

## CORPORATE CHANNELS

[bundabergregion.org/corporate](http://bundabergregion.org/corporate)

@bundabergtourism

Bundaberg Tourism

Bundaberg Tourism

# Financial Statements

**BUNDABERG REGION LIMITED**

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

Liability limited by scheme approved under  
Professional Standards Legislation

# Bundaberg Region Ltd

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For the year ended 30 June 2024

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# Bundaberg Region Ltd

## Directors' report

30 June 2024

The Board of Directors present this report on the entity for the financial year ended 30/6/2024.

### Directors

Directors have been in office for the entire 2023/2024 financial year and to the date of this report, unless shown otherwise:

Teena Mammino  
Chair

Daniel Reeves | **PCCC**  
Deputy Chair

Warrick Wright | **Inn Style Mensland**  
Treasurer

Ross Peddlesden | **Field of Dreams Media**  
Director

Cr. Steve Cooper | **Bundaberg Regional Council**  
Director

Duncan Littler | **Diageo Pty Ltd t/as Bundaberg Distilling Company**  
Director

John McLean | **Bundaberg Brewed Drinks**  
Director

Brett Lakey | **Lady Musgrave Experience**  
Director

Joey Caruana | **The Mill Group**  
Director

Larine Statham-Blair | **Crush Magazine**  
Director (Resigned from Directorship in May 2024)

# Bundaberg Region Ltd

## Directors' report

30 June 2024

### Strategies, Activities and Objectives

The principal activities and objectives for the entity during the financial year were:

1. Strategic destination marketing
2. Sustainable product and experience development
3. Tourism industry awareness & advocacy
4. Provision of visitor services
5. Tourism industry development and capability building

No significant changes in the nature of the entity's activity occurred during the financial year.

### Key Performance Measures

The company measures its own performance through the use of both quantitative and qualitative benchmarks. The benchmarks are used by the Directors to assess the financial sustainability of the company and whether the company's objectives are being achieved. Key performance indicators are also reported and audited as part of local and state government funding requirements.

### Members

Financial members of Bundaberg Region Limited to 30/6/24: **112**

#### Membership fee structure (ex GST):

Tourism Supporter = \$165

Corporate Supporter = \$400

Visitor Services = \$500

Bronze = \$820

Silver = \$1200

Gold = \$2500

Platinum = \$5700

### Operating Results

The profit of the entity amounted to **(\$75,596)**

# Bundaberg Region Ltd

## Directors' report

30 June 2024

### Dividends Paid or Recommended

No dividends were paid or declared since the start of the financial year.

### After Balance Date Events

Nil.

### Directors Meetings

Board of Directors Meetings held in 2023/2024: 7

Director	2023			2024				Eligible to Attend	Attended
	24-Aug	19-Oct	30-Oct	15-Jan	26-Mar	18-Apr	20-Jun		
Ross Peddlesden	O	P	P	O	O	O	O	7	2
Teena Mammino	P	P	P	P	P	P	P	7	7
Alex Cameron	O	-	-	-	-	-	-	1	1
Steve Cooper	P	P	P	P	O	P	P	7	7
Duncan Littler	P	P	O	O	O	O	P	7	3
Daniel Reeves	O	P	P	P	P	P	P	7	6
Joey Caruana	P	P	P	P	P	P	P	7	7
Warrick Wright	P	P	O	O	O	P	P	7	4
Larine Statham	P	P	O	P	O	P	-	7	4
Brett Lakey	-	P	P	O	O	P	P	6	4
John McLean	-	-	-	P	P	O	O	4	2

### Staff

Staff members have been employed for the entire 2023/2024 financial year and to the date of this report, except if shown otherwise:

- Katherine Reid - Chief Executive Officer
- Karen Peall - Finance Manager until March 2024
- Katie Davies – Office Manager until March 2024
- Amber Lutter - Executive Assistant from April 2024
- Ellie Tonkin - Marketing Manager
- Connie Rixon - Marketing Coordinator

# Bundaberg Region Ltd

## Directors' report

30 June 2024

- Loni Hammond – Trade and Industry Development Executive
- Jon McPherson - Digital Marketing Specialist
- Grace Boothman - Marketing Coordinator
- Louisa Hyland - Bundaberg Visitor Information Centre Supervisor
- Zoe Wilson - Childers Visitor Information Centre Supervisor
- Bronwyn Lee – Holiday Experience Specialist
- Jenna Katt - Holiday Experience Specialist
- Gregory Hyland – Holiday Experience Specialist
- Barbara Grimes – Holiday Experience Specialist
- Ian McGregor – Holiday Experience Specialist
- Jennifer Dowell - Holiday Experience Specialist

### Volunteer Ambassadors

22 ambassadors assist between Bundaberg and Childers Visitor Information Centres.

### Review of Operations

A review of the operations of the entity indicated there were no changes in grant funding.

### Significant Changes in State of Affairs

No significant changes in the entity's state of affairs occurred during the financial year.

### Future Developments

The entity is exploring a joint venture with the regional tourism organisation in Gladstone to build scale and operational efficiency. This venture would not reduce the principal objectives of the organisation; however, it would expand the geographical footprint.

### Options

No options over issued shares or interests in the entity were granted during or since the end of the financial year and there were no options outstanding at the date of this report.

# Bundaberg Region Ltd

## Directors' report

30 June 2024

### Environmental Issues

The entity's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a state or territory.

### Indemnifying Officers or Auditor

No indemnities have been given or insurance premiums paid, during or since the end of the financial year, for any person who is or has been an officer or auditor of the entity.

### Proceedings on Behalf of the Entity

No person has applied for leave of Court to bring proceedings on behalf of the entity or intervene in any proceedings to which the entity is a party, for the purpose of taking responsibility on behalf of the entity, for all or any part of those proceedings. The entity was not a party to any such proceedings during the year.

### Auditor's Independence Declaration

The lead auditor's independence declaration for the year ended 30/6/2024 has been received.

## Auditor's independence declaration to the directors of Bundaberg Region Ltd

**Bradley Grogan**  
B Bus(Acc) FCA  
**Scott Grogan**  
B Bus(Acc) CA SMSF Specialist

24 Barolin Street  
Bundaberg QLD 4670

PO Box 1935  
Bundaberg QLD 4670

T 07 4152 4677

dgz.com.au

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2024, there have been:

- no contraventions of the auditor independence requirements as set out in section 307C of the *Corporations Act 2001* in relation to the audit; and
- no contraventions of any applicable code of professional conduct in relation to the audit.

B.V.

Bradley Grogan

Partner

DGZ Chartered Accountants

24 Barolin Street, BUNDABERG QLD 4670

# Bundaberg Region Ltd

## Statement of profit or loss and other comprehensive income

For the year ended 30 June 2024

	Note	2024 \$	2023 \$
Revenue	5	1,911,275	1,731,760
Finance income	6	8,269	5,345
<b>Total income</b>		<b>1,919,544</b>	<b>1,737,105</b>
Depreciation and amortisation		(24,616)	(24,770)
Employee benefit expenses		(959,809)	(881,865)
Other expenses	7	(366,521)	(513,572)
Program and industry expenses		(637,854)	(281,815)
<b>Total expenses</b>		<b>(1,988,800)</b>	<b>(1,702,022)</b>
<b>Profit (loss) for the year</b>		<b>(69,256)</b>	<b>35,083</b>
<b>Other comprehensive income</b>			
<b>Items that will not be classified subsequently to profit or loss</b>			
Revaluation changes for intangible assets		(6,340)	-
<b>Other comprehensive income/(loss) for the year</b>		<b>(6,340)</b>	<b>-</b>
<b>Total comprehensive income/(loss) for the year</b>		<b>(75,596)</b>	<b>35,083</b>

The accompanying notes form part of these financial statements.

# Bundaberg Region Ltd

## Statement of financial position

As at 30 June 2024

	Note	2024 \$	2023 \$
<b>Assets</b>			
<b>Current assets</b>			
Cash and cash equivalents	9	640,720	833,723
Trade and other receivables	10	50,792	51,465
Inventories	11	7,321	8,460
Other assets	12	74,084	-
<b>Total current assets</b>		<b>772,917</b>	<b>893,648</b>
<b>Non-current assets</b>			
Property, plant and equipment	13	98,456	122,236
Intangible assets	14	-	6,340
Right-of-use assets	15	-	10,386
<b>Total non-current assets</b>		<b>98,456</b>	<b>138,962</b>
<b>Total assets</b>		<b>871,373</b>	<b>1,032,610</b>
<b>Liabilities</b>			
<b>Current liabilities</b>			
Trade and other payables	16	189,200	285,359
Borrowings	17	4,451	-
Employee benefits	18	81,725	75,837
Lease liabilities	15	-	10,048
<b>Total current liabilities</b>		<b>275,376</b>	<b>371,244</b>
<b>Non-current liabilities</b>			
Employee benefits	18	26,386	16,159
<b>Total liabilities</b>		<b>301,762</b>	<b>387,403</b>
<b>Net assets</b>		<b>569,611</b>	<b>645,207</b>
<b>Equity</b>			
Retained earnings		525,025	594,281
Reserves	21	44,586	50,926
<b>Total equity</b>		<b>569,611</b>	<b>645,207</b>

The accompanying notes form part of these financial statements.

# Bundaberg Region Ltd

## Statement of changes in equity For the year ended 30 June 2024

<b>2023</b>	<b>Retained earnings \$</b>	<b>Revaluation surplus \$</b>	<b>Total equity \$</b>
Opening balance	559,198	50,926	610,124
Profit for the year	35,083	-	35,083
<b>Closing balance</b>	<b>594,281</b>	<b>50,926</b>	<b>645,207</b>

<b>2024</b>	<b>Retained earnings \$</b>	<b>Revaluation surplus \$</b>	<b>Total equity \$</b>
Opening balance	594,281	50,926	645,207
Profit for the year	(69,256)	-	(69,256)
Other comprehensive income	-	(6,340)	(6,340)
<b>Closing balance</b>	<b>525,025</b>	<b>44,586</b>	<b>569,611</b>

The accompanying notes form part of these financial statements.

# Bundaberg Region Ltd

## Statement of cash flows For the year ended 30 June 2024

	Note	2024 \$	2023 \$
<b>Cash flows from operating activities:</b>			
Receipts from customers and other receipts		342,135	440,483
Receipt from grants		1,541,631	1,235,539
Interest received		8,269	5,345
Payments to suppliers and employees		(2,071,715)	(1,530,763)
Interest paid		(87)	(504)
Lease payments from short-term leases		(2,794)	(1,527)
Lease payments for leases of low value assets		(1,692)	(1,692)
<b>Net cash flows from/(used in) operating activities</b>	26	(184,253)	146,881
<b>Cash flows from investing activities:</b>			
Purchase of property, plant and equipment		(3,153)	(4,474)
<b>Cash flows from financing activities:</b>			
Principal repayments of lease liabilities		(10,048)	(14,699)
<b>Net increase/(decrease) in cash and cash equivalents</b>		(197,454)	127,708
Cash and cash equivalents at beginning of year		833,723	706,015
<b>Cash and cash equivalents at end of financial year</b>	9	636,269	833,723

The accompanying notes form part of these financial statements.

# Bundaberg Region Ltd

## Notes to the financial statements

For the year ended 30 June 2024

### 1. Introduction

The financial report covers Bundaberg Region Ltd as an individual entity. Bundaberg Region Ltd is a not-for-profit Company limited by guarantee, incorporated and domiciled in Australia.

The functional and presentation currency of Bundaberg Region Ltd is Australian dollars.

The financial report was authorised for issue by the directors of the company at the date of signing of the Directors' Declaration.

Comparatives are consistent with prior years, unless otherwise stated.

The amounts presented in the financial statements have been rounded to the nearest dollar.

### 2. Basis of preparation

The financial statements are general purpose financial statements that have been prepared in accordance with the Australian Accounting Standards and the *Corporations Act 2001*.

The financial statements have been prepared on an accruals basis and are based on historical costs modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

Material accounting policy information adopted in the preparation of these financial statements are presented below and are consistent with prior reporting periods unless otherwise stated.

### 3. Material accounting policy information

#### a. Income tax

The Company is exempt from income tax under Division 50 of the *Income Tax Assessment Act 1997*.

#### b. Goods and services tax (GST)

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payable are stated inclusive of GST.

Cash flows in the statement of cash flows are included on a gross basis and the GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.

#### c. Impairment of non-financial assets

At the end of each reporting period the Company determines whether there is evidence of an impairment indicator for non-financial assets.

Where an indicator exists and regardless for indefinite life intangible assets and intangible assets not yet available for use, the recoverable amount of the asset is estimated.

# Bundaberg Region Ltd

## Notes to the financial statements

For the year ended 30 June 2024

### 3. Material accounting policy information (continued)

#### c. Impairment of non-financial assets (continued)

Where assets do not operate independently of other assets, the recoverable amount of the relevant cash-generating unit (CGU) is estimated.

The recoverable amount of an asset or CGU is the higher of the fair value less costs of disposal and the value in use. Value in use is the present value of the future cash flows expected to be derived from an asset or cash-generating unit.

Where the recoverable amount is less than the carrying amount, an impairment loss is recognised in profit or loss.

Reversal indicators are considered in subsequent periods for all assets which have suffered an impairment loss.

#### d. Financial instruments

Financial instruments are recognised initially on the date that the Company becomes party to the contractual provisions of the instrument.

On initial recognition, all financial instruments are measured at fair value plus transaction costs (except for instruments measured at fair value through profit or loss where transaction costs are expensed as incurred).

##### i. Financial assets

All recognised financial assets are subsequently measured in their entirety at either amortised cost or fair value, depending on the classification of the financial assets.

##### *Classification*

On initial recognition, the Company classifies its financial assets into the following categories, those measured at:

- amortised cost
- fair value through profit or loss - FVTPL

Financial assets are not reclassified subsequent to their initial recognition unless the Company changes its business model for managing financial assets.

##### *Amortised cost*

The Company's financial assets measured at amortised cost comprise trade and other receivables and cash and cash equivalents in the statement of financial position.

Subsequent to initial recognition, these assets are carried at amortised cost using the effective interest rate method less provision for impairment.

Interest income, foreign exchange gains or losses and impairment are recognised in profit or loss. Gain or loss on derecognition is recognised in profit or loss.

# Bundaberg Region Ltd

## Notes to the financial statements

For the year ended 30 June 2024

### 3. Material accounting policy information (continued)

#### d. Financial instruments (continued)

##### i. Financial assets (continued)

###### *Financial assets through profit or loss*

All financial assets not classified as measured at amortised cost or fair value through other comprehensive income as described above are measured at FVTPL.

Net gains or losses, including any interest or dividend income are recognised in profit or loss.

##### ii. Financial liabilities

The Company measures all financial liabilities initially at fair value less transaction costs, subsequently financial liabilities are measured at amortised cost using the effective interest rate method.

The financial liabilities of the Company comprise trade payables and lease liabilities.

#### e. Economic Dependence

The Company is dependent on the State and Local Government for the majority of its revenue used to operate the business. At the date of this report, the Board of Directors has no reason to believe that they will not continue to support the Company.

#### f. Adoption of new and revised accounting standards

The Company has adopted all standards which became effective for the first time at 30 June 2024, refer to the Change in accounting policy note, for details of the changes due to standards adopted.

# Bundaberg Region Ltd

Notes to the financial statements  
For the year ended 30 June 2024

## 3. Material accounting policy information (continued)

### g. New accounting standards and interpretations

The AASB has issued new and amended Accounting Standards and Interpretations that have mandatory application dates for future reporting periods. The Company has decided not to early adopt these Standards.

The following table summarises those future requirements, and their impact on the Company where the standard is relevant:

Standard name	Effective date for entity	Requirements	Impact
AASB 18	01/01/2028	AASB 18 will replace AASB 101 Presentation of Financial Statements. As a result, the requirements in AASB 101 will be: a) replaced by new requirements in AASB 18; b) transferred to AASB 18 with only limited wording changes; or c) moved to AASB 108 Basis of Preparation of Financial Statements 1 or AASB 7 Financial Instruments: Disclosures with only limited wording changes. AASB 18 has also introduced changes to AASB 107 Statement of Cash Flows.	Impact of the initial application is not yet known.

## 4. Critical accounting estimates and judgements

The directors make estimates and judgements during the preparation of these financial statements regarding assumptions about current and future events affecting transactions and balances.

These estimates and judgements are based on the best information available at the time of preparing the financial statements, however as additional information is known then the actual results may differ from the estimates.

The significant estimates and judgements made have been described below.

### a. Key estimates - impairment of property, plant and equipment

The Company assesses impairment at the end of each reporting period by evaluating conditions specific to the Company that may be indicative of impairment triggers. Recoverable amounts of relevant assets are reassessed using value-in-use calculations which incorporate various key assumptions.

# Bundaberg Region Ltd

Notes to the financial statements  
For the year ended 30 June 2024

## 4. Critical accounting estimates and judgements (continued)

### a. Key estimates - impairment of property, plant and equipment (continued)

As there are no indicators to suggest an impairment of plant and equipment, no value-in-use calculations have been prepared.

### b. Key estimates - revenue recognition

When determining the nature, timing and amount of revenue to be recognised, the following critical estimates and judgements were applied and are considered to be those that have the most significant effect on revenue recognition.

#### i. Revenue from grants

To determine if a grant contract should be accounted for under AASB 15, the Company must determine if the contract is 'enforceable' and contains 'sufficiently specific' performance obligations. When assessing if the performance obligations are 'sufficiently specific', the Company has applied significant judgement in this regard by analysing the terms and conditions contained in the grant contract, review of accompanying documentation and holding discussions with relevant parties.

Income recognition from grants received by the Company have been appropriately accounted for based on the assessment performed.

### c. Key estimates - inventory

Each item on inventory is reviewed on an annual basis to determine whether it is being carried at higher than its net realisable value. At the reporting date, management have determined that no inventory requires to be written down based on best estimate of the net realisable value, although until the time that inventory is sold this is an estimate.

### d. Key estimates - property held at fair value

The property, plant and equipment were valued at 31 December 2018 by the Audit and Risk Committee, on behalf of the Directors. The valuation was based on the fair value less costs of disposal. The valuation resulted in a revaluation increment of \$13,030 being recognised for the year ended 30 June 2019.

At 30 June 2024, the directors reviewed the key assumptions made by the Audit and Risk Committee at 31 December 2018. They have concluded that these assumptions remain materially unchanged, and are satisfied that they carrying amount does not exceed the recoverable amount of property, plan and equipment at 30 June 2024.

Note 23 provides information on inputs and techniques to determine valuation.

# Bundaberg Region Ltd

## Notes to the financial statements

For the year ended 30 June 2024

### 4. Critical accounting estimates and judgements (continued)

#### e. Key estimates - receivables

The receivables at reporting date have been reviewed to determine whether there is any objective evidence that any of the receivables are impaired. An impairment provision is included for any receivable where the entire balance is not considered collectible. The impairment provision is based on the best information at the reporting date.

Management have determined no receivables were considered uncollectible at the reporting date and therefore no provision has been made.

#### f. Key judgments - lease classification

The Company is a party to three lease arrangements, one for their premises, one for a storage shed and one for a photocopier. Review of the minimum lease payments, lease term, other terms and conditions in these leases have caused two of the leases to be classified as operating leases and therefore there are no entries on the statement of financial position in relation to these assets or lease liability. The lease for the Company's premises has been accounted for under AASB 16 accordingly until the end of the lease which concluded on 30 April 2024. The Company is now on a month to month lease for these premises and accordingly is now being recorded as a short term operating lease.

### 5. Revenue and other income

#### a. Accounting policy

##### i. Specific revenue streams

The revenue recognition policies for the principal revenue streams of the Company are:

##### **Operating grants and donations**

When the Company receives operating grants, donations or bequests, it assesses whether the contract is enforceable and has sufficiently specific performance obligations in accordance with AASB 15.

When both these conditions are satisfied, the Company:

- identifies each performance obligation relating to the grant;
- recognises a contract liability for its obligations under the agreement; and
- recognises revenue as it satisfies its performance obligations.

Where the contract is not enforceable or does not have sufficiently specific performance obligations, the Company recognises the asset received in accordance with the recognition requirements of other applicable accounting standards (eg AASB 9, AASB 16, AASB 116 and AASB 138).

##### **Interest Income**

Interest income is recognised when received.

# Bundaberg Region Ltd

Notes to the financial statements  
For the year ended 30 June 2024

## 5. Revenue and other income (continued)

### a. Accounting policy (continued)

#### ii. Revenue recognition policy for contracts which are either not enforceable or do not have sufficiently specific performance obligations

##### Operating grants and donations

Operating grants are recognised where there is reasonable assurance that the grant will be received, and all grant conditions will be met. Grants relating to expense items are recognised as income over the periods necessary to match the grant to the costs they are compensating. Donations and bequests are recognised when received.

##### Other Income

Other income is recognised on an accruals basis when the Company is entitled to it.

#### iii. Volunteer services

No amounts are included in the financial statements for services donated by volunteers.

### b. Revenue from continuing operations

	2024	2023
	\$	\$
<b>Revenue recognised on receipt (not enforceable or no sufficiently specific performance obligations - AASB 1058)</b>		
Government revenue (including grants)	1,571,270	1,303,689
Other revenue from other sources	340,005	428,071
	1,911,275	1,731,760
	1,911,275	1,731,760

### c. Government grants and other assistance

	2024	2023
	\$	\$
<b>Commonwealth government</b>		
EMDG Funding	(2,090)	75,676
DEWR (Fed) - Wage Subsidies	14,660	-
	12,570	75,676
<b>State government</b>		
TEQ Contributions	393,000	393,000
TEQ - Contestable Funding Program	-	61,300
TEQ - Network-wide - Tourism Climate Action	217,200	173,713
DTIS - Disaster Resilience Seed Funding QC	13,500	-
TEQ - SGBR New Ways of Working	175,000	-

# Bundaberg Region Ltd

Notes to the financial statements  
For the year ended 30 June 2024

## 5. Revenue and other income (continued)

### c. Government grants and other assistance (continued)

	2024	2023
	\$	\$
	798,700	628,013
<b>Local government</b>		
BRC Funding	550,000	550,000
BRC Discretionary Fund	50,000	50,000
BRC - LLER - Syd/Melb Campaign	160,000	-
	760,000	600,000
	1,571,270	1,303,689

## 6. Finance income and expenses

Finance income	2024	2023
	\$	\$
<b>Interest income</b>		
Other interest income	8,269	5,345
	8,269	5,345

## 7. Other expenses

Other expenses for the year includes the following specific expenses:

	2024	2023
	\$	\$
<b>Lease expenses</b>		
Interest expense on lease liabilities	87	504
Expenses relating to short term leases	2,794	1,527
Expenses relating to leases of low value assets	1,692	1,692
Depreciation of right-of-use assets	10,386	12,464
<b>Total Lease expenses</b>	14,959	16,187
Administrative expenses	53,673	83,788
Marketing expenses	168,768	286,329
Cost of sales	38,383	45,650
Net loss on disposal	2,317	
Other expenses	88,421	81,618
<b>Total</b>	366,521	513,572

# Bundaberg Region Ltd

## Notes to the financial statements

For the year ended 30 June 2024

### 8. Auditor's remuneration

	2024	2023
	\$	\$
<b>Remuneration of the auditor of the Company, DGZ Chartered Accountants, for:</b>		
Auditing or reviewing the financial statements	11,600	10,800

### 9. Cash and cash equivalents

#### a. Accounting policy

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and subject to an insignificant risk of change in value.

#### b. Cash and cash equivalent details

	2024	2023
	\$	\$
Cash at bank	639,932	833,091
Cash on hand	788	632
<b>Total Cash and cash equivalents</b>	<b>640,720</b>	<b>833,723</b>

#### c. Reconciliation of cash

Cash at the end of the financial year as shown in the statement of cash flows is reconciled to items in the statement of financial position as follows:

	2024	2023
	\$	\$
<b>Cash and cash equivalents</b>		
<b>Cash at bank</b>		
Bank of Qld - Business Performance Saver	608,119	680,350
Bank of Qld - Operating Account	-	89,559
Bank of Qld - Booking & Sales	25,727	58,923
Bank of Qld - Visa Debit Cards	6,086	4,259
<b>Total Cash at bank</b>	<b>639,932</b>	<b>833,091</b>
Cash on hand	788	632
<b>Total Cash and cash equivalents</b>	<b>640,720</b>	<b>833,723</b>
Bank overdraft - Bank of Qld - Operating Account	(4,451)	-
	<b>636,269</b>	<b>833,723</b>

# Bundaberg Region Ltd

Notes to the financial statements  
For the year ended 30 June 2024

## 10. Trade and other receivables

Current	2024	2023
	\$	\$
<b>Trade receivables</b>		
Trade Debtors	49,502	9,414
Funding Receivable	-	42,051
<b>Total Trade receivables</b>	<b>49,502</b>	<b>51,465</b>
	49,502	51,465
Other trade and other receivables	1,290	-
	<b>50,792</b>	<b>51,465</b>

The carrying value of trade receivables is considered a reasonable approximation of fair value due to the short-term nature of the balances.

The maximum exposure to credit risk at the reporting date is the fair value of each class of receivable in the financial statements.

### a. Impairment of receivables

The Company has determined that there are no expected credit losses and therefore have not made a loss provision.

The Company has not recognised a loss allowance against any receivables because historical experience has indicated that receivables are generally fully recoverable.

There has been no change in the estimation techniques or significant assumptions made during the current reporting period.

The Company writes off a trade receivable when there is information indicating that the debtor is in severe financial difficulty and there is no realistic prospect of recovery, e.g. when the debtor has been placed under liquidation or has entered into bankruptcy proceedings or when the trade receivables are over 2 years past due, whichever occurs first.

None of the receivables that have been written off is subject to enforcement activity.

### b. Collateral held as security

The Company does not hold any collateral over any receivables balances.

## 11. Inventories

### a. Accounting policy

Inventories are measured at the lower of cost and net realisable value.

Inventories acquired at no cost, or for nominal consideration are valued at the current replacement cost as at the date of acquisition, which is the deemed cost.

# Bundaberg Region Ltd

Notes to the financial statements  
For the year ended 30 June 2024

## 11. Inventories (continued)

### b. Inventory details

Current	2024	2023
	\$	\$
<b>At cost</b>		
Stock on Hand - Bundaberg	4,571	6,994
Stock on Hand - Childers	2,750	1,466
<b>Total At cost</b>	<b>7,321</b>	<b>8,460</b>

## 12. Other assets

Current	2024	2023
	\$	\$
<b>Other assets</b>		
Prepayments	74,084	-

## 13. Property, plant and equipment

### a. Accounting policy

Each class of property, plant and equipment is carried at cost less, where applicable, any accumulated depreciation and impairment.

#### i. Land and buildings

Land and buildings are measured using the revaluation model.

#### ii. Plant and equipment

Plant and equipment are measured using the revaluation model.

#### iii. Depreciation

Property, plant and equipment, excluding freehold land, is depreciated on a reducing balance basis over the asset's useful life to the Company, commencing when the asset is ready for use.

Leased assets and leasehold improvements are amortised over the shorter of either the unexpired period of the lease or their estimated useful life.

The depreciation rates used for each class of depreciable asset are shown below:

Fixed asset class	Depreciation Rate
Buildings - leasehold improvements	16.67%
Plant and equipment	16.67% - 100%
Motor vehicles	12.50%

# Bundaberg Region Ltd

Notes to the financial statements  
For the year ended 30 June 2024

## 13. Property, plant and equipment (continued)

### a. Accounting policy (continued)

#### iii. Depreciation (continued)

When an asset is disposed, the gain or loss is calculated by comparing proceeds received with its carrying amount and is taken to profit or loss.

### b. Property, plant and equipment details

Summary	2024 \$	2023 \$
Buildings - Leasehold improvements	55,526	69,408
Plant and equipment	24,884	32,204
Motor vehicles	18,046	20,624
	98,456	122,236

2023	Buildings - Leasehold improvements \$	Plant and equipment \$	Motor vehicles \$	Total \$
Opening balance	83,293	35,669	23,570	142,532
Additions	-	4,474	-	4,474
Depreciation	(13,885)	(7,939)	(2,946)	(24,770)
<b>Closing balance</b>	<b>69,408</b>	<b>32,204</b>	<b>20,624</b>	<b>122,236</b>

#### As at 30 June 2023

At cost	165,863	85,231	26,937	278,031
Accumulated depreciation	(96,455)	(53,027)	(6,313)	(155,795)
	69,408	32,204	20,624	122,236

2024	Buildings - Leasehold improvements \$	Plant and equipment \$	Motor vehicles \$	Total \$
Opening balance	69,408	32,204	20,624	122,236
Additions	-	3,153	-	3,153
Disposals	-	(2,317)	-	(2,317)
Depreciation	(13,882)	(8,156)	(2,578)	(24,616)
<b>Closing balance</b>	<b>55,526</b>	<b>24,884</b>	<b>18,046</b>	<b>98,456</b>

# Bundaberg Region Ltd

Notes to the financial statements  
For the year ended 30 June 2024

## 13. Property, plant and equipment (continued)

### b. Property, plant and equipment details (continued)

2024	Buildings - Leasehold improvements \$	Plant and equipment \$	Motor vehicles \$	Total \$
<b>As at 30 June 2024</b>				
At cost	165,863	80,101	26,937	272,901
Accumulated depreciation	(110,337)	(55,217)	(8,891)	(174,445)
	55,526	24,884	18,046	98,456

## 14. Intangible assets

### a. Accounting policy

#### i. Computer software

Software was historically recorded at cost. This year the directors revalued the asset, determining the market value was nil and the revalue was recorded against the asset revaluation reserve.

### b. Intangible asset details

Summary	2024 \$	2023 \$
Computer software	-	6,340

## 15. Leases

### a. Accounting policy

At inception of a contract, the Company assesses whether a lease exists.

#### i. Lessee accounting

The non-lease components included in the lease agreement have been separated and are recognised as an expense as incurred.

The Company has chosen not to apply AASB 16 to leases of intangible assets.

At the lease commencement, the Company recognises a right-of-use asset and associated lease liability for the lease term. The lease term includes extension periods where the Company believes it is reasonably certain that the option will be exercised.

The right-of-use asset is measured using the cost model, depreciated over the lease term on a straight-line basis and assessed for impairment in accordance with the impairment of assets accounting policy.

# Bundaberg Region Ltd

## Notes to the financial statements

For the year ended 30 June 2024

### 15. Leases (continued)

#### a. Accounting policy (continued)

##### i. Lessee accounting (continued)

###### *Exceptions to lease accounting*

The Company has elected to apply the exceptions to lease accounting for both short-term leases (i.e. leases with a term of less than or equal to 12 months) and leases of low-value assets. The Company recognises the payments associated with these leases as an expense on a straight-line basis over the lease term.

#### b. Company as a lessee

The Company had a lease portfolio of one lease over a building which concluded in April 2024.

##### i. Terms and conditions of leases

The lease had a three year term and one option of three years which was exercised in May 2021 and concluded in April 2024.

##### ii. Lease liabilities

The maturity analysis of lease liabilities based on contractual undiscounted cash flows is shown in the table below:

	2024	2023
	\$	\$
< 1 year	-	10,048
Lease liabilities included in the statement of financial position	-	10,048

##### iii. Statement of profit or loss and other comprehensive income

The amounts recognised in the statement of profit or loss and other comprehensive income relating to leases where the Company is a lessee are shown below:

	2024	2023
	\$	\$
Interest expense on lease liabilities	(87)	(504)
Expenses relating to short term leases	(2,794)	(1,527)
Expenses relating to leases of low value assets	(1,692)	(1,692)
Depreciation of right-of-use assets	(10,386)	(12,464)
	(14,959)	(16,187)

# Bundaberg Region Ltd

Notes to the financial statements  
For the year ended 30 June 2024

## 15. Leases (continued)

### b. Company as a lessee (continued)

#### iv. Statement of cash flows

	2024	2023
	\$	\$
Total cash outflow for leases	10,048	14,699

## 16. Trade and other payables

Current	2024	2023
	\$	\$
Trade payables	19,213	66,695
GST payable	17,071	42,243
<b>Employee benefits</b>		
PAYG Payable	17,966	13,288
<b>Other trade and other payables</b>		
Gift Vouchers Outstanding	2,839	7,613
Membership in Advance	25,611	21,330
Unexpended Grant Funds	106,500	134,190
<b>Total Other trade and other payables</b>	<b>134,950</b>	<b>163,133</b>
<b>Total Trade and other payables</b>	<b>189,200</b>	<b>285,359</b>

Trade and other payables are unsecured, non-interest bearing and are normally settled within 30 days. The carrying value of trade and other payables is considered a reasonable approximation of fair value due to the short-term nature of the balances.

### a. Financial liabilities at amortised cost classified as accounts payable and other payables

	Note	2024	2023
		\$	\$
Trade and other payables		189,200	285,359
Less: GST payable (net amount)		(17,071)	(42,243)
Financial liabilities as accounts and other payables	19	172,129	243,116

## 17. Borrowings

Current	2024	2023
	\$	\$
<b>Unsecured</b>		
Bank overdraft - Bank of Qld - Operating Account	4,451	-

# Bundaberg Region Ltd

## Notes to the financial statements

For the year ended 30 June 2024

### 18. Employee benefits

#### a. Accounting policy

Provision is made for the Company's liability for employee benefits, those benefits that are expected to be wholly settled within one year have been measured at the amounts expected to be paid when the liability is settled.

Employee benefits expected to be settled more than one year after the end of the reporting period have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may satisfy vesting requirements. Cashflows are discounted using market yields on high quality corporate bond rates incorporating bonds rated AAA or AA by credit agencies, with terms to maturity that match the expected timing of cashflows. Changes in the measurement of the liability are recognised in profit or loss.

#### b. Employee benefit details

<b>Current</b>	<b>2024</b>	<b>2023</b>
	\$	\$
Long service leave	30,538	23,713
Annual leave	41,849	52,124
<b>Other employee benefits</b>		
Superannuation Payable	9,338	-
	<b>81,725</b>	<b>75,837</b>
<b>Non-current</b>	<b>2024</b>	<b>2023</b>
	\$	\$
Long service leave	26,386	16,159

### 19. Financial risk management

The Company is exposed to a variety of financial risks through its use of financial instruments.

The Company's overall risk management plan seeks to minimise potential adverse effects due to the unpredictability of financial markets.

The most significant financial risks to which the Company is exposed to are described below:

#### Specific risks

- Liquidity risk
- Credit risk
- Market risk - interest rate risk

# Bundaberg Region Ltd

Notes to the financial statements  
For the year ended 30 June 2024

## 19. Financial risk management (continued)

### Financial instruments used

The principal categories of financial instruments used by the Company are:

- Trade receivables
- Cash at bank
- Trade and other payables
- Lease liabilities

<b>Financial assets</b>	<b>Note</b>	<b>2024</b>	<b>2023</b>
		<b>\$</b>	<b>\$</b>
<b>Held at amortised cost</b>			
Cash and cash equivalents	9	640,720	833,723
Trade and other receivables	10	50,792	51,465
		<b>691,512</b>	<b>885,188</b>
<b>Financial liabilities</b>	<b>Note</b>	<b>2024</b>	<b>2023</b>
		<b>\$</b>	<b>\$</b>
<b>Financial liabilities measured at amortised cost</b>			
Accounts payable and other payables (less GST)	16	172,129	243,116
Lease liabilities	15	-	10,048
<b>Total</b>		<b>172,129</b>	<b>253,164</b>
		<b>172,129</b>	<b>253,164</b>

#### a. Objectives, policies and processes

The Board of Directors has overall responsibility for the establishment of the Company's financial risk management framework. This includes the development of policies covering specific areas such as interest rate risk, liquidity risk and credit risk.

Risk management policies and systems are reviewed regularly to reflect changes in market conditions and the Company's activities.

The day-to-day risk management is carried out by the Company's finance function under policies and objectives which have been approved by the Board of Directors. The Finance Manager has been delegated the authority for designing and implementing processes that follow the objectives and policies.

Mitigation strategies for specific risks faced are described below:

# Bundaberg Region Ltd

## Notes to the financial statements

For the year ended 30 June 2024

### 19. Financial risk management (continued)

#### b. Liquidity risk

Liquidity risk arises from the Company's management of working capital and the finance charges and principal repayments on its debt instruments. It is the risk that the Company will encounter difficulty in meeting its financial obligations as they fall due.

The Company's policy is to ensure that it will always have sufficient cash to allow it to meet its liabilities as and when they fall due. The Company maintains cash to meet its liquidity requirements for up to 30-day periods. Funding for long-term liquidity needs is additionally secured by an adequate amount of committed credit facilities and the ability to sell long-term financial assets.

The Company manages its liquidity needs by carefully monitoring cash-outflows due in day-to-day business. The board regularly reviews trading results against budget and adjusts budget as required.

At the reporting date, the Company expected to have sufficient liquid resources to meet its obligations under all reasonably expected circumstances and will not need to draw down any financing facility.

#### c. Credit risk

Credit risk refers to the risk that a counterparty will default on its contractual obligations resulting in a financial loss to the Company.

Credit risk arises from cash and cash equivalents, derivative financial instruments and deposits with banks and financial institutions, as well as credit exposure to wholesale and retail customers, including outstanding receivables and committed transactions.

The credit risk for liquid funds and other short-term financial assets is considered negligible, since the counterparties are reputable banks with high quality external credit ratings.

Accounts receivable and other debtors that are neither past due nor impaired are considered to be of high credit quality.

The Company has no significant concentrations of credit risk exposure to any single counterparty or group of counterparties.

#### d. Market risk

Market risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market prices.

##### i. Interest rate risk

Exposure to interest rate risk arises on financial assets and financial liabilities recognised at the end of the reporting period whereby a future change in interest rates will affect future cash flows or the fair value of fixed rate financial instruments.

# Bundaberg Region Ltd

Notes to the financial statements  
For the year ended 30 June 2024

## 19. Financial risk management (continued)

### d. Market risk (continued)

#### i. Interest rate risk (continued)

The financial instruments that expose the Company to interest rate risk are limited to lease liabilities and cash on hand.

The Company also manages interest rate risk by ensuring that, whenever possible, payables are paid within any pre-agreed credit terms.

## 20. Key management personnel remuneration

The remuneration paid to key management personnel of Bundaberg Region Ltd during the year is as follows:

	2024	2023
Directors	Nil	Nil

## 21. Reserves

	2024	2023
	\$	\$
<b>Revaluation surplus</b>		
Reserves - Asset Revaluation	50,926	50,926
Revaluation Reserve movement	(6,340)	-
<b>Total Revaluation surplus</b>	<b>44,586</b>	<b>50,926</b>
	44,586	50,926

### a. Revaluation surplus

The asset revaluation reserve records fair value movements on property, plant and equipment and intangible assets held under the revaluation model.

## 22. Members' guarantee

The Company 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 \$10 each towards meeting any outstanding obligations of the Company. At 30 June 2024 the number of members was 112 (2023: 116).

# Bundaberg Region Ltd

## Notes to the financial statements

For the year ended 30 June 2024

### 23. Fair value measurement

The Company measures the following assets and liabilities at fair value on a recurring basis:

- Property, plant and equipment
  - Buildings
  - Plant and equipment
  - Motor vehicles

The entity does not subsequently measure any liabilities at fair value on a recurring basis, or any assets or liabilities on a non-recurring basis.

#### a. Fair value hierarchy

AASB 13 *Fair Value Measurement* requires all assets and liabilities measured at fair value to be assigned to a level in the fair value hierarchy as follows:

- |         |  |
|---------|--|
| Level 1 | Unadjusted quoted prices in active markets for identical assets or liabilities that the entity can access at the measurement date.     |
| Level 2 | Inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly or indirectly. |
| Level 3 | Unobservable inputs for the asset or liability.  |

Each valuation technique requires inputs that reflect the assumptions that buyers and sellers would use when pricing the asset or liability, including assumptions about risks. When selecting a valuation technique, the entity gives priority to those techniques that maximise the use of observable inputs and minimise the use of unobservable inputs. Inputs that are developed using market data (such as publicly available information on actual transactions) and reflect the assumptions that buyers and sellers would generally use when pricing the asset or liability are considered observable, whereas inputs for which market data is not available and therefore are developed using the best information available about such assumptions are considered unobservable.

At last revaluation the fair value of Property, Plant and Equipment was determined by a Directors revaluation under advice received from the Audit and Risk Committee. At the end of each intervening period, the directors review the valuation and, when appropriate, update the fair value measurement to reflect current market conditions using a range of valuation techniques, including recent observable market data and discounted cash flow methodologies.

There were no changes during the period in the valuation techniques used by the entity to determine fair values.

#### i. Transfers between levels of the hierarchy

There were no transfers between levels of the fair value hierarchy.

# Bundaberg Region Ltd

## Notes to the financial statements

For the year ended 30 June 2024

### 23. Fair value measurement (continued)

#### a. Fair value hierarchy (continued)

##### ii. Highest and best use

The current use of each asset measured at fair value is considered to be its highest and best use.

### 24. Contingencies

In the opinion of the Directors, the Company did not have any contingencies at 2024 (2023: None).

### 25. Related parties

#### a. The Company's main related parties are as follows:

Key management personnel - refer to Note 20.

Other related parties include close family members of key management personnel and entities that are controlled or significantly influenced by those key management personnel or their close family members.

#### b. Transactions with related parties

Transactions between related parties are on normal commercial terms and conditions no more favourable than those available to other parties unless otherwise stated.

Details of related party transactions that occurred during the year are:

Director	Business	Details
Duncan Littler	Bundaberg Distilling Company – Diageo Australia	Business purchased BT membership as Platinum partner; BT Pay rental through formal lease; Sell tickets for Rum experience through VIC and website. BDC purchases co-operative marketing packages.
Ross Peddlesden		Individual membership with BT; Director on the Board of YMCA Bundaberg
Daniel Reeves	PCCC Trust	PCCC purchased BT membership; PCCC have directly engaged BT to participate in joint funding programs to help develop Cultural Tourism content and experiences. Personally own and operate AirBNB and short stay accommodation.

# Bundaberg Region Ltd

## Notes to the financial statements

For the year ended 30 June 2024

### 25. Related parties (continued)

#### b. Transactions with related parties (continued)

Director	Business	Details
Joey Caurana	Windmill Cafe	Business purchased BT membership; Joey operates Windmill Café, the Beach Mill Café and the Garden Mill Café, Bundaberg Tourism takes media and trade guests to these establishments.
John McLean	Bundaberg Brewed Drinks	Business purchased BT membership as Platinum partner; Owner and Managing Director Bundaberg Brewed Drinks and The Bundaberg Barrel. BT is a distributor of Barrel tour tickets and drink products through the VICs. BBD purchases co-operative marketing packages. Wife Rae-Lee is a volunteer at the Mon Repos Turtle Centre.
Larine Statham-Blair	Crush Communications	Business purchased BT membership; BT purchases advertising space in Crush Magazine. Nominated for Division 5 in the Bundaberg Regional Council elections and successful in local government elections.
Warrick Wright	Inn Style Mensland	Business purchased BT membership;
Teena Mammino		Individual membership with BT;
Brett Lakey	Lady Musgrave Experience	Business purchased BT membership; Sell tickets for Lady Musgrave and whale experience tours through VIC and website; LME occasionally purchase cooperative marketing packages.
Steve Cooper	Councillor with Bundaberg Regional Council	Bundaberg Regional Council is a funding partner;

# Bundaberg Region Ltd

Notes to the financial statements  
For the year ended 30 June 2024

## 26. Cash flow information

Reconciliation of net income to net cash provided by operating activities:

	2024	2023
	\$	\$
Profit/(loss) for the year	(69,256)	35,083
<b>Add / (less) non-cash items:</b>		
(Profit) / loss on sale of assets	2,317	-
Depreciation and amortisation	35,002	37,234
<b>Changes in assets and liabilities:</b>		
(increase) / decrease in receivables	673	10,302
(increase) / decrease in inventories	1,139	5,557
(increase) / decrease in other assets	(74,084)	-
increase / (decrease) in payables	(96,159)	32,320
increase / (decrease) in employee benefits	16,115	26,385
<b>Cash flows from operations</b>	<b>(184,253)</b>	<b>146,881</b>

### a. Changes in liabilities arising from financing activities

	Non-cash changes		
	Opening balance	Cash flows	Closing balance
2024	\$	\$	\$
Lease liabilities	10,048	(10,048)	-

	Non-cash changes			
	Opening balance	Cash flows	*Other non- cash movement	Closing balance
2023	\$	\$	\$	\$
Lease liabilities	25,015	(14,699)	(268)	10,048

\* Non-cash changes

## 27. Events occurring after the reporting date

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the Company, the results of those operations, or the state of affairs of the Company in future financial years.

# Bundaberg Region Ltd

Notes to the financial statements  
For the year ended 30 June 2024

## 28. Statutory information

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

Bundaberg Region Ltd  
36 Avenue Street  
BUNDABERG QLD Australia  
4670

# Bundaberg Region Ltd

## Directors' declaration

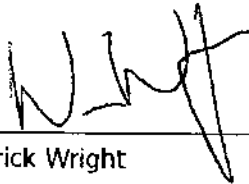
The directors of the Company declare that:

The financial statements and notes for the year ended 30 June 2024 are in accordance with the *Corporations Act 2001* and:

- comply with Australian Accounting Standards; and
- give a true and fair view of the financial position as at 30 June 2024 and of the performance for the year ended on that date of the Company.

In the directors' opinion, there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable with the continuing support of creditors.

This declaration is made in accordance with a resolution of the Board of Directors.



---

Warrick Wright  
Director

Dated: 18/10/24

# 2024 INDEPENDENT AUDITOR'S REPORT



To the members of BUNDABERG REGION LTD

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## Opinion

We have audited the financial report of Bundaberg Region Ltd (the Company), which comprises the statement of financial position as at 30 June 2024, the statement of 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 Bundaberg Region Ltd, is in accordance with the *Corporations Act 2001*, including:

- a) giving a true and fair view of the company's financial position as at 30 June 2024 and of its financial performance for the year then ended; and
- b) complying with Australian Accounting Standards 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 auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES110 *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.

## Other Information

The directors are responsible for the other information. The other information comprises the information included in the Company's annual report for the year ended 30 June 2024, does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

## 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 in accordance with Australian Accounting Standards and the *Corporations Act 2001*, and for such internal control as the directors determine is necessary to enable the preparation of the 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 related to going concern and using the

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B Bus(Acc) FCA  
**Scott Grogan**  
B Bus(Acc) CA SMSF Specialist

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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.

The directors are responsible for overseeing the Company's financial reporting process.

#### ***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 the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

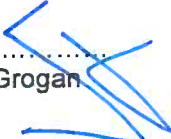
- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a 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 Entity'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 Entity'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 Entity 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.

**DGZ**  
Chartered Accountants

21 October 2024

B.V.  
Bradley V Grogan  
Partner



24 Barolin Street  
BUNDABERG QLD 4670

# Accounting Services

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- BUSINESS SERVICES
- COMPLIANCE SERVICES
- AUDIT SERVICES
- REGISTERED COMPANY AUDITOR
- SMSF SPECIALIST

# Financial Planning

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