

Annual Report 2014 - 2015.





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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 2014-2015 financial year.](#)

REPORT CARD

Marketing and Visitor Information Centre:

NEW BRAND FOR THE MACKAY REGION RELEASED


Twitter:

849  **FOLLOWERS**

From 477 to 849, increase of 77%



Instagram:

3750  Photos shared using **#meetmackayregion** [275% increase]

3812 followers. Increase of 90%

Facebook:

39% INCREASE 

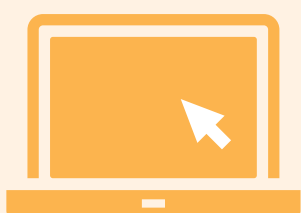
In the engagement of our audience [post comments, likes and shares]

7163 

73% increase in total Facebook likes. Increased from 4,135 to 7,163

171%

Increase in post reach [organic and paid]



166,142 **UNIQUE VISITORS**

to mackayregion.com (71% of all visits to the site)

25% increase in visitation



The Mackay Region featured on:

- > The Living Room
- > Queensland Weekender
- > Cody's Big Break
- > International Fishing Series
- > Sunrise
- ...and other television shows

The Mackay Region featured in:

The Australian Way // RACQ Road Ahead // RACV Royal Auto // Tiger Tales (Tiger Air) // Spirit Magazine (QantasLink) // Leader Newspaper Group // APN Australian Regional Media Newspaper Group // Australian Traveller // Caravanning Australia ...plus other magazines and print media

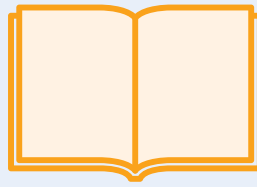


mackayregion.com



09 TRAVEL SHOWS

The Mackay Region represented at 9 travel shows and promotional shows [up from 7 last year]



100 PAGE VISITOR GUIDE

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



LOCATION, LOCATION, LOCATION

Produced the **FIRST** Mackay and Isaac area **REGIONAL MAP**



GLOBAL VIDEO NEWS RELEASES

Hosted 6 digital influencers, 8 travel journalists and released 2 global video news releases

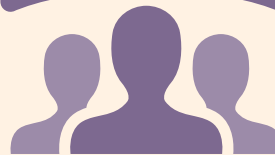
Case study - Platypus Partnership (Tourism and Events Queensland and Mackay Tourism):

GLOBAL VIDEO

Hosted Australia's leading Instagrammers, 5 travel journalists and produced a global video news release



11 MILLION



Total audience reach over 11 million



OVER 100

Over 100 Mackay Region stories and content created



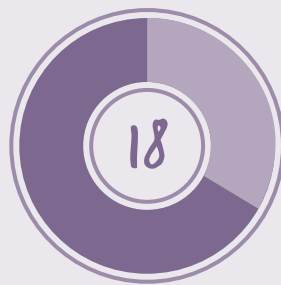
\$3 MILLION MEDIA EXPOSURE

Total media exposure value over \$3 million

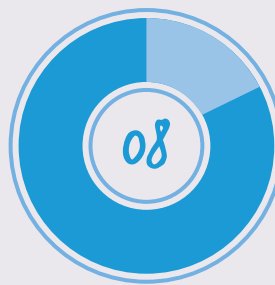
Business Development:



202 members – 5% growth in membership



18 workshops, training and networking functions



Inaugural Tourism and Events Leadership Program - 8 graduates



Workshop & networking topics included:

Trip Advisor // Instagram // Queensland Visitor Information Centre network // Tourism Award Submission Writing // The Mackay Region brand...and many other topics



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.

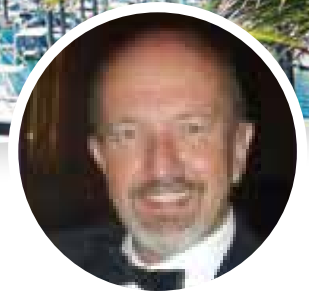


mackayregion.com





CHAIRMAN'S REPORT.



It has been a privilege to again fill the role as Chair of Mackay Tourism in a year of positive developments for the region and the organization.

Our partnerships with TEQ, Mackay and Isaac Regional Councils and the Mackay Airport have enabled us to embark on measurable deliverables in the last 12 months.

\$304,010 was the combined investment in developing and rebranding the region, which is the biggest single marketing investment in the history of Mackay Tourism. We now have a brand and the marketing collateral associated with that brand to take our message to tourists everywhere.

MTL also congratulates Mackay Airport and partners on the incredible success of the 101 Things To Do In Mackay promotion. The MTL team assisted in the development and execution of this concept and we're proud to continue to support it every day by providing photos, content and a television commercial to educate locals about their own back yard.

In the 2014/2015 financial year, \$23,926 was invested in new technology to bring MTL's office procedures into the 21st century. This included launching Bookeasy as the industry standard in booking facilities. Overall, our financial year report card indicates a line ball result.

Over 1,000 new rooms are now available in Mackay – and while our tourist numbers continue to increase, it remains a challenge to assist all accommodation facilities maintain and grow their fill rates.

MTL isn't a silo operation. In 2014/2015, we have worked hand in glove with our sponsors, supporters and members to deliver tourism growth to the region. I personally thank those supporters, our staff, volunteers and our directors for their ongoing support.

Kind regards,

Paul O'Connor
Chair.



GENERAL MANAGER'S REPORT.



What a year the 2014/2015 financial year was!

It started off with our new brand being revealed, to great response. As we were developing the brand we used some of the brand elements to create the Venture Into Nature campaign, which won the 2014 Queensland Multimedia Awards honour for Best Digital Tourism Campaign. As the year progressed, the accolades kept coming. Rebecca Holmes, our Visitor Information Centre Coordinator, won the Special Commendation for the Young Tourism Achiever category at the 2014 State Tourism Awards, and the Visitor Information Centre itself won Bronze at the same awards.

In early 2015, in partnership with Tourism and Events Queensland, the first major brand campaign, using all of the content created through the development process, was launched. With over 77,000 people visiting our website during the campaign period and over 130,000 people viewing the two online videos produced, many more people have been introduced to The Mackay Region as a holiday destination. A survey was conducted to understand how effective the campaign was, and 75% of people said they were more likely to consider visiting The Mackay Region as a result of the campaign. Most pleasing was that before the campaign, survey respondents said that they ranked The Mackay Region 14th in their preferred holiday destination. After the campaign, the survey respondents ranked The Mackay Region 4th. That was a jump of 10 places! This proves that when we show people the unspoilt natural attractions of our beautiful area, they want to come and stay.

In partnership with Mackay Airport and Mackay Regional Council we also produced the 101 Things to do in The Mackay Region campaign. This campaign was popular especially amongst families and showed the plethora of activities and attractions in the region. People found the Z Card to be a handy promotional giveaway to their friends and family, and with the support of locals the word was spread about the many things to do here.

The financial year ended on a high, when researched was released that showed that The Mackay Region achieved the 2020 visitor expenditure target set in 2010. Our 2020 target was \$463 million in annual direct overnight visitor expenditure, and we reached \$465 million. But as we all know, we can't rest. We have more accommodation stock, more cafes, more restaurants, more activities and attractions, so we need to continue to attract more visitors. That is why when the Destination Tourism Plan was developed, we all committed to a \$100 million over stretch of our 2020 target, meaning that we agreed to reach for an industry worth \$563 million by 2020. This journey is far from over.

In the 2015/2016 financial year, the brand rollout continues, as does campaign activity around 101 Things to do in The Mackay Region. As always the support of our members and sponsors is critical to the success of these campaigns. Mackay Regional Council, Isaac Regional Council, Tourism and Events Queensland, Mackay Airport, Channel Seven, Hot FM/Sea FM, the Daily Mercury and QantasLink as well as all of our members contribute to marketing the region to travellers, and this is greatly appreciated.

So thank you for your support, and I wish you a financially and physically healthy 2015/2016.

Warm regards,

Stephen Schwer
General Manager
Mackay Tourism Ltd.



DIRECTOR'S REPORT.

Mackay Tourism Ltd

ABN: 56 074 909 265

Directors' Report

30 June 2015

The directors present their report on Mackay Tourism Ltd for the financial year ended 30 June 2015.

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

Experience

Mechanical Engineer

Owner Reeforest Adventure Tours

Ron Ailwood

Qualifications

Experience

Engineering Surveyor

President of Sarina Community Arts & Crafts Co-Operative Ltd

Cr. Geoff Bethel

Qualifications

Experience

Councilor of Isaac Regional Council

Member of Board since 25 July 2012

Paul Kelly

Qualifications

Experience

Bachelor of Laws Australian Legal Practitioner with current practicing certificate

Registered Migration Agent

Current Director of Incorporated Legal Practice

Past Directorship of other corporate businesses

Racheal Klitscher

Qualifications

Experience

Special responsibilities

Bachelor of Business (Tourism Management)

Certificate IV Frontline Management

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

Ex officio member of Board

Deputy chair of Events Advisory Group (EAG)

Cr. Greg Martin

Experience

Councilor of Mackay Regional Council

Paul O'Connor

Qualifications

Experience

Associate Fellow Australian Institute of Management

Diploma of Radio Sales Management

Certificate IV in Small Business Management

General Manager Macquarie Southern Cross Media

Rob Porter

Qualifications

Experience

Graduate Certificate Business Administration (General Management)

Member of Australian Institute of Company Directors

General Manager - Mackay Airport

Directors' Report

30 June 2015

Information on directors continued

Russell Spurrell

Qualifications

Bachelor of Applied Science (Tourism Management) Advance
Diploma Tourism Management
Certificate III Construction

Experience

Managing Director - Quest Mackay
Owner/Franchisee - Quest Mackay on Gordon

Wayne Tomkins

Experience

General Manager - Daily Mercury

Deanne Woolcock

Qualifications

Bachelor of Business (Marketing and Human Resource Management)

Experience

Marketing Manager - Caneland Central Shopping Centre

Scott Rebgetz

Experience

Owner - Big 4 Mackay Marine Tourist Park

Glenys Mansfield

Experience

Appointed 16 October 2014
Business Owner - Thirsty Sound Bear Bar & Grill
Business Owner - Sarina Motor Inn
Project Manager - Sarina Sugar Shed

Luana Royle

Experience

Appointed 16 October 2014

Special responsibilities

Business Owner - Rainforest Scuba
Audit Committee

Adrian Connors

Experience

Appointed 16 October 2014
Business Owner - NE Food (Restaurants & Catering)

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

Directors' Report

30 June 2015

Long term objectives

The Company's long term objectives are to:

- 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 2014 - 2015 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 2015 the collective liability of members was \$ 20,400 (2014: \$ 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	3
Ron Ailwood	7	5
Cr. Geoff Bethel	7	4
Paul Kelly	2	1
Racheal Klitscher	7	3
Cr. Greg Martin	7	7
Paul O'Connor	7	5
Rob Porter	7	5
Russell Spurrell	2	2
Wayne Tomkins	7	2
Deanne Woolcock	7	6
Scott Rebgetz	7	7
Glenys Mansfield	5	3
Luana Royle	5	3
Adrian Connors	5	4

Directors' Report
30 June 2015

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 2015 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: PG Olanov

Director: [Signature]

Dated this 21st day of September 2015

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 2015, 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.

Paul Hinton - CA

27 August 2015

Mackay QLD

Statement of Profit or Loss and Other Comprehensive Income
For the Year Ended 30 June 2015

	2015	2014
Note	\$	\$
Revenue		
Brochures, signage & displays	68,876	58,863
Convention bureau	-	6,596
Interest received	6,453	15,426
Marketing	18,877	16,293
Membership	801,445	803,826
Other income	(9)	25,927
Tourism week	4,204	15,427
VIC Commissionable bookings	378,639	464,799
Total Revenue	1,278,485	1,407,157
Expenses		
Conferences and events	(36,698)	(43,633)
Cost of bookings & sales	(313,594)	(420,323)
Depreciation of Owned digital media	(16,901)	-
Depreciation of Property, plant and equipment	(19,609)	(22,159)
Employee costs	(496,644)	(483,034)
Marketing	(150,915)	(177,138)
Membership expenses	(81,653)	(67,498)
Operating expenses	(200,720)	(185,755)
Loss on disposal of assets	-	(1,150)
Total Expenditure	(1,316,734)	(1,400,690)
Mining Trail income & expenses		
Sponsorship	4,545	5,000
Surplus/(Deficit) before income tax	(33,704)	11,467
Income tax expense	-	-
Surplus/(Deficit) after income tax for the year attributable to members	(33,704)	11,467
Other comprehensive income, net of income tax		
Transfer Mining Trail accrued income to comprehensive income	28,334	-
Other comprehensive income for the year, net of tax	28,334	-
Total comprehensive income for the year attributable to members	(5,370)	11,467

The accompanying notes form part of these financial statements.

Mackay Tourism Ltd

ABN: 56 074 909 265

Statement of Financial Position**30 June 2015**

	Note	2015 \$	2014 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	2	261,523	454,042
Trade and other receivables	3	39,104	52,508
Inventories	4	24,598	3,109
TOTAL CURRENT ASSETS		325,225	509,659
NON-CURRENT ASSETS			
Property, plant and equipment	5	248,775	267,378
Intangible assets	6	33,801	-
TOTAL NON-CURRENT ASSETS		282,576	267,378
TOTAL ASSETS		607,801	777,037
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	7	63,937	192,005
Other liabilities	8	-	35,796
TOTAL CURRENT LIABILITIES		63,937	227,801
NON-CURRENT LIABILITIES			
TOTAL LIABILITIES		63,937	227,801
NET ASSETS		543,864	549,236
EQUITY			
Reserves	9	215,662	164,324
Retained earnings	10	328,202	384,911
TOTAL EQUITY		543,864	549,235

The accompanying notes form part of these financial statements.

Statement of Changes in Equity
For the Year Ended 30 June 2015

2015

	Retained Earnings	Asset Revaluation Reserve	Mining Trail Reserve	Total
Note	\$	\$	\$	\$
Balance at 1 July 2014	384,911	164,324	-	549,235
Profit attributable to members of the entity	(33,704)	-	-	(33,704)
Transfer Mining Trail liability to other comprehensive income	28,334	-	-	28,334
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

2014

	Retained Earnings	Asset Revaluation Reserve	Mining Trail Reserve a	Total
Note	\$	\$	\$	\$
Balance at 1 July 2013	373,446	164,324	-	537,770
Profit attributable to members of the entity	11,465	-	-	11,465
Balance at 30 June 2014	384,911	164,324	-	549,235

a. Mining Trail Reserve

The Mining Trail reserve records funds set aside for the Mining Trail project.

The accompanying notes form part of these financial statements.

Statement of Cash Flows
For the Year Ended 30 June 2015

	2015	2014
Note	\$	\$
CASH FLOWS FROM OPERATING ACTIVITIES:		
Receipts from customers	1,282,517	1,352,639
Payments to suppliers and employees	(1,428,000)	(1,305,560)
Interest received	6,453	15,426
Interest paid	(682)	-
Net cash provided by/(used in) operating activities	14 <u>(139,712)</u>	<u>62,505</u>
CASH FLOWS FROM INVESTING ACTIVITIES:		
Purchase of property, plant and equipment	(2,105)	-
Purchase of Owned Digital media	(50,702)	-
Net cash used by investing activities	<u>(52,807)</u>	<u>-</u>
CASH FLOWS FROM FINANCING ACTIVITIES:		
Net increase/(decrease) in cash and cash equivalents held	(192,519)	62,505
Cash and cash equivalents at beginning of year	<u>454,042</u>	<u>391,537</u>
Cash and cash equivalents at end of financial year	2 <u><u>261,523</u></u>	<u><u>454,042</u></u>

The accompanying notes form part of these financial statements.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2015

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

Non-reciprocal 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.

If conditions are attached to the grant which must be satisfied before it is eligible to receive the contribution, the recognition of the grant as revenue will be deferred until those conditions are satisfied, 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 2015

1 Summary of Significant Accounting Policies 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.

(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 includes cash on hand, deposits held-at-call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. 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 depreciation and any impairment losses.

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 s

Summary of Significant Accounting Policies

For the Year Ended 30 June 2015

1 Summary of Significant Accounting Policies continued

- (g) **Property, Plant and Equipment continued**
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.

- (h) **Financial Instruments**

Initial recognition and measurement

Financial assets and financial liabilities are recognised when the entity becomes a party to the contractual provisions to the instrument. For financial assets, this is equivalent to the date that the company commits itself to either purchase or sell the asset (i.e. trade date accounting is adopted).

Financial instruments are initially measured at fair value plus transaction costs except where the instrument is classified "at fair value through profit or loss", in which case transaction costs are expensed to profit or loss immediately.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2015

1 Summary of Significant Accounting Policies continued

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.

(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.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2015

1 Summary of Significant Accounting Policies continued

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.

(v) Financial liabilities

Non-derivative financial liabilities (excluding financial guarantees) are subsequently measured at amortised cost. Gains or losses are recognised in profit or loss through the amortisation process and when the financial liability is derecognised.

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.

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.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2015

1 Summary of Significant Accounting Policies continued

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.

(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 included in receipts from customers or payments to suppliers.

(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.

Summary of Significant Accounting Policies

For the Year Ended 30 June 2015

1 Summary of Significant Accounting Policies continued

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

(l) 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.

(m) 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 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.

(n) Provisions

Provisions are recognised when the Company has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured. Provisions recognised represent the best estimate of the amounts required to settle the obligation at the end of the reporting period.

(o) 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 these entities will not continue to support Mackay Tourism Ltd.

(p) 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
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Summary of Significant Accounting Policies

For the Year Ended 30 June 2015

1 Summary of Significant Accounting Policies continued

(p) New Accounting Standards and Interpretations continued

Standard Name	Effective date for entity	Requirements	Impact
AASB 9 Financial Instruments(December 2010) and associated Amending Standards	1 January 2017	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 2014-1 Part A	1 July 2014	editorial corrections to various AASB Standards	no significant impact
AASB 2014-1 Part B	1 July 2014	permit an entity to recognise the amount of contributions from an employee or third party into a defined benefit plan as a reduction in service cost for the period in which the related service is rendered, if the amount of contributions is independent of the number of years of service	no significant impact
AASB 2014-1 Part C	1 July 2014	deletes the reference to AASB 1031:Materiality in particular AASB standards.	no significant impacts
AASB 2014-1 Part D	1 January 2016	makes amendments to AASB 1:First time adoption of Australian Accounting Standards, which arise from the issuance of AASB 14:Regulatory Deferral Accounts in June 2014.	no significant impact
AASB 2014-1 Part E	1 January 2015	defers the application date of AASB 9:Financial Instruments (December 2010) to annual reporting periods beginning on or after 1 January 2018. This also makes consequential amendments to hedge accounting disclosures set out in AASB 7: Financial Instruments:Disclosures and to AASB 132:Financial Instruments:Presentation.	it is impractical at this stage to provide a reasonable estimate of impact upon financial reporting
AASB 2014-4 - clarification of acceptable methods of Depreciation and Amortisation	1 January 2016	Applies to annual reporting periods beginning on or after 1 January 2016 and only seeks to clarify that the use of revenue-based methods to calculate the depreciation of an asset is not appropriate and hence not allowable.	no significant impact

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements

For the Year Ended 30 June 2015

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

The functional and presentation currency of Mackay Tourism Ltd is Australian dollars.

Comparatives are consistent with prior years, unless otherwise stated.

2 Cash and cash equivalents

	2015	2014
	\$	\$
Cash at bank and in hand	238,743	373,950
Short-term bank deposits	32,313	80,092
Other cash and cash equivalents	(9,533)	-
	261,523	454,042

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:

	2015	2014
	\$	\$
Cash and cash equivalents	261,523	454,042
Balance as per statement of cash flows	261,523	454,042

3 Trade and other receivables

	2015	2014
	\$	\$
CURRENT		
Trade receivables	40,191	51,941
Provision for doubtful debt	(1,087)	-
	39,104	51,941
Prepayments	-	567
Total current trade and other receivables	39,104	52,508

Notes to the Financial Statements
For the Year Ended 30 June 2015

4 Inventories

	2015	2014
	\$	\$
CURRENT		
At cost:		
Goods held for sale	<u>24,598</u>	<u>3,109</u>
	<u>24,598</u>	<u>3,109</u>

5 Property, plant and equipment

Buildings		
At independent valuation	367,512	367,512
Accumulated depreciation	<u>(143,730)</u>	<u>(133,187)</u>
Total buildings	<u>223,782</u>	<u>234,325</u>
PLANT AND EQUIPMENT		
Plant and equipment		
At cost	133,070	133,787
Accumulated depreciation	<u>(114,458)</u>	<u>(110,929)</u>
Total plant and equipment	<u>18,612</u>	<u>22,858</u>
Motor vehicles		
At cost	20,277	20,277
Accumulated depreciation	<u>(15,815)</u>	<u>(14,327)</u>
Total motor vehicles	<u>4,462</u>	<u>5,950</u>
Computer equipment		
At cost	32,133	64,376
Accumulated depreciation	<u>(30,214)</u>	<u>(60,131)</u>
Total computer equipment	<u>1,919</u>	<u>4,245</u>
Total plant and equipment	<u>24,993</u>	<u>33,053</u>
Total property, plant and equipment	<u>248,775</u>	<u>267,378</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.

6 Intangible Assets

Owned Digital Media		
Cost	50,702	-
Accumulated depreciation	<u>(16,901)</u>	<u>-</u>

Notes to the Financial Statements
For the Year Ended 30 June 2015

6 Intangible Assets continued		
Net carrying value	33,801	-
Total Intangibles	33,801	-

7 Trade and other payables	2015	2014
	\$	\$
CURRENT		
Unsecured liabilities		
Trade payables	23,671	184,821
GST payable	(2,581)	(11,589)
Provision for annual leave	24,509	12,167
Superannuation payable	12,460	-
PAYG tax payable	5,878	6,606
	63,937	192,005
Total	63,937	192,005

8 Other Financial Liabilities	2015	2014
	\$	\$
CURRENT		
Mining Trail	-	28,334
Memberships in Advance	-	7,462
Total	-	35,796

9 Reserves and retained surplus

(a) Asset revaluation reserve

The asset revaluation reserve records gains on revaluation of property, plant and equipment recorded 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..

10 Retained Earnings	2015	2014
	\$	\$
Retained surplus (accumulated deficit) at the beginning of the financial year	333,573	373,446
Surplus/(Deficit) for the year	(5,371)	11,465

Notes to the Financial Statements

For the Year Ended 30 June 2015

	2015	2014
	\$	\$
Retained surplus at end of the financial year	<u>328,202</u>	<u>384,911</u>

11 Capital and Leasing Commitments

(a) Operating Leases

	2015	2014
	\$	\$
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	23,927
	<u>23,926</u>	<u>35,890</u>

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

12 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 2015 the number of members was 204 (2014: 177).

13 Contingencies

In the opinion of the Directors, the Company did not have any contingencies at 30 June 2015 (30 June 2014:None).

Notes to the Financial Statements**For the Year Ended 30 June 2015****14 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:

	2015	2014
	\$	\$
Surplus/(Deficit) for the year	(5,371)	11,465
Cash flows excluded from profit attributable to operating activities		
Non-cash flows in profit:		
- depreciation	36,509	22,159
Changes in assets and liabilities, net of the effects of purchase and disposal of subsidiaries:		
- (increase)/decrease in trade and other receivables	13,404	(6,740)
- (increase)/decrease in property, plant & equipment	(1,006)	2,880
- (increase)/decrease in inventories	(21,489)	53
- (increase)/decrease in intangible assets	(50,701)	-
- increase/(decrease) in income in advance	(35,796)	(59,618)
- increase/(decrease) in trade and other payables	(128,069)	88,331
- increase/(decrease) in provisions	-	3,975
Cashflow from operations	<u>(192,519)</u>	<u>62,505</u>

15 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.

16 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

Directors' Declaration

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 to 22, are in accordance with the *Corporations Act 2001* and:
 - (a) comply with Australian Accounting Standards as stated in Note 1; and
 - (b) give a true and fair view of the financial position as at 30 June 2015 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

P. J. Donnan

Director

Arhel

Dated this

21st

day of

September

2015



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 2015, 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' declaration.

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.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

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.

Opinion

In our opinion the financial report of Mackay Tourism Ltd is in accordance with the *Corporations Act 2001*, including:

Liability limited by a scheme approved under professional standards legislation.

Partners: Danyf Camillul, Chris Sammut, Phil Hinton, Theresa Scotton, Geoff O'Connor, John Lewis
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 010 450 314 ABN 21 171 313 477
Phone: (07) 1951 1455 Fax: (07) 4951 4024 Email: enquires@bennettpartners.com.au
Phone: (07) 3221 6200 Fax: (07) 3221 9811 Email: enquiries@bennettpartners.com.au



Mackay Tourism Ltd

ABN: 56 074 909 265

Independent Audit Report to the members of Mackay Tourism Ltd

- (a) giving a true and fair view of the Company's financial position as at 30 June 2015 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 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.

Paul Hinton - CA

Mackay QLD

Dated this.....21.....day of.....September.....2015

Liability limited by a scheme approved under professional standards legislation.

Partners Darryl Camilleri, Chris Sammut, Paul Hinton, Theresa Scotton, Geoff O'Connor, John Lavis
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Phone: (07) 3221 6200 Fax: (07) 3221 9611 Email: enquiries@bennettpartners.com.au



MEMBERS 2014-2015.

4Eva Young
Adrenalin Rush Sports Australia
AFL Mackay
Air Whitsunday Seaplanes
Airle Beach Hotel
Airlie Beach Motor Lodge
Airlie Beach YHA
Airlie Cove Resort & Van Park
Alara Motor Inn
Ambassador Hotel
Andergrove Van Park
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
Avis Australia
Ballantyne Strawberries
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 Ribbon Motor Inn
Blue River Ice
Broken River Mountain Resort
Brooke Miles Photography
Bucasia Beachfront Caravan Park
BURP eat drink
Bush Village Budget Cabins
Bushman's Bread
Caltex Marian
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 Inn The Rose
Comfort Resort Blue Pacific
Cool Palms Motel
Coral Cay Motor Inn
Coral Sands Motel
Coral Sea Fishing Charters
Core Publishing Events Pty Ltd
Country Charm Garden and Gifts
Country Plaza Motor Inn
CQ University
Cruise Whitsundays
Daily Mercury
Dalrymple Bay Coal Terminal P/L
Daydream Island
Debbie's Seafood
Direct Hotels Pacific Sands
Dolphin Heads Resort
Eagle RiderMackay
Econo Lodge Beachside Motel
Eimeo Pacific Hotel
Eungella Business Group
Evergreen Interiors
Explore Whitsundays
Explorer's Haven
Finch Hatton Gorge Cabins
Flaggy Rock Café
Forest Flying
Freckle Farm
Goanna Brewing
Gowake Cable Park - Mackay
Guest House on Carlyle
Hamilton Island
Harrup Park
Hay Point country Bed and Breakfast
Helloworld
Hi-Way Units Motel
Ibis Mackay
Isaac Regional Council
Jaimon Boarding Kennels & Cattery
Jetstorm
Jody Euler
Karen Cridland



MEMBERS 2014-2015 cont.

Kelly Legal
Keswick Island Developments
Keswick Island Guesthouse
Kohuna Beachside Resort
Kookaburras Store
La Solana Holiday Units
Lady Musgrave cruises
Lanai Riverside Apartments
Laura Wood
Leeway Beach House
Mackay Airport
Mackay Airport Harbour Beach Race Day
Mackay Beach Accommodation
Mackay Blacks Beach Holiday Park
Mackay Cable P/L
Mackay Fish Market
Mackay Grande Suites
Mackay Holiday Home Mt Pleasant
Mackay Marina Pty Ltd
Mackay Region Chamber of Commerce
Mackay Regional Council
Mackay Skydive
Mackay Taxi Holdings
Mackay Transit Coaches
Magpies Sporting Club
Mantaray Charters
Mayor Deirdre Comerford
Media Whitsundays
Medibank Private
Megaforce Charters
Melba House
Mid City Motor Inn
Miner's Lodge Motor Inn
MOE Office Supplies
Moranbah Community Workers Club
Moranbah Traders Association
Mt Coolon Hotel
Museum of Tropical Queensland
MyCow Pty Ltd
Nebo Hotel
Neem Hall
North Mackay Bowls Club
Oaks Carlyle
Oaks Middlemount
Oaks Moranbah
Oaks Rivermarque
Ocean International
Ocean Rafting
P. Comino & Sons
Paronella Park
Payne Print
Peppers Airlie Beach
Pioneer Valley Golf Club
Pioneer Valley Show Society
Platypus Bush Camp
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
Reef HQ Aquarium
Reeforest Adventures
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 Tourist park
SeaEagles Beach Resort
Shakespeare International Motel
Shamrock Gardens Motel & Shamrock Hotel
Sirromet
Skills Training Mackay
Sorbello's Italian Restaurant
Soundworx Pty Ltd
Southern Cross Austereo
Southern Suburbs Football Club Mackay Inc
Starlight Screenings Mackay
Stoney Creek Farmstay
Sun Plaza Motel
Tallship Adventures P/L
That Sapphire Place



MEMBERS 2014-2015 cont.

The Beach House Salonika
The Feathered Nest
The Leap Hotel
The Old Station TeaHouse
The Park
The Shores Holiday Apartments
Theresa Creek Dam
Thirsty Sound Beach Bar and Grill
Toscana Airlie Beach Accommodation
Tourism and Events Queensland
Traveller RestCaravan Park
Tropic Coast Motel
Ulysses Garden Café
Waterfront Getaway
Whispering Winds
White Lace Motor Inn
Whitehaven Xpress
Whitsunday Crocodile Safari
Whitsunday Jetski Tours
Whitsunday on the Beach
Whitsunday Sailing Adventures
Windmill Motel & Reception Centre