

Mackay Tourism
Annual Report
2019 - 2020

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Thanks to our SPONSORS





INTRODUCTION

Mackay Tourism Limited (MTL) is a Regional Tourism Organisation (RTO) that represents the Mackay and Isaac Regions. MTL exists to market these regions to domestic and international visitors, and to assist in the development of these region's tourism industries.



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

MTL Vision:

Be the leading Tourism Organisation creating a 'must visit' destination by showcasing memorable, authentic and unique nature, heritage and colourful flavour based experiences to the world.

MTL Mission:

Through innovative marketing, be the story tellers for our region; supporting operators and events, developing experiences and inspiring visitors.

This annual report details the activities and outcomes of the work undertaken by the organisation in the 2019 - 2020 financial year.

Every effort has been made to provide accurate information at the time of printing.

2019 / 2020 Mackay Tourism

REPORT CARD

Visitor Statistics

(Following stats all year ending March 2020. Percentage changes refer to the three year trend)



DOMESTIC
Visitors - 1,099,000
Increase of 8.3%



Domestic expenditure
Increase of 10.1%

\$508,000,000

8%



4,684,000
Combined number of
visitor nights. Increase
of 8%



226,000
Domestic holiday
visitation. Increase of 8.1%



44,000
International visitors

\$457.00 Average
visitor spend

\$15,400,000
International expenditure



Communications



26,466
Facebook likes
(Increase of 32.6%)



13,983
Instagram followers
(Increase of 27.4%)



978
LinkedIn followers
(Increase of 56.7%)

\$9,579,566 Mackay Tourism Potential
on Investment (POI)



in media
value
\$3,164,387

806
media
mentions



12 Families to the region,
with a POI of

\$3,869,201



12
New
publications



83 Member
Updates sent



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Mackay Tourism
Queensland

Tourism Development



11 Facebook/Zoom live events with 520 attendees



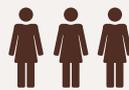
24 webinars with 410 event attendees



88 Online mentoring session attendees



\$280,475 received from 10 successful grant funding submissions



165 Online networking session attendees



16 New MTL Members

Marketing



04 Marketing campaigns



31 Marketing campaign operators



67,124 Marketing campaign website visits

325,762 Mackay Region website visits

Visitor Information Services



10,830 Visitor Information Centre walk-ins

SILVER AWARD WINNER

at Queensland Tourism Awards for Visitor Information Services



40 Volunteers across two Visitor Information Centres



8.9% increase in MTL revenue

The 2019 Mackay Tourism Christmas Party



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Mackay Tourism
Queensland

MTL COVID-19 Response (Mar to mid-Aug)

COVID-19 is the biggest crisis our generation has ever faced. Be it the virus itself, the unprecedented travel restrictions, border closures, forced operational shutdowns or the deepening economic recession, COVID-19 has fundamentally changed the way we live, travel, and do business.

COVID-19 has caused untold heartache and despair upon The Mackay Region's tourism industry, and yet despite the uncertainty, our members have displayed remarkable resilience and innovation.

Mackay Tourism is committed to supporting the region's tourism industry in overcoming the challenges of COVID-19. This unwavering support will continue now and into the future as we slowly transition into a post-COVID-19 world.

Since COVID-19's arrival in Australia in March, until time of writing in mid-August, Mackay Tourism has delivered the following services and outcomes for our members.

01 Day 

was all it took for Mackay Tourism to reopen the Mackay Region Visitor Information to welcome back visitors.



25

webinars held providing useful information and resources to members

\$0 cost



the cost of Mackay Tourism membership for 2020-21. A decision taken to support Mackay's tourism industry.



72

Updates and alerts sent to members and stakeholders detailing the latest COVID-19 developments and support and recovery resources.



36,489

views to the Mates Rates campaign website. This campaign was quickly launched together with the Whitsundays to capitalise on restrictions easing



19

Businesses mentored as part of the COVID-19 Tourism Recovery Program.

4,924



new **Facebook likes** and 1,469 new **Instagram followers** demonstrated. Mackay Tourism's success in keeping the region top of mind for visitation post COVID



350

Phone calls made to members offering information and support

98% 

Volunteer retention during COVID-19 shutdown



226

Responses

across two COVID-19 impact **surveys**. The results from which helped shape government policy.



\$50,000

in **grants** received to assist economic recovery from COVID-19.



6

vital infrastructure projects advocated for to key Government representatives



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CHAIR'S REPORT

In my 20 plus years of working in, and now serving the tourism industry, I thought I had seen the very best and worst business conditions. 2020 however, has been completely unprecedented, and yet the lessons learnt from this year, will serve us well into the future.

In all the uncertainty of COVID-19, we must not look past the success of tourism in The Mackay Region. Prior to the pandemic, our region recorded thirteen successive quarters of visitation growth, becoming one of Queensland's fastest growing tourism regions. Mackay has truly established itself as a desirable leisure holiday destination and tourism is now an integral pillar of our region's economy and community.

Whilst the COVID-19 pandemic continues to test the very limits of our resolve and will present many long-term challenges, it is important to remember that we can and will overcome these. Working together Mackay Tourism, its members, and stakeholders have used the pandemic as an opportunity to form closer partnerships, create innovative new business practices, advocate for investment into infrastructure projects and realigned marketing campaigns to target promising new markets.

From the darkest days of COVID-19 shutdown to the slow emergence out the other side, Mackay Tourism has stood by its members and delivered services that will safeguard and grow the tourism economy. As an organisation, we will continue to deliver services that help members navigate these very trying times.

Mackay Tourism will also remain committed to supporting tourism in 2020-21. Free memberships, essential communications, marketing, advocacy, member development, and visitor information services are just some of the benefits of membership. If you are not a Mackay Tourism member, now is the time to join, and become a partner in the exciting future that awaits tourism in The Mackay Region.

Of course, none of the services or achievements

of Mackay Tourism would be possible without the backing of our members and stakeholders. To our sponsors; Mackay Regional Council, Isaac Regional Council, Tourism and Events Queensland, Mackay Airport, 7 News Mackay, Southern Cross Austereo and Queensland Rail, thank you! The financial support that we receive from you contributes to a substantial return on investment in tourism growth, prosperity, and liveability for our region.

To the Mackay Tourism Board Directors, CEO Tas Webber and his dynamic team, and our amazing volunteers, thank you for your tireless work in championing tourism across the Mackay and Isaac regions. As the owner of a tourism business myself, it is incredibly comforting to know that, even when faced with a global pandemic and under significant financial and time constraints, you never wavered in going above and beyond for our region's tourism operators.

As Mackay Tourism Chair, I wish to express my deepest appreciation to our members. You are amazing - your bravery and resilience in overcoming COVID-19 is an inspiration to Mackay Tourism to continue to improve and innovate. Mackay Tourism is after all, only as strong as the tourism industry we represent.

Looking through this Annual Report it is incredible to think that all these accomplishments were achieved in a year that will be forever defined by COVID-19. Tourism in The Mackay Region has overcome every challenge thrown its way by COVID-19 and together, under the leadership of Mackay Tourism, our industry will continue to grow and untap the untold riches our beautiful region has to offer.

Warm regards,
Michele Shea
Chair, Mackay Tourism Ltd

CEO'S REPORT



2019/20 has been a year like nothing ever seen before. A tale of two halves visitation wise, the same hallmarks of excellence, innovation and resilience that defines Mackay's tourism industry, nonetheless shone through.

Reaping the rewards of successful marketing, communications, development, and visitor information strategies of previous years, 2019 and the early months of 2020 saw continued growth for tourism in The Mackay Region.

For year ending March 2020, The Mackay Region welcomed 1,143,000 visitors, who stayed 4,684,000 nights and injected \$523,400,000 in expenditure. An incredible thirteen successive quarters of visitation growth is something all members, stakeholders and locals should be proud of.

As the world welcomed in 2020, the challenges to tourism began immediately as devastating bushfires further south threatened Australia's international appeal. Mackay Tourism was proud to partner with Tourism and Events Queensland and Tourism Australia in sending the 'Holiday Here This Year' message filmed from Cape Hillsborough.

2020 will however, be forever remembered as the year COVID-19 wreaked havoc on global tourism, the economy and fundamentally changed how we live and do business. Despite the uncertainty, heartache and despair caused by COVID-19, The Mackay Region's tourism industry showed remarkable resilience and continued to innovate throughout.

From COVID-19's beginnings, and continuing now and into the future, Mackay Tourism stands strong in its unwavering support for tourism operators across the region. Daily COVID-19 updates delivered information on the ever-changing environment, webinars and workshops equipped vital new skills and phone calls and gifts maintained moral for our members. These were just some of the services Mackay Tourism has delivered to its members during this pandemic and with free memberships for 2020-21, will continue to offer to our industry moving forward.

Looking back at 2019/20, it is easy to miss the many achievements of Mackay Tourism and our tourism industry.

The abundance of The Mackay Region's incredible nature-based experiences were marketed to an ever larger, yet efficiently targeted market. Mackay Tourism's social media channels grew even through lockdown. Our combined social media following of more than 40,000 people, and the twelve travel, photography, and media famils that took place in 2019/20, contributed to a social media potential on investment of \$13.5 million. Accompanied by the year's media value of \$3.2 million, this equates to significant exposure and visitation for The Mackay Region.

Mackay Tourism continued to deliver outstanding development programs in 2019/20. From social media management, customer service, to very timely crisis communications, Mackay Tourism equipped members with the skills and information to navigate these challenging times. Mackay Tourism also achieved success in building partnerships with key stakeholders and provided a very strong voice for tourism operators to Local, State and Federal Governments.

The deliverance of the highest quality visitor information services was another highlight of 2019-20. Sarina's Mackay Region Visitor Information Centre won silver at the Queensland Tourism Awards, whilst the final stage of the Mackay Visitor Information Services Strategy was secured with the relocation of the Mackay Visitor Information Centre to Bluewater Lagoon.

Lastly, I wish to express my gratitude to several people and organisations, who without their support and dedication, would make Mackay Tourism's achievements neither possible nor meaningful. Thank you to Chair Michele Shea and our Board of Directors, Mackay Tourism's sponsors, staff, volunteers, stakeholders and of course, our members. May 2020-21 bring increased certainty, profitability, and visitors.

Kindest regards,

Tas Webber

Chief Executive Officer, Mackay Tourism Ltd



Mackay Tourism Ltd

Financial Statements

For the year ended 30 June 2020

Mackay Tourism Ltd

ABN: 56 074 909 265

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For the Year Ended 30 June 2020

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DIRECTOR'S REPORT

30 June 2020

Mackay Tourism Ltd

ABN: 56 074 909 265

Directors' Report

30 June 2020

The directors present their report on Mackay Tourism Ltd for the financial year ended 30 June 2020.

General information

Information on directors

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

Cr Justin Englert

Experience Councillor of Mackay Regional Council

Nick uit den Bogaard

Experience Advisory Board Member Accommodation Association of Australia
Regional leader Choice Hotels Australasian
Owner of Comfort Resort Blue Pacific

Jane Pickels

Experience Councillor Isaac Regional Council

Judy Langdon

Qualifications Master of Education, Diploma of Secondary Teaching (Visual Art and English)
Experience Partner - Hay Point Country Bed and Breakfast
20 years teaching with Education Queensland.

Nicola Willis

Qualifications HR degree Bachelor of Science
Experience 20 years in Recruitment Industry specializing in staff attraction and retention

Michele Shea

Qualifications Film & Media Degree
Experience Business Owner - The Old Station Teahouse

Brent Cran

Qualifications Appointed 27 February 2020
Certificate IV in Manufacturing Technology (CAD/Drafting); Certificate IV Engineering Drafting; Bachelor of Engineering Technology (Civil)
Experience Trades assistant at Swift Engineering for 2 years
Cadet Draftsman 2 years at Ulman and Nolan
Safety Officer, Estimator, Business Improvement manager, Director or Strategy and CEO of The Swift Group from 2002 to 2010
Mycow Accommodation and Property development and leasing from 2011 to current
Moranbah Housing Consultant 2010 to 2011
Software and manufacturing start-up company from 2019

Paul Kelly

Qualifications Resigned 12 December 2019
Experience Solicitor
Director at Kelly Legal

Matt Cielens

Qualifications Bachelor Degree in Hotel Management
Experience 21 years domestic international hospitality experience

Mackay Tourism Ltd

ABN: 56 074 909 265

Directors' Report

30 June 2020

General information

Information on directors

Garry Porter

Qualifications Graduate Certificate Business Administration (General Management);
Member of Australian Institute of Company Directors

Experience General Manager - Mackay Airport

Oscar Krobath

Resigned 12 December 2019

Qualifications Qualified Chef

Experience 41 year's experience in hospitality and tourism industry

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

Principal activities

The principal activity of Mackay Tourism Ltd during the financial year was the development of Tourism in the Mackay - Isaac Region. No significant changes in the nature of the Company's activity occurred during the financial year.

Short term objectives

The Company's short term objectives are to:

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

Long term objectives

The Company's long term objectives are to:

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

How principal activities assisted in achieving the objectives

The principal activities during 2019 - 2020 contributed to these objectives through our marketing activities stimulating our target visitor markets, our destination development strengthening our competitiveness, and our industry activities helping build business professionalism in the delivery of our tourism experiences and services.

Performance measures

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

Members guarantee

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

At 30 June 2020 the collective liability of members was \$ NIL (2019: \$ NIL).

Mackay Tourism Ltd

ABN: 56 074 909 265

**Directors' Report
30 June 2020**

Meetings of directors

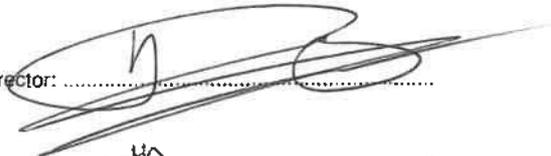
During the financial year, 8 meetings of directors (including committees of directors) were held. Attendances by each director during the year were as follows:

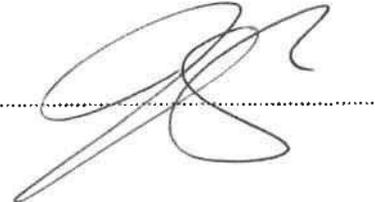
Directors' Meetings		
	Number eligible to attend	Number attended
Cr Justin Englert	8	7
Nick uit den Bogaard	8	6
Jane Pickels	8	7
Judy Langdon	8	8
Nicola Willis	8	6
Michele Shea	8	8
Brent Cran	4	3
Paul Kelly	4	4
Matt Cielens	8	6
Garry Porter	8	6
Oscar Krobath	4	4

Auditor's independence declaration

The lead auditor's independence declaration in accordance with section 307C of the *Corporations Act 2001*, for the year ended 30 June 2020 has been received and can be found on page 4 of the financial report.

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

Director: 

Director: 

Dated this 6th day of October 2020



Mackay Tourism Ltd

ABN: 56 074 909 265

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

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2020, there have been:

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

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

Paul Hinton - CA

28 September 2020

Liability limited by a scheme approved under professional standards legislation

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GPO Box 2561, Brisbane QLD 4001

Phone: 07 3221 6200

Ipswich: Level 1, 164 Brisbane Street, Ipswich QLD 4305

PO Box 58, Ipswich QLD 4305

Phone: 07 3812 3400

Website: www.bennettpartners.com.au

Email: enquiries@bennettpartners.com.au

ABN: 74 115 070 285

Sammot Bulow Pty Ltd ABN 74 115 070 285 is a Corporate Authorised Representative 1278409 of Bennett Partners Pty Ltd ABN 65 010 430 314, AFSL 483051

Mackay Tourism Ltd

ABN: 56 074 909 265

Statement of Profit or Loss and Other Comprehensive Income
For the Year Ended 30 June 2020

	2020	2019
	\$	\$
Revenue		
Brochure & display	56,323	43,665
Grant funding	196,571	10,000
Cash flow boost subsidy	41,992	-
Interest income	2,804	6,162
Marketing Income	102,077	164,320
Membership	58,871	49,201
Operating funding	889,219	909,833
Other income	80,048	111,518
VIC commission & merchandise	33,787	47,824
Total revenue	1,461,692	1,342,523
Expenses		
Visitors guide production & distribution	(54,274)	(51,816)
Networking	(6,530)	(4,216)
Grant funding expense	(128,181)	(108,174)
Marketing	(256,157)	(355,581)
Motor vehicle	(11,637)	(13,274)
Other operating expenses	(343,626)	(172,257)
Employee benefits expense	(625,802)	(641,593)
Depreciation and amortisation expense	(22,099)	(15,122)
VIC merchandise & booking fees	(21,035)	(9,608)
Operating Surplus / (Deficit) before income tax	(7,649)	(29,118)
Income tax expense	-	-
Operating Surplus/(Deficit) after income tax for the year	(7,649)	(29,118)
Other comprehensive income		
Items that will not be reclassified subsequently to profit or loss		
Transfer (to) / from internal operational reserve	128,161	157,279
Other comprehensive income for the year, net of tax	128,161	157,279
Total comprehensive income for the year	120,512	128,161

The accompanying notes form part of these financial statements.

Mackay Tourism Ltd

ABN: 56 074 909 265

Statement of Financial Position 30 June 2020

	Note	2020 \$	2019 \$
Assets			
Current assets			
Cash and cash equivalents	2	344,535	358,751
Trade and other receivables	3	22,674	481,821
Inventories	4	18,353	20,561
Other assets		19,424	11,356
Total current assets		<u>404,986</u>	<u>872,489</u>
Non-current assets			
Property, plant and equipment	5	234,217	253,689
Total non-current assets		<u>234,217</u>	<u>253,689</u>
Total assets		<u>639,203</u>	<u>1,126,178</u>
Liabilities			
Current liabilities			
Trade and other payables	7	107,255	100,023
Contract liabilities	8	51,041	481,549
Other liabilities	9	-	56,050
Total current liabilities		<u>158,296</u>	<u>637,622</u>
Total liabilities		<u>158,296</u>	<u>637,622</u>
Net assets		<u>480,907</u>	<u>488,556</u>
Equity			
Internal Operational Reserve		-	128,161
Asset Revaluation Reserve		164,324	164,324
Retained earnings		316,583	196,071
Total equity		<u>480,907</u>	<u>488,556</u>

The accompanying notes form part of these financial statements.

Mackay Tourism Ltd

ABN: 56 074 909 265

Statement of Changes in Equity
For the Year Ended 30 June 2020

2020

	Retained Earnings	Asset Revaluation Reserve	Internal Operational Reserve	Total
	\$	\$	\$	\$
Balance at 1 July 2019	196,071	164,324	128,161	488,556
Surplus / (deficit) for the year	(7,649)	-	-	(7,649)
Transfers to / (from) internal operational reserve	128,161	-	(128,161)	-
Balance at 30 June 2020	316,583	164,324	-	480,907

2019

	Retained Earnings	Asset Revaluation Reserve	Internal Operational Reserve	Total
	\$	\$	\$	\$
Balance at 1 July 2018	67,910	164,324	285,440	517,674
Surplus / (deficit) for the year	(29,118)	-	-	(29,118)
Transfers to / (from) internal operational reserve	157,279	-	(157,279)	-
Balance at 30 June 2019	196,071	164,324	128,161	488,556

The accompanying notes form part of these financial statements.

Mackay Tourism Ltd

ABN: 56 074 909 265

Statement of Cash Flows For the Year Ended 30 June 2020

	Note	2020 \$	2019 \$
Cash flows from operating activities:			
Receipts from customers		1,909,967	854,133
Payments to suppliers and employees		(1,924,347)	(1,287,581)
Interest received		2,804	6,162
Net cash provided by/(used in) operating activities	13	<u>(11,576)</u>	<u>(427,286)</u>
Cash flows from investing activities:			
Proceeds from sale of plant and equipment		-	5,000
Purchase of property, plant and equipment		(2,640)	(16,689)
Net cash provided by/(used in) investing activities		<u>(2,640)</u>	<u>(11,689)</u>
Cash flows from financing activities:			
Net increase/(decrease) in cash and cash equivalents held		(14,216)	(438,975)
Cash and cash equivalents at beginning of year		358,751	797,726
Cash and cash equivalents at end of financial year	2	<u>344,535</u>	<u>358,751</u>

The accompanying notes form part of these financial statements.

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements

For the Year Ended 30 June 2020

1 Summary of Significant Accounting Policies

Basis for preparation

The financial report covers Mackay Tourism Ltd as an individual entity. The company is a not-for-profit entity limited by guarantee, incorporated and domiciled in Australia. The principal accounting policies adopted in the preparation of the financial statements are set out below.

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.

Impact of adoption

AASB 15, AASB 16 and AASB 1058 were adopted using the modified retrospective approach and as such comparatives have not been restated. There was no impact on opening retained profits as at 1 July 2019. The only impact of the new accounting standards is that Deferred income for unearned government grants under the prior year accounting standards is now classified as a Contract Liability within the Statement of Financial Position.

In the directors' opinion, the company is not a reporting entity because there are not users dependent on the general purpose financial statements. The directors have determined that the accounting policies adopted are appropriate to meet the needs of the members of the company. The financial statements are therefore special purpose financial statements that have been prepared in order to meet the requirements of the *Corporations Act 2001*. The company is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

The financial statements have been prepared in accordance with the mandatory Australian Accounting Standards applicable to entities reporting under the *Corporations Act 2001*. Such accounting policies are consistent with those previous periods unless stated otherwise.

The financial statements, except for the cash flow information, have been prepared on an accruals basis and are based on historical cost unless otherwise stated in the notes. The amounts presented in the financial statements have been rounded to the nearest dollar.

(a) Income tax

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

(b) Revenue and other income

Revenue is recognised at the 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 for 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. All revenue is recognised when the amount of revenue can be reliably measured.

Sale of goods

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

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements

For the Year Ended 30 June 2020

1 Summary of Significant Accounting Policies

(b) Revenue and other income

Grant revenue

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

When grant revenue is received whereby the entity incurs an obligation to deliver economic value directly back to the contributor, this is considered a reciprocal transaction and the grant revenue is recognised in the statement of financial position as a liability until the service has been delivered to the contributor, otherwise the grant is recognised as income on receipt. Mackay Tourism receives non-reciprocal contributions of assets from the government and other parties for zero or a nominal value. These assets are recognised at fair value on the date of acquisition in the statement of financial position, with a corresponding amount of income recognised in the statement of profit or loss and other comprehensive income.

Interest revenue and Other Revenue

Interest is recognised as interest accrued using the effective interest method. Other revenue is recognised when it is received or when the right to receive payment is established.

Rendering of services

Revenue in relation to rendering of services is recognised depending on whether the outcome of the services can be estimated reliably. If the outcome can be estimated reliably then the stage of completion of the services is used to determine the appropriate level of revenue to be recognised in the period. If the outcome cannot be reliably estimated then revenue is recognised to the extent of expenses recognised that are recoverable.

Membership revenue

Revenue from membership subscriptions is now recognised on an accruals basis to reflect the financial year.

(c) Cash and cash equivalents

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

(d) Trade and other receivables

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

(e) Inventories

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

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements

For the Year Ended 30 June 2020

1 Summary of Significant Accounting Policies

(f) Property, plant and equipment

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

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

Buildings

Buildings are measured using the revaluation model on a depreciated replacement cost basis.

Plant and equipment

Plant and equipment are measured using the historic cost model.

Depreciation

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

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

Fixed asset class	Depreciation rate
Buildings	4%
Plant and equipment	20% - 25%
Motor vehicles	25%
Computer & communications equipment	20% - 100%

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at the end of each reporting period. An 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 or losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are recognised in profit or loss in the period in which they arise. When revalued assets are sold, amounts included in the revaluation surplus relating to that asset are transferred to retained earnings.

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements

For the Year Ended 30 June 2020

1 Summary of Significant Accounting Policies

(g) Intangible assets

Owned digital media

Owned digital media has finite life and is carried as cost less any accumulated amortisation and impairment losses.

Amortisation

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

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

(h) Financial instruments

Initial recognition and measurement

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

Financial instruments are initially measured at fair value plus transaction costs except where the instrument is classified "at fair value through the profit or loss", in which case transaction costs are expensed to profit or loss immediately. The company has not instruments carried at fair value through the profit or loss.

Classification and subsequent measurement

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

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

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

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

(i) Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. They arise principally through the provision of goods and services to customers but also incorporate other types of contractual monetary assets.

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements

For the Year Ended 30 June 2020

1 Summary of Significant Accounting Policies

(h) Financial instruments

Classification and subsequent measurement

(ii) *Financial liabilities*

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

The Company's financial liabilities include trade and other payables and unearned income amounts which are all measured at amortised cost using the effective interest rate method.

Impairment of Financial Assets

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

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

For financial assets carried at amortised cost (including loans and receivables), a separate allowance account is used to reduce the carrying amount of financial assets impaired by credit loss. After having taken all possible measures of recovery, if the management establishes that the carrying amount be recovered by any means, at that point the written off amounts are charged to the allowance account or the carrying amount of the impaired financial asset is reduced directly if no impairment amount was previously recognised in the allowance accounts.

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

Derecognition

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

(i) Goods and services tax (GST)

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

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

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

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements

For the Year Ended 30 June 2020

1 Summary of Significant Accounting Policies

(j) Trade and other payables

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

(k) Leases

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

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

(l) Employee benefits

Short-term employee benefits

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

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

(m) Economic dependence

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

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements For the Year Ended 30 June 2020

2 Cash and cash equivalents

	2020	2019
	\$	\$
Cash at bank and in hand	64,418	107,536
Short-term deposits	280,117	251,215
	<u>344,535</u>	<u>358,751</u>

Reconciliation of cash

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

	2020	2019
	\$	\$
Cash and cash equivalents	344,534	358,751
Balance as per statement of cash flows	<u>344,534</u>	<u>358,751</u>

3 Trade and other receivables

	2020	2019
	\$	\$
Current		
Trade receivables	19,649	481,521
Sundry debtors	3,025	300
	<u>22,674</u>	<u>481,821</u>

4 Inventories

	2020	2019
	\$	\$
Current		
At cost:		
Stock on hand	18,353	20,561
	<u>18,353</u>	<u>20,561</u>

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements For the Year Ended 30 June 2020

5 Property, plant and equipment

	2020	2019
	\$	\$
Buildings		
At directors valuation	367,512	367,512
Accumulated depreciation	(187,396)	(179,586)
	<u>180,116</u>	<u>187,926</u>
Plant and equipment		
At cost	63,410	63,196
Accumulated depreciation	(39,665)	(35,850)
	<u>23,745</u>	<u>27,346</u>
Motor vehicles		
At cost	35,105	35,105
Accumulated depreciation	(9,274)	(664)
	<u>25,831</u>	<u>34,441</u>
Computer equipment		
At cost	11,509	13,764
Accumulated depreciation	(6,984)	(9,788)
	<u>4,525</u>	<u>3,976</u>
Total property, plant and equipment	<u>234,217</u>	<u>253,689</u>

The Company's buildings have been valued on the basis of the depreciated replacement cost of the building and improvements. The building is situated on Mackay Regional Council land and therefore valuation at a market sales value is not appropriate. The company's directors have reviewed this valuation methodology at year end and consider the carrying value at year end a conservative value of the depreciated replacement cost of the company's building.

6 Intangible assets

Owned digital media		
Cost	73,065	73,065
Accumulated amortisation and impairment	(73,065)	(73,065)
	<u>-</u>	<u>-</u>

7 Trade and other payables

	2020	2019
	\$	\$
Current		
Trade payables	59,084	33,576
Travel bookings	1,699	7,052
GST payable	(7,932)	10,924
Sundry creditors	2,100	-
Provision for annual leave	21,094	19,162
Superannuation payable	14,009	12,822
Other accruals	179	4,960
PAYG tax payable	17,019	11,526
	<u>107,252</u>	<u>100,022</u>

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements For the Year Ended 30 June 2020

8 Contract liabilities

	2020	2019
	\$	\$
Current Unearned / deferred income	51,041	481,549
	<u>51,041</u>	<u>481,549</u>

9 Other liabilities

	2020	2019
	\$	\$
Current Memberships paid in advance	-	56,050
	<u>-</u>	<u>56,050</u>

10 Reserves

- (a) Asset revaluation reserve

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

11 Members' guarantee

The Company is incorporated under the *Corporations Act 2001* and is a Company limited by guarantee. If the Company is wound up, the constitution states that each member is required to contribute a maximum of \$ 100 each towards meeting any outstanding obligations of the Company. At 30 June 2020 the number of members was 178 (2019: 163).

12 Contingencies and capital commitments

In the opinion of the Directors, the Company did not have any significant contingencies or expenditure commitments at 30 June 2020 (30 June 2019: None) that are not adequately disclosed in the financial statements.

Mackay Tourism Ltd

ABN: 56 074 909 265

Notes to the Financial Statements For the Year Ended 30 June 2020

13 Cash flow information

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

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

	2020	2019
	\$	\$
Net surplus/(deficit) attributable to members	(7,649)	(29,118)
Non-cash flows in profit:		
- depreciation	22,099	15,122
- net gain on disposal of property, plant and equipment	14	(3,539)
Changes in assets and liabilities:		
- (increase)/decrease in trade and other receivables	459,147	(466,686)
- (increase)/decrease in other assets	(8,068)	(11,456)
- (increase)/decrease in inventories	2,208	(9,250)
- increase/(decrease) in contract liabilities	(430,509)	41,549
- increase/(decrease) in trade and other payables	7,232	27,446
- increase/(decrease) in other liabilities	(56,050)	8,646
Cash flows from operations	<u>(11,576)</u>	<u>(427,286)</u>

14 Events after the end of the Reporting Period

As at the date the directors signed the directors report Mackay Tourism have relocated from Nebo Rd to the Blue Water Lagoon Mackay. Mackay Tourism will relinquish the building at Nebo Rd. The asset revaluation reserve of \$164,324 will be written back against the carrying value of the building to be relinquished. The remaining balance will be expensed as part of the relocation costs to the statement of profit and loss. The estimated amount to be expensed in the 2021 year is \$25,000.

15 Statutory information

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

Mackay Tourism Ltd
320 Nebo Road
MACKAY QLD 4740

Mackay Tourism Ltd

ABN: 56 074 909 265

Directors Declaration

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

The directors of the Company declare that:

1. The financial statements and notes, as set out on pages 6 to 18, are in accordance with the *Corporations Act 2001* and:
 - (a) comply with Australian Accounting Standards as stated in Note 1; and
 - (b) give a true and fair view of the financial position as at 30 June 2020 and of the performance for the year ended on that date of is in accordance with the accounting policy described in Note 1 of the financial statements.
2. In the directors' opinion, there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

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

Director.....

Director.....

Dated this 6th day of October 2020



Mackay Tourism Ltd

Independent Audit Report to the members of Mackay Tourism Ltd

Report on the Audit of the Financial Report

Opinion

We have audited the accompanying financial report, being a special purpose financial report of Mackay Tourism Ltd (the Company), which comprises the statement of financial position as at 30 June 2020, the statement of profit or loss and other 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 committee statement.

In our opinion, the accompanying financial report of the Company is in accordance with the *Corporations Act 2001*, including:

- (i) giving a true and fair view of the Company's financial position as at 30 June 2020 and of its financial performance for the year ended; and
- (ii) complying with Australian Accounting Standards to the extent described in Note 1 and the *Corporations Regulations 2001*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Company in accordance with the 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* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

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

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

Emphasis of Matter - Basis of Accounting

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

Responsibilities of Directors for the Financial Report

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

In preparing the financial report, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters 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.

Liability limited by a scheme approved under professional standards legislation

Mackay: First floor, 122 Wood Street, Mackay QLD 4740

PO Box 92, Mackay QLD 4740

Phone: 07 4951 1455

Brisbane: Level 3, 400 Queen Street, Brisbane QLD 4000

GPO Box 2561, Brisbane QLD 4001

Phone: 07 3221 6200

Ipswich: Level 1, 164 Brisbane Street, Ipswich QLD 4305

PO Box 58, Ipswich QLD 4305

Phone: 07 3812 3400

Website: www.bennettpartners.com.au

Email: enquiries@bennettpartners.com.au

ABN: 74 115 070 285

Sammul Bulow Pty Ltd ABN 74 115 070 285 is a Corporate Authorised Representative 1278409 of Bennett Partners Pty Ltd ABN 65 010 430 314, AFSL 483051



Mackay Tourism Ltd

Independent Audit Report to the members of Mackay Tourism Ltd

Auditor's Responsibilities for the Audit of the Financial Report

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

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

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' 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 directors 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.

A handwritten signature in black ink, appearing to read "P. Hinton".

Paul Hinton - CA

Dated 07/10/2020

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MEMBERS 2019-2020



9th Lane Grind
Airlie Beach Transfers and Tours
Airlie Beach YHA
Andergrove Van Park
Armstrong Beach Caravan Park
Austral Hotel
Australian Skateboarding Community Initiative /
Rumble on the Reef
Ball Bay Campground
BarraCrab Caravan Park
BB Print
Bennett Partners
BFX Furniture
BIG 4 Adventure Whitsunday Resort
BIG 4 Blacks Beach Holiday Park
BIG 4 Mackay Marine Tourist Park
BIG 4 Whitsundays Tropical Eco Resort
Big on Shoes
Birdlife Mackay
Black Owl Design
Brandfactor
Breakwater Bar and Restaurant
Broken River Mountain Resort
Broken River Visitor Information Centre
Bucasia BF Caravan Resort
Bushmans Bakery
Caneland Central (Lend Lease Property
Management)
Cape Hillsborough Nature Tourist Park
Cape Palmerston Holiday Park
Central Tourist Park
Channel 7
Chant Studio
Clean Feeling
Clermont Visitor Information Centre
Cloudbreak Lowlines
Club Wyndham Airlie Beach
Comfort Resort Blue Pacific
Conservation Volunteers Australia
Coral Cay Resort Motor Inn
Coral Sands Motel
Core Publishing & Events Pty Ltd
Country Roads Motor Inn Dysart
CQUniversity
Crediton Hall Campground
Cruise Whitsundays
Daily Mercury
Deep Gully Farm
Direct Hotels - Pacific Sands
Discovery Parks - Airlie Beach

Dolphin Heads Resort
DR Tourism
EconoLodge Beachside Motel
EFEX
Eimeo Pacific Hotel
Eungella Business Group
Eungella Chalet
Eungella General Store & Café
Events by Ramona
Explore Whitsundays
Extrastaff
Freckle Farm
Gallagher Insurance Broker
Goanna Brewing
Great Keppel Island Hideaway
Gum Valley Veterans & Natural Terrain MX Club
GWFN - Greater Whitsunday Food Network Inc.
Hamilton Island
Harrup Park Country Club
Hay Point Country B&B
Helloworld
Ibis Mackay
Inshore Fishing Mackay
Institute of Tourism Leadership Australia
Isaac Regional Council
Island Gateway Holiday Park
Jayco Mackay (Armreach Pty Ltd)
Kelly Legal
Kerry Sea Designs
Lanai Riverside Apartments
Let's Do Something.com.au
Linked Group Service Pty Ltd
Little Antonio's Kitchen
Mackay & District Australian South Sea Islander
Association Inc.
Mackay & District Italian Assoc. Italian Street Party
Mackay Airport
Mackay Entertainment and Convention Centre
Mackay Historical Society & Museum
Mackay Marina Run
Mackay North State School
Mackay Reef Fish Supplies
Mackay Regional Chamber of Commerce
Mackay Regional Council
Mackay Resort Motel
Mackay Transit Coaches Pty Ltd
Mackay Turf Club
Mackay Whitsunday Taxi
Magpies Sporting Club Inc
Mantra Mackay



MEMBERS 2019-2020 cont.

Mark Fitz Photography
Melba House
Middlemount Golf & Country Club Inc
Miner's Lodge Motor Inc
Mirage Whitsundays
Mirani Caravan Park & Swimming Pool
MOE Office Products Depot
Museum Of Tropical Queensland
MyCow Pty Ltd
Nebo Hotel
North Queensland Bulk Ports
Ocean International
Ocean Rafting
Oh Deere Farm Stay (Anderson Agricultural Contracting)
Organic and Nature Store
Origin Energy Retail Ltd
P Comino & Sons
Paronella Park
Payne Print & Sign Pty Ltd
Philips Jewellery
Pinnacle Family Hotel
Pioneer Valley Show
Plattered Up
Platypus Lodge Restaurant & Café
Pointglen Developments Pty Ltd
Porters Mitre 10
Premier Caravan Park
Qantas
Queensland Rail
Quest Mackay
Rebel Nation
Red Cat Adventure Tours
Redfox Corporation
Reeforest Adventure Tours
Riviera Mackay
Rover Holiday Units
Rydges Mackay Suites
Sacred Earth Tours
Sandpiper Motel
Sarina Arts & Crafts
Sarina Beach Motel
Sarina Beach Progress Association
Sarina Golf Club
Sarina Motor Inn
Sarina Palms Caravan Village
Sarina Sugar Shed
Seabreeze Tourist Park Airlie Beach
SeaEagles Resort
Seaforth Camping Ground
Shakespeare Motel
Shambala Creek Cottage
Shamrock Gardens Motel
Shiift Pty Ltd
Sidetrax Pty Ltd
Sorbello's Italian Restaurant
Southern Cross Austereo
St Helens Beach Camping Area
Sun Plaza Motel
That Sapphire Place
The Dispensary Mackay
The Old Station Teahouse
The Outback Prospector
The Park Mackay
The Shores Holiday Apartments
Theresa Creek Dam Caravan Park
Torgas
Toscana Village Resort
Tourism Events Queensland
Trantech
Travellers Rest Caravan & Camping Park
Tropic Coast Motel
Tropicana Caravan park
Twenty50 Nice Cream
Wake House Australia
White Lace Motor Inn
Whitsunday Crocodile Safari
Whitsunday JetSki Tours
Whitsunday Sailing Adventures
Windmill Motel and Events Centre (Southern Cross Hotel Group)
Zarby's Café