

TOURISM

NOOSA

ANNUAL REPORT 2021-2022



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WHO WE ARE

Celebrating our 21st anniversary in 2022, Tourism Noosa is an award-winning, not-for-profit, membership-based organisation that works with local businesses, Noosa Council and other stakeholders to promote the diversity of the Noosa region to domestic and international visitors, the tourism trade and media.

Our services include:

- Provide members with marketing and media exposure
- Offer visitor services through the Noosa Visitor Information Centre and visitnoosa.com.au
- Support emerging and established events throughout the Noosa region
- Provide training opportunities for members including our own Welcome to Noosa and Noosa Eco Check programs, along with specialised courses in digital marketing, social media and business support
- Connect members to accredited programs through wider tourism industry bodies
- Run sustainability programs with recognised local, state and national groups to protect and enhance Noosa's natural environment

We are one of the strongest tourism membership organisations in Queensland, with more than 640 members in 2021-2022 who come from a diverse range of sectors including accommodation providers, tour operators, restaurants, retail businesses, real estate agents, health and wellbeing, weddings, business events and service providers.

Our members share one thing in common – they are committed to the development of sustainable tourism within our region.

Tourism Noosa is majority funded by a Tourism Levy charged to commercial premises and collected by Noosa Council. Funding is also sourced through membership fees, our cooperative marketing program and government grants.

The Tourism Noosa team reports to a Board of seven Directors, which consists of representatives from our membership, industry and community, carrying out the objectives of the Destination Noosa Strategy 2020-2023.

Tourism Noosa, as part of its funding agreement, also reports to Noosa Council on financial management and outcomes against the Destination Noosa Strategy.

TOURISM NOOSA BOARD 2021-2022

Max Webberley

Chair
[Kin Kin Depot](#)

Sue Willis

Deputy Chair
[Niche Luxury Accommodation](#)

Louise Formosa

[Eumundi Trading](#)

James Kendall

[Heads of Noosa Brewing Co](#)

Craig McGovern

[Pelican Boat Hire](#)

Jeanette Allom-Hill

[CEO, Lionhearted Foundation](#)

Graham Bradford

Hastings Street Association
representative
[Netanya Noosa](#)

Cr Amelia Lorentson

Noosa Council observer

ADDITIONAL DIRECTORS AT 2021 AGM:

Richard Stephens

Chair
[Accom Noosa](#)

Darren McClenaghan

[RACV Noosa Resort](#)

Michael Holmes

[Noosa Longboards](#)

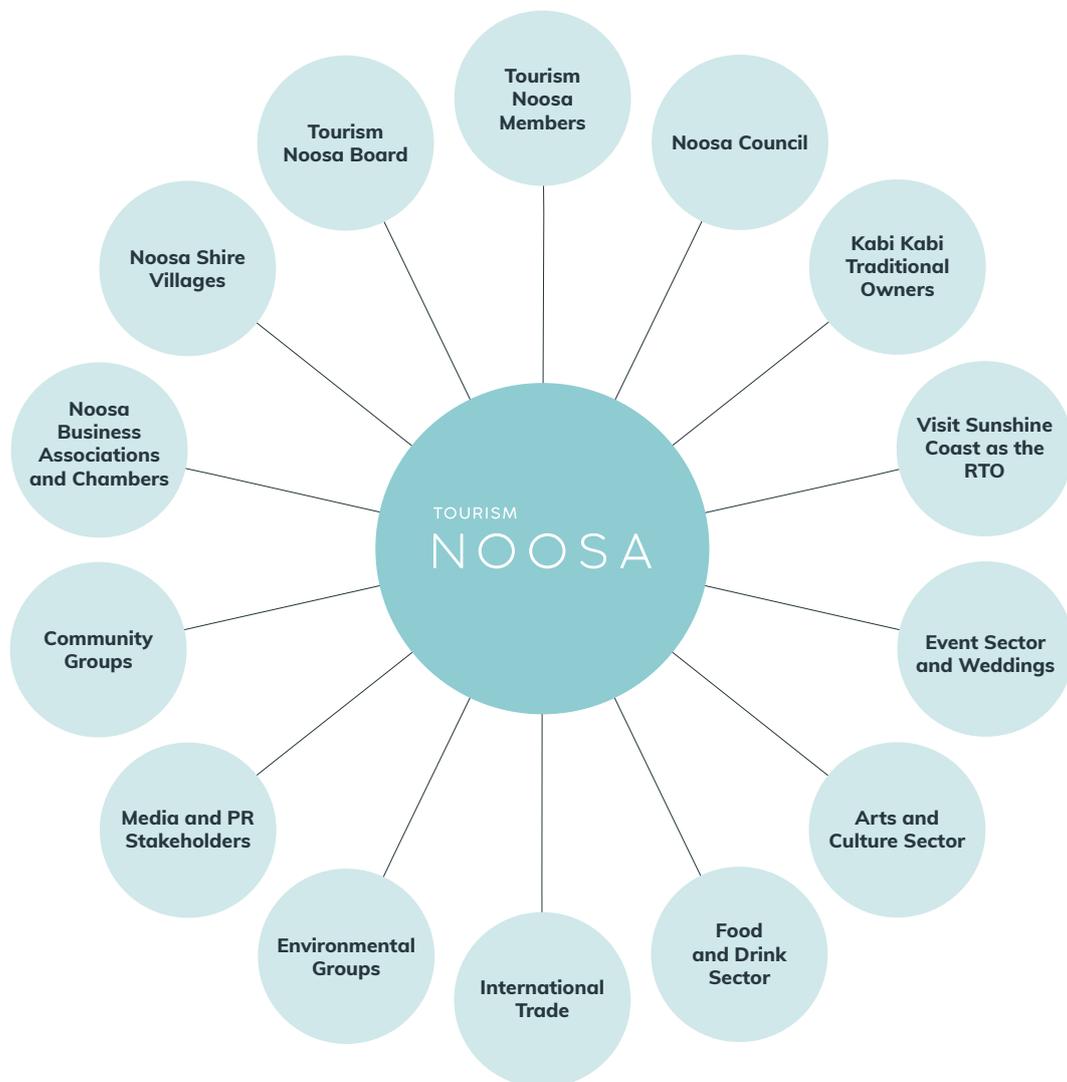
Tourism Noosa acknowledges the ongoing connection to country of the traditional custodians of this beautiful region, the Kabi Kabi people.

As a Local Tourism Organisation, Tourism Noosa works in partnership with industry; Local, State and Federal Governments; and other tourism partners across the region to leverage opportunities for members, improve visitation and tourism offerings, and to be a voice at the table for tourism in Noosa.

Tourism Noosa actively engages with the wide and diverse group of stakeholders within the Shire, with the aim of achieving evidence-based outcomes that benefit the economic, social and environmental goals of the community.

We are proudly a member of the Queensland Tourism Industry Council (QTIC), Queensland's peak tourism industry body which advocates on behalf of the State's tourism and hospitality industry.

Tourism Noosa's stakeholders



OUR VISION AND PURPOSE

Through excellence in marketing, position Noosa as the most desirable and sustainable tourism destination for our visitors, provide economic benefit and value for our members, our community and tourism sectors.

OUR GUIDING PRINCIPLES

1. CHAMPION THE NOOSA BRAND AND VISITOR EXPERIENCE

Champion the Noosa brand, influencing improved protection and development of our visitor experience

2. MARKETING AND PROMOTION

Deliver marketing and promotion which drives propensity for high-value visitation, regional and seasonal dispersal

3. VALUE-ADDED MEMBER SERVICES

Provide members with value-added services to enhance delivery of exceptional, on-brand experiences

We are committed to...

- Being focussed, considered, innovative and data-driven
- Embracing a culture of communicating and engaging with members and stakeholders
- Investing in our team and digital capabilities to support our strategy and the visitor experience

MESSAGE FROM THE CHAIR



The visitor economy is the best source of new revenue for the Noosa Shire – income from outside.

The demands of constant change can cause our members, our industry and our leaders to temporarily lose sight of such economic importance.

“We cannot wait for prosperity to simply arrive for our industry ... we have to commit to strategies which attract and support visitors on Noosa’s terms.”

This Annual Report 2021-2022 spans a year in which we started out struggling with COVID and morphed into one with a good deal of promise.

2022 started as if someone had pressed a reset button.

Tourism businesses began to question how they wanted to rebuild – what to keep from among their newfound strengths and what to discard from the way they used to do things.

Visitors too changed their ways – from their destination choices to the level of first-hand qualifying they do before making bookings.

Business and policy leaders have spent time looking towards the future and what the visitor economy model should be. To help identify those elements for Noosa, the Council committed to creating a Destination Management Plan (DMP) which will inform decision-making in the public and private sectors. Tourism Noosa has been asked to play a role in the process of creating the plan.

Like so many of our members we are eager to understand the opportunities which will emerge for our core business from the DMP.

But we know we cannot wait for prosperity to simply arrive for our industry because we have to attract that income from outside – to commit to strategies which attract and support visitors on Noosa’s terms.

On another level, the Board has been working with the new Constitution adopted at last year’s AGM which resulted in a skills-based group of Directors of a more manageable size (from 13 down to 7) and a more “plain English” constitutional document.

Also this year we adopted a Board Manual to guide its own processes and included a Code of Conduct for Directors, as well as the criteria for Director performance review we can look forward to in the coming year.

Speaking of performance, I want to take the opportunity on behalf of the Board to thank the corporate TN team for their commitment and loyalty to our organisation. They work hard and above and beyond to generate outstanding results for our industry and members. Our volunteers too deserve a cheer for making the Visitor Information Centre an important asset in creating Noosa’s relationship with visitors.

Can I close by encouraging members to make the best use of Tourism Noosa’s services – training courses, data and visitor information and marketing opportunities, and most recently, a growing database of people looking for work in our industry. Here’s to you in 2023.

MAX WEBBERLEY
CHAIR – TOURISM NOOSA

MESSAGE FROM THE CEO



When people spoke in 2021 about 'coming out of COVID', we were aware there would continue to be challenges for the tourism industry, although there was relief and optimism at the end of lockdowns and border closures, and the relaxation of vaccine mandates. Although the Noosa region has continued to enjoy strong visitor spend results, ongoing challenges, particularly critical staff shortages and low housing affordability, have presented a whole new set of difficulties that our industry is tackling head-on.

"The latest visitation data from Tourism Research Australia shows the Noosa region had record overnight domestic visitor spend for a year ending June, reaching \$1.04B."

The creativity, improvisation, new and resourceful ways that businesses are using to counter these crippling problems have been incredible, and Tourism Noosa has implemented similarly flexible strategies to support Noosa's \$1B+ tourism industry. Greater flexibility with marketing

activity and our new tourism jobs board which is a direct result of industry consultation are just two of these initiatives in a year of many highlights.

The latest visitation data from Tourism Research Australia shows the Noosa region had record overnight domestic visitor spend for a year ending June, reaching \$1.04B. This is the second highest on record for any period, just behind the all-time high set in the previous reporting period, year ending March 2022.

Visitors are spending more, staying longer and continue to see Noosa as a desirable destination – the recent announcement that Noosa was placed in Australian Traveller Magazine's top three regional holiday towns is further recognition of this. Noosa has increased its share of Queensland's visitor market and our domestic overnight results continue to be stronger than state and national results.

There's more detail about visitation results further on in this report, along with some wonderful highlights from the 2021-2022 year, of which our whole Board and team are very proud.

Among these:

- Supporting the Shire's various towns with the Discover Noosa's Villages marketing campaign and maps
- Free marketing opportunities for members
- Our sustainability program won a national Mumbrella Award
- Aviation partnership with Sunshine Coast Airport supported direct flights and new routes
- Noosa won silver in Australia's Top Tourism Town Awards





We continue to guide tourism as an integral part of Noosa's economy and community while fostering positive cultural, social and environmental ideals that make Noosa so special to so many people. As Tourism Noosa celebrates its 21st anniversary, we would like to thank the many people and organisations from the local community through to the wider region, around Queensland and Australia who have helped make the team's achievements possible.

"We continue to guide tourism as an integral part of Noosa's economy and community while fostering positive cultural, social and environmental ideals that make Noosa so special to so many people."

Thank you to our incredible team of volunteers who are the smiling, knowledgeable face of our destination to thousands of visitors each year. The vollies have faced their own challenges with lockdowns and restrictions but have always done it with a warm, friendly welcome.

I'd also like to acknowledge Noosa Council's CEO Scott Waters, staff and Councillors, particularly Cr Amelia Lorentson, the Council observer to our Board, for their support.

Thank you also to our former CEO Melanie Anderson for the strong leadership she has provided to Tourism Noosa over the past three years.

And thank you to the Tourism Noosa Board, led by Chair Max Webberley, for their direction, and for the leadership of Richard Stephens until his retirement from the Board earlier this year.

Tourism Noosa remains one of the strongest tourism membership organisations in Queensland, so finally, a huge thank you to our 650+ members for your support and for your continued engagement with our team and the wider tourism industry – we all look forward to working with you in 2023.

SUSAN EWINGTON
ACTING CEO - TOURISM NOOSA



MARKETING

Marketing activity across campaigns, social media, international and business events adapted to changing lockdown and border restrictions through the year to target interstate and Queensland markets.

We also kept in touch with international markets to ensure Noosa was top-of-mind for the return of global travel.

Members were offered a range of buy-in opportunities, including free promotions and national campaign activity.



CAMPAIGNS

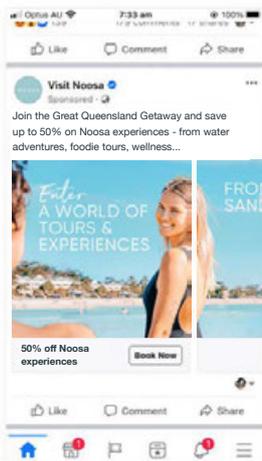
Free member offers during closures

To help recover from statewide COVID-19 lockdowns, we offered members free cooperative marketing opportunities during interstate border closures for a Queensland drive market campaign, and a 'Staycation' campaign targeting Noosa and Sunshine Coast locals in partnership with InNoosa Magazine. The campaigns were supported by social media, digital marketing and media, and a TV commercial in regional cities.

We also supported Tourism and Events Queensland's Great Queensland Getaway campaign with our own dedicated Visit Noosa activity.



Sunshine Coast locals' campaign advertisement and editorial in InNoosa Magazine.



Paid social carousel.

Enter A WORLD RICH WITH EXPERIENCES

Noosa Everglades

EXPLORE ADVENTURE
Get off the beaten track with unique adventure experiences from fishing charters and kayaking, to 4WD'ing and mountain bike tours from the coast to the hinterland.

PLAY WATER ACTIVITIES
Explore the majestic Noosa Everglades, spot turtles and dolphins offshore, or discover the winding tapestry of waterways of the Noosa River.

VISIT TOURS & SIGHTS
Noosa is the perfect base for day trips and tours, with beaches, mountain lookouts, islands and untouched nature on our doorstep – just waiting to be explored.

Scan me for inspo

Visit **NOOSA**
VISITNOOSA.COM.AU

Australian Traveller magazine full page advertisement for the Spring campaign.

Spring campaign

Members took part in a spring campaign in September and October – outside of our typical seasonal campaign in light of interstate border restrictions. This tactical campaign aimed to attract bookings from the Brisbane and drive markets via Visit Noosa channels and partnerships with Australian Traveller and Must Do Brisbane. As evidenced through visitor statistics below, Queenslanders answered our call to holiday in Noosa.

Autumn offers

This free marketing opportunity allowed members to list their accommodation, retail, tour, experience and dining deals on visitnoosa.com.au through the usually quieter months of February and March. It was supported by Visit Noosa marketing activity and a partnership with Australian Traveller in their “Holiday Here STILL” campaign, aiming to keep Australians travelling domestically in 2022.

Visit Noosa campaign landing page.

NOOSA

Autumn OFFERS

DISCOVER THE LATEST NOOSA DEALS

STAY

RELAX

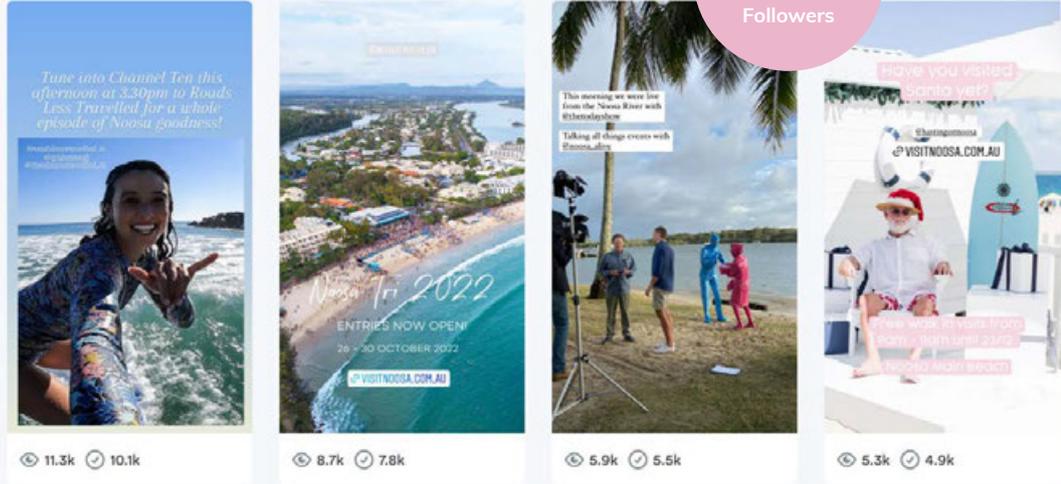
EXPERIENCE

DISCOVER MORE

SOCIAL MEDIA

Our digital strategy focused on promoting user-generated content, member content, event features, and other pillars including wellbeing, nature and wildlife and food tourism. There was a strong focus on video and content generated from our own projects including the villages campaign and Business Events project.

Stories with most impressions



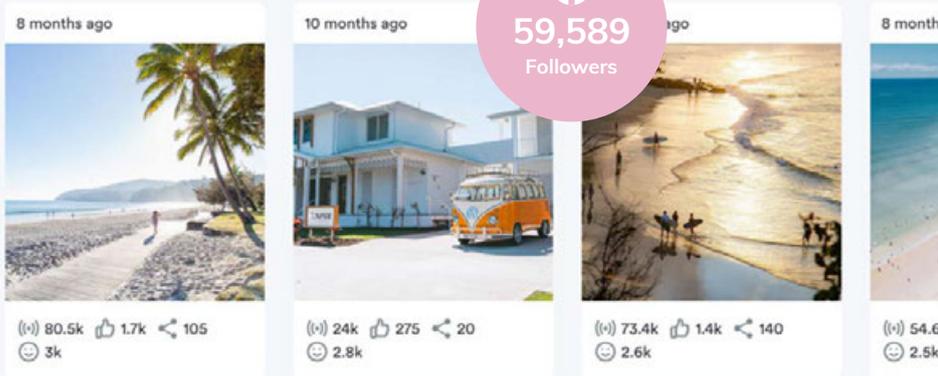
121,900
Followers

Our digital channels featured marketing campaigns and promotions including:

- Explore More: Discover Noosa Villages campaign
- Village offers
- Events content
- School holiday guides
- Christmas and special occasion shopping guides

Our paid digital supported events, campaigns, members and member deals throughout the year.

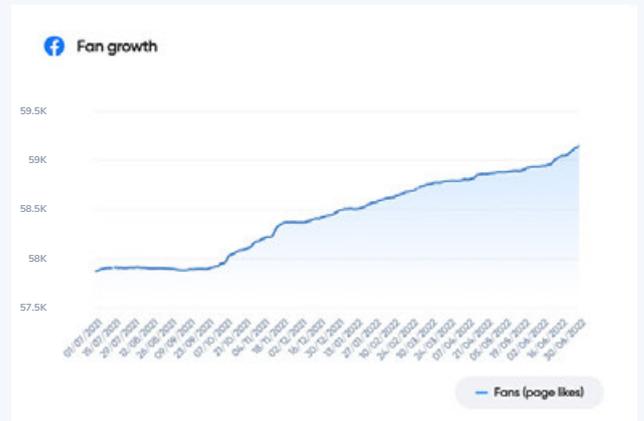
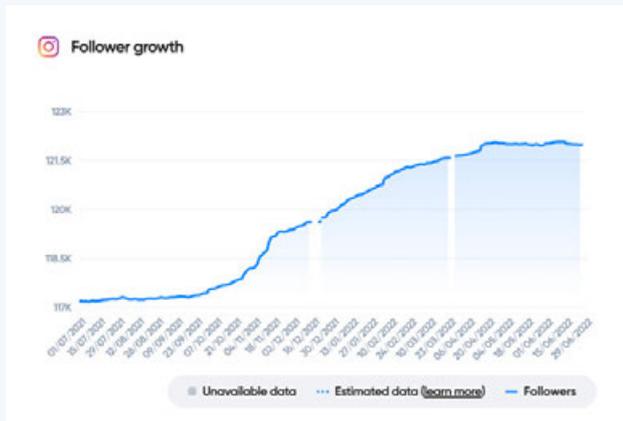
Most engaging posts



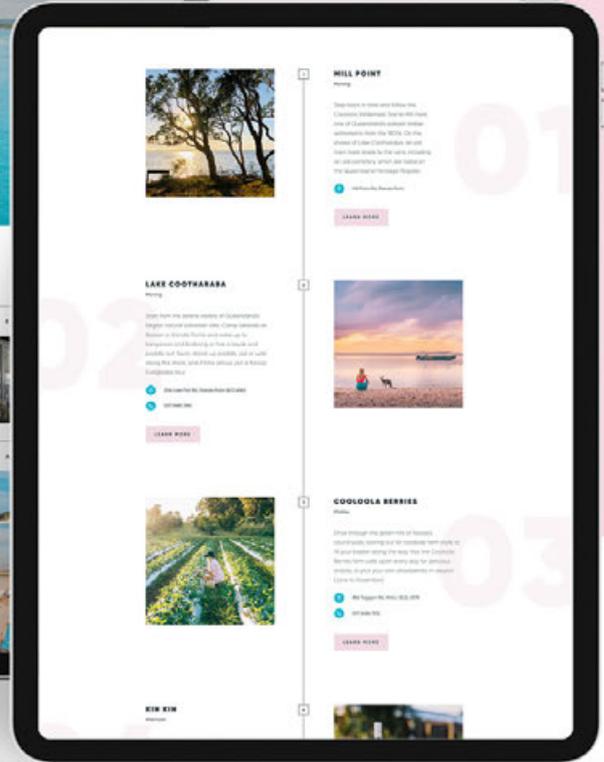
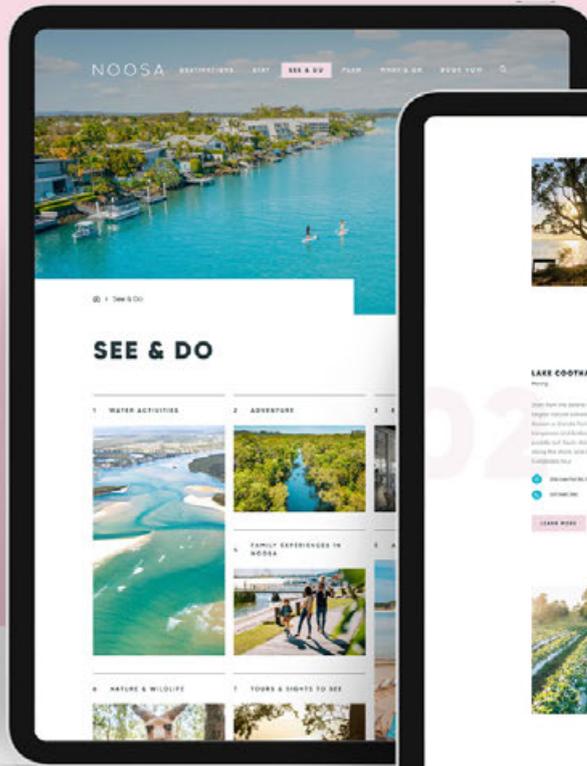
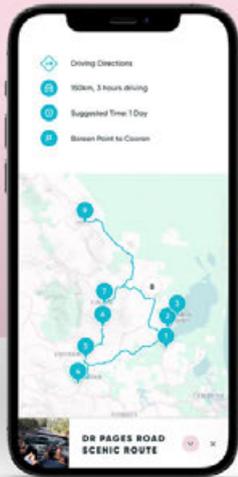
59,589
Followers

Year-on-year growth in social media measurements

Platform	Following	Reach	Engagement (average)	Impressions
Instagram	121,900 +4.1%	4.7 million	1% (avg per post) 5.45% (avg per post on reach)	1,469 (+16.22%)
Facebook	59,589 +3%	5.9 million	.84% (avg per post) 3.06% (avg per post on reach)	444 (+54.63%)



NOOSA
VISITNOOSA.COM.AU



AWARD-WINNING WEBSITE

Our revamped visitnoosa.com.au website won a third award: The 2021 Good Design Award: Digital Design – Web Design and Development, recognising a “bespoke, contemporary website” with a powerful search function that directs users to inspiring content; seamless navigation; customised, interactive Noosa maps; a better experience for people using the website; exceptionally mobile friendly; and easy for users to plan trips, book accommodation, view and book events, and get up-to-date Noosa news.

The visitnoosa.com.au website saw great results with increases in key metrics compared to the previous year:



Geographically, website users originated from:



The top 5 visited pages for the year were:

1. Home page
2. See & Do
3. What's On
4. This Week In Noosa
5. Noosa Stays

A focus on writing and publishing new blog content saw blog page views **grow 33% to 91,138 views.**

The top 5 read blogs were:

1. Noosa Everglades
2. Free things to do in Noosa
3. Best hiking trails
4. Noosa Trail Network
5. Boutique shopping

TRAINING MEMBERS FOR TRAVEL TRADE

The COVID-19 pandemic has highlighted the importance of working with the travel trade (travel agents and wholesalers) for security when travelling in an uncertain world, and we offered members a range of opportunities in this domestic and global distribution network:

The **Noosa Trade Travel Planner 2022-2023** is our key destination guide for distribution to domestic and global travel trade buyers. Available electronically, online and printed, it features essential information about travelling to Noosa and showcases trade-ready members.

We attended **Australian Tourism Exchange (ATE 2022)** in Sydney, the largest travel trade show in the Southern Hemisphere, meeting tourism buyers from our key international markets.



Trade Manager Vynka Hutton and Head of Marketing and Events Adam Townson at Australian Tourism Exchange (ATE 2022) in Sydney.

The Noosa Trade Travel Planner showcases members and the destination to domestic and global travel buyers.

We invited members to our **Brisbane trade event**, meeting 65 travel agents to encourage bookings, increase product knowledge, grow relationships and thank them for their hard work in selling Noosa during COVID and border closures. It aimed to put Noosa front-of-mind through the trade distribution network as destinations competed for share of voice with markets starting to reopen.



Travel agents at our Noosa trade event in Brisbane.



The Flight Centre campaign promoted mid-week travel and longer stays.

The 2-week **Flight Centre campaign**, 'Make your mid-week magic', encouraged mid-week travel and longer stays, targeting Sydney and Melbourne. The campaign included press advertising with a 1.39million readership, website, social, point-of-sale, digital takeover page, EDM, increased Noosa content and Noosa packages. The campaign target of 15% growth year-on-year was exceeded, achieving 48% growth (land sales only, i.e. hotels and experiences).

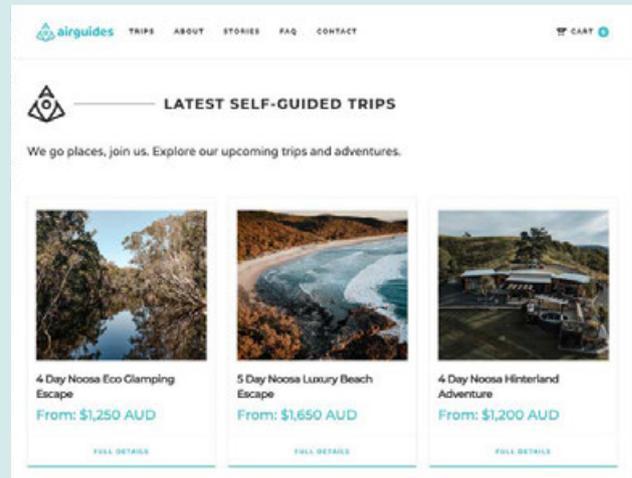
We participated in **virtual trade events**, training and familiarisations including ATEC Meeting Place, Flight Centre agent training, Ignite Travel agents and Expedia NZ agent training. We supported and hosted a range of travel trade famils, including our first international famils from ATE – Southern World (UK), Travel Essence (EU) and Uniquely Australia and New Zealand (USA).



Visit Sunshine Coast domestic roadshow.

Tourism Noosa joined the Visit Sunshine Coast **domestic roadshow** to Sydney and Melbourne to update Inbound Tour Operators, Tourism Australia and retail travel agents on the latest news about destination Noosa. Several members also joined the roadshow.

In partnership with **Airguides**, we delivered a campaign that included capturing new video and image assets, and developed three packages (luxury beach, eco glamping and hinterland adventure), that have a 12-month shelf life. The concept is to entice consumers to see a lesser-known side of Noosa by creating trips by well-known storytellers and creatives.



Our partnership with Airguides told stories of the lesser known side of Noosa.

We delivered one-on-one **trade-ready mentoring** to six members to increase the availability of commissionable product in Noosa. This provides international travel advisors more choice of tourism product when booking holidays to Noosa, which makes the destination more appealing as a global holiday destination.

Tourism Noosa secured a \$50,000 government grant to deliver the first **Noosa Resilient Leadership Program** to build leaders among tourism and business professionals, and help them create risk-adverse businesses. 18 participants completed this integrated learning, coaching and mentoring process.



Participants in the Noosa Resilient Leadership Program.

SUPPORT FOR SEGMENTS

Through engaging with various operator segments, we provide niche marketing activity and support for interest areas including Weddings, Adventure, Business Events, Wellness and Food Tourism. This diversification of activity ensures we contribute to building a broader offering of activities, balanced mix of visitor markets and maximise seasonal and regional dispersal. Activities include digital and print advertising and website development, cooperative marketing, coordinated presence at consumer expos, trade engagement and industry training.

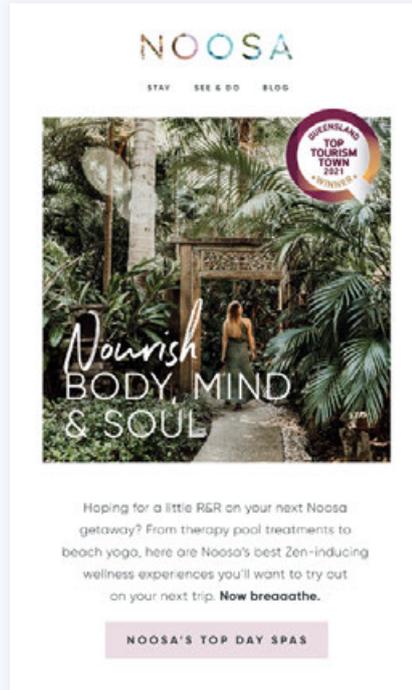
Wellness

Our autumn campaign took a wellness focus, with digital, social and print features with Australian Traveller and our own consumer EDM and website content. The Australian Traveller activity achieved strong results for members through cooperative marketing placements, including a 24% click-through rate from their online article to one of the member listings (three times the average rate).

Adventure

An information session with our adventure group of operators provided updates on international and domestic markets for youth, backpackers and adventure seekers who are looking to return to Australia and Noosa. This included available opportunities as borders reopened. With a focus on refreshing Noosa product and content, and training global travel agents, we aim to increase Noosa content being promoted by Tourism and Events Queensland and Tourism Australia.

We developed dedicated social media channels for the youth and adventure travel sector which includes hostels, tour companies, hospitality venues and transfer companies.



VisitNoosa wellness eDM (above) and blog (right).



THE BEST OF SPAS AND WELLNESS IN NOOSA

4 Nov 2022

Hoping for a little R&R on your next Noosa getaway? From therapy pool treatments to beach yoga, here are Noosa's best Zen-inducing wellness experiences you'll want to try out on your next trip. Now breathe. This article appeared in Australian Traveller, March 2022.

THE SPA AT NOOSA SPRINGS GOLF & SPA RESORT

Looking for a more serene and relaxing experience on your trip, you'll want to visit the spa at Noosa Springs Golf & Spa Resort. The spa offers a range of treatments, including massages, facials, and manicures. The spa is located in a beautiful setting, surrounded by lush tropical gardens. The spa also offers a range of wellness experiences, including yoga, Pilates, and meditation. The spa is a great place to relax and unwind after a day of golf or sightseeing.



IKATAN SPA

Ikatan Spa is a traditional Indonesian spa located in Noosa. The spa offers a range of treatments, including massages, facials, and manicures. The spa is located in a beautiful setting, surrounded by lush tropical gardens. The spa also offers a range of wellness experiences, including yoga, Pilates, and meditation. The spa is a great place to relax and unwind after a day of golf or sightseeing.



NOOSA BEACH YOGA

Noosa Beach Yoga is a yoga studio located on the beach in Noosa. The studio offers a range of yoga classes, including Vinyasa, Hatha, and Restorative. The studio is located in a beautiful setting, surrounded by lush tropical gardens. The studio also offers a range of wellness experiences, including meditation and Pilates. The studio is a great place to relax and unwind after a day of golf or sightseeing.



AGUA DAY SPA

Agua Day Spa is a day spa located in Noosa. The spa offers a range of treatments, including massages, facials, and manicures. The spa is located in a beautiful setting, surrounded by lush tropical gardens. The spa also offers a range of wellness experiences, including yoga, Pilates, and meditation. The spa is a great place to relax and unwind after a day of golf or sightseeing.



STEPHANIES OCEAN SPA

Stephanies Ocean Spa is a spa located in Noosa. The spa offers a range of treatments, including massages, facials, and manicures. The spa is located in a beautiful setting, surrounded by lush tropical gardens. The spa also offers a range of wellness experiences, including yoga, Pilates, and meditation. The spa is a great place to relax and unwind after a day of golf or sightseeing.



Adventure group information session.

Noosa Weddings

We support the weddings segment through the Noosa Weddings Organisation – this included an advertisement in the premium Hello May magazine, promoting our dedicated website page, visitnoosa.com.au/weddings which features wedding operators.



Hello May full page advertisement.

Food Tourism

Noosa's food culture, from the farm gate to markets, restaurants and supermarkets, is intrinsic to the destination and a key component in Tourism Noosa's brand message. We enable our members to connect and collaborate with food businesses, including working closely with producer organisations such as Slow Food Noosa, Food and Agribusiness Network, Country Noosa and Eat Local Noosa.

Food tourism is showcased via Visit Noosa's marketing messages across the website, blogs, itineraries, social media, national advertising and media coverage which includes media hosting opportunities to showcase food experiences through TV broadcasts, food travel magazines and websites (recent examples include The Age and Sydney Morning Herald: Dining boom adds to Noosa's charm; and The Australian Financial Review: Destination dining hot up across the Sunshine Coast).

We also regularly inform members about food tourism opportunities through regional, State and national bodies, including events, business development training and other educational and training opportunities.



Sydney Morning Herald editorial.

Business Events

The **Noosa Business Events Planner 2022** was the first of its kind to entice meeting planners to consider Noosa as their next business events destination. The guide attracted 42 advertisers and is distributed digitally and via print to key decision makers and event organisers.

'Meet in Green Spaces, breathe in fresh thinking' was Business Events Noosa's campaign to entice more

meetings, incentives, conferences and events to the Noosa region, focusing on our key pillars of sustainability, nature, food, cultural immersion, supporting local and wellness. The campaign was shared via the Financial Review print and digital channels, Nine digital channels, MICE media, EDMs and paid social media to attract high-spending, small to medium size groups that tend to travel during mid-week and

in off-peak times. Delegates tend to extend their stay and bring their partners, providing economic flow-on to other Noosa businesses including accommodation, restaurants, tours, experiences and wellness activities, along with retail and professional support services.

The campaign included development of new imagery and videos for member use, which have been distributed globally via Tourism Australia. We developed itineraries, member deals and other assets to raise awareness of the depth of corporate offerings.

The campaign was made possible through the Business Events Boost program and support of Business Events Australia.



Financial Review print advertisements for our inaugural Business Events campaign.

AVIATION PARTNERSHIP

We support Sunshine Coast Airport in welcoming and promoting new direct routes to the region, particularly from interstate and New Zealand. These routes offer visitors an easier travel experience and bring them directly to our doorstep. We welcomed visitors from the first interstate flights reintroduced during the year and promoted the flights in those cities. We also supported the airport in providing free charter buses for interstate passengers arriving over Easter, when there was a shortage of rental cars, taxis and ride-shares in the region.

The **Follow the Sun** campaign with Webjet, through our Aviation Partnership, promoted direct flights from

Melbourne, Sydney, Adelaide, Canberra and Newcastle. It also featured information on national parks; lakes; hinterland; beaches; Noosa Everglades; restaurants in Hastings Street, Gympie Terrace and hinterland; distilleries, breweries, local producers and farm gates.

We supported the airport with the announcement that the new Bonza Airlines would operate 12 new direct routes from regional destinations in Queensland, Victoria and NSW.

An Air New Zealand campaign and Trade and Media famil to support the return of direct Auckland – Sunshine Coast flights has been postponed to 2023.



*Routes when new start-up airline Bonza commences flights, subject to regulatory approval.



At the Bonza Airlines announcement, from left, Tourism Noosa Head of Marketing and Events Adam Townson, Sunshine Coast Airport CEO Andrew Brodie, Bonza CEO Tim Jordan and Tourism Noosa CEO Melanie Anderson.



2022 Australian Tourism Exchange trade floor.

INTERNATIONAL MARKETS

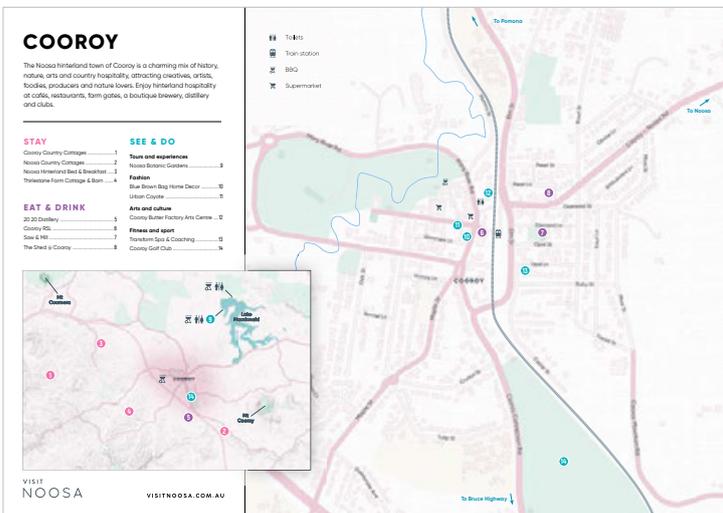
We continued communication with our international partners throughout COVID-19, with updates and training to maintain Noosa’s presence in a fiercely competitive market. This lucrative market generally spends more, stays longer and travels off-peak. Before COVID-19, Noosa welcomed about 170,000 international visitors each year who spent \$113 million in the region. Our main global markets were NZ, UK, Germany, other Europe and North America.

SUPPORTING NOOSA'S VILLAGES

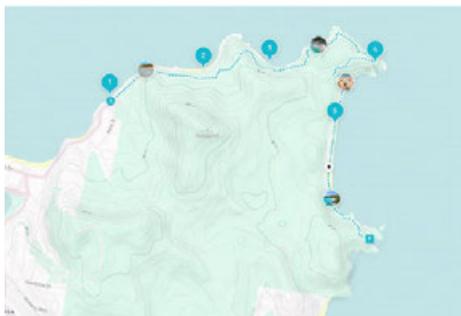
Apart from the villages marketing campaign mentioned previously, we provided funding and other support for Noosa's villages to encourage dispersal throughout the region.

VILLAGE MAPS

Thanks to a Queensland Government grant, we created, printed and distributed maps for 13 individual villages, featuring listings of members in each: Noosaville and Noosa Industrial Precinct, Hastings Street, Noosa Junction, Noosa National Park, Noosa Heads and Noosa Sound, Cooroy, Pomona, Kin Kin and Cooran, Noosa North Shore and Noosa Everglades, Tewantin, Eumundi and Doonan, Sunshine Beach, and Peregian Beach. The maps, which are available in printed format and on visitnoosa.com.au, feature a directory listing and location markers of Tourism Noosa member businesses that offer direct visitor services, as well as points of interest and other visitor facilities.



Custom mapping on our website supported the village map project.



BUSINESS ASSOCIATIONS AND VILLAGE EVENTS

We supported Noosa's business associations through **funding and in-kind promotions**, including the Hastings Street Christmas and Easter festivals, Peregian Village charity event, Noosaville Business Association's Sounds on Noosa Foreshore event, and Noosa Chamber of Commerce event with David Koch.

The new Pomona & District Chamber of Commerce, incorporating Kin Kin, Pomona, Cooran and Boreen Point, launched an electronic touch information kiosk which was funded through our **Noosa Villages Tourism Funding Boost**, providing services for local residents, visitors and businesses.

We invited local business associations to **monthly breakfast catch-ups** to bring associations from across the region together, providing a chance to hear how businesses are coping around the region and to update them on our activities.



Noosa MP Sandy Bolton at the launch of the Pomona kiosk, funded through Tourism Noosa's Villages Tourism Funding Boost.

CORPORATE, COMMUNICATIONS AND RESEARCH

LEADING NOOSA'S WORKFORCE SHORTAGE GROUP

Tourism Noosa instigated the Noosa Workforce Shortage Group in 2021, working with Sandy Bolton MP; Noosa Council; local business groups; the Queensland Tourism Industry Council (QTIC); the Department of Employment, Small Business and Training (DESBT); tourism operators; and employment agencies to develop short, medium and long-term strategies to alleviate the effects of this nationwide problem.

While many of the causes are beyond our control, such as the loss of the international backpacker market, lack of affordable housing and rentals caused by the property price boom, and the exodus of staff from hospitality jobs, we:

- Developed the Labour Shortages Survey to gather data about the extent of the problem and inform actions for industry support
- Lobbied for changes to visa regulations
- Promoted the Queensland Government's Work in Paradise program
- Supported QTIC to bring the Regional Tourism Career Roadshow and Come 'N' Try Day to Noosa, and promoted the event for tourism and hospitality operators to showcase their businesses to job-seekers; supported QTIC's virtual jobs expo to benefit local employers; and worked with DESBT to promote the Noosa Add1 to your Workforce showcase of training and apprentice opportunities for Noosa employers
- Developed a dedicated Members Toolkit page with resources on training, grants and support



VALUE OF TOURISM

We are taking the community along on a journey with us as we inform them of our major activities and the importance of tourism to Noosa's economy and community through monthly advertisements in local newspapers, Noosa Today and the Cooroy Rag.

The ads aim to inform residents about our ties to the community, tourism's role and its positive impacts, reminding residents that tourism really is everyone's business.

TOURISM IN NOOSA 2022
Update from TOURISM NOOSA

WE hope you all enjoyed the past few long weekends - along with the Easter school holidays, they have created a wonderful vibe right throughout the Noosa region. This snapshot of the latest activity from Tourism Noosa has news on event funding, how we're partnering with events to reduce waste, a new national marketing campaign for winter, winter spend in Noosa, encouraging direct flights to Sunshine Coast Airport and a fantastic coup for Noosa's own Betty's Burgers.

EVENT FUNDING 2022-23 NOW OPEN
Applications for event funding through Tourism Noosa are now open for events to be held in the 2022-23 financial year. Events are an important part of our strategy as they reach new audiences, bring innovative and overnight spend, encourage visitors to explore throughout the Shire and add vibrancy and diversity to Noosa's villages for visitors and locals to enjoy. Event funding is comprised of either cash and/or in-kind marketing contribution. Applications close on Friday 12 May 2022. If you are planning an event in Noosa, see the guidelines and apply at www.visitnoosa.com.au/event-funding.

REDUCING WASTE AT NOOSA FESTIVAL OF SURFING
Surfing, fun and reducing waste were a great combination at the recent Noosa Festival of Surfing! Working with our Plastic Free Noosa and Waste Noosa teams through our sustainable event guidelines, festival organisers are heading towards zero waste. **Waste highlights from the year's festival include:**
• The event achieved more than 85% of... have we only beach clean-up of waste from landfill by providing a separate waste stream for disposal - composting, recycling, recycling containers and landfill!
• The beach clean-up was a waste-free venue using keg beer, reusable cups and compostable packaging
• The festival was a carbon-positive event, with carbon emissions from competitors' travel and accommodation being offset by Eco Bee Surf and Tourism Noosa's Tree for Tourism program.
Our vision from the festival shows how local and visitors work together to reduce waste, while enjoying some great surfing action. See the video on the Noosa Festival Instagram.

EXPLORE MORE: DISCOVER NOOSA'S VILLAGES
Tourism Noosa's exciting new winter campaign, Explore More: Discover Noosa's Villages, launches this month, showcasing 17 different villages in the Noosa region and their special characters. We have created a new 3D second video for each village that promotes the diversity of the region and the different character within it. For the first time, videos for Cooroy, Pomona, Eri Kin and Coocoo, Bomen Point and Noosa Dwyall highlight the wonderful array of ways that visitors can explore the countryside. The videos will appear on the current village destination pages on our www.visitnoosa.com.au website, and on new dedicated campaign landing pages for each village which also feature an overview of the town. There is also a blog and holiday itinerary for each village and the new content will be featured on our Visit Noosa Facebook and Instagram platforms from early May, so look out for them soon! The Explore More campaign will roll out nationally during May with print and digital advertising in the lead-up to winter.

EASING THE WORKFORCE SHORTAGE CRISIS
Employers and job-seekers in the tourism and hospitality industry were invited to take part in a recent Noosa Career Roadshow, presented by the Queensland Tourism Industry Council. We supported the event as part of our efforts to alleviate the current workforce shortage crisis in Australia. Tourism Noosa CEO Melinda Anderson recently attended the Tourism and Hospitality Skills Road Show in Sydney which discussed how the industry can change to improve productivity and foster responsible, attract and retain staff, develop the workforce, and improve training and career pathways, among other steps. Tourism Noosa works with Noosa MP Sandy Bolton, Noosa Council, local business associations and operators, QTIC, the Department of Employment, Small Business and Training and Regional Training Queensland to alleviate staff shortages. We have lobbied State and Federal Governments on potential solutions.

VISITOR SPEND HEADS TO PRE-COVID LEVELS
The latest data from Tourism Research Australia for the year ending December 2021 shows total visitor spend including stay increased to \$2.68bn - the highest since the start of COVID-19 and closing back towards pre-COVID levels.
Change in Overnight* Visitors and Spend (1st Dec 2019-2021)
Overnight refers to overnight stays only, not day trippers, as overnighters are less likely to drive and they spend more per person by getting out and about experiencing Noosa's restaurants, day spots, tours, shops and other offerings.
• Domestic overnight spend (\$96.5M) is only -2.6% lower than 2019 although visitor numbers are -12% lower.
• Average spend per overnighter has increased almost 10% to \$994.00
• Queenslanders continue to bolster Noosa's tourism economy, increasing their spend per person by 20% from \$293 to \$352.
• Noosa's increase in visitors and spend since 2019 is not as large as that experienced across Queensland and Australia.

CAMPAIGN PROMOTES DIRECT FLIGHTS
Noosa Returner is a new campaign with travel agency, promoting direct flights to Sunshine Coast Airport from Melbourne, Sydney, Adelaide, Canberra and Newcastle. The Flight the Sun campaign, through our Aviation Partnership, invited travellers to fly direct and spend less time on travel and more time in the outdoors. The initiative campaign featured information on national points, lakes, the hinterland, beaches, Noosa's Esplanade, restaurants in Hastings Street, Campa Terrace and the hinterland, distilleries, breweries, local producers and farm gates.

A TASTE OF NOOSA IN VIRGIN LOUNGES
Congratulations to Tourism Noosa member Betty's Burgers who are now featured on menus in Virgin Australia Lounges in Melbourne, Sydney and Brisbane, with their specially created Live Betty's Turf Chicken Burger and Betty's Crispy Potato Chicken Vaghs, which flew direct to Sunshine Coast Airport, make a splash in Noosa recently when they launched the partnership with Betty's Burgers which was founded in Noosa and has grown to become one of Australia's most well known burger chains. Betty's Burgers Managing Director, Tony McDonough said, "There's should start from the moment you leave your door and arrive at the airport, so we're excited to be able to provide Virgin Australia lounge guests with a little taste of beautiful Noosa right at the very start of every trip!"

Noosa Today full page advertisement to keep the community informed about our activities.

Left: We responded to the workforce shortage crisis by connecting members with other agencies and resources including hospitality training opportunities.

MEASURING VISITATION

Record domestic visitor spend

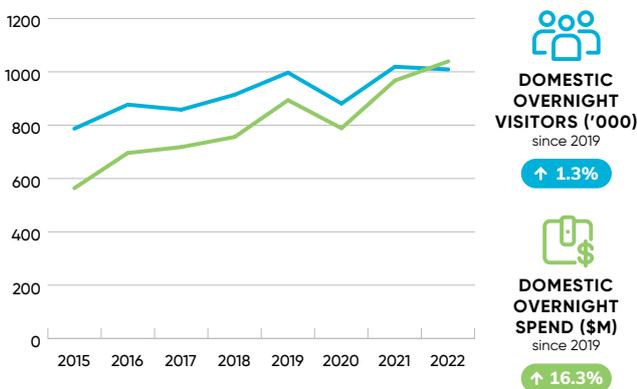
The Noosa region had record overnight domestic visitor spend for a year ending June, reaching \$1.04B in 2021-2022, according to the latest data from Tourism Research Australia. This is the second highest on record for any period, just behind the all-time record set in the previous reporting period, year ending March 2022.

Day trippers added another \$113M (+15% above the pre-COVID-19 year ending June 2019, although their numbers were down almost 20% in that time). This took total visitor spend to \$1.153B, 5% above 2019, which also included international visitation – and a record for a year ending June.

Our marketing strategies which allowed flexible execution enabled us to target Queensland visitors during interstate border closures in the first half of the financial year. Their numbers increased 25% in 2022 compared to 2019, while their spend increased more than 50% to an all-time record \$609M, the second consecutive record set for annual spend by Queensland visitors.

With the reopening of borders and recommencement of interstate marketing activity, interstate visitor numbers are bouncing back: In the first two quarters of 2022, after borders reopened in December 2021, interstate visitor numbers exceeded their pre-COVID levels by +7%. Their average spend per person over the year (\$1,729) was almost one-third higher than it was pre-COVID-19.

Domestic overnight visitors and spend – year ending June

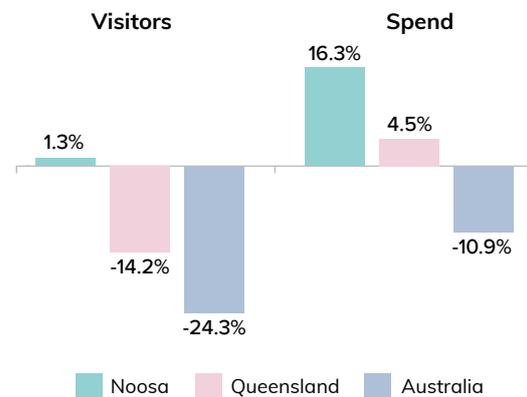


SOURCE: Tourism Research Australia - National Visitor Survey YE June 2022.

There have now been four consecutive year-ending results over \$400M for interstate spend for the first time since the start of the pandemic.

Noosa's domestic overnight visitor results are stronger than state and national results.

Change in domestic overnight visitors and spend – year ending June 2019 v 2022



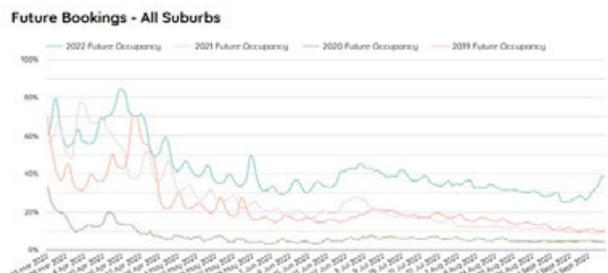
SOURCE: Tourism Research Australia - National Visitor Survey YE June 2022.

Noosa has increased its share of the state's overnight visitors (+0.7%) and spend (+0.55%) since COVID-19.

Noosa Travel Insights Hub

We launched the direct member access facility to our industry-leading visitor data analytics dashboard that we developed to guide marketing, business planning and benchmarking for us and for members.

The Noosa Travel Insights Hub was further improved, based on member feedback, we engaged with members to provide custom reports and provided specialised training for this free portal that provides rich insights into accommodation bookings, visitor mobility and flight searches for the region and individual villages.



Source: Noosa Travel Insights Hub.

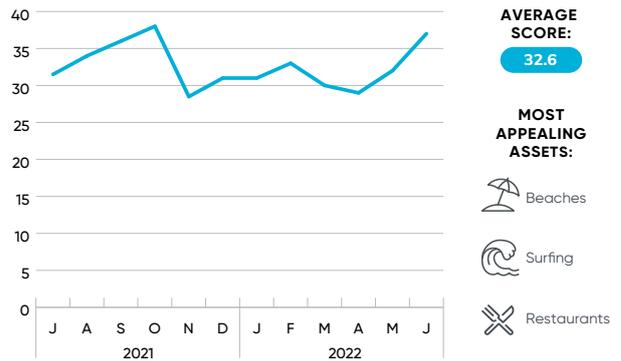
MEASURING VISITATION CONT.

Tourism sentiment

In the worldwide Tourism Sentiment Index (TSI) which monitors online conversations about destinations, Noosa ranked #19 in the world in the first quarter of 2022, placing it in the top 10% of destinations globally.

The top contributors to Noosa’s overall performance were: Beaches (44%), Surfing (14%), and Restaurants + Dining (13%). These results provide insights into positive sentiment drivers for Noosa.

In June 2022, the TSI was 37, up from 32 the previous month. The average monthly ranking during 2021-2022 was 32.6.



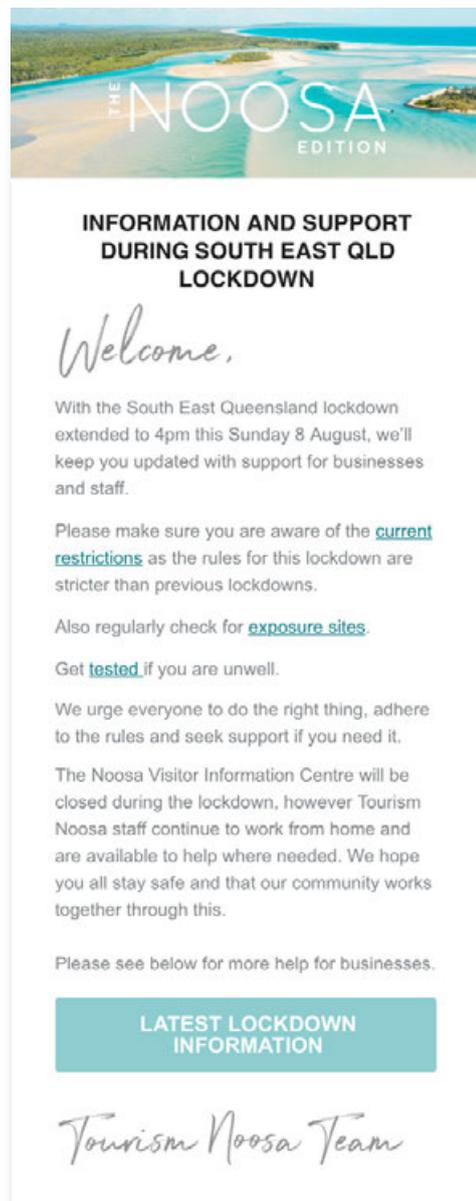
The Tourism Sentiment Index monitors millions of online destination conversations from 500,000+ communications platforms, including social networks and review sites.

INFORMING AND SUPPORTING MEMBERS THROUGH COVID-19 AND FLOODS

Through COVID-19 lockdowns, restrictions and border changes, and the 2022 floods, we informed and supported members with timely news and updates. Weekly newsletters, daily industry Facebook posts and our online members’ toolkit shared news about relevant grants, counselling, information sessions, training and FAQs. We provided templated posters and notices to members to help with their own communications.

On behalf of the industry, we advocated to the State and Federal Governments and Noosa Council’s COVID Business Roundtable and the COVID Response Team for ways to reduce the impact on businesses and improve support. This included working with and lobbying the Queensland Tourism Industry Council, Queensland Health and the Department of Tourism, Innovation and Sport on the impacts and urgent need for policy changes.

We provided consumer information regarding restaurant takeaways during lockdowns and supported ‘Buy Local’ campaigns.



Tourism Noosa members EDM.

NEW CONSTITUTION AND BOARD

The Tourism Noosa Board proposed a new Constitution to members at our 20th Annual General Meeting, to update governance policies and better reflect current practices. The Board was reduced from a maximum of 13 Directors to 7 to increase its effectiveness, enabling Directors to focus on the implementation of our strategic direction. Members voted to support the changes. Skills-based criteria were developed for the appointment of new Board Directors.



Tourism Noosa Chairman Max Webberley and CEO Melanie Anderson.

IMPROVING ACCESS FOR VISITORS WITH DISABILITY

We were invited to join the Queensland Department of Tourism, Innovation and Sport's Accessible Tourism in Queensland project in six regions, which aims to make it easier for people with a disability to enjoy a holiday. It will also provide our industry with resources to cater to the growing accessible tourism market, capitalising on the opportunities the Brisbane 2032 Olympics and Paralympics will provide.

Information on improving accessibility has been made available to our members, with further resources to come.

We began a Work in Learning project with the University of Queensland to provide resources regarding accessible tourism for visitors to our Visitor Information Centre, on our website, and to help operators improve their accessible offerings.

We also joined the regional Good Access = Good Business group, aiming to make tourism and other business offerings and services more welcoming, accessible and inclusive for people with disability. This includes employment opportunities which will also help the workforce shortage crisis.

TOURISM THOUGHT LEADERSHIP FORUM

The challenging COVID-19 situation called for an industry-leading response, so we brought together a panel of Statewide tourism leaders and our members at the Tourism Thought Leadership Forum. The panel discussed how members could prepare their businesses in the face of ongoing challenges, and how to manage visitor expectations for the Christmas holiday period.

With businesses facing issues including changing border directions, workforce shortages, a housing crisis that impeded the attraction of staff to the region, vaccination mandates and the threat of COVID exposure, operators heard practical insights into how they could plan to deliver services and maintain client satisfaction while juggling one of the toughest situations in their careers.



Tourism Thought Leadership Forum at Sofitel Noosa Pacific Resort & Spa.

TOP TOURISM TOWN

Noosa won silver in Australia's Top Tourism Town Awards, after earlier being named Queensland's Top Tourism Town 2021. This was based on a submission by Tourism Noosa which celebrated how tourism and the community work together to make Noosa the best destination it can be.



MEMBERSHIP

Following a year of free membership in 2020-2021 to help businesses through COVID-19 hardships, we reintroduced paid membership in 2021-2022, with membership numbers staying on par with 2019's record numbers for paid membership.

We introduced a new two-tier structure for Core Tourism Members and Tourism Services Members, to better reflect the diversity of businesses we service.

TRAINING FOR MEMBERS



Member training session at Bounce Noosa.

We offered free and subsidised member training opportunities, with about 200 people attending workshops, including:

- Welcome to Noosa
- Noosa Eco Check
- Noosa Travel Insights
- Instagram, Tik Tok and YouTube
- 5 essentials to marketing your business, presented by Success Marketing, a local digital marketing agency
- Noosa Resilient Leadership Program for business leaders to develop resilience skills in the face of adverse events and disasters
- Noosa Biosphere Trail – Business and economic development seminar
- New member morning teas to introduce members to our activities

We also enabled members to take advantage of training offered by other accredited organisations such as the Queensland Tourism Industry Council, Tourism and Events Queensland, Tourism Australia and the Australian Tourism Export Council.

NETWORKING EVENTS

While COVID lockdowns interrupted our monthly schedule of networking events, we held eight networking nights and industry breakfasts, attended by an average of 120+ at each.

These networking events also provide a chance for venues to be showcased, and for members to hear industry updates and latest news. Venues were:

- RACV Noosa Resort
- Noosa Regional Gallery (Focus on art and events, Noosa Open Studios, Floating Land and Tall Trees Exhibition)
- Tewantin-Noosa RSL
- Noosa Springs Golf and Spa Resort
- Noosa Heads Surf Club
- Boiling Pot Brewing Co
- Noosa Festival of Surfing Beach Bar
- Bounce Noosa



Queensland Tourism Industry Council CEO Daniel Gschwind was guest speaker at the networking breakfast at Tewantin-Noosa RSL.

VISITOR SERVICES

The Visitor Information Centre (VIC) in Hastings Street provides a valuable resource for members to reach visitors in town, with advertising and booking services, and for visitors to find information for their holiday.

Pre-COVID, about 140,000 people attended the VIC each year. While COVID lockdowns and border closures reduced operating capacity and booking figures, numbers since the lifting of restrictions are strong: the monthly average number of visitors since borders reopened is around 11,000, almost back to pre-COVID numbers. Bookings for June 2022 were the highest since lockdowns began.

We attended the Queensland Information Centre Association conference where Noosa was announced as the host destination for the October 2022 event, which will bring information centre managers and staff to the region.

MEMBER ADVERTISING AND ACTIVATIONS

Tourism Noosa members are invited to display their products or services at free VIC activations, offering a high-traffic location to reach visitors, particularly for businesses without a prominent street-front. Examples included Bike On Noosa, Feet First Footwear Noosa, Oggy Scooters, Frida's Sip n Paint, Noosa Civic and events.



Joel from Joel's Journeys at his member activation at the Noosa Visitor Centre.

We also offer members paid brochure and digital advertising at the centre, with 55% of our core membership, covering all sectors, utilising VIC advertising opportunities.

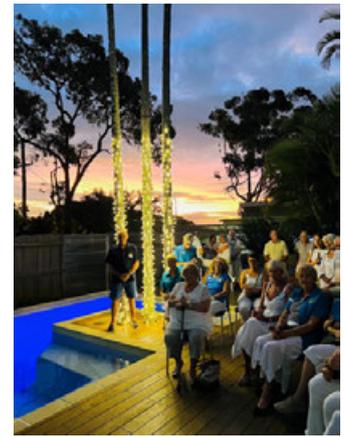
“Our field trips to Tourism Noosa each year are always a highlight for our senior Tourism students”

– Year 12 Tourism Teacher

BUZZ NIGHTS

Buzz Nights and famils, including the regional SCOUT22 event are a chance for our members to educate our large team of volunteers about their products and services.

Members provide news, updates and opportunities for the volunteers to experience their tours and products which results in an authentic level of knowledge when talking to visitors.



Volunteers at a Buzz Night at Flashpackers Backpacker Resort.

VALUING OUR VOLUNTEERS



Volunteers Vicki and Joan with their new coffee cups and travel lids, a gift to celebrate their contribution.

We put into place COVID-19 measures to protect our volunteers and staff, while maintaining services for most of the year. We celebrated our 65 volunteers during National Volunteer Week and at the annual Christmas party where two 25-year service awards were presented.

INSPIRING THE NEXT GENERATION

The centre regularly hosts local, intrastate and overseas high school students who are studying Hospitality, Tourism and Sustainability, educating them and involving them in a range of our programs across marketing and events, visitor services and sustainability.



MEDIA

CONNECTING WITH NATIONAL AND INTERNATIONAL MEDIA

Tourism Noosa’s media program earned around \$50 million publicity value during the year, through newspaper, magazine, digital, television and social media articles. Our Media Hosting Program provides tailored familiarisations, highlighting the Noosa region and operators, including accommodation, tours, unique products, Noosa’s dining scene, villages, retail, wellness and events.

Highlights include:

- 2 visits from the TODAY morning TV program – Back in the Biosphere special and Noosaville foreshore focus
- 2 episodes on Weekender (TV)
- Noosa episode on Roads Less Travelled
- The Australian
- Qantas Magazine – restaurant feature
- 6-page spread in Country Style Magazine
- Australian Traveller, including cover image
- Great Walks Magazine – 6-page feature including coastal and forest hiking gems and the Great Noosa Trail Walk
- The Age and The Sydney Morning Herald – spotlight on dining
- Australian Financial Review – new dining hot-spots

With the reopening of interstate and international borders, we attended International Media Marketplace which brings together the travel industry’s most influential leaders, editors and travel writers to inspire ideas, share insights and discuss trends and challenges facing the industry. We updated journalists, editors, influencers and broadcasters on the latest news from Noosa, inspiring them to make sure Noosa is top-of-mind for their travel stories.



Weekender TV presenter Duane discovers the Noosa Trail Network with Spoke N Trail.



Tourism Noosa’s Communication Manager Susan Ewington with travel editor and broadcaster David McGonigal at International Media Marketplace.



Today Show weather presenter Tim at Noosa Springs Golf & Spa Resort.



Weekender TV presenter Alistair at Heads of Noosa Brewing Co with owner Lance.

EVENTS

Our events strategy aims to build an iconic events calendar through targeted investment and promotion of emerging and established sporting, cultural, food and other events to encourage off-peak interstate visitation and enable geographic dispersal through Noosa's villages.

2022 NOOSA EVENTS

VISITNOOSA.COM.AU/EVENTS

<p style="background-color: #f8bbd0; padding: 2px; text-align: center; font-weight: bold; font-size: small;">FEBRUARY</p> <p style="font-size: x-small; margin: 5px 0;">19-20 FEBRUARY NOOSA SUMMER SWIM</p>  <p style="font-size: x-small; margin: 5px 0;">19 FEBRUARY NOOSA VW CAR SHOW</p>  <p style="background-color: #f8bbd0; padding: 2px; text-align: center; font-weight: bold; font-size: small;">MARCH</p> <p style="font-size: x-small; margin: 5px 0;">5 MARCH MEOW MEOW NOOSA ALIVE</p>  <p style="font-size: x-small; margin: 5px 0;">5-13 MARCH NOOSA FESTIVAL OF SURFING</p>  <p style="font-size: x-small; margin: 5px 0;">18 MARCH DAVID KOCH BUSINESS FORUM</p>  <p style="font-size: x-small; margin: 5px 0;">23-27 MARCH NOOSA ULTRA TRAIL</p>  <p style="font-size: x-small; margin: 5px 0;">26 MARCH OFFBEAT MUSIC FESTIVAL EUMUNDI</p>  <p style="font-size: x-small; margin-top: 10px;">Please note: Dates correct at time of publication and subject to change by event organisers.</p>	<p style="background-color: #f8bbd0; padding: 2px; text-align: center; font-weight: bold; font-size: small;">APRIL</p> <p style="font-size: x-small; margin: 5px 0;">8-10 APRIL AUSTRALIAN BODY ART FESTIVAL</p>  <p style="font-size: x-small; margin: 5px 0;">29 APR - 8 MAY ANYWHERE FESTIVAL</p>  <p style="background-color: #f8bbd0; padding: 2px; text-align: center; font-weight: bold; font-size: small;">MAY</p> <p style="font-size: x-small; margin: 5px 0;">1 MAY RED HOT SUMMER TOUR</p>  <p style="font-size: x-small; margin: 5px 0;">7-9 MAY ULTRA MAN</p>  <p style="font-size: x-small; margin: 5px 0;">21 MAY NOOSA BUSKING CHAMPIONSHIPS</p>  <p style="font-size: x-small; margin: 5px 0;">28 MAY RUNAWAY NOOSA MARATHON</p> 	<p style="background-color: #f8bbd0; padding: 2px; text-align: center; font-weight: bold; font-size: small;">JUNE</p> <p style="font-size: x-small; margin: 5px 0;">19 JUNE NOOSA ELECTRIC VEHICLE EXPO AND STREET FEST</p>  <p style="background-color: #f8bbd0; padding: 2px; text-align: center; font-weight: bold; font-size: small;">JULY</p> <p style="font-size: x-small; margin: 5px 0;">4 JULY HELLS GATE 38</p>  <p style="font-size: x-small; margin: 5px 0;">15 JULY BRISBANE COASTREK 2022</p>  <p style="font-size: x-small; margin: 5px 0;">21-31 JULY NOOSA ALIVE!</p>  <p style="font-size: x-small; margin: 5px 0;">24 JULY POMONA KING OF THE MOUNTAIN</p>  <p style="font-size: x-small; margin: 5px 0;">30-31 JULY NOOSA ENDURO</p> 	<p style="background-color: #f8bbd0; padding: 2px; text-align: center; font-weight: bold; font-size: small;">AUGUST</p> <p style="font-size: x-small; margin: 5px 0;">14 AUGUST NOOSA CLASSIC</p>  <p style="font-size: x-small; margin: 5px 0;">21 AUGUST COOROY MOUNTAIN RUN</p>  <p style="font-size: x-small; margin: 5px 0;">28 AUG - 3 SEP NOOSA JAZZ PARTY</p>  <p style="background-color: #f8bbd0; padding: 2px; text-align: center; font-weight: bold; font-size: small;">SEPTEMBER</p> <p style="font-size: x-small; margin: 5px 0;">9-11 SEPTEMBER NOOSA CAR CLASSICA</p>  <p style="background-color: #f8bbd0; padding: 2px; text-align: center; font-weight: bold; font-size: small;">OCTOBER</p> <p style="font-size: x-small; margin: 5px 0;">1-3 OCTOBER GREAT NOOSA TRAIL WALK</p>  <p style="font-size: x-small; margin: 5px 0;">1-9 OCTOBER NOOSA OPEN STUDIOS</p>  <p style="font-size: x-small; margin: 5px 0;">24-30 OCTOBER NOOSA TRIATHLON</p> 
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VISITNOOSA.COM.AU/EVENTS

We funded 17 events during the year, including the re-emergence of the Noosa Enduro, (six others were unfortunately cancelled/postponed), generating local economic, environmental and social value through increased spend and adding activity and dispersal through Noosa's villages.

Event organisers work with our sustainable events program to deliver positive environmental outcomes for the community (more information in the Sustainability section).

Our events sponsorship program and marketing activity saw the annual Great Noosa Trail Walk in the Noosa hinterland receive national coverage through Great Walks Magazine, including a 2-page article and a full-page advertisement, along with online and EDM support.

THE GREAT NOOSA TRAIL WALK

1 - 3 OCTOBER 2022

Discover the stunning scenery and hidden natural beauty of the Noosa Hinterlands, on the Great Noosa Trail Walk.



Following the coastal town of Cooroy, Gerbil, Cooroy, and Pomona, the Great Noosa Trail Walk winds through the hinterland, over hills, rivers, and past views of the Noosa Trail Network, taking in spectacular views from the coastland to the ocean, wide as your eyes can take. In the water-catchment, wild experiences this incredible part of the world up close.



Visit www.greatnoosatrailwalk.com to register

REGISTER NOW!

Great Walks Magazine full page advertisement.



SUSTAINABILITY

SUSTAINABILITY PROGRAMS WIN MUMBRELLA AWARD

Tourism Noosa's sustainability programs conducted in the 2021-2022 financial year won the Sustainable Practices category in the 2022 Mumbrella Awards, Australia and New Zealand's biggest media and marketing awards.

Our nomination detailed our sustainability programs and highlighted our collaboration with community environmental groups such as Queensland Parks & Wildlife, Noosa & District Landcare, Noosa Biosphere Reserve Foundation, Noosa Integrated Catchment Association, Noosa Parks Association, Zero Emissions

Noosa and the Noosa World Surfing Reserve, along with our work with Noosa Council's sustainable initiatives.

It also featured our consumer education efforts on our website's Green Travel section, an important part of the holiday planning section, with information on how to 'tread lightly', blogs and guides for the increasingly important conscious traveller market.

Our sustainability programs include: Welcome to Noosa, Noosa Eco Check, Sustainable Events Program, Sustainable Events Criteria, Plastic Free Noosa, Trees for Tourism, Noosa Water Bottles, Noosa Composting Trial, Kabi Kabi Indigenous Tourism, Sustainable Collateral and the Visitor Information Centre. Some of these are outlined below.



Volunteer Waste Warriors at a beach clean-up during the Noosa Festival of Surfing.

SUSTAINABLE EVENTS

Our Plastic Free Noosa program works with event organisers to implement sustainable event guidelines and criteria, with the aim of reducing waste. This helps Noosa reach its net zero emission target, decrease landfill and implement water-wise solutions. Results included:

Noosa Festival of Surfing 2022



Working through our sustainable event guidelines, the Noosa Festival of Surfing diverted more than 85% of all waste from landfill; has saved 15,000 single-use water bottles since 2018 with the support of Unitywater's Refill Van; had daily beach clean-ups; the Beach Bar in 2022 was a zero-waste venue; and it was a carbon-positive event, with carbon emissions from competitors' travel and accommodation being offset by Eco Evo Surf and Tourism Noosa's Trees for Tourism program.

Noosa Classic



Noosa Classic achieved best practice sustainability policy and saw the most dramatic increase in sustainable event criteria assessed over three years.

Noosa Tri



Noosa Tri moved from plastic cups to using 180,000 compostable racer cups.

Wild Women Adventure Race



Wild Women Adventure Race was a zero waste event.

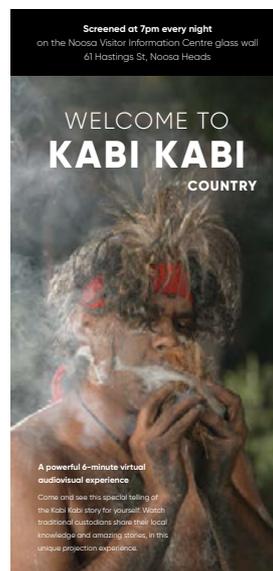
WELCOME TO KABI KABI COUNTRY

Working closely with the Noosa region's traditional owners, the Kabi Kabi Native Title Applicants who are the Directors for the Kabi Kabi People's Aboriginal Corporation, we created a unique Welcome to Country story that screens outside the Noosa Visitor Information Centre in Hastings Street every evening at 7pm.

The 6-minute virtual audio-visual experience was created for visitors and locals, with Kabi Kabi traditional custodians sharing their local knowledge and stories.

"It's a virtual opportunity to gather at the camp fire and share some time and local knowledge with the Kabi Kabi traditional custodians."

- Video producer, James Muller from Earth Base Productions.



PLASTIC FREE NOOSA

A whole of community plan to eliminate single-use plastics, Tourism Noosa manages the Plastic Free Noosa program in partnership with Noosa Council. It helps protect the environment by engaging with community and business to eliminate single-use plastics including water bottles and packaging.

We bring businesses along on the journey as Plastic Free Members and Champions who significantly reduce their plastic footprint.



Projects include:

Koala Gala

We were a sponsor of the 2021 Noosa Biosphere 'Wild Koala' Gala which raised money to protect and secure a future for Noosa's wild koala populations. For the second year, the event showcased our Noosa Collection water bottles, with the release of the special limited edition 'Wild Koala' bottle.



Bottles for the Biosphere

We created infinitely recyclable aluminium bottled water, in partnership with Bluesky Beverages, to eliminate plastic water bottles from the environment.



Beach, event and street clean-up activities

Plastic Free Noosa's Waste Warrior team took part in four beach and river clean-ups, collaborating with groups including Sea Shepherd, Noosa Festival of Surfing, Discovery Tours K'gari, Richmond High School, Noosa Boardriders Club, Noosa World Surfing Reserve and the community.

- People involved: 150+
- Waste collected: 215kg+

We also supported the post-flood recovery beach clean-up on K'Gari – Fraser Island which collected 13,776kg of waste in six days.



Our two Plastic Free Noosa ambassadors, Jarrah Small and Ocean Grace, were recognised by Dutch environmental group Plastic Soup Foundation which included their stories in a children's book about possible solutions to plastic pollution and the young heroes who have stood up against it.



O FOUNTAIN WATER STATION REPRESENTS INDIGENOUS HERITAGE

We worked with Unitywater and Noosa Council to create the Noosa Shire's second O Fountain (water refill station) in Lions Park on Gympie Terrace, Noosaville. Painted by local indigenous artist Lyndon Davis, it represents traditional shell middens along the Noosa River foreshore, discarded from the seafood eaten by the Kabi Kabi.

Locals and visitors can fill up their reusable water bottles with tap water, reducing the number of single-use plastic bottles.



Kabi Kabi artist Lyndon Davis with the new O Water Fountain in Noosaville, reducing the number of plastic water bottles in landfill.

TREES FOR TOURISM

The Trees for Tourism program in partnership with Noosa & District Landcare supports tree planting throughout our shire for land rehabilitation, carbon emission reduction, shade trees for walkers on the Noosa Biosphere Trails and the protection and enhancement of koala and other native wildlife habitat.

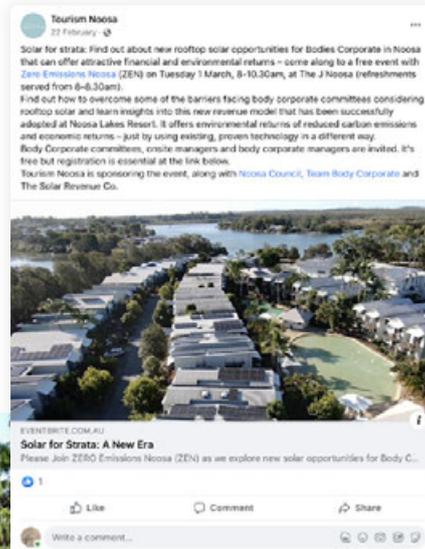
All Tourism Noosa sponsored events donate \$1 for each paid participant to the program. Donations can also be made at our networking events and at the Noosa Visitor Information Centre.



A Trees for Tourism planting in the Noosa hinterland.

WORKING TOWARD NET ZERO

We supported Zero Emissions Noosa and Noosa Council on events including the Electric Vehicle Expo, Solar for Strata workshop which explored new solar opportunities for Bodies Corporate, and Biz to Net Zero forum.



NOOSA BIOSPHERE TRAILS

The Noosa Trail Masterplan on which we collaborated with Noosa Biosphere Reserve Foundation, Noosa Council and Noosa & District Landcare, is now a working plan with Noosa Council and Queensland Parks & Wildlife for improving and upgrading the Noosa Biosphere Trails. It will provide a more cohesive trail experience for visitors and the community. We invited members and other businesses to a Noosa Biosphere Trails Business & Economic Development seminar to discuss opportunities associated with the value chain involving the masterplan and actions associated with the roll-out of ongoing key recommendations.

NOOSA BIOSPHERE AWARDS

Tourism Noosa sponsored the Water category of the Noosa Biosphere Awards which celebrate and acknowledge some of the ways people in our community contribute to a sustainable future in the Noosa Biosphere Reserve. Our Plastic Free Noosa program was also a finalist in the People and Economy category of the awards.



COMPOSTING TRIAL REDUCES WASTE IN VENUES

A six-week commercial composting trial with RACV Noosa Resort, McDonalds Noosaville, Hum Drum Espresso, Padre Coffee, Organika, Mr Drifter and Vanilla Food aimed to bring about much-needed solutions to reduce commercial organic packaging and compostable waste in Noosa.

We secured sponsorship for the trial from Compost Connect who shared the story with their international audience.



A report on the trial to Noosa Council has suggested strategies for the future to support businesses.

TOURISM NOOSA LTD

ABN 45 097 924 199

FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2022



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Tourism Noosa Ltd
ABN 45 097 924 199
Directors' Report

Your Directors present their report together with the financial statements of Tourism Noosa Ltd ("the Company") for the financial year ended 30 June 2022.

Directors

The names of the Directors in office at any time during, or since the end of the year are:

Director

Max Webberley	(Appointed 9 February 2022)
Jeanette Allom-Hill	(Appointed 9 February 2022)
Sue Willis	(Appointed 9 February 2022, resigned 29 August 2022)
Craig McGovern	
Graham Bradford	(Resigned 1 September 2022)
Louise Formosa	
James Kendall	
Andrew Brodie	(Resigned 28 October 2021)
Brett Kapernick	(Resigned 28 October 2021)
Michael Holmes	(Resigned 31 December 2021)
Erina Kilmore	(Resigned 28 October 2021)
Darren McClenaghan	(Resigned 9 February 2022)
Richard Stephens	(Resigned 9 February 2022)

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 activities of the Company during the year were the management and marketing of Noosa as a tourism destination.

No other significant change in the nature of these activities occurred during the year.

Operating Results and Review of Operations

The surplus of the Company for the financial year amounted to \$22,600 (2021: restated deficit of \$16,933). A review of the operations of the Company during the financial year and the results of those operations show a decrease in revenue of 17.7% to \$3,448,759.

Significant Changes in the State of Affairs

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

Company Secretary

Karon Rogers holds the position of Company Secretary since 5 May 2021.

Members' Guarantee

The Company is incorporated under the *Corporations Act 2001* and is a Company limited by guarantee. If the company is wound up, the constitution states that each member is required to contribute a maximum of \$10 each toward meeting any outstanding obligations of the Company. The total amount that members of the Company are liable to contribute if the Company is wound up is \$10 (2021: \$10).

Tourism Noosa Ltd
ABN 45 097 924 199
Directors' Report (continued)

Meetings of the Directors

Director	No. eligible to attend	No. attended
Erina Kilmore	4	4
Darren McClenaghan	6	6
Richard Stephens	6	6
Louise Formosa	12	10
James Kendall	12	12
Andrew Brodie	4	3
Brett Kapernick	4	4
Craig McGovern	12	12
Graham Bradford	12	10
Michael Holmes	5	3
Max Webberley	6	6
Sue Willis	6	3
Jeanette Allom-Hill	6	6

Proceedings on behalf of the Company

No person has applied for leave of Court to bring proceedings on behalf of the Company or intervene in any proceedings to which the Company is a party for the purpose of taking responsibility on behalf of the Company for all or any part of those proceedings.

The Company was not a party to any such proceedings during the year.

Events subsequent to the end of the reporting period

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 the affairs of the Company in future financial years.

Auditor's Independence Declaration

A copy of the auditor's independence declaration as required under s 307C of the *Corporations Act 2001* is set out on page 3 of the financial report.

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



Max Webberley
Chair
7 November 2022
Brisbane, Queensland

**AUDITOR'S INDEPENDENCE DECLARATION
UNDER SECTION 307C OF THE *CORPORATIONS ACT 2001*
TO THE DIRECTORS OF TOURISM NOOSA LTD**

As lead auditor for the audit of the financial report of Tourism Noosa Ltd for the year ended 30 June 2022, I declare that, to the best of my knowledge and belief, there have been no contraventions of:

- (a) the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- (b) any applicable code of professional conduct in relation to the audit.



A B Narayanan
Partner

Brisbane, Queensland
7 November 2022

hlb.com.au

HLB Mann Judd (SE QLD Partnership)

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HLB Mann Judd (SE QLD Partnership) is a member of HLB International, the global advisory and accounting network.

Tourism Noosa Ltd

ABN 45 097 924 199

Statement of Profit or Loss and Other Comprehensive Income For the year ended 30 June 2022

	Note	2022 \$	2021 (Restated) \$
INCOME			
Revenue	3	2,771,893	2,811,157
Other income	3	676,866	1,380,718
		<u>3,448,759</u>	<u>4,191,875</u>
EXPENDITURE			
Depreciation and amortisation expense		(115,419)	(69,030)
Rental expense		(1,485)	(182)
Auditor fees		(23,449)	(23,830)
Motor vehicle expense		(10,431)	(10,008)
Utilities expense		(1,519)	(1,726)
Staff training and development expense		(15,804)	(7,106)
Sundry expenses		(651,956)	(440,383)
Marketing expenses		(1,164,349)	(2,249,536)
Employee benefits expense		(1,441,747)	(1,407,007)
Surplus/(deficit) before income tax		<u>22,600</u>	<u>(16,933)</u>
Income tax expense		-	-
Surplus/(deficit) for the year	4	<u>22,600</u>	<u>(16,933)</u>
Other comprehensive income		-	-
Total comprehensive income for the year		<u><u>22,600</u></u>	<u><u>(16,933)</u></u>

The accompanying notes form part of these Financial Statements.

Tourism Noosa Ltd
 ABN 45 097 924 199
Statement of Financial Position
As at 30 June 2022

	Note	2022 \$	2021 (Restated) \$
ASSETS			
Current assets			
Cash and cash equivalent	6	547,091	361,213
Trade and other receivables	7	66,040	121,097
Inventories	8	46,069	45,584
Other assets	9	22,148	94,900
Total current assets		681,348	622,794
Non-current assets			
Property plant and equipment	10	317,937	372,972
Intangibles		42,110	42,110
Other assets		6,062	6,062
Rights-of-use assets	11	297,348	303,553
Total non-current assets		663,457	724,697
Total assets		1,344,805	1,347,491
LIABILITIES			
Current liabilities			
Trade and other payables	12	446,838	347,873
Unexpended grant and subscriptions in advance	13	50,727	190,178
Provisions	14	65,162	57,699
Lease liabilities	15	47,462	36,970
Total current liabilities		610,190	632,720
Non-current liabilities			
Provisions	14	18,793	11,758
Lease liabilities	15	276,652	286,444
Total Non-current liabilities		295,445	298,202
Total liabilities		905,635	930,922
Net assets		439,170	416,569
EQUITY			
Accumulated surplus		439,170	416,570
Total equity		439,170	416,570

The accompanying notes form part of these Financial Statements.

Tourism Noosa Ltd
ABN 45 097 924 199
Statement of Changes in Equity
For the year ended 30 June 2022

	Note	Accumulated Surplus \$	Total Equity \$
Balance at 1 July 2020		444,124	444,124
Prior period restatement	17	(10,621)	(10,621)
Balance at 1 July 2020, restated		433,503	433,503
Deficit for the year		(16,933)	(16,933)
Other comprehensive income for the year		-	-
Total comprehensive income for the year		(16,933)	(16,933)
Balance at 30 June 2021, restated		416,570	416,570
Balance at 1 July 2021		416,570	416,570
Surplus for the year		22,600	22,600
Other comprehensive income for the year		-	-
Total comprehensive income for the year		22,600	22,600
Balance at 30 June 2022		439,170	439,170

The accompanying notes form part of these Financial Statements.

Tourism Noosa Ltd
 ABN 45 097 924 199
Statement of Cash Flows
For the year ended 30 June 2022

	Note	2022 \$	2021 (Restated) \$
Cash flows from operating activities			
Receipts from customers and Tourism Levy		3,489,936	4,222,167
Payments to suppliers and employees		(3,235,563)	(3,921,403)
Interest received		512	824
Net cash provided by operating activities	16	254,885	301,588
Cash flows from investing activities			
Purchase of property, plant and equipment		(7,931)	(48,738)
Net cash used in investing activities		(7,931)	(48,738)
Cash Flows from financing activities			
Payment for lease liabilities		(61,076)	(49,350)
Net cash used in financing activities		(61,076)	(49,350)
Net increase in cash held		185,878	211,335
Cash and cash equivalents at beginning of the year		361,213	149,878
Cash and cash equivalents at end of the year	5	547,091	361,213

The accompanying notes form part of these Financial Statements.

Tourism Noosa Ltd
ABN 45 097 924 199
Notes to the Financial Statements
For the year ended 30 June 2022

General Information

The financial statements cover the Tourism Noosa Ltd as an individual entity, incorporated and domiciled in Australia. Tourism Noosa Ltd is a company limited by guarantee.

The financial statements were authorised for issue by the Board of Directors of Tourism Noosa Ltd at the meeting on the date shown on the Declaration by the Board of Directors attached to the Financial Statements.

New or amended Accounting Standards and Interpretations adopted

The Company has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period.

Any new or amended Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

Note 1: Statement of Significant Accounting Policies

The principal accounting policies adopted in the preparation of the financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

Basis of Preparation

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

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

Critical accounting estimates

The preparation of the financial statements requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the company's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements, are disclosed in Note 2.

Tourism Noosa Ltd
ABN 45 097 924 199
Notes to the Financial Statements
For the year ended 30 June 2022

Note 1: Statement of Significant Accounting Policies (continued)

Revenue Recognition

The Company recognises revenue as follows:

Revenue from contracts with customers

Revenue is recognised at an amount that reflects the consideration to which the Company is expected to be entitled in exchange for transferring goods or services to a customer. For each contract with a customer, the Company: identifies the contract with a customer; identifies the performance obligations in the contract; determines the transaction price which takes into account estimates of variable consideration and the time value of money; allocates the transaction price to the separate performance obligations on the basis of the relative stand-alone selling price of each distinct good or service to be delivered; and recognises revenue when or as each performance obligation is satisfied in a manner that depicts the transfer to the customer of the goods or services promised.

Variable consideration within the transaction price, if any, reflects concessions provided to the customer such as discounts, rebates and refunds and any other contingent events. Such estimates are determined using either the 'expected value' or 'most likely amount' method. The measurement of variable consideration is subject to a constraining principle whereby revenue will only be recognised to the extent that it is highly probable that a significant reversal in the amount of cumulative revenue recognised will not occur. The measurement constraint continues until the uncertainty associated with the variable consideration is subsequently resolved. Amounts received that are subject to the constraining principle are recognised as a refund liability.

Membership fees

Membership Fees are recognised over the life of the membership.

Grant revenue

Non-reciprocal grant revenue is recognised in profit or loss when the entity obtains control of the grant and it is probable that the economic benefit is 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.

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 the financial position as a liability until the service has been delivered to the contributor, otherwise the grant is recognised as income on receipt.

Donations and bequest revenue

Revenue from donations and bequests are recognised when received.

Interest revenue

Interest received is recognised using effective interest rate method, which is floating rate financial assets is the rate inherent in the instrument.

All revenue is stated net of the amount of Goods and Services Tax (GST).

Tourism Noosa Ltd
ABN 45 097 924 199
Notes to the Financial Statements
For the year ended 30 June 2022

Note 1: Statement of Significant Accounting Policies (continued)

Income Tax

No provision for income tax has been raised as the entity is exempt from income tax under Div 50 of the Income Tax Assessment Act 1997.

Current and Non-current Classification

Assets and liabilities are presented in the statement of financial position based on current and non-current classification.

An asset is classified as current when: it is either expected to be realised or intended to be sold or consumed in the Company's normal operating cycle; it is expected to be realised within 12 months after the reporting period; or the asset is cash or cash equivalent unless restricted from being exchanged or used to settle a liability for at least 12 months after the reporting period. All other assets are classified as non-current.

A liability is classified as current when: it is either expected to be settled in the Company's normal operating cycle; it is due to be settled within 12 months after the reporting period; or there is no unconditional right to defer the settlement of the liability for at least 12 months after the reporting period. All other liabilities are classified as non-current.

Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with financial institutions, other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

Plant and Equipment

Each class of plant and equipment is measured on the cost basis (costs include expenditure that is directly attributable to the acquisition of the item) and are therefore carried at cost less accumulated depreciation and any accumulated impairment losses.

In the event the carrying amount of plant and equipment is greater than its estimated recoverable amount and impairment losses are recognised either in profit or loss or as a revaluation decrease if the impairment losses relate to a revalued asset. A formal assessment of recoverable amount is made when impairment indicators are present.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that the future economic benefits associated with the item will flow to the company and the cost of the item can be measured reliably. All the repairs and maintenance are recognised as expenses in profit or loss in the financial period in which they are incurred.

Plant and equipment that have been contributed at no cost, or for nominal costs are recognised at the fair value of the asset at the date it is acquired.

Tourism Noosa Ltd
ABN 45 097 924 199
Notes to the Financial Statements
For the year ended 30 June 2022

Note 1: Statement of Significant Accounting Policies (continued)

Plant and Equipment (continued)

Depreciation

The depreciable amount of all fixed assets is depreciated on a straight-line basis over the asset's useful life to the Company commencing from the time the asset is available for use.

The depreciation rates used for each class of depreciable assets are:

Class of Fixed Assets	Depreciation Rate
Plant and Equipment	7.5% - 40%

The asset's residual values and useful lives are reviewed and adjusted if appropriate, at each balance date. An asset'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 and losses on disposals are determined by comparing the net proceeds with the carrying amount. These gains or losses are included in the Statement of Comprehensive Income when the item is derecognised.

Intangible Assets

Intangible assets acquired are initially recognised at cost. Indefinite life intangible assets are not amortised and are subsequently measured at cost less any impairment. Finite life intangible assets are subsequently measured at cost less amortisation and any impairment. The gains or losses recognised in profit or loss arising from the derecognition of intangible assets are measured as the difference between net disposal proceeds and the carrying amount of the intangible asset. The method and useful lives of finite life intangible assets are reviewed annually. Changes in the expected pattern of consumption or useful life are accounted for prospectively by changing the amortisation method or period.

Right-of-use assets

A right-of-use asset is recognised at the commencement date of a lease. The right-of-use asset is measured at cost, which comprises the initial amount of the lease liability, adjusted for, as applicable, any lease payments made at or before the commencement date net of any lease incentives received, any initial direct costs incurred, and, except where included in the cost of inventories, an estimate of costs expected to be incurred for dismantling and removing the underlying asset, and restoring the site or asset.

Right-of-use assets are depreciated on a straight-line basis over the unexpired period of the lease or the estimated useful life of the asset, whichever is the shorter. Where the company expects to obtain ownership of the leased asset at the end of the lease term, the depreciation is over its estimated useful life. Right-of-use assets are subject to impairment or adjusted for any remeasurement of lease liabilities.

The Company has elected not to recognise a right-of-use asset and corresponding lease liability for short-term leases with terms of 12 months or less and leases of low-value assets. Lease payments on these assets are expensed to profit or loss as incurred.

Tourism Noosa Ltd
ABN 45 097 924 199
Notes to the Financial Statements
For the year ended 30 June 2022

Note 1: Statement of Significant Accounting Policies (continued)

Impairment of Assets

At the end of each reporting period, the Company assesses whether there is any indication that an asset may be impaired. The assessment will include considering external sources of information and internal sources of information. If such an indication exists, an impairment test is carried out on the asset by comparing the recoverable amount of the asset, being the higher of the asset's fair value less costs of disposal and value in use, 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, unless the asset is carried at a revalued amount in accordance with another Standard (e.g. in accordance with the revaluation model in AASB 116: *Property, Plant and Equipment*). Any impairment loss of a revalued asset is treated as a revaluation decrease in accordance with that other Standard.

Employee Benefits

Short-term employee benefits

Provision is made for the Company's obligation for short-term employee benefits. Short-term employee benefits are 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 sick leave. Short-term employee benefits are measured at the (undiscounted) amounts expected to be paid when the obligation is settled.

Other long-term employee benefits

Long-term employee benefits are measured at the present value of the expected future payments to be made to employees. Expected future payments incorporate anticipated future wage and salary levels, durations of service and employee departures, and are discounted at rates determined by reference to end-of-reporting-period market yields on government bonds that have maturity dates approximating the terms of the obligations. Any re-measurements of other long-term employee benefit obligations due to changes in assumptions are recognised in profit or deficit in the periods in which the changes occur.

The Company's obligations for long-term employee benefits are presented as non-current provisions in its Statement of Financial Position, except where the Company does not have an unconditional right to defer settlement for at least 12 months after the reporting date, in which case the obligations are presented as current provisions.

Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office (ATO).

Receivables and payables are stated inclusive of the amount of GST receivable or payable.

The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the Statement of Financial Position.

Cash flows are presented in the Statement of Cash Flows on a gross basis. The GST component of cash flows arising from investing and financing activities which are recoverable from, or payable to, the ATO are presented as operating cash flows included in receipts from customers or payments to suppliers.

Tourism Noosa Ltd
ABN 45 097 924 199
Notes to the Financial Statements
For the year ended 30 June 2022

Note 1: Statement of Significant Accounting Policies (continued)

Accounts Receivable and Other Debtors

Accounts receivable and other debtors include amounts receivable from customers for services in the ordinary course of business. 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.

Accounts receivable are initially recognised at fair value and subsequently measured at amortised cost using the effective interest method, less any provision for impairment.

Lease Liabilities

A lease liability is recognised at the commencement date of a lease. The lease liability is initially recognised at the present value of the lease payments to be made over the term of the lease, discounted using the interest rate implicit in the lease or, if that rate cannot be readily determined, the consolidated company's incremental borrowing rate. Lease payments comprise of fixed payments less any lease incentives receivable, variable lease payments that depend on an index or a rate, amounts expected to be paid under residual value guarantees, exercise price of a purchase option when the exercise of the option is reasonably certain to occur, and any anticipated termination penalties. The variable lease payments that do not depend on an index or a rate are expensed in the period in which they are incurred.

Lease liabilities are measured at amortised cost using the effective interest method. The carrying amounts are remeasured if there is a change in the following: future lease payments arising from a change in an index or a rate used; residual guarantee; lease term; certainty of a purchase option and termination penalties. When a lease liability is remeasured, an adjustment is made to the corresponding right-of use asset, or to profit or loss if the carrying amount of the right-of-use asset is fully written down.

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.

Accounts Payable and Other Payables

Accounts payable 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 that remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

Economic Dependence

Tourism Noosa Ltd is dependent on the collection of the Tourism Levy via the Noosa Council for the majority of its revenue to operate the business.

Tourism Noosa Ltd
ABN 45 097 924 199
Notes to the Financial Statements
For the year ended 30 June 2022

Note 1: Statement of Significant Accounting Policies (continued)

Fair Value Measurement

When an asset or liability, financial or non-financial, is measured at fair value for recognition or disclosure purposes, the fair value is based on the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date; and assumes that the transaction will take place either: in the principal market; or in the absence of a principal market, in the most advantageous market.

Fair value is measured using the assumptions that market participants would use when pricing the asset or liability, assuming they act in their economic best interests. For non-financial assets, the fair value measurement is based on its highest and best use. Valuation techniques that are appropriate in the circumstances and for which sufficient data are available to measure fair value, are used, maximising the use of relevant observable inputs and minimising the use of unobservable inputs.

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 reporting period.

Note 2: Critical Accounting Judgements, Estimates and Assumptions

The Directors evaluate estimates and judgements incorporated into the financial statements based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within the Company.

Coronavirus (COVID-19) Pandemic

Judgement has been exercised in considering the impacts that the Coronavirus (COVID-19) pandemic has had, or may have, on the Company based on known information. This consideration extends to the nature of the products and services offered, customers, supply chain, staffing and geographic regions in which the Company operates. Other than as addressed in specific notes, there does not currently appear to be either any significant impact upon the financial statements or any significant uncertainties with respect to events or conditions which may impact the Company unfavourably as at the reporting date or subsequently as a result of the Coronavirus (COVID-19) pandemic.

Allowance for expected credit losses

The allowance for expected credit losses assessment requires a degree of estimation and judgement. It is based on the lifetime expected credit loss, grouped based on days overdue, and makes assumptions to allocate an overall expected credit loss rate for each group. These assumptions include recent sales experience and historical collection rates.

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Notes to the Financial Statements
For the year ended 30 June 2022

Note 2: Critical Accounting Judgements, Estimates and Assumptions (continued)

Estimation of useful lives of assets

The Company determines the estimated useful lives and related depreciation and amortisation charges for its property, plant and equipment and finite life intangible assets. The useful lives could change significantly as a result of technical innovations or some other event. The depreciation and amortisation charge will increase where the useful lives are less than previously estimated lives, or technically *obsolete or non-strategic assets that have been abandoned or sold will be written off or written down.*

Employee benefits provision

The liability for employee benefits expected to be settled more than 12 months from the reporting date are recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at the reporting date. In determining the present value of the liability, estimates of attrition rates and pay increases through promotion and inflation have been taken into account.

Impairment of non-financial assets other than goodwill and other indefinite life intangible assets

The Company assesses impairment of non-financial assets other than goodwill and other indefinite life intangible assets at each reporting date by evaluating conditions specific to the company and to the particular asset that may lead to impairment. If an impairment trigger exists, the recoverable amount of the asset is determined. This involves fair value less costs of disposal or value-in-use calculations, which incorporate a number of key estimates and assumptions.

Lease Term

The lease term is a significant component in the measurement of both the right-of-use asset and lease liability. Judgement is exercised in determining whether there is reasonable certainty that an option to extend the lease or purchase the underlying asset will be exercised, or an option to terminate the lease will not be exercised, when ascertaining the periods to be included in the lease term. In determining the lease term, all facts and circumstances that create an economical incentive to exercise an extension option, or not to exercise a termination option, are considered at the lease commencement date. Factors considered may include the importance of the asset to the company's operations; comparison of terms and conditions to prevailing market rates; incurrence of significant penalties; existence of significant leasehold improvements; and the costs and disruption to replace the asset. The company reassesses whether it is reasonably certain to exercise an extension option, or not exercise a termination option, if there is a significant event or significant change in circumstances.

Incremental borrowing rate

Where the interest rate implicit in a lease cannot be readily determined, an incremental borrowing rate is estimated to discount future lease payments to measure the present value of the lease liability at the lease commencement date. Such a rate is based on what the company estimates it would have to pay a third party to borrow the funds necessary to obtain an asset of a similar value to the right-of-use asset, with similar terms, security and economic environment.

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Notes to the Financial Statements
For the year ended 30 June 2022

	Note	2022 \$	2021 (Restated) \$
Note 3: Revenue and Other Income			
REVENUE			
Grant income		251,893	291,157
Tourism Levy		2,520,000	2,520,000
Total revenue		2,771,893	2,811,157
OTHER INCOME			
Booking Centre		31,887	19,911
Destination marketing		267,648	457,539
Interest received		512	824
Jobkeeper and Cashflow Boost		-	135,000
Membership income		175,061	98,453
Noosa Eat & Drink revenue	5	-	551,839
Special projects		67,896	40,355
Visitor Information Centre		133,862	76,797
Total other income		676,866	1,380,718
Total revenue		3,448,759	4,191,875
Note 4: Surplus/(Deficit) for the Year			
Surplus/(deficit) for the year has been determined after:			
SUNDRY EXPENSES			
Sustainability		157,006	102,778
Visitor Information Centre		124,049	91,999
Membership		41,122	24,290
Interest paid on lease liabilities		15,526	15,387
Legal and compliance fees		119,277	13,368
Currency (gains)/loss		1,166	68
Other corporate costs		193,810	192,493
		651,956	440,383
DEPRECIATION AND AMORTISATION			
Furniture and equipment		62,965	25,826
Right-of-use assets		52,454	43,204
		115,419	69,030

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Notes to the Financial Statements
For the year ended 30 June 2022

	Note	2022 \$	2021 (Restated) \$
Note 4: Surplus/(Deficit) for the Year (continued)			
AUDITORS' FEES			
Audit and review of financial statements		-	16,000
Non-audit financial services		23,449	7,830
		23,449	23,830
MARKETING EXPENSES			
Operation expenses		-	117,831
Events sponsorship		278,052	289,499
Noosa Food and Drink	5	49,475	848,864
Media / PR		105,231	116,213
Digital		120,289	241,343
Campaign		501,444	573,401
International Marketing		109,858	62,385
		1,164,349	2,249,536
STAFF DEVELOPMENT AND TRAINING			
Marketing & operations staff training		8,972	7,106
Board & staff professional development		6,832	-
		15,804	7,106
Note 5: Noosa Eat and Drink			
EVENT INCOME			
Ticket sales and sponsorship	3	-	551,839
Grants received		47,275	149,000
		47,275	700,839
EVENT EXPENDITURE			
Marketing		-	821,091
Operation expenses		49,475	27,773
		49,475	848,864
Net event deficit		(2,200)	(148,025)
Note 6: Cash and cash equivalent			
Cash at bank		322,831	234,676
Cash floats		400	400
Term deposit		223,860	123,639
Undeposited funds		-	2,498
		547,091	361,213
Note 7: Trade and other receivables			
Current			
Trade receivables		12,890	54,115
Sundry debtors		18,509	37,717
GST refundable		34,641	29,265
		66,040	121,097

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Notes to the Financial Statements
For the year ended 30 June 2022

	2022	2021
	\$	(Restated) \$
Note 8: Inventories		
Current		
Inventory at cost	46,069	45,584
	46,069	45,584
Note 9: Other assets		
Current		
Prepayments	22,148	94,900
	22,148	94,900
Note 10: Property, Plant and Equipment		
Plant and equipment – at cost	204,618	198,065
Less: Accumulated depreciation	(135,328)	(130,409)
	69,290	67,656
Visitor Information Centre assets – at cost	130,203	128,824
Less: Accumulated depreciation	(104,486)	(102,787)
	25,717	26,037
VIC - Renovation 2021 – at cost	8,498	8,498
Less: Accumulated depreciation	(529)	(62)
	7,969	8,436
Renovated marina office 2019 – at cost	69,993	69,993
Less: Accumulated depreciation	(48,218)	(19,507)
	21,775	50,486
Renovated marina office 2014 – at cost	19,377	19,377
Less: Accumulated depreciation	(19,377)	(6,015)
	-	13,362
Extension VIC 2018-19 – at cost	244,962	244,962
Less: Accumulated depreciation	(57,944)	(44,499)
	187,018	200,463
Renovation of office – at cost	6,603	6,603
Less: Accumulated depreciation	(435)	(71)
	6,168	6,532
Total Property, plant and equipment	317,937	372,972

Tourism Noosa Ltd
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Notes to the Financial Statements
For the year ended 30 June 2022

	2022	2021 (Restated)
	\$	\$
Note 11: Rights-of-use assets		
Rights of use assets – at cost	436,210	389,961
Less: Accumulated amortisation	(138,862)	(86,408)
	297,348	303,553
Note 12: Trade and other payables		
Current		
Trade payables	362,860	193,750
Sundry payables and accrued expenses	42,000	132,030
PAYG and superannuation payable	40,286	27,167
Credit Cards	1,692	(5,074)
	446,838	347,873
Note 13: Grant unexpended and subscriptions in advance		
Current		
Subscriptions in advance	-	28,423
Grant unexpended	1,039	101,371
Forward bookings	49,688	60,384
	50,727	190,178
Note 14: Provisions		
Current		
Employee entitlements	65,162	57,699
Non-current		
Employee entitlements	18,793	11,758
	83,955	69,457
Note 15: Lease liabilities		
Current		
Lease liabilities - Buildings	38,669	36,970
Lease liabilities - Office equipment	8,793	-
	47,462	36,970
Non-current		
Lease liabilities - Buildings	247,775	286,444
Lease liabilities - Office equipment	28,877	-
	276,652	286,444

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Notes to the Financial Statements
For the year ended 30 June 2022

	2022	2021 (Restated)
	\$	\$
Note 16: Cash flow information		
Reconciliation of cash flow from operations to surplus/(deficit) for the year:		
Surplus/(deficit) for the year	22,600	(16,933)
<i>Non-cash flows in surplus/(deficit):</i>		
Depreciation and amortisation	115,419	69,030
Interest paid on lease liabilities	15,526	15,387
Changes in provisions	14,497	(30,689)
<i>Changes in assets and liabilities:</i>		
(Increase)/decrease in receivables	60,234	(27,094)
(Increase)/decrease in inventories	(483)	8,660
(Increase)/decrease in other current assets	72,753	(89,317)
Increase/(decrease) in payables	93,790	315,159
Increase/(decrease) in income in advance	(139,451)	57,385
	254,885	301,588

Note 17: Prior period restatement

The Company has adopted AASB 16 *Leases* with an initial application date of 1 July 2019. As a result, the Company has changed its accounting policy on leases as disclosed in Note 1. The Company adopted the modified retrospective approach whereby the new standard was recognised only from 1 July 2019. Under this approach, the liability is calculated at the present value of the outstanding rentals, discounted using the incremental borrowing rate at the date of transition. The asset is then set equal to the liability. This restatement has resulted in the following changes reflected in the 2022 financial statements.

	2021 (previously reported)	Restatement	2021 (restatement)
	\$	\$	\$
Statement of Profit or Loss and Comprehensive income (extracted)			
Depreciation and amortisation	25,826	43,204	69,030
Interest paid on lease liabilities	-	15,526	15,387
Rental expense	49,532	(49,714)	(182)
Deficit for the year	(7,692)	(9,241)	(16,933)

Tourism Noosa Ltd
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Notes to the Financial Statements
For the year ended 30 June 2022

Note 17: Prior period restatement (continued)

	2021 (previously reported)	Restatement	2021 (restatement)
	\$	\$	\$
Statement of Financial Position (extracted)			
Right-of-use assets	-	303,553	303,553
Total non-current assets	421,143	303,554	724,697
Lease liabilities (current)	-	36,970	36,970
Total current liabilities	595,749	36,971	632,720
Lease liabilities (non-current)	-	286,444	286,444
Total non-current liabilities	11,758	286,444	298,202
Total liabilities	607,507	323,415	930,922
Net assets	436,432	(19,863)	416,569
Accumulated surplus as at 1 July 2020	444,124	(10,621)	433,503
Total equity	436,432	(19,862)	416,570

Note 18: Events after the end of the Reporting Period

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 the affairs of the Company in future financial years.

Note 19: Contingent Liability

As at 30 June 2022 the Company had no Contingent Liabilities (2021: nil).

Note 20: Members' Guarantee

The Company is incorporated under the *Corporations Act 2001* and is a Company limited by guarantee. If the company is wound up, the constitution states that each member is required to contribute a maximum of \$10 each toward meeting any outstanding obligations of the company.

Tourism Noosa Ltd

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Directors' Declaration

The directors have determined that the Company is not a reporting entity because there are no users dependent on a general purpose financial report. This is a special purpose financial report that has been prepared to meet the requirements of the *Corporations Act 2001*.

The directors of the Company declare that:

- 1) The financial statements and notes, as set out on pages 4 to 21, are in accordance with the *Corporations Act 2001* and
 - a) comply with Australian Accounting Standards, the *Corporations Regulations 2001* and other mandatory professional reporting requirements as detailed in Note 1 to the financial statements; and
 - b) give a true and fair view of the financial position as at 30 June 2022 and of its performance for the year ended on that date.
- 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, pursuant to section 295(5)(a) of the *Corporations Act 2001*, on behalf of the Directors.



Max Webberley

Chair

7 November 2022

Brisbane, Queensland

Independent Auditor's Report to the Members of Tourism Noosa Ltd

REPORT ON THE AUDIT OF THE FINANCIAL REPORT

Qualified Opinion

We have audited the financial report of Tourism Noosa Ltd ("the Company"), which comprises the statement of financial position as at 30 June 2022, the statement of comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

In our opinion, except for the effects of the matter described in the Basis for Qualified Opinion paragraph below, the accompanying financial report of the Company has been prepared 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 2022 and of its financial performance for the year then ended; and
- (b) complying with Australian Accounting Standards to the extent described in Note 1 and the *Corporations Regulations 2001*.

Basis for Qualified Opinion - Opening balances

The financial report of Tourism Noosa Ltd for the year ended 30 June 2021 was not audited by HLB Mann Judd. We were unable to perform alternative procedures to enable us to form an opinion on the comparative balances as at 30 June 2021. The results of the Company for the year ended 30 June 2022 would be affected to the extent of any misstatements of the 1 July 2021 financial statements. Accordingly, we are not in a position and do not express an opinion on the financial report for the year ended 30 June 2021 which is included for comparative purposes.

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Company in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* ("the Code") that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the directors of the Company, would be in the same terms if given to the directors as at the time of this auditor's report.

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

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Emphasis of Matter - Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the directors' financial reporting responsibilities under the *Corporations Act 2001*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Information Other than the Financial Report and Auditor's Report Thereon

The directors are responsible for the other information. The other information comprises the information included in the Company's financial report for the year ended 30 June 2022, but does not include the financial report and our auditor's report thereon. Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of Management and the Board for the Financial Report

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

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

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

Auditor's Responsibilities for the Audit of the Financial Report

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

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

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of the management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

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

We also provide the Board with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

HLB Mann Judd
HLB Mann Judd
Chartered Accountants

Brisbane, Queensland
7 November 2022

Adrian
u
A B Narayanan
Partner

