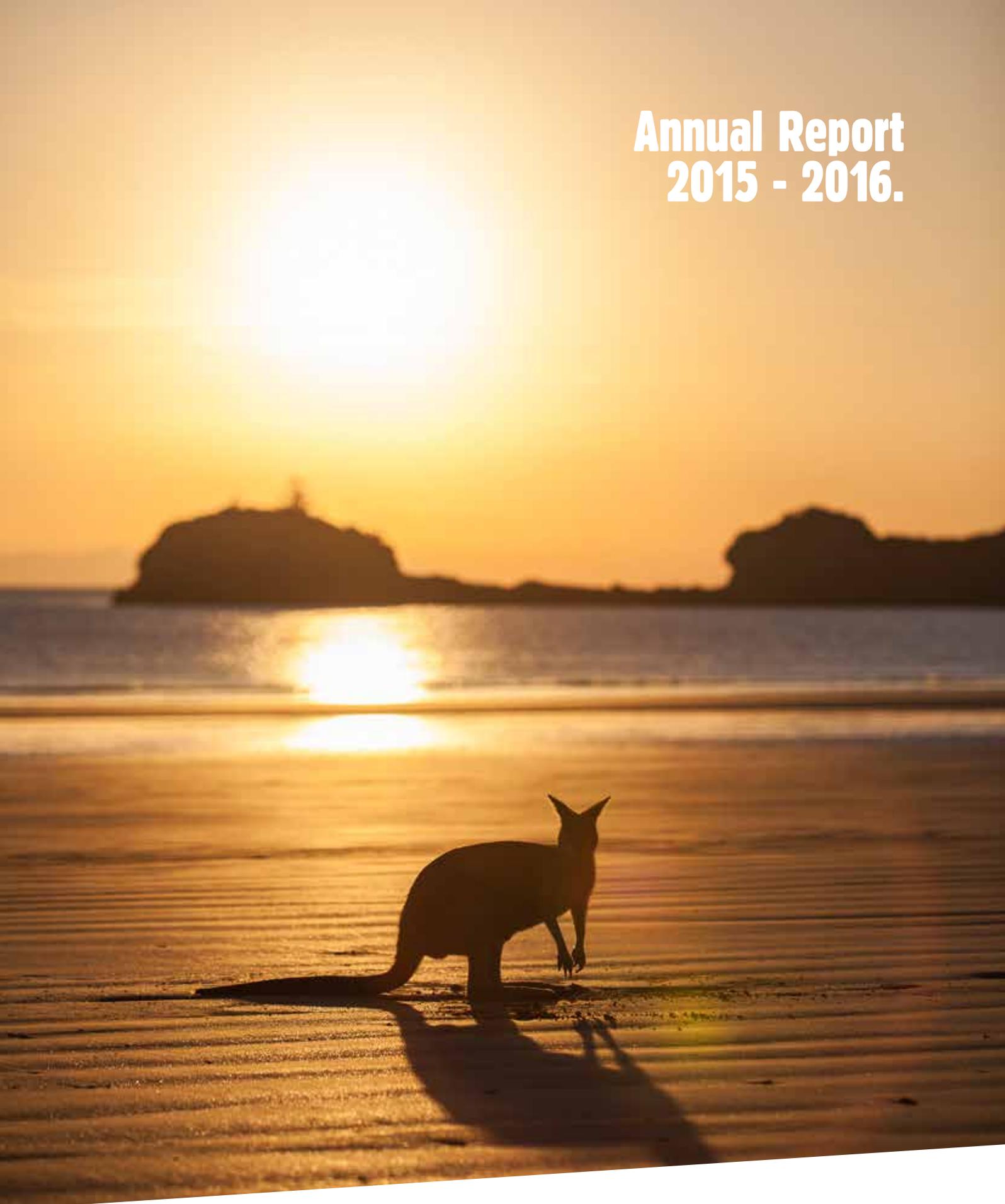


Annual Report 2015 - 2016.





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- 04. Mackay Tourism Report Card 2015-2016
- 06. Chairman's Report
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- 08. Director's Report
- 33. MTL Members 2015-2016

THANKS TO OUR MAJOR SPONSORS.





INTRODUCTION.

**Mackay Tourism Ltd. (MTL) is a Queensland Regional Tourism Organisation (RTO).
MTL exists to market the Mackay and Isaac regions externally, to attract visitors to the area.**

MTL is a company limited by guarantee, with a member elected board. MTL collaborates and partners with businesses, local, regional, state and federal agencies and organisations to generate economic growth through tourism. The board's objective is for MTL to work with industry in continuing to grow this key pillar of the local economy thereby fostering economic diversity and employment. MTL delivers destination marketing, industry development and visitor access and dispersal services.

This annual report details the activities and outcomes of the work undertaken by the organisation in the 2015-2016 financial year.

REPORT CARD

Marketing:

Twitter:

1155  **FOLLOWERS**

From 849 to 1155, increase of 36%



Instagram:

6733  Photos shared using **#meetmackayregion** [37% increase]

5221 followers. Increase of 37%

Facebook:

31% INCREASE 

In post reach [organic and paid] from 1264 to 1657

8670 

21% increase in total Facebook likes. Increased from 7163 to 8670

FEBRUARY 2016, NEW WEBSITE LAUNCHED



More than **\$20,000** in online bookings through new online booking system

Publicity:



7 media & influencer famils

MEDIA MENTIONS - INTERNATIONAL

- > **Travel and Tour World** published online article 'Natural Wonders of The Mackay Region'
- > **MSN published** an online article called 'Inland Adventures in Queensland, Australia - platypus spotting at Eungella'
- > **Karryon.com** listed swimming with platypus at Eungella National Park as one of Australia's Bucket List Experiences



- > **International cyclist** Rudy Pospisil passed through Eungella and Cape Hillsborough as part of his cycle-the-world tour to raise awareness for cancer research. His tour of The Region featured in magazines and online across Canada.
- > **Travel Blog** featured Eungella National Park and named Finch Hatton Gorge as 'best place in Australia to see wild platypus'



MEDIA MENTIONS - NATIONAL

> **Australian Geographic Magazine** featured Eungella National Park and Broken River as '10 of the Best Australian Wildlife Experiences'

> The Mackay Region was named as one of the top Queensland regions to visit in The Land Magazine, published in Sydney

> **Ultimate Wildlife Destinations** featured Eungella National Park as one of five locations to spot platypus

Publications:



100 PAGE VISITOR GUIDE

Produced a combined Mackay Region and Whitsundays 100 page Official Visitor Guide

30,000 COPIES

Distributed of the Mackay & Isaac Regional Map



MEDIA MENTIONS - STATE

> **Sunday Mail Brisbane** included The Mackay Region in a Sand, Surf, Fun feature

> **Courier Mail's Escape** lift-out featured Cape Hillsborough wallabies

Case study - Mackay Great Highlands Walk Media Famil (TEQ and MTL):



Images showcased to more than **217,700 FOLLOWERS**

132,105 likes

1230 comments



QUEENSLAND WEEKENDER EPISODE generated ASR \$379,860

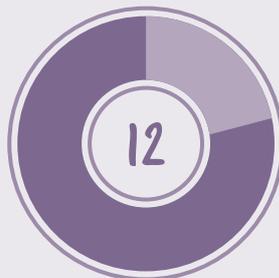


> Article in **RACQ magazine** generated ASR \$50,851
> Article published in **APN network** generated ASR \$18,257

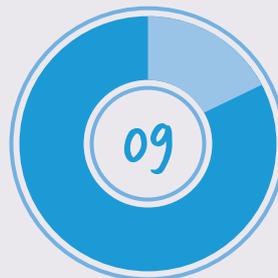
Business Development:



196 members:
97 % retention rate



12 workshops, training and networking functions



Tourism and Events Leadership Program - **9 graduates**



Workshop & networking topics included:

- > Digital Marketing
- > Marketing
- > Leadership
- > Media
- > Travel industry



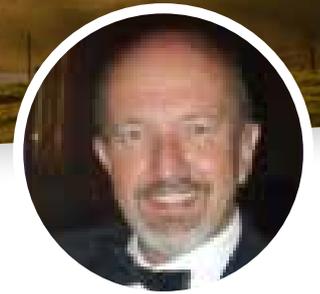
Our 2020 target of \$463 million in direct tourism expenditure was achieved, but this doesn't mean we can rest. Now we are aiming for a \$100 million over-stretch of this target, of \$563 million in direct tourism expenditure by 2020. International leisure growth is key to this.



mackayregion.com

Mackay Tourism
Queensland

CHAIRMAN'S REPORT.



It has been a privilege to again fill the role as Chair of Mackay Tourism.

Our long-term partnerships with TEQ, Mackay and Isaac Regional Councils and the Mackay Airport have enabled us to continue building on the brand for the region as well as providing leadership and support for our members.

This is the 3rd year of the "Nature Reserved" marketing strategy and we are now seeing more evidence that the reputation of the region is moving from a 100% coal-mining environment to a more balanced perspective, which includes significant tourism opportunities.

As a result of MTL's marketing push, leisure tourism numbers have grown in the past 12 months.

Unfortunately the same can't be said for business tourism where numbers have continued to fall.

This year, we have welcomed a new General Manager, Tas Webber, who joined from Fraser Coast Opportunities and we are already seeing the positive results of that recruitment. Welcome Tas.

From a financial perspective, MTL operated at a small loss this year. Fortunately, strict financial disciplines in past years have ensured a surplus to cover such eventualities. Your Directors have also implemented a new reporting structure to ensure that financially, MTL remains a not for loss organisation in the future.

The Board has also endorsed 3 key areas for the organisation. We see our major role as marketing the region (60%) followed by assisting our members develop their hero experiences (20%) with the remainder of our energies directed towards tourism leadership (20%). This will enable MTL to be more focused, agile and able to deliver on those key areas rather than attempting to be all things to all people. We will also be overhauling all membership opportunities to fit these 3 key areas.

We are also planning to introduce a revised constitution, which will ensure that MTL is in a position to be more effective in the future. The existing constitution has served us well but is now dated when compared to the needs of our members.

Thank you to our partners, staff and volunteers – both on the ground and around the Directors table. It has been a pleasure working with you again this year.

Kind regards,

Paul O'Connor
Chair.



GENERAL MANAGER'S REPORT.



On the back of successful new branding, the 2015/2016 financial year got off to a flying start and has put us in a great position for future growth in The Mackay Region.

As incoming General Manager for this financial year, I had the opportunity to look back on some of the successes and challenges that were presented to Mackay Tourism Ltd over the last 12 months and I am pleased to say some great foundations were laid, on which we will continue to grow.

With new branding under its belt, Mackay Tourism continued to market The Mackay Region as a top destination for unspoilt natural experiences without the crowds, and we worked closely with our partners and members to develop a number of campaigns and materials to support this branding.

A new website and online booking system allowed us to deliver a more professional approach when dealing with consumers and gave visitors more ways to engage with Mackay Tourism and its members.

The 100-page Visitor Guide, which combined The Mackay Region with The Whitsundays, was a huge success and was used year-round to promote the region to visitors, as well as being used at trade and travel shows, in Visitor Information Centres and local businesses. We also published a visually pleasing infographic on Fishing in The Mackay Region and distributed 30,000 copies of The Mackay & Isaac Regional Map, with this becoming an ongoing publication offered to our members.

We had some great traction with social media, using it as a tool to motivate visitors to the region, and capitalised on the growth of platforms like Instagram and Facebook. Our Instagram page recorded a 37% increase in the use of its hashtag #meetmackayregion, with over 6,700 photos of this region shared with audiences worldwide.

In the 2015/2016 financial year, Mackay Tourism Ltd hosted 12 training and network functions for members, as well as the Tourism and Events Leadership Program, with nine graduating from the program. We also hosted a number of famils throughout 2015/2016, which again allowed us to show off the very best of The Mackay Region to new audiences.

You may have noticed there were several changes to the team at Mackay Tourism Ltd at the end of the financial year and I am thrilled to be leading a group of dedicated and passionate individuals who are ready to take Mackay Tourism and The Mackay Region to new heights in 2016/2017.

I would like to mention the support of our sponsors, including Mackay Regional Council, Isaac Regional Council, Tourism and Events Queensland, Mackay Airport, Channel Seven, Hot FM/Sea FM, the Daily Mercury and QantasLink.

A big thank you to our members, volunteers and sponsors for your ongoing support and I look forward to working with you in 2016/2017.

Warm regards,

Tas Webber

General Manager
Mackay Tourism Ltd.

DIRECTOR'S REPORT.

Mackay Tourism Ltd

ABN: 56 074 909 265

Directors' Report

30 June 2016

The directors present their report on Mackay Tourism Ltd for the financial year ended 30 June 2016.

1. General information

Information on directors

The names of each person who has been a director during the year and to the date of this report are:

Colin Adamson

Qualifications

Mechanical Engineer

Experience

Owner Reeforest Adventure Tours

Ron Ailwood

Qualifications

Engineering Surveyor

Experience

President of Sarina Community Arts & Crafts Co-Operative Ltd

Cr Geoff Bethel

Qualifications

Resigned March 2016

Experience

Councilor of Isaac Regional Council

Member of Board since 25 July 2012

Racheal Klitscher

Qualifications

Bachelor of Business (Tourism Management)

Certificate IV Frontline Management

Experience

Destination Director - The Whitsundays, Islands of Great Barrier Reef & Mackay Tourism and Events Queensland

Special responsibilities

Ex officio member of Board

Deputy chair of Events Advisory Group (EAG)

Cr. Greg Martin

Experience

Resigned March 2016

Councilor of Mackay Regional Council

Paul O'Connor

Qualifications

Associate Fellow Australian Institute of Management

Diploma of Radio Sales Management

Certificate IV in Small Business Management

Experience

General Manager Macquarie Southern Cross Media

Rob Porter

Qualifications

Graduate Certificate Business Administration (General Management)

Member of Australian Institute of Company Directors

Experience

General Manager - Mackay Airport

Wayne Tomkins

Experience

Resigned November 2015

General Manager - Daily Mercury

Deanne Woolcock

Qualifications

Bachelor of Business (Marketing and Human Resource Management)

Marketing Manager - Caneland Central Shopping Centre

Mackay Tourism Ltd

ABN: 56 074 909 265

Directors' Report

30 June 2016

1. General information continued

Information on directors continued

Scott Rebgetz

Qualifications

Bachelor of Commerce

Experience

Owner - Big 4 Mackay Marine Tourist Park

Glenys Mansfield

Experience

Business Owner - Thirsty Sound Bear Bar & Grill
Business Owner Sarina Motor Inn
Project Manager - Sarina Sugar Shed

Luana Royle

Experience

Business Owner - Rainforest Scuba

Special responsibilities

Audit Committee

Adrian Connors

Experience

Business Owner - NE Food (restaurants & Catering)

Cr Jane Pickels

Experience

Appointed May 2016

Councilor Isaac Regional Council

Cr Amanda Camm

Qualifications

Appointed May 2016

Deputy Mayor Mackay Regional Council

Experience

Councilor Mackay Regional Council

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

Principal activities

The principal activity of Mackay Tourism Ltd during the financial year was the development of Tourism in the Mackay-Isaac Region

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

Short term objectives

The Company's short term objectives are to:

- Increase visitor numbers to Mackay - Isaac region
- Increase visitor length of stay in the Mackay - Isaac region
- Increase visitor expenditure in the Mackay - Isaac region

Long term objectives

The Company's long term objectives are to:

Directors' Report

30 June 2016

1. General information continued

Long term objectives continued

- Make tourism a cornerstone of the Mackay - Isaac regional economy, creating employment and enhancing livability for our regional community.

How principal activities assisted in achieving the objectives

The principal activities during 2015 - 2016 contributed to these objectives through our marketing activities stimulating our target visitor markets, our destination development strengthening our competitiveness, and our industry activities helping build business professionalism in the delivery of our tourism experiences and services.

Performance measures

The Company measures its performance by monitoring visitor arrival and length of stay statistics and expenditure, monitoring sales at our Visitor Information Centre, monitoring sales of memberships to local business, and their degree of participation in our programs of promotional and educational activities.

Members guarantee

Mackay Tourism Ltd is a company limited by guarantee. In the event of, and for the purpose of winding up of the company, the amount capable of being called up from each members and any person or association who ceased to be a member in the year prior to the winding up, is limited to \$ 100 for members that are corporations and \$ 100 for all other members, subject to the provisions of the company's constitution.

At 30 June 2016 the collective liability of members was \$ 17,500 (2015: \$ 17,700).

Meetings of directors

During the financial year, [insert number] meetings of directors (including committees of directors) were held. Attendances by each director during the year were as follows:

Directors' Meetings	
Number eligible to attend	Number attended
Colin Adamson	7
Ron Ailwood	4
Cr Geoff Bethel	3
Racheal Klitscher	6
Cr. Greg Martin	4
Paul O'Connor	7
Rob Porter	6
Wayne Tomkins	2
Deanne Woolcock	6
Scott Rebgetz	7
Glenys Mansfield	6
Luana Royle	5
Adrian Connors	7
Cr Jane Pickels	2
Cr Amanda Camm	2

Mackay Tourism Ltd

ABN: 56 074 909 265

Directors' Report

30 June 2016

Auditor's independence declaration

The lead auditor's independence declaration in accordance with section 307C of the *Corporations Act 2001*, for the year ended 30 June 2016 has been received and can be found on page 5 of the financial report.

Signed in accordance with a resolution of the Board of Directors:

Director: 
ROBERT POLLOCK

Director: 
DEANNE WOOLCOCK

Dated this 02 day of September 2016



Mackay Tourism Ltd

ABN: 56 074 909 265

Auditors Independence Declaration under Section 307C of the Corporations Act 2001 to the Directors of Mackay Tourism Ltd

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2016, there have been:

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

A handwritten signature in black ink, appearing to read "P. Hinton", is written over a light blue horizontal line.

Paul Hinton - CA

6 September, 2016

Mackay QLD

Liability limited by a scheme approved under professional standards legislation.

Partners Darryl Camilleri, Chris Sammut, Paul Hinton, Therese Scotton, Geoff O'Connor, John Lavis
Mackay: First floor, 122 Wood Street, Mackay QLD 4740 PO Box 92, Mackay QLD 4740
Brisbane: Level 3,400 Queen Street, Brisbane QLD 4000 GPO Box 2561, Brisbane QLD 4001

Bennett Partners Pty Ltd ACN 010 430 314 ABN 21 171 313 477
Phone: (07) 4951 1455 Email: enquiries@bennettpartners.com.au
Phone: (07) 3221 6200 Email: enquiries@bennettpartners.com.au

Mackay Tourism Ltd

ABN: 56 074 909 265

Statement of Profit or Loss and Other Comprehensive Income For the Year Ended 30 June 2016

	Note	2016 \$	2015 \$
Revenue			
Brochure & Display income		10,326	66,763
Drive Trail		18,798	32,879
Funding		725,000	730,471
Interest received		7,367	6,453
Leadership		19,500	-
Marketing income		22,121	9,000
Membership		62,388	66,055
Net Bookings & Consignment		2,658	(2,382)
Other income		17,462	21,621
Paid Parental Leave		11,826	-
VIC Commission & Merchandise		57,439	69,843
Total Revenue		954,885	1,000,703
Expenses			
Depreciation of Owned digital media		(24,355)	(16,901)
Depreciation of Property, plant and equipment		(17,684)	(19,609)
Leadership Program expenses		(23,435)	-
Loss on scrapping of assets		(4,231)	-
Marketing		(154,461)	(169,286)
Motor Vehicle expenses		(15,105)	(21,753)
Networking		(9,437)	(14,562)
Operating expenses		(155,380)	(231,095)
Staff expenses		(482,840)	(496,644)
Tourism Awards		(22,358)	(29,334)
VIC Cost of sales		(35,309)	3,791
Visitor Guide Production & Distribution		(61,499)	(10,682)
Total Expenditure		(1,006,094)	(1,006,075)
Surplus/(Deficit) before income tax		(51,209)	(5,372)
Income tax expense		-	-
Surplus/(Deficit) after income tax for the year attributable to operations		(51,209)	(5,372)
Other comprehensive income, net of income tax			
Total comprehensive income for the year attributable to operations		(51,209)	(5,372)

The accompanying notes form part of these financial statements.

Mackay Tourism Ltd

ABN: 56 074 909 265

Statement of Financial Position

30 June 2016

	Note	2016 \$	2015 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	2	460,417	261,523
Trade and other receivables	3	14,939	39,104
Inventories	4	8,051	24,598
TOTAL CURRENT ASSETS		<u>483,407</u>	<u>325,225</u>
NON-CURRENT ASSETS			
Property, plant and equipment	5	256,957	248,775
Intangible assets	6	31,809	33,801
TOTAL NON-CURRENT ASSETS		<u>288,766</u>	<u>282,576</u>
TOTAL ASSETS		<u>772,173</u>	<u>607,801</u>
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	8	70,856	63,937
Other financial liabilities	9	260,000	-
TOTAL CURRENT LIABILITIES		<u>330,856</u>	<u>63,937</u>
NON-CURRENT LIABILITIES			
TOTAL LIABILITIES		<u>330,856</u>	<u>63,937</u>
NET ASSETS		<u>441,317</u>	<u>543,864</u>
EQUITY			
Reserves	10	164,324	215,662
Retained earnings	11	276,993	328,202
TOTAL EQUITY		<u>441,317</u>	<u>543,864</u>

The accompanying notes form part of these financial statements.

Mackay Tourism Ltd

ABN: 56 074 909 265

Statement of Changes in Equity For the Year Ended 30 June 2016

2016

	Retained Earnings	Asset Realisation Reserve	Mining Trail Reserve	Total
Note	\$	\$	\$	\$
Balance at 1 July 2015	328,203	164,324	51,338	543,865
Profit attributable to operations	(51,209)	-	-	(51,209)
Transfer Mining Trail reserve to Drive Trail income	-	-	(51,338)	(51,338)
Balance at 30 June 2016	276,994	164,324	-	441,318

2015

	Retained Earnings	Asset Realisation Reserve	Mining Trail Reserve	Total
Note	\$	\$	\$	\$
Balance at 1 July 2014	384,911	164,324	-	549,235
Profit attributable to operations	(5,370)	-	-	(5,370)
Transfers from retained earnings to mining trail reserve	(51,338)	-	51,338	-
Balance at 30 June 2015	328,203	164,324	51,338	543,865

a. Mining Trail Reserve

The Mining Trail reserve records funds set aside for the Mining Trail project. This project was finalised in 2016 and the reserve transferred to Drive Trail income.

The accompanying notes form part of these financial statements.

Mackay Tourism Ltd

ABN: 56 074 909 265

Statement of Cash Flows For the Year Ended 30 June 2016

	2016	2015
Note	\$	\$
CASH FLOWS FROM OPERATING ACTIVITIES:		
Receipts from customers	930,344	1,282,517
Payments to suppliers and employees	(936,356)	(1,428,000)
Interest received	7,367	6,453
Interest paid	-	(682)
Receipt from grants	250,000	-
Net cash provided by/(used in) operating activities	15 <u>251,355</u>	<u>(139,712)</u>
CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchase of property, plant and equipment	(30,098)	(2,105)
Purchase of intangible assets	(22,363)	(50,702)
Net cash used by investing activities	<u>(52,461)</u>	<u>(52,807)</u>
CASH FLOWS FROM FINANCING ACTIVITIES:		
Net increase/(decrease) in cash and cash equivalents held	198,894	(192,519)
Cash and cash equivalents at beginning of year	<u>261,523</u>	454,042
Cash and cash equivalents at end of financial year	2 <u><u>460,417</u></u>	<u><u>261,523</u></u>

The accompanying notes form part of these financial statements.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2016

1 Summary of Significant Accounting Policies

(a) Basis of Preparation

The directors have prepared the financial statements on the basis that the not-for-profit entity is a non-reporting entity because there are no users dependent on general purpose financial statements. These financial statements are therefore a special purpose financial statements that have been prepared in order to meet the requirements of the *Corporations Act 2001*. The company is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

The financial statements have been prepared in accordance with the mandatory Australian Accounting Standards applicable to entities reporting under the *Corporations Act 2001* and the significant accounting policies disclosed below, which the directors have determined are appropriate to meet the needs of members. Such accounting policies are consistent with those of previous periods unless stated otherwise.

The financial statements, except for the cash flow information, have been prepared on an accruals basis and are based on historical costs unless otherwise stated in the notes. Material accounting policies adopted in the preparation of these financial statements are presented below and have been consistently applied unless stated otherwise. The amounts presented in the financial statements have been rounded to the nearest dollar.

(b) Revenue and other income

Revenue is recognised when the amount of the revenue can be measured reliably, it is probable that economic benefits associated with the transaction will flow to the Company and specific criteria relating to the type of revenue as noted below, has been satisfied.

Revenue is measured at the fair value of the consideration received or receivable and is presented net of returns, discounts and rebates.

All revenue is stated net of the amount of goods and services tax (GST).

Sale of goods

Revenue is recognised on transfer of goods to the customer as this is deemed to be the point in time when risks and rewards are transferred and there is no longer any ownership or effective control over the goods.

Grant revenue

Grant revenue is recognised in the statement of profit or loss and other comprehensive income when the entity obtains control of the grant, it is probable that the economic benefits gained from the grant will flow to the entity and the amount of the grant can be measured reliably.

When grant revenue is received whereby the entity incurs an obligation to deliver economic value directly back to the contributor, this is considered a reciprocal transaction and the grant revenue is recognised in the statement of financial position as a liability until the service has been delivered to the contributor, otherwise the grant is recognised as income on receipt.

Mackay Tourism Ltd receives non-reciprocal contributions of assets from the government and other parties for zero or a nominal value. These assets are recognised at fair value on the date of acquisition in the statement of financial position, with a corresponding amount of income recognised in the statement of profit or loss and other comprehensive income.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2016

1 Summary of Significant Accounting Policies continued

(b) Revenue and other income continued

Interest revenue

Interest is recognised using the effective interest method.

Rendering of services

Revenue in relation to rendering of services is recognised depending on whether the outcome of the services can be estimated reliably. If the outcome can be estimated reliably then the stage of completion of the services is used to determine the appropriate level of revenue to be recognised in the period.

If the outcome cannot be reliably estimated then revenue is recognised to the extent of expenses recognised that are recoverable.

Subscriptions

Revenue from the provision of membership subscriptions is recognised on a straight line basis over the financial year.

Other income

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

(c) Income Tax

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

(d) Cash and cash equivalents

Cash and cash equivalents comprises cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value. Bank overdrafts are shown within short-term borrowings in current liabilities on the statement of financial position.

(e) Accounts Receivable and Other Debtors

Accounts receivable and other debtors include amounts due from members and any other outstanding grant receipts. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets.

(f) Inventories

Inventories are measured at the lower of cost and current replacement cost.

(g) Property, plant and equipment

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

Summary of Significant Accounting Policies For the Year Ended 30 June 2016

1 Summary of Significant Accounting Policies continued

(g) Property, plant and equipment continued

Items of property, plant and equipment acquired for nil or nominal consideration have been recorded at the acquisition date fair value.

The carrying amount of plant and equipment is reviewed annually by the directors to ensure it is not in excess of the recoverable amount from these assets. In the event that the carrying amount of plant and equipment is greater than the recoverable amount, the carrying amount is written down immediately to the estimated recoverable amount. A formal assessment of recoverable amount is made when impairment indicators are present.

Land and buildings

Land and buildings are measured using the revaluation model.

Plant and equipment

Plant and equipment are measured using the cost model.

Depreciation

Property, plant and equipment, excluding freehold land, is depreciated on a reducing balance basis over the assets 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	4 - 25%
Plant and Equipment	20 - 25%
Motor Vehicles	25%
Marketing Equipment	20 - 25%
Computer & Communications Equipment	20 - 100%

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at the end of each reporting period.

An assets's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains or losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are recognised in profit or loss in the period in which they arise. When revalued assets are sold, amounts included in the revaluation surplus relating to that asset are transferred to retained earnings.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2016

1 Summary of Significant Accounting Policies continued

(h) Financial instruments

Initial recognition and measurement

Financial instruments are recognised initially using trade date accounting, i.e. 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).

Classification and subsequent measurement

Financial instruments are subsequently measured at either fair value, amortised cost using the effective interest rate method, or cost. Where available, quoted prices in an active market are used to determine fair value. In other circumstances, valuation techniques are adopted.

Amortised cost is calculated as the amount at which the financial asset or financial liability is measured at initial recognition less principal repayments and any reduction for impairment, and adjusted for any cumulative amortisation of the difference between that initial amount and the maturity amount calculated using the *effective interest method*

The *effective interest method* is used to allocate interest income or interest expense over the relevant period and is equivalent to the rate that exactly discounts estimated future cash payments or receipts (including fees, transaction costs and other premiums or discounts) through the expected life (or when this cannot be reliably predicted, the contractual term) of the financial instrument to the net carrying amount of the financial asset or financial liability. Revisions to expected future net cash flows will necessitate an adjustment to the carrying amount with a consequential recognition of income or expense item in profit or loss.

Fair value is the price the company would receive to sell an asset or would have to pay to transfer a liability in an orderly (ie unforced) transaction between independent, knowledgeable and willing market participants at the measurement date. Fair value is determined based on current bid prices for all quoted investments. Valuation techniques are applied to determine fair value for all unlisted securities, including recent arm's length transactions, reference to similar instruments and option pricing models.

(i) Financial assets at fair value through profit and loss

Financial assets are classified at 'fair value through profit or loss' when they are either held for trading for the purpose of short-term profit taking, derivatives not held for hedging purposes, or when they are designated as such to avoid an accounting mismatch or to enable performance evaluation where a group of financial assets is managed by key management personnel on a fair value basis in accordance with a documented risk management or investment strategy. Such assets are subsequently measured at fair value with changes in carrying value being included in profit or loss.

(ii) Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market and are subsequently measured at amortised cost. Gains or losses are recognised in profit or loss through the amortisation process and when the financial asset is derecognised.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2016

1 Summary of Significant Accounting Policies continued

(h) Financial instruments continued

Initial recognition and measurement continued

(iii) Held-to-maturity investments

Held-to-maturity investments are non-derivative financial assets that have fixed maturities and fixed or determinable payments, and it is the Company's intention to hold these investments to maturity. They are subsequently measured at amortised cost. They are subsequently measured at amortised cost. Gains or losses are recognised in profit or loss through the amortisation process and when the financial asset is derecognised.

(iv) Available-for-sale investments

Available-for-sale investments are non-derivative financial assets that are either not capable of being classified into other categories of financial assets due to their nature, or they are designated as such by management. They comprise investments in the equity of other entities where there is neither a fixed maturity nor fixed or determinable payments.

They are subsequently measured at fair value with any other remeasurements other than impairment losses and foreign exchange gains and losses recognised in other comprehensive income. When the financial asset is derecognised, the cumulative gain or loss pertaining to that asset previously recognised in other comprehensive income is reclassified into profit or loss.

Available-for-sale financial assets are included in non-current assets, except for those which are expected to be sold within 12 months after the end of the reporting period.

Financial liabilities

Financial liabilities are classified as either financial liabilities 'at fair value through profit or loss' or other financial liabilities depending on the purpose for which the liability was acquired. Gains or losses are recognised in profit or loss through the amortisation process and when the financial liability is derecognised.

The Company's financial liabilities include borrowings, trade and other payables (including finance lease liabilities), which are measured at amortised cost using the effective interest rate method.

Impairment of Financial Assets

At the end of the reporting period the Company assesses whether there is any objective evidence that a financial asset or group of financial asset has been impaired. A financial asset (or group of financial assets) is deemed to be impaired if, and only if, there is objective evidence of impairment as a result of one or more events (a "loss event") having occurred, which has an impact on the estimated future cash flows of the financial asset(s).

In the case of available-for-sale financial assets, a significant or prolonged decline in the market value of the instrument is considered to constitute a loss event. Impairment losses are recognised in profit or loss immediately. Also, any cumulative decline in fair value previously recognised in other comprehensive income is reclassified into profit or loss at this point.

In the case of financial assets carried at amortised cost, loss events may include: indications that the debtors or group of debtors are experiencing significant financial difficulty, default or delinquency in interest or principal repayments; indications that they will enter bankruptcy or other financial reorganisation; and changes in arrears or economic conditions that correlate with defaults.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2016

1 Summary of Significant Accounting Policies continued

(h) Financial instruments continued

Impairment of Financial Assets continued

For financial assets carried at amortised cost (including loans and receivables), a separate allowance account is used to reduce the carrying amount of financial assets impaired by credit losses. After having taken all possible measures of recovery, if the management establishes that the carrying amount cannot be recovered by any means, at that point the written off amounts are charged to the allowance account or the carrying amount of the impaired financial asset is reduced directly if no impairment amount was previously recognised in the allowance accounts.

When the terms of financial assets that would otherwise have been past due or impaired have been renegotiated, the company recognises the impairment for such financial assets by taking into account the original terms as if the terms have not been renegotiated so that the loss events that have occurred are duly considered.

Derecognition

Financial assets are derecognised where the contractual rights to receipt of cashflows expire or the asset is transferred to another party whereby the entity no longer has any significant continuing involvement in the risks and benefits associated with the asset. Financial liabilities are derecognised where the related obligations are discharged, cancelled or have expired. The difference between the carrying amount of the financial liability, which is extinguished or transferred to another party, and the fair value of consideration paid, including the transfer of non-cash assets or liabilities assumed, is recognised in profit or loss.

Impairment of assets

At the end of each reporting period, the entity reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair amount less costs of disposal and value in use, is compared to the asset's carrying amount. Any excess of the asset's carrying amount over its recoverable amount is recognised immediately in profit or loss.

Where the future economic benefits of the asset are not primarily dependent upon the asset's ability to generate net cash inflows and when the entity would, if deprived of the asset, replace its remaining future economic benefits, value in use is determined as the depreciated replacement cost of an asset.

Where it is not possible to estimate the recoverable amount of a class of asset, the entity estimates the recoverable amount of the cash generating unit to which the asset belongs.

Where an impairment loss on a revalued asset is identified, this is debited against the revaluation surplus in respect of the same class of asset to the extent that the impairment loss does not exceed the amount in the revaluation surplus for that class of asset.

(i) Accounts Payable and Other Payables

Trade and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the company during the reporting period which remain unpaid. The balance is recognised as a current liability with the amount being normally paid within 30 days of recognition of the liability.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2016

1 Summary of Significant Accounting Policies continued

(j) 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.

The net amount of GST recoverable from, or payable to, the ATO is included as part of receivables or payables in the statement of financial position.

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.

(k) Employee benefits

Short-term employee benefits

Provision is made for the Company's obligation for short-term employee benefits. Short-term employee benefits (other than termination benefits) that are expected to be settled wholly before 12 months after the end of the annual reporting period in which the employees render the related service, including wages, salaries and annual leave. Short-term employee benefits are measured at the (undiscounted) amounts expected to be paid when the obligation is settled.

The company's obligation for short-term employee benefits such as wages, salaries and annual leave are recognised as part of accounts payable and other payables in the statement of financial position.

Contributions are made by the entity to an employee superannuation fund and are charged as expenses when incurred.

(l) Economic dependence

Mackay Tourism Ltd is dependent on the Mackay Regional Council and Tourism and Events Queensland for the majority of its revenue used to operate the business. At the date of this report the directors have no reason to believe the Mackay Regional Council and Tourism and Events Queensland will not continue to support Mackay Tourism Ltd.

(m) Leases

Lease payments for operating leases, where substantially all of the risks and benefits remain with the lessor, are charged as expenses on a straight-line basis over the life of the lease term.

Lease incentives under operating leases are recognised as a liability and amortised on a straight-line basis over the life of the lease term.

Summary of Significant Accounting Policies For the Year Ended 30 June 2016

1 Summary of Significant Accounting Policies continued

(n) Intangible Assets

Owned Digital media

Owned digital media has a finite life and is carried at cost less any accumulated amortisation and impairment losses. It has an estimated useful life of between one and three years.

Amortisation

Amortisation is recognised in profit or loss on a straight-line basis over the estimated useful lives of intangible assets, other than goodwill, from the date that they are available for use.

Amortisation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

(o) 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 9 Financial Instruments(December 2010) and associated Amending Standards	1 January 2018	applicable retrospectively (subject to the provisions on hedge accounting) and include revised requirements for the classification and measurement of financial instruments, revised recognition and derecognition requirements for financial instruments and simplified requirements for hedge accounting.	it is impractical at this stage to provide a reasonable estimate of impact upon financial reporting
AASB 16 Leases	1 January 2019	Replaces AASB 117 and introduces a single lessee accounting model that eliminates the requirement for leases to be classified as operating or finance leases	it is impractical at this stage to provide a reasonable estimate of impact upon financial reporting

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements For the Year Ended 30 June 2016

2 Cash and Cash Equivalents

	2016	2015
	\$	\$
Cash at bank and in hand	32,171	238,743
Short-term deposits	429,459	32,313
Other cash and cash equivalents	(1,213)	(9,533)
	<u>460,417</u>	<u>261,523</u>

Reconciliation of cash

Cash and Cash equivalents reported in the statement of cash flows are reconciled to the equivalent items in the statement of financial position as follows:

	2016	2015
	\$	\$
Cash and cash equivalents	460,417	261,523
Balance as per statement of cash flows	<u>460,417</u>	<u>261,523</u>

3 Trade and Other Receivables

	2016	2015
	\$	\$
CURRENT		
Trade receivables	18,878	40,191
Provision for doubtful debt	(3,939)	(1,087)
Total current trade and other receivables	<u>14,939</u>	<u>39,104</u>

4 Inventories

	2016	2015
	\$	\$
CURRENT		
At cost:		
Stock on hand	8,051	24,598
	<u>8,051</u>	<u>24,598</u>

2015 stock on hand included consignment stock due to Kounta set up. An adjustment to profit and loss was recorded in 2016 so that only stock that is owned by Mackay Tourism Ltd is reported.

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements For the Year Ended 30 June 2016

5 Property, plant and equipment

	2016	2015
	\$	\$
Buildings		
At independent valuation	367,512	367,512
Accumulated depreciation	(153,498)	(143,730)
Total buildings	<u>214,014</u>	<u>223,782</u>
Plant and equipment		
At cost	58,775	133,070
Accumulated depreciation	(20,038)	(114,458)
Total plant and equipment	<u>38,737</u>	<u>18,612</u>
Motor vehicles		
At cost	20,277	20,277
Accumulated depreciation	(16,931)	(15,815)
Total motor vehicles	<u>3,346</u>	<u>4,462</u>
Computer equipment		
At cost	8,970	32,133
Accumulated depreciation	(8,110)	(30,214)
Total computer equipment	<u>860</u>	<u>1,919</u>
Total plant and equipment	<u>42,943</u>	<u>24,993</u>
Total property, plant and equipment	<u>256,957</u>	<u>248,775</u>

The Company's land and buildings were revalued at 30 June 2010 by independent valuer Alex Bourne AAPI Certified Valuer of Taylor Byrne Pty Ltd. Valuations were made on the basis of replacement costs of the buildings and improvements. The building is situated on Council land and is therefore not valued at a market sales value. The company's directors have reviewed this valuation at year end and consider the value still represents fairly the depreciated replacement cost of the building concerned by independent valuers.

6 Intangible Assets

	2016	2015
	\$	\$
Owned Digital Media		
Cost	73,065	50,702
Accumulated amortisation and impairment	(41,256)	(16,901)
Total Intangibles	<u>31,809</u>	<u>33,801</u>

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements For the Year Ended 30 June 2016

7 Other Assets

CURRENT

-	-
---	---

8 Trade and Other Payables

CURRENT

Unsecured liabilities

Trade payables

Amounts due under contract of sale

GST payable

Employee benefits

Provision for annual leave

Superannuation payable

PAYG tax payable

Total

2016	2015
\$	\$
41,400	23,671
11,950	-
(6,435)	(2,581)
10,689	-
10,560	24,509
6,366	12,460
(3,672)	5,878
70,858	63,937

9 Income in Advance

Government grants

Mackay Airport income in advance

2016	2015
\$	\$
250,000	-
10,000	-
260,000	-

10 Reserves

(a) Asset revaluation reserve

The asset revaluation reserve records fair value movements on property, plant and equipment held at fair value. There has been no movement in this reserve during the year.

(b) Mining Trail reserve

The Mining Trail reserve records funds set aside for the Mining Trail project. This project was finalised in 2016 and the reserve transferred to Drive Trail income.

11 Retained Earnings

Retained surplus (accumulated deficit) at the beginning of the financial year
Surplus/(Deficit) for the year

2016	2015
\$	\$
328,202	333,573
(51,209)	(5,371)

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements For the Year Ended 30 June 2016

11 Retained Earnings continued

	2016	2015
	\$	\$
Retained surplus at end of the financial year	<u>276,993</u>	<u>328,202</u>

12 Capital and Leasing Commitments

(a) Operating Leases

	2016	2015
	\$	\$
Minimum lease payments under non-cancellable operating leases:		
- not later than one year	11,963	11,963
- between one year and five years	-	11,963
	<u>11,963</u>	<u>23,926</u>

Operating leases have been taken out for computer equipment, for a term of 36 months. The first payment commenced in July 2014.

13 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 \$ 100 each towards meeting any outstandings and obligations of the Company. At 30 June 2016 the number of members was 175 (2015: 204).

14 Contingencies

In the opinion of the Directors, the Company did not have any contingencies at 30 June 2016 (30 June 2015:None).

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements

For the Year Ended 30 June 2016

15 Cash Flow Information

(a) Reconciliation of result for the year to cashflows from operating activities

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

	2016	2015
	\$	\$
Surplus/(Deficit) for the year	(51,209)	(5,371)
Cash flows excluded from profit attributable to operating activities		
Non-cash flows in profit:		
- depreciation	42,039	36,509
- net loss on disposal of property, plant and equipment	4,231	-
- transfer from Mining Trail reserve	(51,338)	-
Changes in assets and liabilities, net of the effects of purchase and disposal of subsidiaries:		
- (increase)/decrease in trade and other receivables	24,164	13,404
- (increase)/decrease in property, plant & equipment	-	(1,006)
- (increase)/decrease in inventories	16,547	(21,489)
- (increase)/decrease in intangible assets	-	(50,701)
- increase/(decrease) in income in advance	260,000	(35,796)
- increase/(decrease) in trade and other payables	6,921	(128,069)
Cashflow from operations	<u>251,355</u>	<u>(192,519)</u>

16 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.

17 Company Details

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

Mackay Tourism Ltd
320 Nebo Road
MACKAY MC QLD 4740

Mackay Tourism Ltd

ABN: 56 074 909 265

Directors Statement

The directors have determined that the Company is not a reporting entity and that these special purpose financial statements should be prepared in accordance with the accounting policies described in Note 1 of the financial statements.

The directors of the Company declare that:

1. The financial statements and notes, as set out on pages 7, are in accordance with the *Corporations Act 2001* and:
 - (a) comply with Australian Accounting Standards as stated in Note ; and
 - (b) give a true and fair view of the financial position as at 30 June 2016 and of the performance for the year ended on that date of is in accordance with the accounting policy described in Note 1 of the financial statements.
2. 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.

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

Director
ROBERT PORTER

Director
DEANNE WOOLCOCK

Dated this 02 day of September 2016



Mackay Tourism Ltd

ABN: 56 074 909 265

Independent Audit Report to the members of Mackay Tourism Ltd

Report on the Financial Report

We have audited the accompanying financial report, being a special purpose financial report of Mackay Tourism Ltd, which comprises the statement of financial position as at 30 June 2016, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the directors statement.

Directors' Responsibility for the Financial Report

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

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Company's preparation of the financial report that gives a true and fair view 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 Company's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

Independence

In conducting our audit, we have complied with the independence requirements of the *Corporations Act 2001*. We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the directors of Mackay Tourism Ltd, would be in the same terms if given to the directors as at the time of this auditor's report.

Liability limited by a scheme approved under professional standards legislation.

Partners Darryl Camilleri, Chris Sammut, Paul Hinton, Therese Scotton, Geoff O'Connor, John Lavis
Mackay: First floor, 122 Wood Street, Mackay QLD 4740 PO Box 92, Mackay QLD 4740
Brisbane: Level 3,400 Queen Street, Brisbane QLD 4000 GPO Box 2561, Brisbane QLD 4001

Bennett Partners Pty Ltd ACN 010 430 314 ABN 21 171 313 477
Phone: (07) 4951 1455 **Email:** enquiries@bennettpartners.com.au
Phone: (07) 3221 6200 **Email:** enquiries@bennettpartners.com.au



Mackay Tourism Ltd

ABN: 56 074 909 265

Independent Audit Report to the members of Mackay Tourism Ltd

Opinion

In our opinion the financial report of Mackay Tourism 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 2016 and of its performance for the year ended on that date; and
- (b) complying with Australian Accounting Standards to the extent described in Note 1, and the *Corporations Regulations 2001*.

Basis of Accounting

Without modifying our opinion, we draw attention to Note 1 to the financial report which describes the basis of accounting. The financial report is prepared for the purpose of fulfilling the directors' financial reporting responsibilities under the *Corporations Act 2001*. As a result, the financial report may not be suitable for another purpose.

A handwritten signature in black ink, appearing to read "P. Hinton", is written over a light blue horizontal line.

Paul Hinton - CA

Mackay

Dated this.....6.....day of.....September.....2016

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Partners Darryl Camilleri, Chris Sammut, Paul Hinton, Therese Scotton, Geoff O'Connor, John Lavis
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MEMBERS 2015-2016.

Air Whitsunday Seaplanes
Airlie Beach Hotel
Airlie Beach Motor Lodge
Airlie Beach YHA
Airlie Cove Resort & Van Park
Ambassador Hotel
Andergrove Van Park
Aqua Fun Park Mackay
Armstrong Beach Caravan Park
Arthur J Gallagher
at Blue Horizons Resort
at Marina Shores
at Waterfront Whitsunday Retreat
at Waters Edge Resort
at Whitsunday Vista Resort
Austral Hotel
Avatar Country Day Spa & Spiritual Wellness Centre
Ball Bay Campground
BB Print
Beach Court Holiday Villas
Beachfront B&B
Big 4 Adventure Whitsunday Resort
Big 4 Mackay Marine Tourist Park
Billabong Sanctuary
Birch Carrol and Coyle
Blue River Ice
Broken River Mountain Resort
Brooke Miles Photography
Bucasia Beachfront Caravan Park
BURP eat drink
Bush Village Budget Cabins
Bushman's Bread
Canegrowers Mackay
Canelands Central
Cape Hillsborough Nature Resort
Central Tourist Park
CFT Security
Channel Seven
Clarion Hotel Mackay Marina
Cloudbreak Lowlines / Eungella Beef
Club Croc Hotel Airlie Beach
Coffee Devine
Comfort Resort Blue Pacific
Cool Palms Motel
Coral Cay Motor Inn
Coral Sands Motel
Core Publishing Events Pty Ltd
Country Charm Garden and Gifts
Country Plaza Motor Inn
CQ Bikes Bulls Buggy's and Bands
CQUniversity
Cruise Whitsundays
Daily Mercury
Dalrymple Bay Coal Terminal P/L
Daydream Island
Deirdre Comerford
Direct Hotels Pacific Sands
Dolphin Heads Resort
Econo Lodge Beachside Motel
Eimeo Pacific Hotel
Eungella Business Group
Events by Ramona
Evergreen Interiors
Explore Whitsundays
Explorer's Haven
Finch Hatton Gorge Cabins
Forest Flying
Freckle Farm
Goanna Brewing
GoWake Cable Park - Mackay
Grant Broadcasters (Radio Zinc / 4MK)
Greyhound Australia
Hamilton Island
Harrup Park Country Club
Hay Point Country Bed and Breakfast
Heli Taxi
Helloworld
Hi-Way Units Motel
Ibis Mackay
Illawong Beach Resort
Isaac Regional Council
Island Gateway Holiday Park
Jaimon Boarding Kennels & Cattery
Karen Cridland
Kelly Legal
Keswick Island Developments
Kohuna Beachside Resort
Kookaburras Store
La Solana Holiday Units
Lady Musgrave Cruises



MEMBERS 2015-2016 cont.

- Hay Point Country Bed and Breakfast
- Lanai Riverside Apartments
- Laura Wood
- Leeway Beach House
- Mackay Airport
- Mackay Airport Beach Horse Racing Festival
- Mackay Blacks Beach Holiday Park
- Mackay Cable P/L
- Mackay Fish Market
- Mackay Grande Suites
- Mackay Marina Pty Ltd
- Mackay Region Chamber of Commerce
- Mackay Regional Council
- Mackay Rose Motel
- Mackay Taxi Holdings
- Mackay Transit Coaches
- Mackay Turf Club
- Magpies Sporting Club
- Mantaray Charters
- Media Whitsundays
- Medibank Private
- Megaforce Charters
- Melba House
- Mid City Motor Inn
- Miner's Lodge Motor Inn
- Mirani Caravan Park & Swimming Pool
- MOE Office Supplies
- Moranbah Traders Association
- Mt Coolon Hotel
- Museum of Tropical Queensland
- MyCow Pty Ltd
- Neem Hall
- Oaks Carlyle
- Oaks Middlemount
- Oaks Moranbah
- Oaks Rivermarque
- Ocean International
- Ocean Rafting
- P. Comino & Sons
- Paradise Motel
- Paronella Park
- Payne Print
- Peppers Airlie Beach
- Pioneer Valley Golf Club
- Pioneer Valley Show Society
- Platypus Lodge Restaurant and Cafe
- Potter's Oceanside Motel
- PRD Nationwide
- Premier Caravan Park
- Qantaslink
- QLD Parks & Wildlife Service
- Queensland Rail Travel
- Quest Mackay
- Quest Mackay on Gordon
- Rainforest Scuba
- Rebel Marketing
- Reef HQ Aquarium
- Reeforest Adventures
- Riviera Mackay
- Rockhampton Heritage Village
- Rover Holiday Units / Mackay Apartments
- Sandra Batterham
- Sarina Beach Motel
- Sarina Beach Store
- Sarina Golf Club
- Sarina Motor Inn
- Sarina Sugar Shed
- Sarina Tourist Art & Craft Centre
- Seabreeze Mackay
- Seabreeze Tourist Park
- SeaEagles Beach Resort
- Seaforth Camping Reserve
- Sealink Queensland
- Shakespeare Motel
- Shamrock Gardens Motel & Shamrock Hotel
- Sirromet
- Sorbello's Italian Restaurant
- Southern Cross Austereo
- St Helens Beach Camping Area
- Starcut Flowers Café and Gifts
- Stoney Creek Farmstay
- Sun Plaza Motel
- Tallship Adventures P/L
- That Sapphire Place
- The Beach House Salonika
- The Family Table
- The Feathered Nest - Luxury Wildlife Retreat
- The Leap Hotel
- The Old Station Teahouse
- The Park



MEMBERS 2015-2016 cont.

The Shores Holiday Apartments
The Siding Café
Theresa Creek Dam
Thirsty Sound Beach Bar and Grill
Toscana Airlie Beach Accommodation
Tourism and Events Queensland
Travellers Rest Caravan Park
Tropic Coast Motel
Ulysses Garden Café
White Lace Motor Inn
Whitehaven Xpress
Whitsunday Crocodile Safari
Whitsunday Jetski Tours
Whitsunday on the Beach
Whitsunday Sailing Adventures
Windmill Motel & Reception Centre