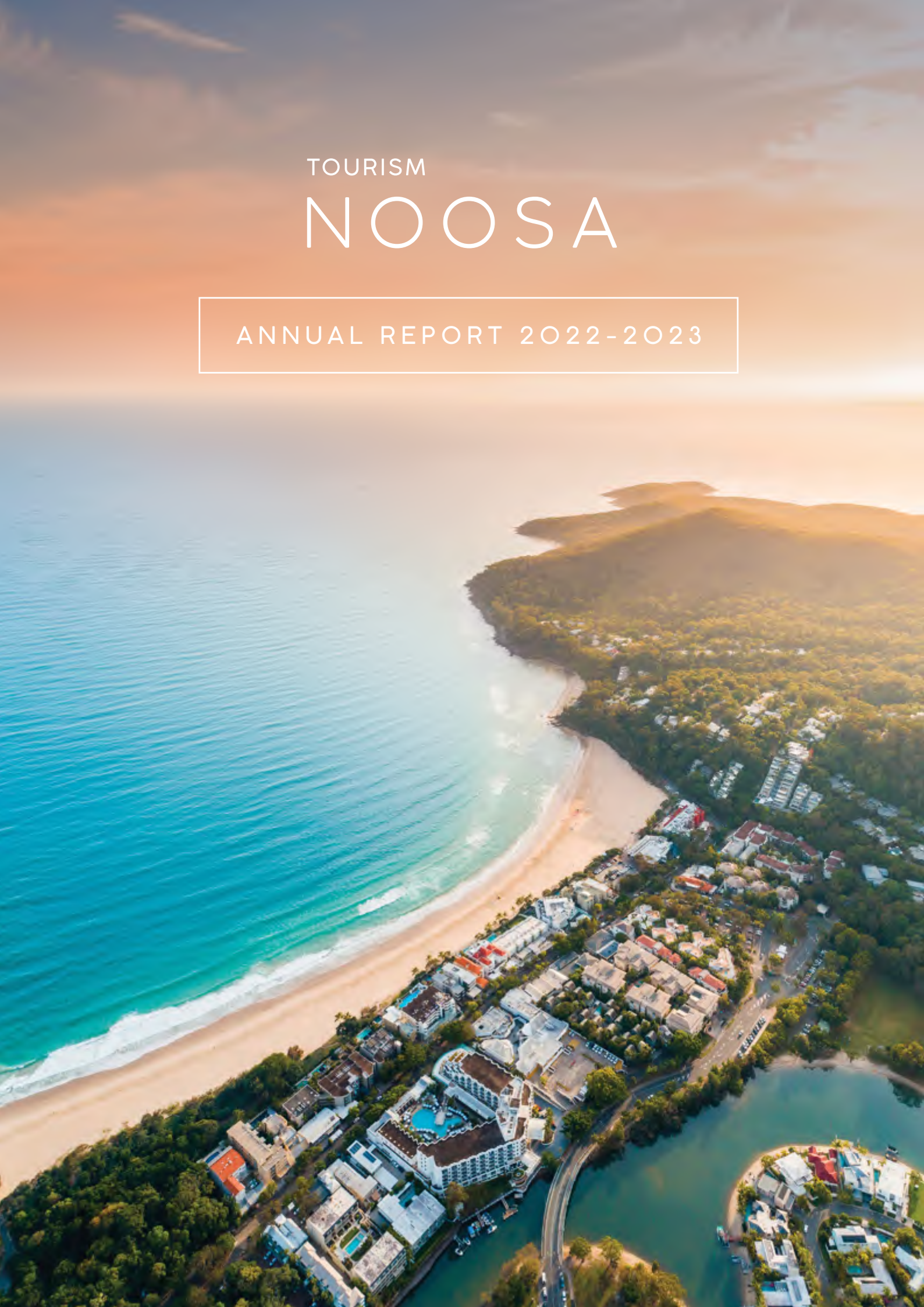


TOURISM

NOOSA

ANNUAL REPORT 2022-2023



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WHO WE ARE

Tourism Noosa is an award-winning, not-for-profit, membership-based destination management and marketing 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.

Tourism Noosa comprises a small, yet highly skilled professional team that covers brand and performance marketing, PR and media, trade and business events, event management as well as industry development and sustainability/regenerative travel – working to achieve the best outcomes for our members, our community, visitors and stakeholders.

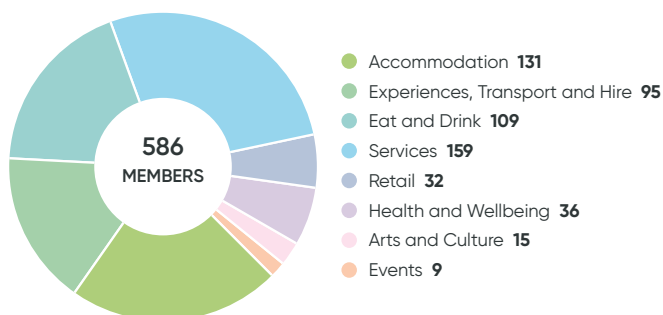
We are one of Queensland's strongest tourism membership organisations, with 586 members in 2022-23 from a diverse range of sectors including accommodation, tours and experiences, wellness, food and beverage, retail, events, arts and culture, weddings and services businesses.

Tourism Noosa has a team of over 70 volunteers who are the smiling, knowledgeable face of our destination, supporting Noosa's Visitor Information Centre.

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.

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

OUR MEMBERS



TOURISM NOOSA BOARD 2022-2023

Jeanette Allom-Hill
Chair
[Lionhearted Foundation](#)

Alan Golley
Deputy Chair
[Seahaven Noosa Resort](#)

Louise Formosa
[Eumundi Trading](#)

Max Webberley
[Kin Kin Depot](#)

Craig McGovern
[Pelican Boat Hire](#)

Leigh McCready
[Katie Rose Hospice](#)

Liam Kennedy
[Stay Property Group](#)

Councillor Amelia Lorentson
[Noosa Council Observer](#)

ADDITIONAL DIRECTORS AT 2022 AGM:

Graham Bradford
[Netanya Noosa](#)

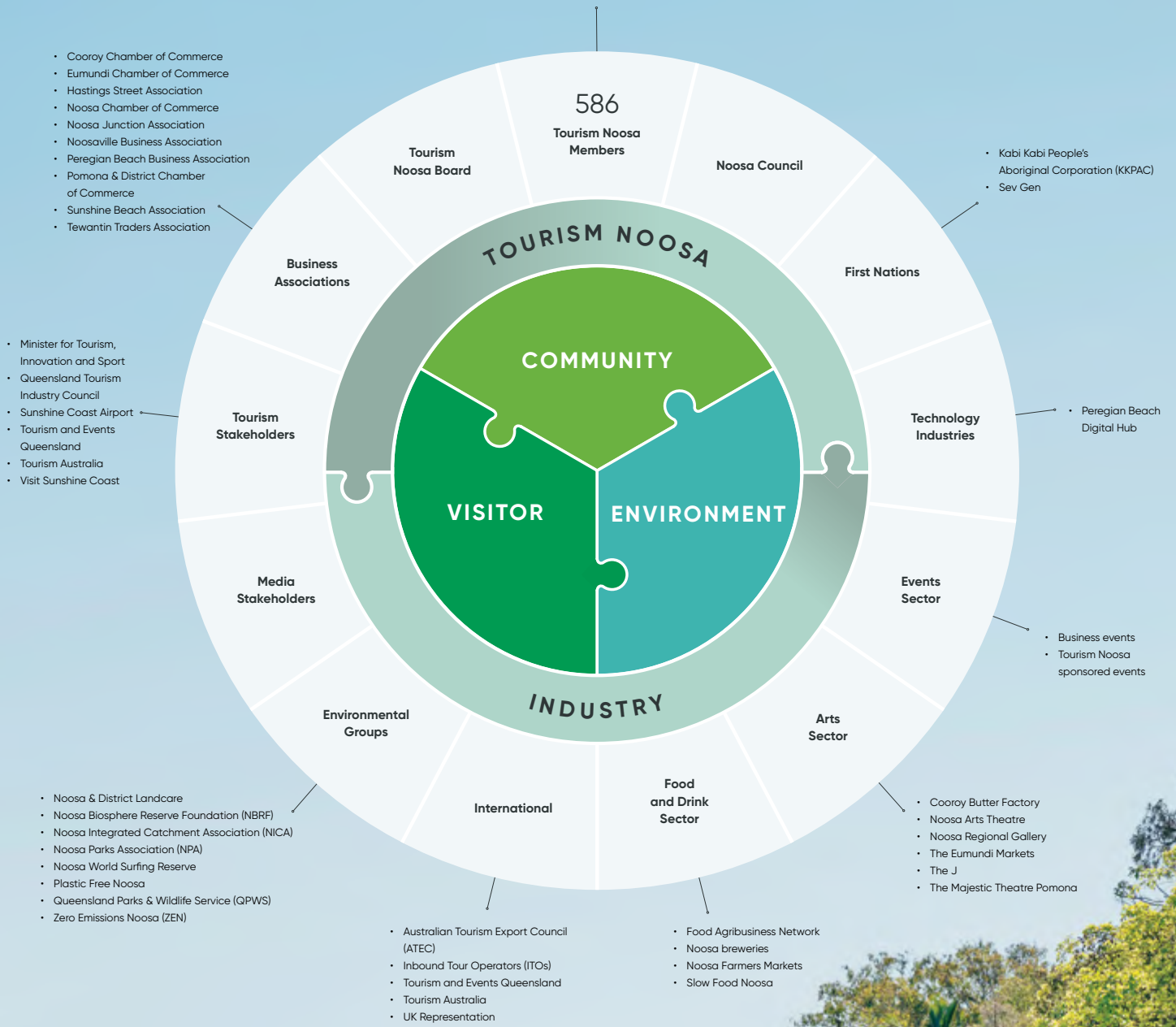
James Kendall
[Heads of Noosa Brewing Co](#)

Sue Willis
[Niche Luxury Accommodation](#)

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

Tourism Noosa acknowledges Noosa Shire Council as the principal funder of Tourism Noosa.

Tourism Noosa's stakeholders



A person with long blonde hair, wearing a purple long-sleeved shirt and dark pants, is sitting on a rocky outcrop. They are looking out over a vast landscape of rolling hills and valleys, with a small town visible in the distance. The sky is a clear, deep blue, and the lighting suggests it is either sunrise or sunset, with a warm glow on the horizon. The foreground shows the texture of the rocks and some sparse vegetation.

STATEMENT OF CORPORATE INTENT

OUR VISION AND PURPOSE

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

The Destination Noosa Strategy 2023-2027 recognises Tourism Noosa's role in setting the direction for Noosa's tourism industry, guiding our industry's progress toward regenerative tourism to improve the visitor experience for the benefit of visitors, businesses and the local community and environment, implementing marketing strategies that attract high value-low volume visitation through targeted marketing and promotions.

OUR VALUES

PURSUIT OF EXCELLENCE AND INNOVATION

We are dedicated to excellence in all aspects of our operations. We value continuous improvement and innovation as pathways to providing exceptional services to our industry stakeholders and visitors. By setting high standards and embracing creativity, we continually challenge ourselves to exceed expectations and drive positive change.

ENRICHING EXPERIENCES AND TRAVEL FOR GOOD

We believe in curating and promoting experiences that enrich the wellbeing of both visitors and residents. We value our enviable outdoor lifestyle which encourages physical activity, exploration, and a deep connection to nature. Through creative initiatives, arts, culture, and leisurely pursuits, we contribute to a holistic sense of fulfilment and balance, accessible to all.

NATURAL HARMONY AND STEWARDSHIP

We are committed to preserving and celebrating the natural beauty of the Noosa Region. We value the unique ecosystems, beaches, forests and waterways that define our destination. Through embracing Noosa's sustainability values and thoughtful marketing to influence traveller intent, we prioritise environmental stewardship, ensuring that future generations can experience the same natural wonders we cherish today.

AUTHENTIC COMMUNITY ENGAGEMENT

We recognise that our community is at the heart of our success and value genuine connections and inclusive partnerships. By engaging with businesses, community organisations, residents and visitors, we foster a sense of belonging and shared responsibility for maintaining the region's character and charm.

CULTURAL RESPECT AND PRESERVATION

We honour and respect the Indigenous culture and history of the region's traditional custodians, the Kabi Kabi people. By helping preserve and share Indigenous stories, art, and traditions, we enrich the cultural fabric of this land and create meaningful experiences for all.

ACCOUNTABILITY AND TRANSPARENCY

We value transparency in our communication and operations and hold ourselves accountable for our actions and decisions. By taking ownership of our commitments, being honest about our progress, and learning from our experiences, we build trust and demonstrate our unwavering commitment to achieving our goals with integrity.

MESSAGE FROM THE CHAIR



This past year has been a time of growth and change for our organisation and we have strengthened our commitment to lead a sustainable tourism industry that continues to deliver outstanding experiences for visitors, while enjoying economic prosperity for the Noosa Shire.

2022-2023 saw the return of open borders, and visitors most definitely answered the call, with over 2.2 million people enjoying a stay in Noosa. Importantly, visitors spent a record \$1.74B in Noosa in the year ending June 2023 which was

51% higher than last year.

This injection into the Noosa economy helps thousands of jobs and livelihoods for our region.

Tourism Noosa's marketing activities continue to drive visitation from key markets and our winter campaign featured special offers from more than 30 operators, enticing visitors to enjoy an

extended stay and experience the best of Noosa's nature, shopping, dining, wellness and tours across the region. We thank all of our operators who have embraced our various marketing and PR opportunities, industry training and other projects, working with us to deliver a sustainable tourism industry for our region.

During this financial year, Tourism Noosa also secured continued funding for the next four years from Noosa Council and worked closely with Council to develop a framework for Noosa's Destination Management Plan. Alan Golley, Leigh McCready and Liam Kennedy joined the Board and a nationwide search for a Chief Executive Officer took place, with Sharon Raguse joining the organisation in August 2023.

I would particularly like to thank Noosa Council – Mayor Clare Stewart, Cr Amelia Lorentson (Council's representative on the Tourism Noosa Board), ex CEO Scott Waters and Interim CEO

Larry Sengstock, other Councillors and staff who we have worked with in the past year on various projects.

On behalf of the Board, I would like to acknowledge the contribution Director Max Webberley provided as Chair and we are delighted he is continuing as a Director. Max's input has been invaluable with his involvement with Council in developing the framework for the Destination Management Plan. I would also like to thank outgoing Board Director Louise Formosa. Louise's input over the past five years has been enormous and she has been pivotal in delivering key changes to our constitution as well as being part of the team negotiating and securing Tourism Noosa's funding future.

I would like to take this opportunity on behalf of the Tourism Noosa Board to thank the TN team for their hard work, commitment and loyalty to our organisation. They truly go above and beyond to support our members and industry. A special thank you to Susan Ewington for leading the team with such dedication and providing a stable platform for performance as Acting CEO. Thank you also to our volunteers who are the face of Noosa for the 2 million+ visitors each year.

Looking to the year ahead, we will see the Tourism Noosa team continue to advocate for the tourism industry, building the region's profile in our high-yielding markets and supporting our members with marketing and publicity, training and other benefits for our industry.

JEANETTE ALLOM-HILL
CHAIR, TOURISM NOOSA

2022-2023 saw the return of open borders, and visitors most definitely answered the call, with over 2.2 million people enjoying a stay in Noosa. Importantly, visitors spent a record \$1.74B in Noosa in the year ending June 2023 which was 51% higher than last year.

MESSAGE FROM THE CEO



As incoming CEO, I have had an opportunity to review and reflect on the activity undertaken by the Tourism Noosa team over the past year, and it is clear to me our organisation is underpinned by an exceptionally talented team of professionals who have maintained an unwavering focus on supporting our members and the broader tourism industry.

Tourism is a significant economic contributor to Noosa, with Accommodation and Food Services as the largest employer, providing almost 4,000 jobs across the region. Spending more on average than in previous years, Noosa's 2.2 million visitors this past year spent \$1.7B directly, as well as millions more in indirect spending through businesses that service the tourism industry.

The Tourism Noosa team have delivered innovative marketing activity, industry development and event support.

Throughout the 2022-23 year, the Tourism Noosa team have delivered innovative marketing activity, industry development and event support, and provided guidance on ways in which industry operators can sustainably influence the tourism future of Noosa.

Of the many initiatives delivered throughout the year, some of the highlights include:

Marketing campaigns with a focus on regional dispersal – from the 'Explore More: Discover Noosa's Villages' campaign of Winter 2022, to the 20-page brochure '99 Ways to Noosa' and the Winter 2023 campaign, 'Find Your Inner Noosa'. Each of these campaigns showcased our coastal, river and hinterland villages, encouraging visitors to get out and discover more of our beautiful region.

Reigniting international markets post COVID-19 has been critical for tourism, and our 'International Restart Program' provided a strong platform to help refresh trade partners' awareness of Noosa in our key international markets of New Zealand, UK, USA and Europe. Our 'Trade-ready Program,



designed to prepare members to work in the international markets, was strongly attended, we embarked on a travel-trade roadshow, attended ATE (the largest tourism trade-show in the southern hemisphere), updated the Noosa Trade Travel Planner and re-engaged in-market UK representation.

In the aviation sector, we strengthened our partnership with the Sunshine Coast Airport and embarked on various partnership campaigns with Air New Zealand, Virgin and Australia's newest domestic airline, Bonza which provided fresh opportunities to showcase our region to new audiences.



We answered the needs of the industry when staff shortages threatened Noosa's reputation as a holiday destination and developed the 'Tourism Jobs in Noosa' page on our website. This free, online hub, exclusive to members, provided an opportunity to advertise job vacancies and boost the local workforce during a time of critical staff shortages.

As part of our commitment toward regenerative tourism, 'Tread Lightly Noosa' paved a way

for visitors to 'travel for good' by providing various options to lighten their environmental footprint and feel good about leaving our beautiful region a little better than they found it.

These activities and so much more as outlined in this report are important steps in Tourism Noosa's journey to continue to market, promote and sustain

Noosa's tourism economy in a responsible manner.

I wish to sincerely thank the team of 70+ passionate Visitor Information Centre volunteers. Our secret weapon, this army of ambassadors welcome and assist more than 200,000 visitors every year through the award-winning Noosa VIC.

Similarly, to our wonderful 586 members – with a level of active engagement and participation that is the envy of the State, we thank you for your commitment and overwhelming support of our programs and of Noosa's tourism industry in general.

I would like to acknowledge the strong relationship with Noosa Council and thank Mayor Clare Stewart, Tourism Noosa Board Observer, Cr Amelia Lorentson, other Councillors and the many Council officers with whom we regularly work together on a range of projects for our region.

I extend a collective thank you to the Tourism Noosa Board whose passion for our industry,

Noosa's natural environment and the Noosa community provides the basis for strong leadership and clear strategic direction, ensuring Tourism Noosa is well governed and delivers sustainable benefits for the wider region.

Lastly, I would like to specifically acknowledge the exceptional effort and humility of Susan Ewington, who as Acting CEO for much of this past year, provided the organisation with stability and leadership, and ensured our talented team remained focused during a period of uncertainty.

As we head into a new year, I am looking forward to delivering on our 2023-2027 Destination Noosa Strategy which outlines a roadmap for sustainable tourism growth, delivery of exceptional marketing initiatives and the curation of remarkable visitor experiences for our region.

We are mindful however that the collective aspirations for Noosa's future are currently being identified through the development of Noosa Council's Destination Management Plan. Once endorsed by Council, our strategy may need to be reviewed to ensure it represents these shared values and objectives of not only the local community, but importantly of our members.

In closing, it's a privilege to represent and champion Noosa as Australia's premier sustainable tourism destination and I look forward to guiding the organisation through another year of outstanding innovation, creativity and achievement for our industry, and to meeting many more of our members along the way.

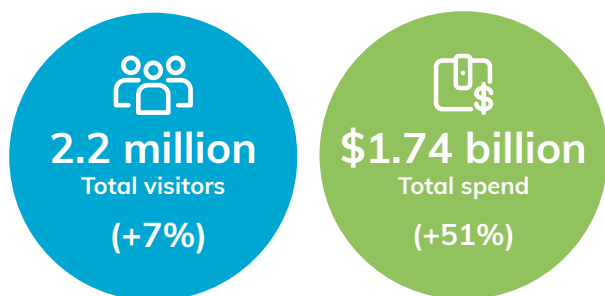
Warm regards

SHARON RAGUSE
CEO, TOURISM NOOSA

These activities and so much more as outlined in this report are important steps in Tourism Noosa's journey to continue to market, promote and sustain Noosa's tourism economy in a responsible manner.

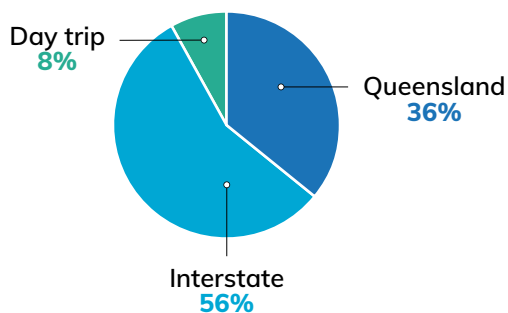
NOOSA'S VISITOR MARKET

Noosa welcomed 2.2 million visitors in 2022-23 who spent a record \$1.74 billion (overnight + day-trip).



The record spend (+51%) was mostly due to:

- Record interstate spend – \$969.2m (+90% compared to pre-COVID 19)
- Record day-trip spend – \$144.5m (+47% compared to pre-COVID 19)



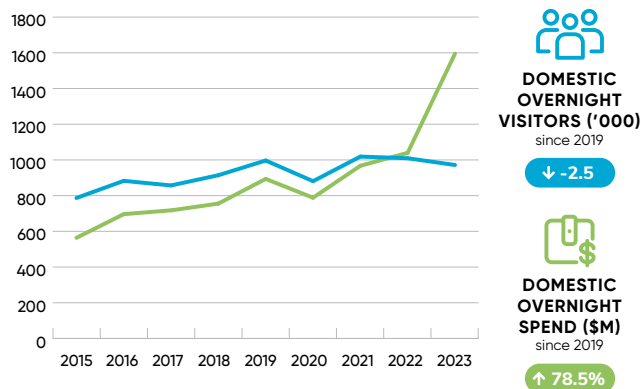
International data for the Noosa region is not yet available, due to small sampling post-COVID.

Visitors also are spending more on average than in the previous year. Tourism Noosa’s marketing activity targets overnight visitors who provide greater economic benefit to the region than day-trippers. The average spend per person for an overnight visitor is more than 10x that of a day tripper:

- Overnight: \$1643 (+60% since 2021-22)
- Day trip: \$116.50 (+9% since 2021-22)

Domestic overnight visitor numbers of 971,000 were down slightly on the previous year (-3.8%), however their spend increased 53.4% to \$1.595m, the second highest on record and the highest for a June reporting period. Spend growth has significantly outstripped visitor numbers since 2019.

Domestic overnight visitors and spend in Noosa - year ending June 2023



There was significant annual growth in spend by holiday visitors (+59.6%), compared to those who are visiting friends and relatives (VFR, +10.4%), although holiday visitor numbers grew only slightly over the year while VFR fell almost -19%.

INTERSTATE DEMAND GROWS

The higher-spending interstate visitors continue to return to Noosa post-COVID, with record numbers for a June reporting period of 410,000 – this is 5% higher than pre-COVID 2019. Their nights increased 7% in that time.

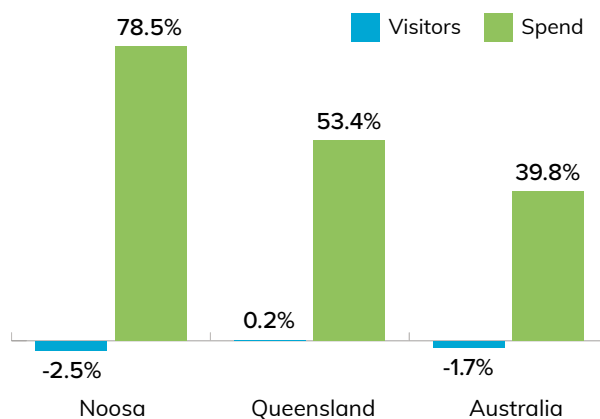
The average spend per person of an interstate visitor is more than double that of a Queenslander:

- Interstate: \$2364
- Queenslander: \$1114

However, they all increased their average spend almost 40% compared to the previous year.

Comparing to the pre-pandemic period (year ending June 2019), Noosa’s domestic overnight visitor spend results are significantly stronger than state and national results, while visitor numbers changed only slightly across all three areas.

Change in domestic overnight visitors and spend - year ending June 2019-2023



Source: National Visitor Survey, Year ending June 2023, Tourism Research Australia.

MARKETING CAMPAIGNS

Cooperative marketing

We offer members digital, print and social media opportunities to join our campaign activity, with buy-in options to suit various budgets and marketing plans. The focus is on attracting interstate travellers who stay longer and spend more, to encourage mid-week, off-peak stays and dispersal across the region.

Cooperative marketing revenue during the year was \$97,400 – almost double the previous year.

THE VIEW IS UNRIVALLED
until the food arrives

NOOSA WATERFRONT RESTAURANT & BAR
A premier dining establishment on the Sunshine Coast, offering contemporary modern Italian cuisine and casual dining options. Providing a memorable dining experience by the Noosa River, overlooking the Noosa River. www.waterfrontnoosa.com.au **07 5491 0000**

LUCIO'S MARINA
Noosa's exclusive dining lounge – just a few steps up the river from Noosa Beach. A modern restaurant to dine with the water views. lucios.com.au **07 5491 0000**

CULOOGA POINT BEACH RESORT
A tropical view holiday, nestled on the biggest private beach in Noosa, Culooga Point Beach Resort boasts world-class views and absolute serenity. From fully self-contained one, two and three bedroom apartments. www.culooga.com.au **07 5491 0000**

FIND YOUR INNER NOOSA

WINTER BLUES
just aren't the same here

NOOSA BEACH HOUSE
Noosa Beach House Restaurant offers relaxed coastal dining in a stylish setting in the heart of Hastings Street. Locally sourced, creative seasonal and interpretation menus inspired by Noosa. www.nosa.com.au **07 5491 0000**

THE ISLANDER NOOSA RESORT
A tropical island with the best facilities opposite Noosa Beach. Open 24/7, on 14 August or 14th-15 August or 7 November & December 2023. www.islander.com.au **07 5491 0000**

ACCOM NOOSA
Accom Noosa offers a range of beautiful apartments, holiday homes and serviced apartments managed with care perfect for your holiday. Noosa Region or North Noosa. www.accomnoosa.com.au **07 5491 0000**

FIND YOUR INNER NOOSA

THE SIMPLEST FINDS
are the most enchanting

FRIDA'S SIP N PAINT
Child-friendly, paint n' sip for family members, our parties feature the all-inclusive, interactive fun for the whole family. Seasoned artists to finger-painting and will be on hand to assist in the creative experience, creating a masterpiece to keep all day long. www.fridas.com.au **07 5491 0000**

CULOOGA POINT BEACH RESORT
A tropical view holiday, nestled on the biggest private beach in Noosa, Culooga Point Beach Resort boasts world-class views and absolute serenity. From fully self-contained one, two and three bedroom apartments. www.culooga.com.au **07 5491 0000**

RACV NOOSA RESORT
The ultimate retreat to coastal, coastal and tropical with space to relax after an active day exploring coastline, beaches and picturesque villages. Skip an overnight break in Lake Umbagog, 2 or 3 bed apartments or villas, 5 or 6 night and more. 10% off 7 nights or more and more 20% off 14 nights or more – see website. www.racv.com.au/noosa **07 5491 0000**

FIND YOUR INNER NOOSA

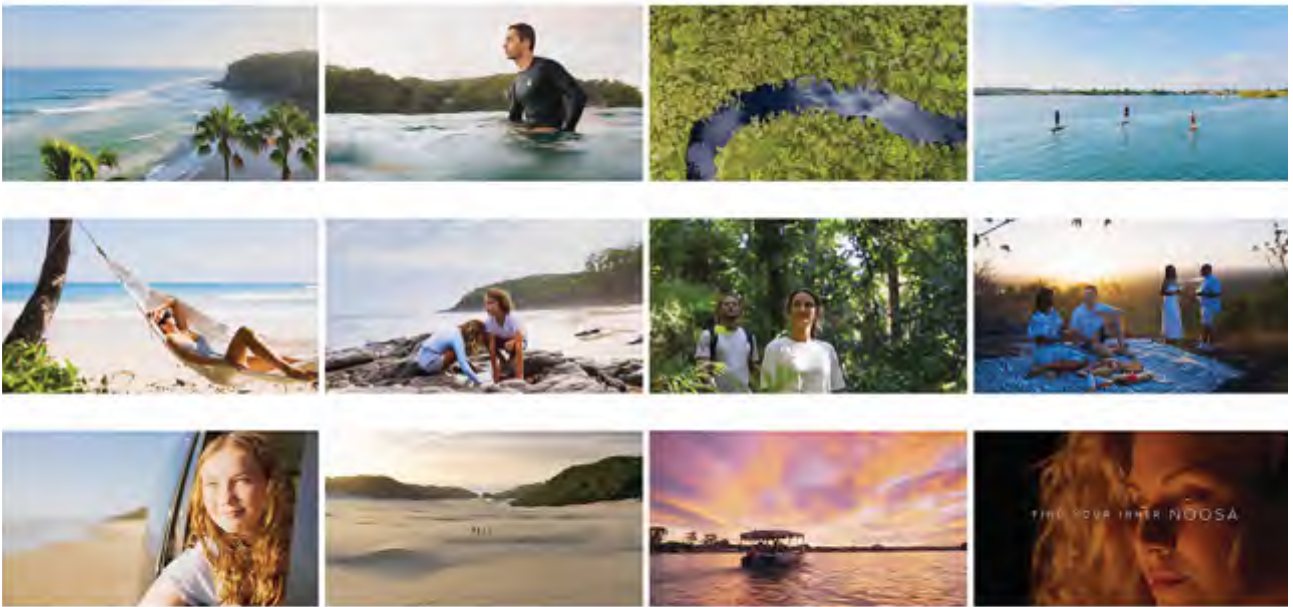
Winter 2023 campaign press advertisements.

Winter 2023: Find Your Inner Noosa

The major campaign of the year featured beautiful new imagery and a video, along with special offers from more than 30 operators, enticing interstate visitors to enjoy an extended stay and experience the best of Noosa’s nature, shopping, dining, wellness and tours across the region. The campaign targeted higher-spending Sydney and Melbourne visitors, with further national opportunities aligned with new direct flight paths with Bonza.

This was supported by brand messaging on national platforms which saw strong results in destination brand awareness and engagement during the campaign period compared to pre-campaign, including:

Growth in website traffic
+90% from Melbourne | **+60%** from Sydney



Winter 2023 Campaign video.



Campaign snapshot

+ 32,167

MORE SESSIONS

27% uplift in website traffic since launch vs pre-campaign period

+ 21,987

MORE IN-MARKET TRAVELLERS TO VISITNOOSA.COM.AU

25% uplift since launch vs pre-campaign period

33% WEB SHARE OF VOICE

\$1.8M MEDIA VALUE

6.2M SOCIAL REACH

AUDIENCE PERFORMANCE BY GEO

Intra campaign vs pre-campaign period

- MELBOURNE** +89.87%
- SYDNEY** +59.05%
- ADELAIDE** + 16.07%
- CENTRAL COAST NSW** +192%
- BRISBANE** +17.24%
- NEW ZEALAND** +43.3%

Source: Google Analytics

99 Ways to Noosa

The bucket-list collection of what to do on a Noosa holiday, with an innovative 20-page brochure of 99 inspirational, bite-sized travel ideas, inviting travellers to discover hidden gems across the region and highlighting wellness, adventure, shopping, green spaces, family favourites, water fun, villages, signature eats, unique stays, events and arts.

More than 77,000 copies were inserted into The Weekend Australian, targeting interstate audiences. The brochure was also available online, and distributed to media, travel agents, Noosa businesses and at the Noosa Visitor Information Centre on Hastings Street.



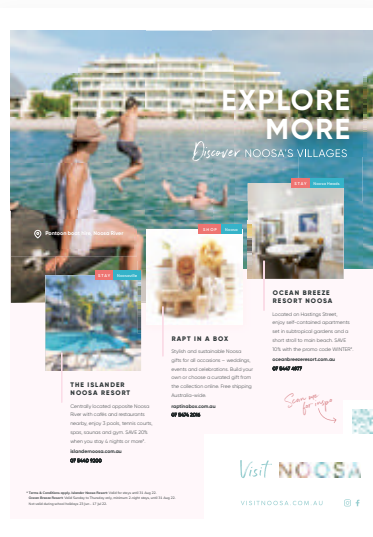
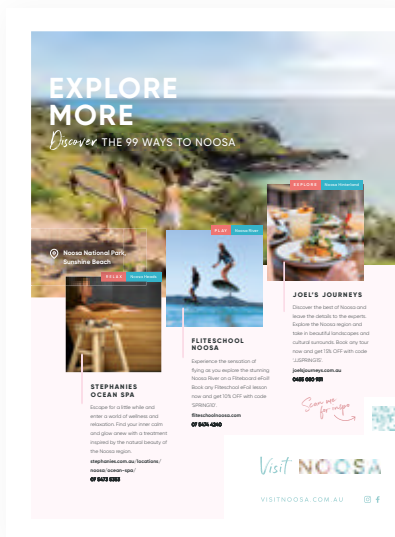
Winter 2022: Explore More

The Discover Noosa's Villages cooperative marketing campaign was featured in national publications throughout winter 2022, reaching 1 million+ magazine readers including: Australian Women's Weekly, Better Homes & Gardens, Gourmet Traveller, House & Garden, Peppermint Magazine and Holidays with Kids which featured an additional 3-page article.

Member advertising spaces were fully booked, with 22 members across accommodation, experiences, retail and eat/drink businesses taking part.

Spring 2022

A short, tactical burst of cooperative member activity, tied in with Australian Traveller's Top 50 Regional Towns coverage, which included Noosa. Activity was focused on NSW, Victoria and NZ.



Villages campaign cooperative print advertisements.

Noosa was profiled in the 50 Best Aussie Towns feature.

NOOSA MAP

One of our most popular publications, a new edition of the Noosa Map featured a fresh redesign, offering members prime advertising spots around a town map, with street listings, a regional map and places of interest.

The map is popular with visitors and 100,000 copies were printed, available from the Visitor Information Centre and member businesses for visitors who are in town. It is also available online.

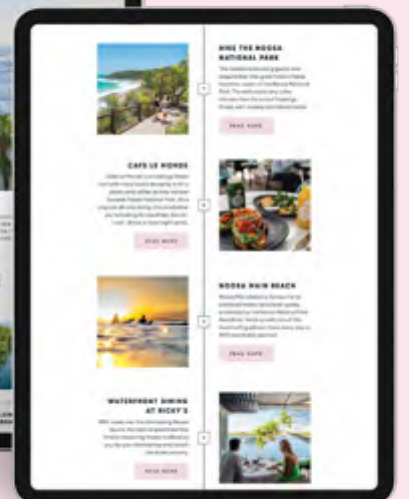
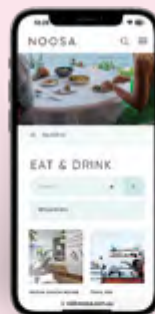
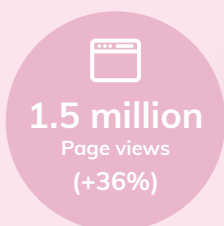
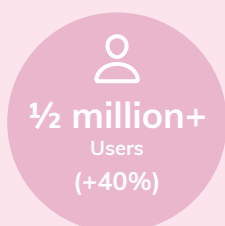


VISITNOOSA.COM.AU

A migration of our main destination website, visitnoosa.com.au, aimed to future-proof the site and allow the addition of new sub-domains for Business Events, Trade and Tourism Jobs. We also refreshed images and content, and optimised user experience through new navigation and filters.

The Business Events Noosa and Noosa Travel Trade microsites were launched.

Compared to the previous year, visitnoosa.com.au had:



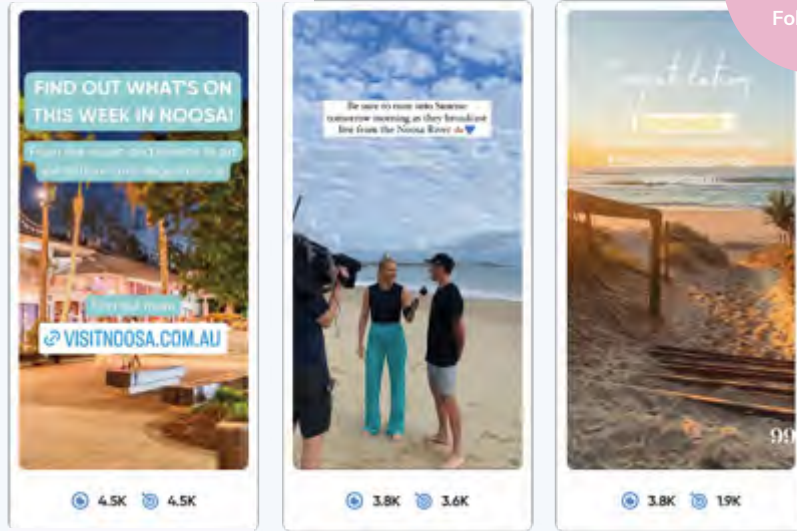
NOOSA
VISITNOOSA.COM.AU

SOCIAL MEDIA

We strengthened our following on consumer social media platforms for @visitnoosa, with a combined following during the year of 193,000. Taking the best of user-generated content, influencer shoots and campaign imagery that highlighted Noosa's nature, events, wellness, experiences, accommodation, villages, shopping and dining, we aimed to inspire followers to book a Noosa holiday and experiences.

130,400 Followers

Stories with most impressions



Most engaging posts

The most engaging Instagram video received 55,000+ plays and 3,500 likes



62,700 Followers

Year-on-year growth in social media measurements

Platform	Following	Reach	Engagement (average)	Impressions
Instagram	130,400 +5.2%	2.3 million	1.67% (avg per post) 5.18% (avg per post on reach)	3.8M
Facebook	62,700 +9.4%	6.6 million	1.37% (avg per post) 3.85% (avg per post on reach)	7.5M



SEGMENTS

Food tourism

The Hidden Harvest campaign was a partnership with the popular Broadsheet publication, celebrity chef Matt Golinski and social media travel curators, Airguides. The campaign was designed for foodies, inviting them to discover the depths of Noosa's food scene, with farm-

gate visits, culinary experiences, inspiring activities, storytelling with a traditional custodian, and stunning accommodation. Airguides were the conversion partner who compiled packages to sell Noosa holidays to consumers. The 12-month campaign will be in-market until May 2024.

The screenshot shows a travel package page on the Airguides website. The main heading is "Noosa Epicurean Adventure: A Chef-Curated Luxury Getaway" with a sub-heading "4 Days • Noosa, Australia" and "CURATED BY Matt Golinski". The page is divided into several sections:

- SELF-GUIDED The Trip:** Describes the trip as a partnership with Broadsheet and Tourism Noosa, featuring a self-guided food adventure with chef Matt Golinski. It highlights activities like helicopter flights to wineries, a picnic on the Noosa River, and a 5-star helicopter ride.
- Package Inclusions:**
 - 4-day car hire
 - Luxurious accommodation for 3 nights
 - 5 breakfasts
 - Local Produce Grazing Platter
 - Helicopter Winery Experience
 - Eco Noosa River Adventure
 - Exclusive travel guide
- STORYTELLER: Matt Golinski:** Includes a photo of Matt Golinski in a kitchen and a section titled "Why We Love Matt" which describes his culinary mission and expertise in using local ingredients.
- Reserve your trip:** A sidebar with details:
 - Distance: 214 km
 - 4 Days, 3 Nights
 - Travel by: Car (or Sleep in Hotel)
 - Price from: From \$2,500 AUD
 - Enquire Now button
 - Contact info: Questions? Text or call us +61 402 552 918
 - Click Map To Enlarge button

The banner features a wooden crate filled with fresh produce like tomatoes, carrots, and oranges. The text "NOOSA" is at the top, and "Hidden HARVEST" is written in a large, elegant font across the center. Below the crate, a small text block reads: "We're thrilled to take you behind the scenes and share an extraordinary food tour experience in Noosa with renowned chef Matt Golinski and Broadsheet." A blue "READ MORE" button is at the bottom.

Weddings

Members working in the weddings sector, which brings off-peak, high-value visitation, were offered cooperative digital and blog marketing opportunities as part of this year's major Find your Inner Noosa winter campaign. The opportunities were fully subscribed with a 27% open rate on the EDM.

The banner shows a bride in a white dress standing in a garden. The text "NOOSA" is at the top, and "Say yes TO A NOOSA WEDDING" is written in a mix of script and sans-serif fonts. Below the banner, a paragraph describes the wedding venues: "Under a bright blue sky or a canopy of stars, choose from an array of stunning venues; from candlelit waterfront restaurants and sprawling countryside escapes to hidden beachfront groves sprinkled with fairy lights, intimate elopements, or sunset cruises down the winding Noosa River. From the rustic to the refined, Noosa has the perfect place to suit your personal style, a place where all your wedding dreams can come to life." A call to action "Say yes to a Noosa wedding!" is followed by a pink "EXPLORE" button.

Business Events Noosa

Tourism Noosa works with Business Events Australia and other organisations to promote Noosa as a destination for the valuable MICE (meetings, incentives, conferences and exhibitions) market. We released a new Business Events Noosa Planner with information on a range of venues and activities for conference and business event organisers.

New website and campaign:

Our first Business Events campaign, 'Meet in green spaces, breathe in fresh thinking' was in-market from February to April 2023. It aimed to highlight unique nature and wellness experiences in Noosa, targeting high-yielding, small to medium-size conferences, events and incentives.

It coincided with the launch of a new Business Events Noosa website which features destination

information and operator listings to grow and nurture demand for business events in the Noosa region.

The campaign highlighted the unique breadth of offerings in Noosa for delegates seeking something new and different for their clients.

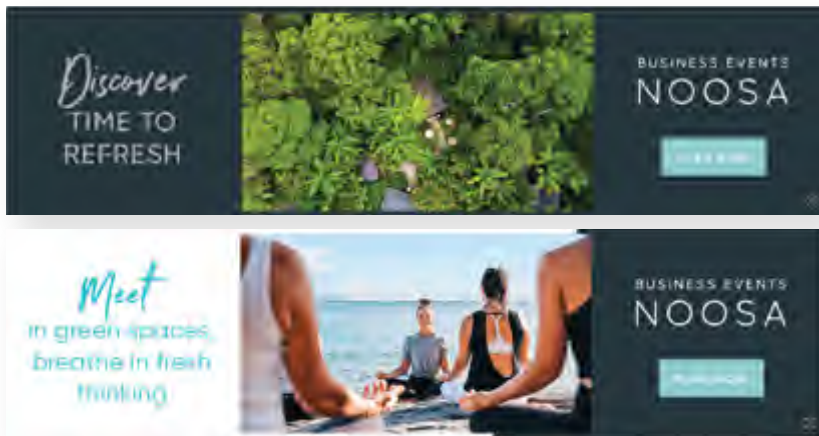
We worked with **Meeting Newz** to target New Zealand-based business event decision-makers to conference in Noosa, with a front cover and 3-page feature in Meeting Newz magazine, solus EDMs to NZ corporate planners and banner adverts across Meeting Newz digital channels.

The website and campaign featured member deals and new storytelling videos. Members working in this sector were offered a free listing on the new website.

Meeting Newz campaign

- Cover of Meeting Newz Jan/Feb 2023 edition
- 3-page editorial
- EDM to 4,000 subscribers
- 37% open rate
- 14,000 digital viewers
- Social posts: 12,000 impressions
- Travelinc Memo EDM to 8,000 database (30% open rate)
- Website banner ads: 12,000 impressions

Business Events Noosa website.



Animated banner ads featured on Meeting Newz website.



Cover and feature in Meeting Newz magazine.

TRAVEL TRADE AND INTERNATIONAL

“Through our work with the travel trade and international resources, we work to increase product range and inclusions in travel itineraries, attend trade shows and provide training to the valuable travel trade who have grown in importance for visitors booking international holidays to Australia.”

– Vynka Hutton, Trade and Business Events Manager

International restart

Following the opening of Australia’s international borders early in 2022, we invited members to join us in ‘trade-ready’ international activity and training to ensure they were available for this important market which is expected to exceed pre-pandemic levels in 2024. Our priority was to re-engage with travel advisors and increase their knowledge to sell Noosa to their clients.

Agents are important for building consumer confidence as they help navigate travel requirements in uncertain times. Throughout border closures, we continued working with the international trade market and maintained Noosa representation in the important UK market.

International travellers stay longer, traditionally travel in the quieter periods, including mid-week, and spend more than many domestic markets as they book local tours and experiences. Also, it is essential to retain the backpacker market as they provide an important workforce in Noosa, and typically return later in life with their families. We stayed connected with high-value overseas markets and nurtured our travel trade relationships throughout Australia’s time of international border closures to keep Noosa top-of-mind.



Tourism Noosa attended travel trade events to keep Noosa top-of-mind in key international markets.

We attended the **travel trade roadshow** to Brisbane and Sydney with Visit Sunshine Coast and 20 tourism businesses, meeting with wholesalers, inbound tour operators, retail agents, online agents and tourism industry representatives, including Tourism and Events Queensland, and Tourism Australia.



Tourism Noosa Trade and International Manager Vynka Hutton, left, meets with Britta Henning from trade wholesaler Erlebe Fernreisen at ATE.

Australian Tourism Exchange (ATE), Australia’s largest annual tourism business-to-business event was a crucial opportunity to connect with representatives from international markets to update them on our destination, strengthen relationships and develop forward business, necessary for Noosa’s future international visitation. Post and pre-ATE, we welcomed more than 30 international travel professionals from some of Noosa’s major global markets, including the UK, New Zealand, North America, Germany, Switzerland, Netherlands and France, immersing them in Noosa’s spectacular experiences and opportunities.

In April we refreshed the **Noosa Trade Travel Planner**, our destination guide to help influence decision-makers on which businesses they choose to include in their international holiday programs to sell to consumers.



Tourism Noosa joined operators and Visit Sunshine Coast on the New Zealand Roadshow.

Tourism Noosa joined Visit Sunshine Coast and seven tourism businesses to re-engage with key media, travel trade partners, Tourism and Events Queensland and Tourism Australia in **New Zealand** in September 2022. New Zealand is Noosa's second largest international market, with 25,000 visitors in 2019 spending \$25 million and staying an average of 5.7 nights, which is longer than domestic markets.

Brisbane Roadshow: We held appointments with more than 50 Brisbane-based travel trade partners as part of the Visit Sunshine Coast Roadshow, meeting product managers, online and retail travel agents and Tourism and Events Queensland staff. Meeting these key decision-makers and sellers in the domestic and international marketplace is one of the most effective ways to build business, educate the travel trade on Noosa holidays, and encourage visitors to stay longer and spend more while visiting.

Australia Marketplace North America is the key event to connect with the lucrative North American market. Tourism Noosa attended the event in conjunction with the Down Under Answers and Travel2 roadshow which provided an opportunity to re-engage with more than 350 Aussie Specialist travel advisors and more than 100

tour operators. This ensures Noosa remains front-of-mind in this highly competitive international source market.



Trade and International Manager Vynka Hutton at Australia Marketplace North America.

North Americans tend to be high-value travellers who want to spend more time than before in-destination. Before COVID-19, the North American market was our fastest-growing and most profitable international market based on spend per visitor (in 2019, average spend per person was \$1300, more than double the average from our other international markets).

We attended Tourism and Events Queensland's **Global Market Briefings** in Brisbane, hearing updates from Country Managers on each international market. This included information about campaigns in-market, aviation, trade partnerships and current sentiment and trends.

In-market UK Representation: The UK remains Noosa's number one international source market, due to many years of a dedicated contracted resource. Engaging in-market



We worked with British & Irish Lions Rugby Travel for the team's Australian tour in 2025, following their visit to Noosa in 2013.

UK representation keeps us engaged and helps us source opportunities via media, the travel trade and sporting groups such as the British & Irish Lions.

Trade famils: Tourism Noosa hosts numerous trade familiarisations from international markets, welcoming decision-makers from wholesalers, inbound tour operators and travel agents across the UK, North America and Europe, as well as aviation specialists. Famils play a large part in converting important partners to include Noosa in international programs. Tourism Noosa hosts independent famils and also in partnership with Tourism and Events Queensland, Tourism Australia, Visit Sunshine Coast and Sunshine Coast Airport.

Trade campaigns with trade partners grow awareness of Noosa businesses and provide conversion for our members. We delivered trade campaigns with Europe-based Travel Essence (one of our highest selling wholesalers), Signature Travel Network (consortia of North American travel agencies with high-net worth clients), and Airguides and Broadsheet to sell Noosa holiday packages to increase the awareness of Noosa's agribusiness and food scene.

The **new trade microsite - [visitnoosa.com.au/trade](https://www.visitnoosa.com.au/trade)** was launched in April 2023 to develop a resource for domestic and international trade partners to upskill and learn how to sell Noosa and provide exposure for our trade members.

AVIATION PARTNERSHIP

We work with Sunshine Coast Airport and airlines to support direct routes to the region, highlighting the greater convenience for travellers and encouraging fewer car trips to Noosa. This generally targets higher-spending interstate markets and new regional domestic markets that have opened.

Air New Zealand Campaign – Get To The Sunshine

By Lunchtime: We partnered with Visit Sunshine Coast and Sunshine Coast Airport for a two-week campaign in May-June 2023, inviting New Zealanders to holiday in winter, coinciding with the resumption of direct flights from Auckland to the Sunshine Coast. It aimed to increase awareness of the destination and of Air NZ's direct seasonal service.

The campaign over-delivered on all core KPIs from an awareness, consideration and media perspective.

Feedback from Air NZ indicated that the campaign results were their best performing Trans-Tasman marketing campaign on record.

Measure	Difference between campaign target and actual result
Campaign awareness	+11%
Destination consideration	+7%
Digital impressions	+8.2%
Click-through rate	+9.1%
Flight searches	+195%
Passenger bookings	+25%

Air New Zealand resumes direct flights from Auckland to the Sunshine Coast.



Noosa welcomes new domestic airline Bonza to Sunshine Coast Airport, opening up new direct routes.

Bonza touches down: We supported the launch of new domestic airline, Bonza, with new routes flying directly to the Sunshine Coast. We joined Bonza and Sunshine Coast Airport in the **Noosa Bound** campaign to invite southern visitors to escape the cold winter months and holiday in Noosa. This tied in with our 2023 winter campaign, 'Find Your Inner Noosa' with a 3-night getaway competition prize:

- 15,000+ entries
- Almost 4000 new email subscribers
- 30,000+ page views

We joined Virgin Australia's **Bring on Wonderful** campaign, supporting direct flights to Maroochydore. We also supported the airline's launch of their exclusive lounge and in-flight menu with Aussie icons, Noosa-based Betty's Burgers and Boost Juice.

Say Hello to Noosa: A Webjet marketing campaign in partnership with Sunshine Coast Airport targeted interstate visitors during October 2022 to drive visitation in low periods. The campaign met and exceeded all creative assets targets:

- Average length of stay in Noosa: Campaign target to increase to 5 nights – campaign result was 6 nights, based on confirmed flight itineraries into Maroochydore Airport.
- Inbound passengers: Campaign target to increase 15-20% month-on-month – actual increase was 19%.

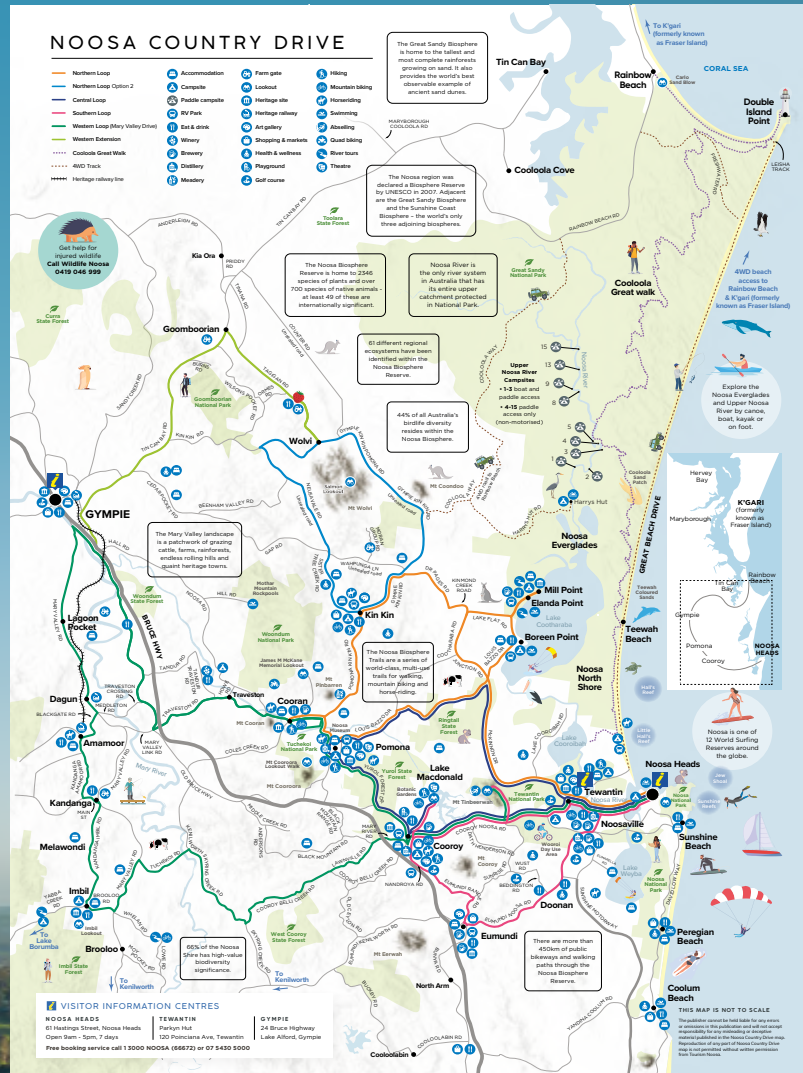


HINTERLAND AND DISPERSAL

Our popular **Noosa Country Drive map** was redesigned with updated information and improved mapping features. Available in print and digital format, it takes visitors on a journey through Noosa hinterland villages, showing accommodation, tours, dining and breweries, galleries, places of interest, health and wellness centres, farm gates, outdoor adventure, golf courses, playgrounds and more. There is information about Noosa's natural assets and four suggested driving loops with tips and highlights.

Marketing campaigns showcased hinterland accommodation and experiences, encouraging visitors to travel across the region. The Explore More: Discover Noosa's Villages activity featured dedicated sections and videos on Pomona, Kin Kin and other hinterland villages; and our 99 Ways to Noosa campaign featured many hinterland experiences. We also promote the Noosa Biosphere Trails and the hinterland towns they traverse.

Tourism events: Tourism Noosa's event strategy aims to encourage dispersal across the Noosa region to help spread the economic benefit: 8 of 15 events supported with Tourism Noosa sponsorship and/or marketing in the financial year were either fully or partially held in the hinterland.



MEMBERSHIP

Tourism Noosa is regarded in the industry as one of Queensland's strongest tourism membership organisations, with 586 members in 2022-23. Our members are from core tourism businesses including accommodation, tours and experiences, wellness, wedding industry, food and beverage, events, arts and culture, and services businesses.

We enjoy a highly engaged membership that takes part in our regular networking, industry development, marketing, visitor centre activity and more.



Training sessions provide hands-on, practical information for members..

INDUSTRY DEVELOPMENT

Throughout this past year, we offered members a range of subsidised training sessions and industry development programs in areas including: Social media, Google, Website support, Marketing insights and tools, Visitor insights, Noosa Eco Check and Climate change. Small group sessions provide hands-on, practical help for members at an affordable cost. 85 members took part in industry development sessions.

New industry development sessions during the year included the Accommodation Managers Hot Topic Lunch, with guest speakers talking about issues affecting the accommodation sector – this was in response to requests from members.

Our regular New Member Morning Tea sessions are a chance for new members to meet other members and some of our team, and find out how they can get the most from their membership. It's also a chance for existing members who would like a refresher on the benefits and opportunities of their Tourism Noosa membership. 132 members attended New Member Morning Teas during 2022-23.



NETWORKING

Networking events are a popular feature of our membership program, offering a calendar of breakfasts, lunches and evening functions, which are mostly fully subscribed. We bring top industry speakers to events, such as Founder and CEO of Flight Centre Travel Group, Graham 'Skroo' Turner, and Olympic Gold Medal Winner Duncan Armstrong OAM, to inform and inspire members.

Networking events were held across the region including Noosa Junction, Noosa Heads, Eumundi, Peregian, Noosaville, Sunshine Beach, and in conjunction with the Noosa Festival of Surfing at the event's Beach Bar.

More than 1100 people attended networking events in 2022-23.

NEW MEMBERS' TOOLKIT RESOURCES

We launched a new online Members' Toolkit, a valuable source of information for members, with significantly enhanced resources, including:

- Marketing opportunities and assets
- Member events and training
- New membership directory
- News from Tourism Noosa
- Member Connect, a B2B service
- Research and data hub – local, regional and State data
- Noosa guides
- Skills and workforce support
- Accessible tourism
- Wider tourism industry opportunities and business support



Our popular annual networking event at the Noosa Festival of Surfing.



At our annual members' Christmas party at the Noosa Yacht & Rowing Club, from left, Nicky Roche and Jesca Maas with Tourism Noosa Chair Jeanette Allom-Hill.

Networking lunch at Sunshine Beach Surf Club.



NOOSA VISITOR INFORMATION CENTRE

The Noosa Visitor Information Centre won the Silver Award at the Queensland Tourism Awards in 2022. The centre in Hastings Street provides a vital link between our members and visitors, with a wealth of information for travellers on ways to enjoy a Noosa holiday.

70+ fully trained volunteers greeted more than 110,000 visitors at the centre this past year, and answered thousands of phone and email inquiries. Staff also generated almost \$400,000 in tour and accommodation bookings for visitors in town, which supports our member operators. This was an increase of 60% on the previous year which had been significantly affected by COVID-19 restrictions.

QICA: Noosa hosted the 2022 Queensland Information Centres Association (QICA) conference, welcoming 86 delegates from 23 information centres across the State. The annual event brings together managers and visitor information centre teams to connect and learn, with themes covering the 2032 Olympics and Paralympic Games, Accessible Tourism and Sustainable Travel. QICA is the key industry body for Visitor and Tourism Information Centres in Queensland.

We also showcased the destination and a wide range of experiences and operators throughout the conference and famil program.

The Parkyn's Hut Visitor Information Centre in Tewantin which Tourism Noosa supports, won the QICA Visitor Information Centre of the Year Award.

The conference was a huge success, with excellent feedback from delegates.

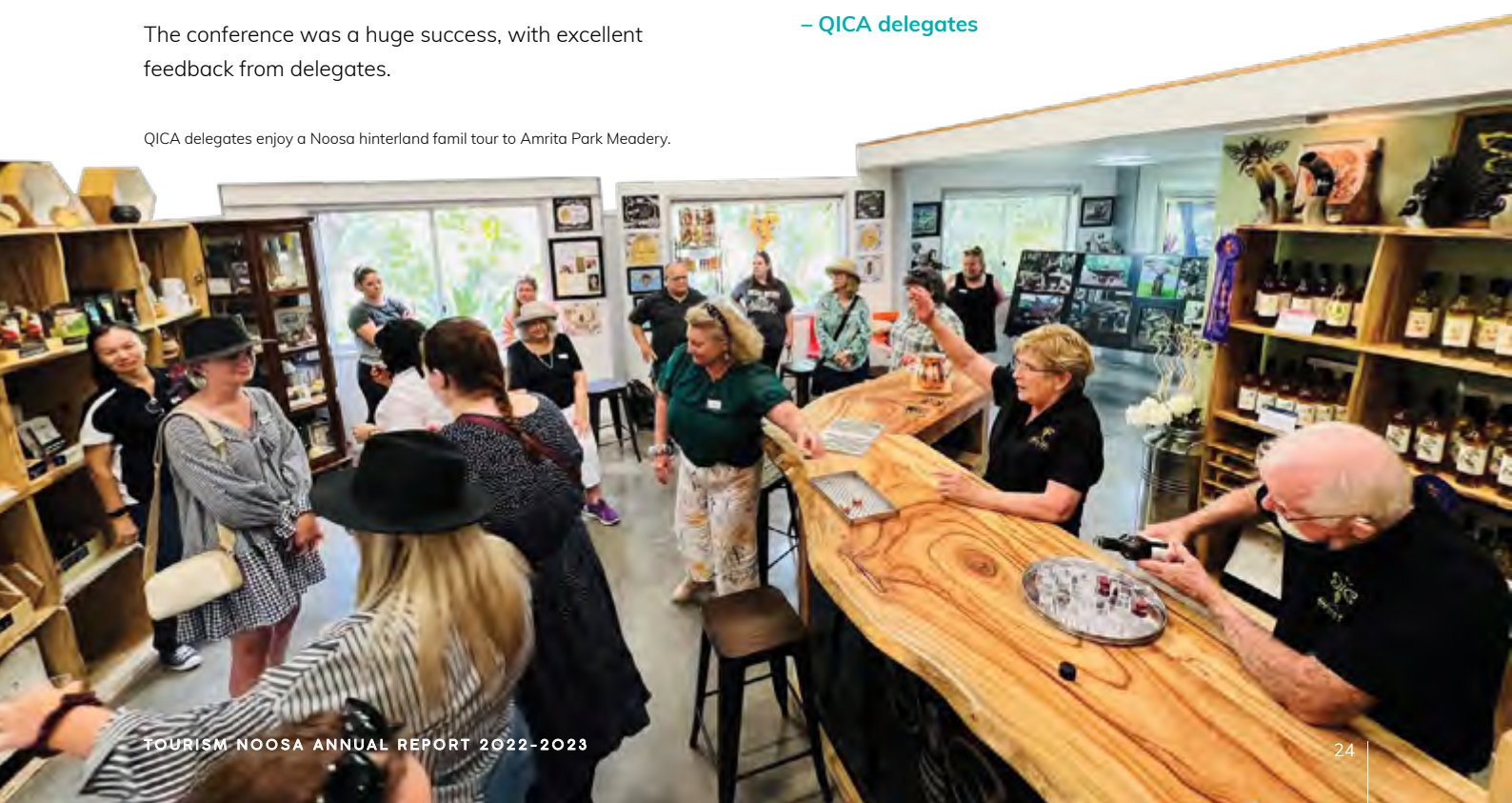
QICA delegates enjoy a Noosa hinterland famil tour to Amrita Park Meadery.



Delegate feedback

- Noosa is a fabulous holiday destination, so much work has been put into the visitor experience and all the businesses we visited understand the importance of the visitor economy.
- Well organised and helpful information provided.
- Noosa do tourism very well. You seem to have the balance right between all of your tourism bodies, and local government.
- I walked away feeling inspired by what an amazing job you are all doing – especially in the sustainable space.

– QICA delegates



VOLUNTEERS

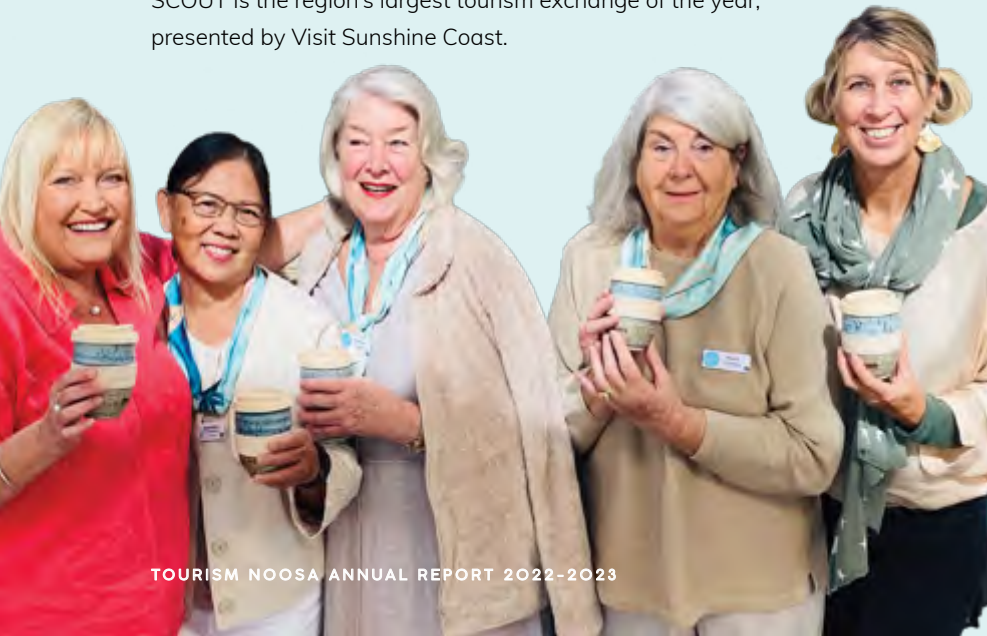
Our volunteers are the face of tourism to tens of thousands of visitors each year. A regular program of training, famils, 'Buzz nights', information and events ensures they stay up-to-date with member products and the best local knowledge for a Noosa holiday. We celebrate the volunteers each year, many of whom have 10 to 20 years of experience, at International Volunteers Day.

Our volunteers and the centre regularly receive 5-star reviews on Google, for an overall rating of 4.6.

- *Such lovely friendly knowledgeable ladies with a wealth of local knowledge.*
- *Fantastic place to go to for help.*
- *The volunteers (staff) at the Noosa info centre are so knowledgeable and helpful. We have always received amazing service, advice and info from them.*
- *Customer service here was awesome.*
- *Amazing team of mainly volunteers who love sharing their local knowledge about places to see, things to do and how to relax and enjoy your time in Noosa.*
- *Incredibly helpful staff – went above and beyond in every way – thank you!*
- *We were assisted by a very friendly and well informed lady. We went away with a little package of maps and leaflets matching our interests. Highly recommended.*

A program of **volunteer famil tours** ensures they hear all the latest news from members on what's new, and is invaluable in providing our volunteers with product knowledge when talking to visitors. Famil itineraries are developed in conjunction with members and local business associations, and this year included Peregrine Beach, K'gari (Fraser Island), Noosa River and Noosa Junction.

Volunteers joined Visit Sunshine Coast's regional tourism forum, **SCOUT23**, the Big Day Out for Tourism, with 500+ tourism industry professionals. It was a chance to connect with many tour businesses across the region, hear their news, and visit local sites for inspections. SCOUT is the region's largest tourism exchange of the year, presented by Visit Sunshine Coast.



ACTIVATIONS

The centre in Hastings Street provides a prime consumer location for members to promote their product and boost their profile via paid digital advertising and free activations on the busiest street in Noosa, 364 days a year. Members are invited to set up activations such as a dedicated information booth, product sampling and sales. This is a good opportunity to reach visitors to this high-traffic area, gather valuable feedback from visitors, and update our volunteers on products or services.

50+ members set up activations during the year, including Fried Mudd Pottery, Frida's Sip 'n' Paint Noosa, Noosa Gift Co., Noosa Eco Safaris – Noosa Everglades tours and CootharaBAR micro brewery, Weaver Green, Noosa Civic Shopping Centre and Noosa Tri.



Left: Noosa Visitor Information Centre volunteers and Tourism Noosa staff with specially designed travel cups from Pottery for the Planet which were gifted to QICA delegates to promote Plastic Free Noosa. Above: Member activations at the Noosa Visitor Information Centre.

INSPIRING FUTURE GENERATIONS

The Visitor Information Centre is a popular venue for tourism students to visit as part of their study. The centre regularly hosts student groups from around Noosa and as far as Bundaberg so they gain valuable insights into the tourism industry, and are inspired to consider a career in tourism. They learn about our visitor services, marketing activities and sustainability initiatives.

"Our field trips to Tourism Noosa each year are always a highlight for our senior Tourism students. The staff do a fabulous job of connecting what is studied in our curriculum to relevant, real-life examples – from sustainable tourism, push/pull motivations and the marketing of tourism, to client groups, target markets and the 'business' of tourism. We always come away with a more in-depth understanding of the tourism industry and the Noosa brand."

– **Tourism teacher, Shalom College, Bundaberg**

WORKING WITH COMMUNITY

The centre supports local community and business organisations including:

- Noosa World Surfing Reserve – we screen their promotional video to educate visitors and locals about surf conditions
- Noosa Biosphere Reserve Foundation – promote their 'Koala Beware' education program
- Kabi Kabi Peoples Aboriginal Corporation – screen the Welcome to Country audiovisual presentation at the centre daily at 7pm, which has become a popular visitor activity
- Promote the Peregrine Beach Village Vibes Booklet and Noosa Junction Association publication which are very popular takeaways for visitors and locals, and encourage regional dispersal.



Noosa Visitor Information Centre Manager Anna Macklin talks to tourism students.

EVENTS

Tourism Noosa’s event sponsorship program aims to enhance existing tourism events and help emerging events to become established.

We are committed to building an iconic events calendar for visitors and locals through a targeted approach to event sponsorship, supporting off-peak visitation and visitor dispersal across the region. Our Event Support Program aims to:

- Generate local economic, environmental and social value in the Noosa region
- Attract interstate and international visitation to the destination
- Enhance the profile, appeal and visitation to Noosa’s regional village communities.

This past year, we funded 15 events, across sports, arts, culture and food, generating local economic, environmental and social value through increased spend, and adding activity and dispersal through Noosa’s villages:

- Noosa Heads/Noosaville: 7 events
- Hinterland: 4 events
- Noosa Heads to Hinterland: 4 events

Our Noosa events calendar is published online and members are encouraged to share it with their guests and customers.

Our support establishes agreed goals based on our Sustainable Event Criteria, which aims to lift event sustainability standards and reduce environmental impacts.

2023 NOOSA EVENTS
VISITNOOSA.COM.AU/EVENTS

FEBRUARY	JUNE	21-30 JUL	OCTOBER
18-19 FEB NOOSA SUMMER SWIM	3-4 JUN NOOSA YACHT AND ROWING CLUB GAFF RIG REGATTA	NOOSA ALIVE!	14 OCT NOOSA POLO & PROVEDORES
MARCH			
3-12 MAR NOOSA FESTIVAL OF SURFING		23 JUL POMONA KING OF THE MOUNTAIN	6-15 OCT NOOSA OPEN STUDIOS
	18 JUN NOOSA ELECTRIC VEHICLE EXPO AND STREET FEST	30 JUL NOOSA ENDURO	
23-26 MAR NOOSA ULTRA TRAIL	24 JUN - 30 JUL FLOATING LAND: US AND THEM	AUGUST	
		12 AUG A LONG WINTER'S LUNCH BY ALTITUDE SCHOLARSHIPS	14 OCT WILD WOMEN ADVENTURE RACE
APRIL	JULY		NOVEMBER
23 APR A DOG'S LIFE PET EXPO 2023	2 JUL COOROY MOUNTAIN PARK FUN RUN	27 AUG - 3 SEP NOOSA JAZZ FESTIVAL	1-8 NOV NOOSA TRIATHLON
MAY	8 JUL NOOSA BUSKERS CHAMPIONSHIPS	SEPTEMBER	
13-15 MAY ULTRA MAN AUSTRALIA	14-16 JUL NOOSA CONCOURS D'ELEGANCE	30 SEP - 2 OCT GREAT NOOSA TRAIL WALK	
27-28 MAY RUNAWAY NOOSA MARATHON	21 JUL COASTREK SUNSHINE COAST 2023		

Please note: Dates correct at time of publication and subject to change by event organisers.

NOOSA



Estimated economic value of seven major events to the Noosa region in 2022-23:
\$40 Million
(Based on economic impact assessments)

SUSTAINABLE EVENTS PROGRAM

With our Plastic Free Noosa program, we connect with event organisers to provide one-on-one mentoring to encourage them to become more environmentally sustainable in their practices. This includes encouraging them to monitor their energy, water and waste, and to become plastic-free.

Our volunteer Waste Warriors attend major events and educate participants on recycling and reducing waste. Most events now use the Containers for Change scheme to recycle eligible containers.

The Wild Women Adventure Race was celebrated for the fourth year as a zero-waste event – it has become event best-practice and a role model for other events. The Noosa Festival of Surfing in March was a carbon-positive event for the second year (the first event in Noosa to achieve this result).

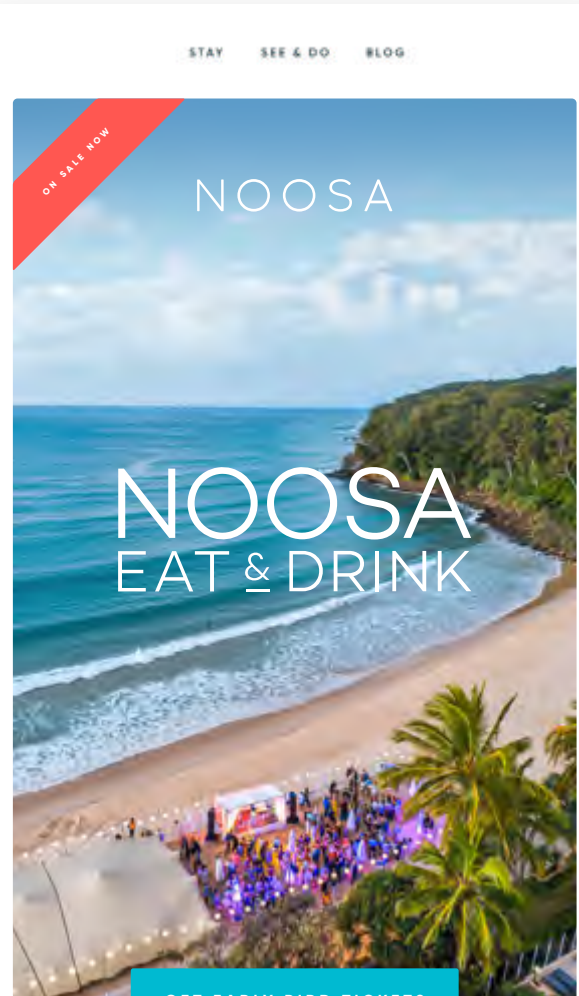
Sponsored events are the major contributor to our Trees for Trees program, providing one dollar for every paid participant and raising \$15,568 in 2022-2023.



Top: Our Plastic Free Noosa program works to reduce waste at sponsored events. Above: Volunteer Waste Warriors help event participants increase their recycling efforts.

NOOSA EAT & DRINK FESTIVAL

We secured a new contract and announced the return of the Noosa Eat & Drink Festival in 2024. It will feature a new-look Festival Village in Noosa Woods, new long lunch destinations, events on Noosa's Main Beach and in restaurants, celebrity chefs, a Producers' Pavilion and pop-up restaurants to showcase the local food scene. The event attracts strong visitation and showcases local restaurants and food and beverage producers.



Returning
MAY 30–JUNE 02, 2024

Noosa Eat & Drink Festival is returning in 2024! Early Bird Festival Village Tickets are on sale now. More events will be launching in coming weeks and months, to stay updated on the latest sign up to our mailing list or follow us on socials.

EARLY BIRD
FESTIVAL VILLAGE
TICKETS

ON SALE NOW

MEDIA AND CORPORATE COMMUNICATIONS



3 days

of TV weather crosses:
1 million combined viewers



16

domestic famils



5

international famils



33

media releases to showcase news, events, deals and key messages

Tourism Noosa's media hosting program supports and broadens the reach of brand messages and storytelling of Noosa through positive editorial across a range of traditional, digital and broadcast channels.

The program brings media to Noosa on tailored familiarisations, highlighting accommodation, tours, Noosa's eating and drinking scene, retail, wellness, events and more throughout Noosa's coastal, river and hinterland villages.

Our Visiting Journalists Program resulted in the following features, as well as articles in Wellbeing Magazine, Seniors, The Age and Sydney Morning Herald, Escape, Holiday with Kids, Explore Travel and Selector Magazine, and broadcast features on the Today Show (Ch 9), and Travel & Eat with Dan & Steph (Ch 7).

- Two days of Sunrise morning TV weather crosses, featuring Noosa Heads Surf Life Saving Club, Noosa Alive, Humble on Duke, Sunshine Butterflies, Noosa Visitor Information Centre volunteers, beach and river activities.
- We supported Air New Zealand's first direct flight from Auckland to Sunshine Coast Airport, hosting NZ media to experience tours, dining and accommodation. The famils provided exposure for Noosa in media articles.
- 48 Hours on the Sunshine Coast, featured on Channel Nine's 9Honey travel section, was a collaboration between Tourism Noosa, Visit Sunshine Coast and Accor.
- Channel 7's Weekender dedicated Noosa episode took presenters from a Noosa fishing adventure and cocktails to a round of golf, spa treatments and a hinterland drinks tour.
- 48 Food-Filled Hours in Noosa – delicious magazine's 4-page article explored the Noosa food and drink scene in Noosa Junction, Noosaville, Noosa Marina and the Noosa Farmers Market, from chefs and artisan producers to the fertile hinterland, producers, distillers and brewers.



Sunrise TV broadcast in Noosa.



Delicious Magazine published the '48 food-filled hours in Noosa' feature in February.



Australian Traveller featured Noosa in their Top 50 Aussie Holiday Towns wrap-up.

- The country's leading domestic travel magazine, Australian Traveller, named Noosa third in the Top 50 Aussie holiday towns, voted by readers and the wider travel industry. An accompanying two-page article about Noosa's iconic sight-seeing spots was a result of a media field hosted by Tourism Noosa, focusing on the region's natural beauty, tours, dining, bars, breweries, family fun and markets.



The Weekend Australian feature in July 2022 covered several of Noosa's villages.



Tourism Noosa Media and Communications Manager Susan Ewington, right, at the ATE media event with travel journalists Doug Wallace from Canada and Kelly Bertrand from NZ.

- The Way to Wherever travel bloggers experienced the Noosa River foreshore, Noosa National Park, a guided Noosa Everglades tour, and dined around Noosa. Social media posts for their blog, 3 Days in Noosa: What to Do and Where to Eat, were reposted on @australia which has more than 5.5 million followers.
- We re-engaged with international media, with The Irish Business Post focusing on the Noosa Everglades, Noosaville and Hastings Street.
- Noosa's nature, booming dining scene and wellness activities were highlighted in a two-page article in the Courier Mail's Q Weekend magazine, also appearing in the Herald Sun in Victoria, Daily Telegraph in NSW, Weekend Magazine in The Australian, and Gold Coast Bulletin.
- The Weekend Australian Magazine also featured 10 Noosa drawcards that go beyond the sand and surf, visiting Hastings Street, Noosa Junction, Noosaville, Noosa hinterland and Tewantin.

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.

The **Australian Tourism Exchange (ATE)** media event also returned after COVID-19 interruptions, and we attended and updated journalists, editors, influencers and broadcasters from Noosa's key international markets on the latest news from Noosa, inspiring them to make sure Noosa is top of mind for their travel stories.

IMPROVING ACCESSIBILITY FOR VISITORS

Tourism Noosa was invited to join the Department of Tourism, Innovation and Sport's Accessible Tourism in Queensland project, which fed into projects for the Year of Accessible Tourism in 2023. We took part in training provided through the Queensland Government project and invited members to sessions, providing opportunities and support for tourism businesses which will result in a better holiday experience for people with disability and accessibility issues.

Our online Member Toolkit has a new section dedicated to accessibility opportunities for members, including information on grants, training and business support.

The Noosa Visitor Information Centre updates a fact sheet with accessible accommodation and experiences available for visitors, and our website has a new Accessibility filter for accommodation searches.

We also supported an audit of Noosa experiences for the Sunshine Coast Accessible Holiday Destination Guide (for the Year of Accessible Tourism) which is used to develop accessible itineraries for visitors.

NOOSA WELCOME FOR TEQ'S NEW CEO

Tourism Noosa welcomed the new CEO of Tourism and Events Queensland (TEQ), Patricia O'Callaghan, to introduce her to the region and tourism sector. We hosted Patricia and senior TEQ staff on a tour to familiarise them with Noosa's major sights and attractions, and at a lunch with tourism industry stakeholders. They also met with Noosa Mayor Clare Stewart and Cr Amelia Lorentson who is Noosa Council's observer to our Board, and Directors of the Tourism Noosa Board – an opportunity for them to experience the strength of the tourism industry in Noosa.

We also joined TEQ at a Sunshine Coast tourism roundtable to discuss the current situation for tourism in the region.



Pictured, back row, left to right: Fabrice Grau, Accor; Andrew Fairbairn and Matt Stoeckel, Visit Sunshine Coast; Allan Golley, Tourism Noosa Board.

Front, left to right: Leigh McCreedy, Tourism Noosa Board; TEQ CEO Patricia O'Callaghan; Susan Ewington, Tourism Noosa; Cr Amelia Lorentson and Mayor Clare Stewart, Noosa Council; Max Webberley, Tourism Noosa Board; and Vynka Hutton, Tourism Noosa.

ACCESSIBLE AND WHEELCHAIR FRIENDLY ACCOMMODATION AND ACTIVITIES IN NOOSA



Updated April 2022

Noosa is a wonderful destination for wheelchair dependant visitors and welcomes them and their carers. Most shops have ramps for access and the footpaths are very wide. There are boardwalks on the beach, in Noosa National Park and along Noosa River where free BBQ and picnic areas are available.

Australia has one disability parking permit system across all states and territories. The permit allows you to park for free at any on-street parking in local government metered and regulated parking areas:

- Up to 30 minutes – when the time limit stated is less than 30 minutes
- For an unlimited time – when the limit stated is 30 minutes or more

ACCESSIBLE AND WHEELCHAIR FRIENDLY ACCOMMODATION

PROPERTY	CONTACT	DETAILS
Anchor Motel	07 5449 8055 223 Weyba Road Noosaville QLD 4566 www.anchormotelnoosa.com.au	Purpose designed ground floor studio room with Queen and Single Bed. Wheelchair access, safety rails in bathroom (shower chair & toilet seat). Assisted, not compliant disabled facilities.
BIG4 Ingenia Holidays Noosa	07 5447 1712 141 Noosa-Cooroy Road Tewantin QLD 4565	Three purpose built disabled and mobility access designer cabins, "Palm Villas", with a large main bedroom with queen bed, ample room to move around the bed in a frame or wheelchair. Compliant, Ramp up to cabins. The main bedroom has a TV. Modern appliances in the designer kitchen including stainless accessories and an oven. The family and living areas are spacious with a TV/DVD and stereo system. The second sleeping area has two single bunks and the lounge in the living area folds out to a double bed. Cabin comfortably sleeps 5.
Colonial Resort Noosa	07 5455 8100 239 Gympie Terrace Noosaville QLD 4566 www.colonialresortnoosa.com.au	Wide doorways and passageways, large showers. Access to the complex and car park is via ramp. Swimming pool, gym and sauna areas also have ramp access. The apartments are wheelchair friendly but have a small step/lip 75mm to access the apartment and from the deck, however a ramp can be installed to make this lip easy to negotiate with a wheelchair.
Cooroy Country Cottages	07 5442 6819 532 Black Mountain Road Cooroy QLD 4563	3-bedroom Cooroy Cottage designed for multiple disabled guests (wheelchairs, paraplegics, etc.) with their carers and families. Compliant, wheelchair access shower/toilet with rails (wet room). Single level Studio Suite apartment appropriate for walker-assisted guests. Also 2 Bedroom Federation Cottage.
Eumarella Shores Noosa Lake Retreat	07 5449 1738 251 Eumarella Road, Weyba Downs QLD 4562 www.eumarellashores.com.au	1 x Deluxe Lake House (2-bedroom, 2-bathroom) – wheelchair access ramp and has one fully compliant bathroom with wheelchair friendly shower. Handrails in shower and beside the toilet.

We provide visitors with a comprehensive fact sheet of accessible accommodation and experiences.

KEEPING MEMBERS INFORMED

Through weekly member newsletters and a dedicated Tourism Noosa Facebook page for members and industry, we provide the latest news and resources to help members in their business. In 2022-23, compared to the previous year:

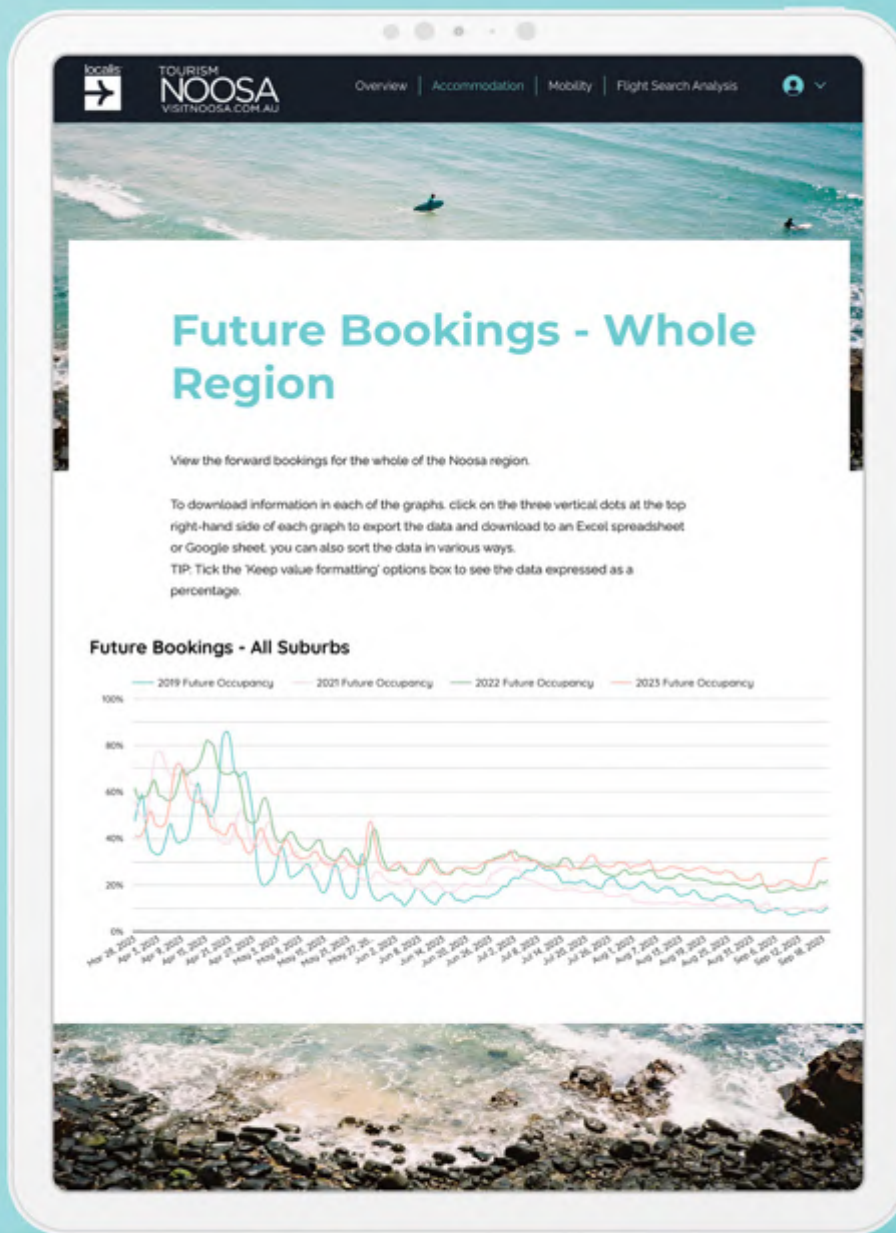
- Open rate 53.7% (+7.6%) – industry average 33.6%
- Unique click rate 9.4% (+ 10.6%) – industry average 5.0%

We provide an important source of information for members about grants, workshops, accredited training, marketing and more from the wider tourism industry, including Tourism and Events Queensland; Department of Tourism, Innovation and Sport; Queensland Tourism Industry Council; Visit Sunshine Coast; and Tourism Australia.

NOOSA TRAVEL INSIGHTS HUB

We continued to develop the Noosa Travel Insights Hub which provides members with free online access to visitor data analytics, to help guide their marketing, business planning and benchmarking. This was based on features such as new integrations, and feedback from members to improve usability. Members were also invited to training sessions to help them navigate the platform and ensure they were extracting the most valuable insights for their business.

A new dashboard was developed specifically for Tourism Noosa to provide deeper insights into future and historical accommodation bookings, visitor mobility, flight searches and a new facility which compares visitor spend across a range of categories. This provides insights into the performance of business segments, informing future marketing planning.



TOURISM JOBS IN NOOSA

90
job listings
in first 10
months

The Tourism Jobs in Noosa page was launched to provide a free, online hub for members to advertise job vacancies and boost the local workforce during a time of critical staff shortages. This was a direct outcome of the Noosa Workforce Shortage Group that we initiated in response to operators who were struggling with workforce and skills shortages that forced many businesses to reduce opening hours and service levels, particularly in the busy Christmas holiday period.

A paid social media and print marketing campaign promoted the Jobs Board to local audiences to gain new workers and combat housing affordability and availability issues which were restricting the uptake of staff to Noosa. Backpackers and working holiday makers were also targeted through social media ads.

The page also has information on training, incentives and apprenticeships for staff or those looking for a new career, and accommodation help for workers.

Staff shortages threatened Noosa's reputation as a holiday destination so the page aimed to link people looking for work or a new career, and businesses with job vacancies. visitnoosa.com.au/jobs

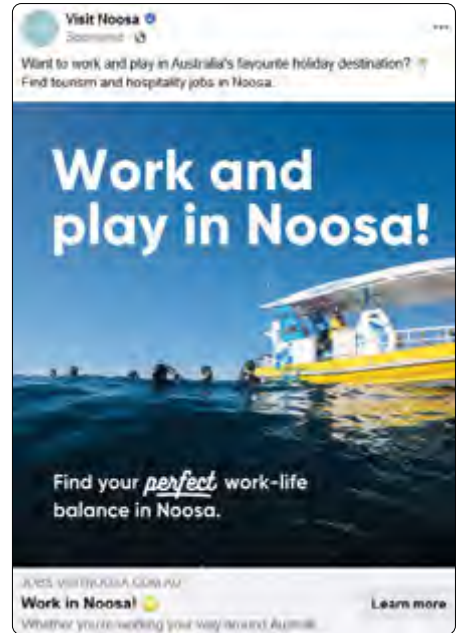
Feedback:

"I had a number of qualified applicants through this channel and was able to fill the position. In fact, I am still interviewing some late applicants as I will make the most of it and employ two hosts while I can!"

– Tourism Noosa member, February 2023

"We have had more responses from this ad than any other ads that we have placed on other platforms, so thank you very much."

– Tourism Noosa member, December 2022



TOURISM IN NOOSA'S COMMUNITY

Update from TOURISM NOOSA

Tourism jobs for Noosa locals

Are you looking for a new challenge, a few hours' work, a new crew to work with, something to do over the holidays, a chance to get out of the house, or a way to help out locally? Have you considered tourism and hospitality as a career or as a way to make extra money?

It's one of Noosa's largest employment groups and they need your help now. To help out, we launched the Tourism Jobs in Noosa page, listing job vacancies from our member businesses.

Many restaurants, cafes, resorts, tour

businesses, beauty centres and shops are looking for staff – locals who have some spare time, want to try something different, need extra income or just want to help out are urged to consider one of the many jobs on offer.

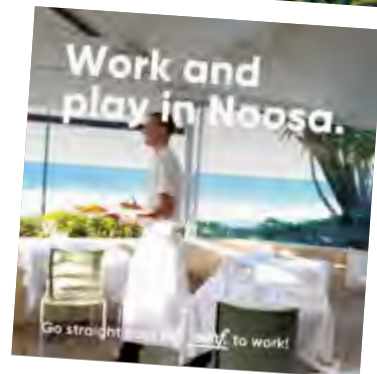
There are jobs for housekeepers and cleaners, reservations and customer service, baristas, waiters, bartenders, kitchen hands, beauty therapists, boat crew, travel consultants, and more.

Some offer very flexible or school-friendly working hours and provide on-the-job

training or apprenticeships – and they pay at least award wages. You can go from surfing in the morning to serving visitors from around the world at lunch!

Locals can also help by considering hosting an international student or renting a room in your home to someone looking to move to Noosa to work. Contact home-stay organisations or keep your ears open for a worker looking for a room to rent.

See the jobs on offer at www.visitnoosa.com.au/jobs



SILVER AWARD FOR NOOSA VISITOR CENTRE

The Noosa Visitor Information Centre in Hastings Street received the Silver Award at the recent Queensland Tourism Awards, celebrating the achievements of tourism businesses around the State.

Congratulations to our wonderful team of volunteers

If you're looking for something new to discover in Noosa, pop into the centre (near the Noosa Heads Surf Life Saving



PLASTIC FREE NOOSA

Our Plastic Free Noosa program which aims to reduce the amount of single-use plastic in Noosa's environment won the Noosa Biosphere Award in the People's Choice category.

FESTIVE SEASON GUIDE

If you're looking for the best places for a special Christmas lunch or where to celebrate New Year's Eve, check out our Festive Season Guide.

SUSTAINABILITY

Tourism Noosa’s sustainability program brings visitors, members and local environmental and community groups together to pave a way for everyone to collaborate on a journey of regenerative practices that will protect, preserve and enhance Noosa’s natural attributes.

TREAD LIGHTLY

Our new Tread Lightly program celebrates and safeguards Noosa’s biodiverse region. It offers six environmental activities for locals, visitors, corporate groups and school groups to experience or donate to, with hands-on experiences where they can lighten their environmental footprint and feel good about leaving our beautiful region a little better than they found it:

- Beach clean-ups
- Trees for Tourism tree planting
- Enter the Flyosphere shorebirds experience
- Noosa Oyster Gardening ecosystem restoration
- Roving Restorers Bush Care and Weed Control
- Event Waste Warriors

We work with local environmental groups such as Noosa Biosphere Reserve Foundation, Noosa & District Landcare, Noosa Integrated Catchment Association and others to offer these experiences and continue to expand the range of programs offered.

Through the Tread Lightly program we hosted two corporate groups: Green Getaway Tour by Fun Over 50 Holidays and a group from ANZ Bank.

“The Tread Lightly Noosa Program was a wonderful opportunity for ANZ to give back to the local community in such a positive way.” – Jason Cannock, ANZ



Fun Over 50 Holidays joined our Tread Lightly experiences.

TREES FOR TOURISM



Events, businesses and environmental groups joined our Trees for Tourism plantings on the Noosa Biosphere Trails.

In partnership with Noosa & District Landcare, this program raises funds to plant native trees along the Noosa Biosphere Trails in the Noosa hinterland, to provide shade to walkers, mitigate erosion, improve water quality and provide habitat and connectivity for local wildlife.

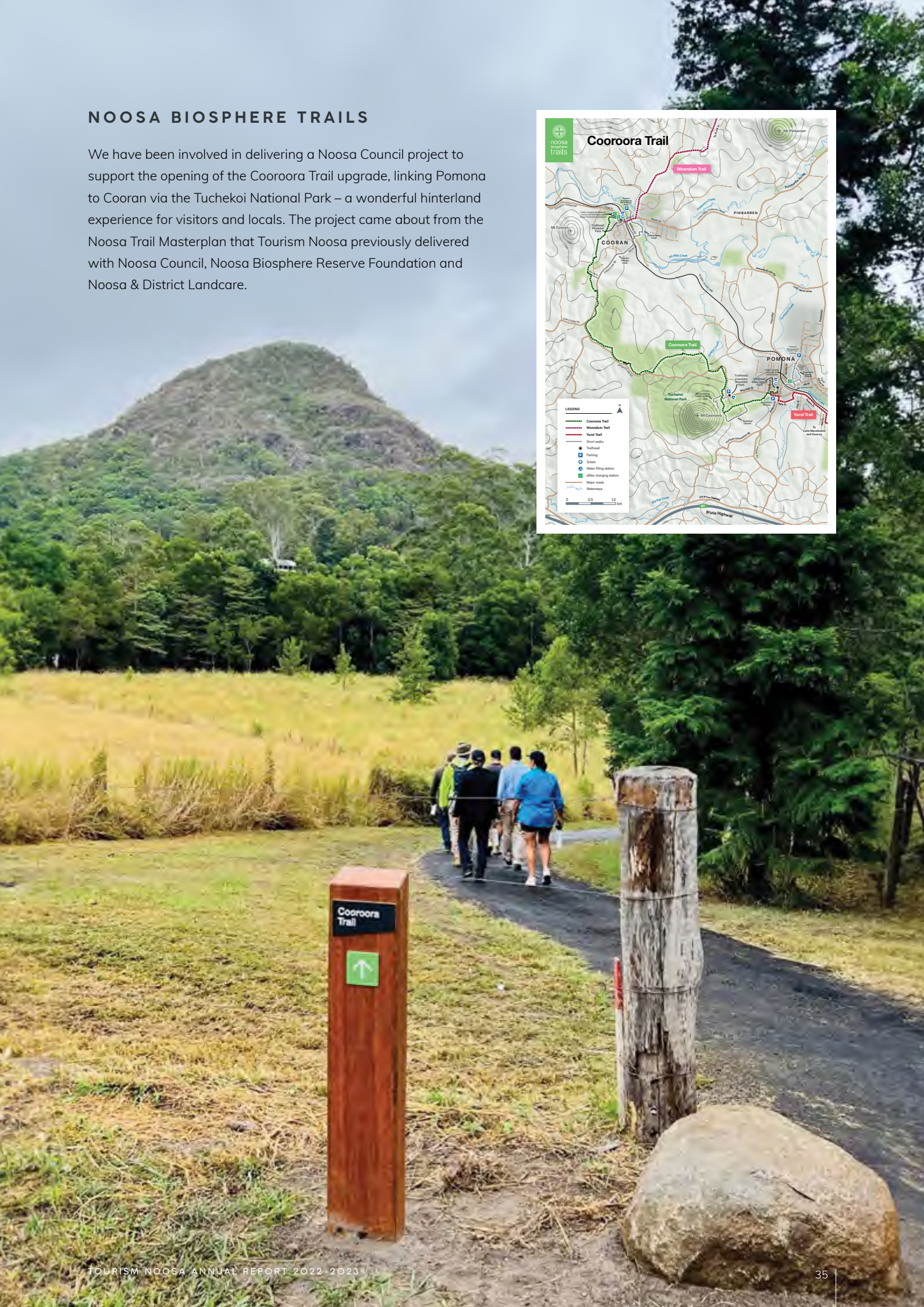
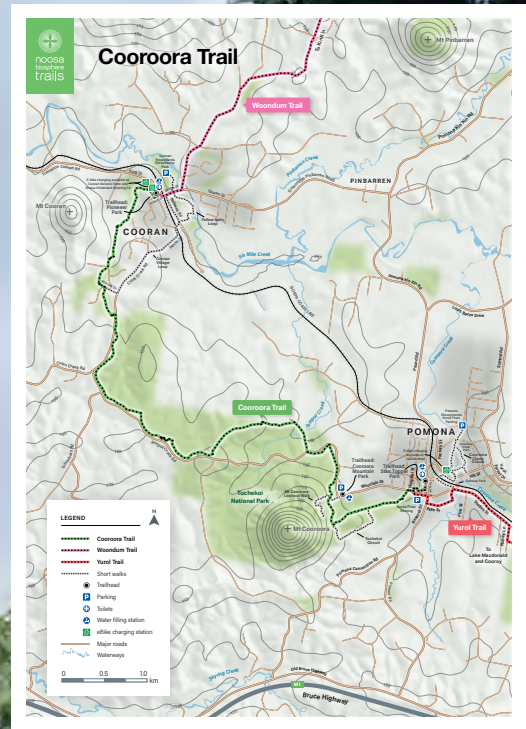
Major events funded by Tourism Noosa are the main contributor to the program, currently providing one dollar for every event participant. Two tree plantings are held each year, with locals, members, event organisers and visitors invited to take part to reduce their environmental footprint and make a positive difference.

Trees for Tourism 2022-23

Trees planted	1,010
Tons of CO ₂ sequestered	125
Donations (incl GST)	\$15,556.30
Participants in plantings	100

NOOSA BIOSPHERE TRAILS

We have been involved in delivering a Noosa Council project to support the opening of the Cooroora Trail upgrade, linking Pomona to Cooran via the Tuchekeoi National Park – a wonderful hinterland experience for visitors and locals. The project came about from the Noosa Trail Masterplan that Tourism Noosa previously delivered with Noosa Council, Noosa Biosphere Reserve Foundation and Noosa & District Landcare.



191
members in
2022-23
+7%

WORKING WITH COMMUNITY

We work with local environmental organisations throughout the year to help deliver sustainability programs and events to members:

- Supported Noosa Council's Biz to Zero free business breakfast forum to help local businesses reach zero waste and net zero emissions
- Sponsored a category of the Noosa Biosphere Awards
- Supported Noosa Integrated Catchment Association
- Promoted Noosa Council's free holiday and weekend buses
- Supported Zero Emission Noosa's annual EV Expo and Solar for Strata forum for resort and body corporate managers
- Supported Noosa Biosphere Reserve Foundation's shark safety campaign to help surfers understand local conditions and stay safe in the water. This was in collaboration with Noosa World Surfing Reserve, Noosa Council, Surfrider Sunshine Coast and the Queensland Government Shark Control Program.

PLASTIC FREE NOOSA

Tourism Noosa manages the Plastic Free Noosa program through a partnership with Noosa Council, as part of our commitment toward a regenerative future. The program aims to create a healthier, plastic-free environment in Noosa, protecting and improving the region's natural assets, helping preserve marine life and reducing waste. We do this through a range of programs and activities that inspire change, collaboration and innovation now and for future generations.

We encourage businesses to adopt more sustainable practices, particularly by phasing out single-use plastics, aligning with environmental goals and presenting the opportunity for businesses to realise cost savings. This enhances the overall appeal of Noosa as a responsible and conscious travel destination, remaining attractive to tourists while maintaining the integrity of our environmental values.

Tourism Noosa has a dedicated Plastic Free Noosa resource and promotes activities to members, visitors and the community through our visitnoosa.com.au website and social media platforms, and incorporates messaging in our media and trade activity where possible.

The Plastic Free Noosa Annual Report is available at www.visitnoosa.com.au/members/corporate-documents

"66% of travellers want to leave the places they visit better than when they arrived. 76% of travellers aim to travel more sustainably over the next 12 months"

- 2023 [booking.com](https://www.booking.com) Sustainable Travel Report



Beach clean-ups

Volunteers from the community, our members, corporate groups and visitors join us for these regular events held around the region.



7

events



342kg

rubbish removed



175+

volunteers

Community and events

We engage with the Noosa community and our sponsored events through a range of activities including:

- Waste Warriors at major events
- Events in our new Tread Lightly Noosa program
- Information stand at Electric Vehicle Expo

Delegates to the 2022 Queensland Information Centres Association conference, hosted by Tourism Noosa, received a Pottery for the Planet travel cup and were encouraged to use them in Noosa and at home, instead of single-use coffee cups.

We presented at the Foodprints for the Future event with Peregian Beach Community Association, discussing the impact of food choices on the environment.



Sustainable market stall

Plastic Free July

We take part in this international movement each year which challenges individuals, communities and businesses to reduce their plastic consumption by refusing single-use coffee cups, bringing reusable bags and containers, and choosing products with minimal packaging.



Highlights included:

- Launch of #choosetoreuse campaign to encourage businesses and customers to reduce numbers of takeaway coffee cups
- In collaboration with Peregian Beach Business Association and Pottery for The Planet, held community events and a competition to promote #choosetoreuse
- Beach clean-up events
- New Mug Libraries in Peregian Beach to eliminate single-use coffee cups by encouraging reusable coffee cups for customers
- Social media campaign to highlight activities



Biosphere Award

Plastic Free Noosa won the 2022 Noosa Biosphere Award for People & Economy and sponsored the wildlife category of the awards.



Plastic Free Noosa winning the Noosa Biosphere Award 2022.

University of the Sunshine Coast

We promoted sustainability initiatives to students at the University of the Sunshine Coast, connecting with environmentally focused students to raise awareness, inspire action, promote the benefits of volunteering and build our volunteer network for clean-up events and as Waste Warriors at major events.



Community and member training

We run training and mentoring sessions for members and the community to raise awareness, educate the public, and foster sustainable practices. These included:

- Red Cross Plastic Free Noosa Talk
- Buzz Night presentation at Noosa Visitor Information Centre with Noosa Integrated Catchment Association, to raise awareness among our volunteers
- Noosa Biosphere Sustainability Forum
- Eco-gifting display at Noosa Visitor Information Centre, and website and social media campaign

Local Matters

Plastic Free Noosa took out top spot as voted by visitors and community in the Grill'd Local Matters Campaign which supports community projects. Customers vote for their favourite initiative each month, with \$500 split among three groups. Plastic Free Noosa received \$300 as a result, which was used to invest in clothing, waste pickers and gloves for our Plastic Free Noosa Waste Warriors.



UnityWater partnership

Through this ongoing partnership, UnityWater's Back to TAP water van is stationed at major events in Noosa. 4420 single-use water bottles were saved from the environment by event-goers refilling their water bottles.

TOURISM NOOSA LTD

ABN 45 097 924 199

FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2023



TOURISM NOOSA LTD

ABN 45 097 924 199

Financial Report For the year ended 30 June 2023

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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 2023.

Directors

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

Director

Jeanette Allom-Hill

Louise Formosa

Max Webberley

Liam Kennedy

(Appointed 22 March 2023)

Allan Golley

(Appointed 12 October 2022)

Leigh McCready

(Appointed 9 November 2022)

Sue Willis

(Resigned 29 August 2022)

Graham Bradford

(Resigned 1 September 2022)

Craig McGovern

(Resigned 14 September 2023)

James Kendall

(Resigned 28 October 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 \$57,514 (2022: \$22,600). A review of the operations of the Company during the financial year and the results of those operations show a decrease in revenue of 5.2% to \$3,269,742.

Significant Changes in the State of Affairs

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

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 (2022: \$10).

Tourism Noosa Ltd

ABN 45 097 924 199

Directors' Report (continued)

Company Secretary

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

Meetings of the Directors

Director	No. eligible to attend	No. attended
Jeanette Allom-Hill	14	10
Louise Formosa	14	12
Max Webberley	14	14
Liam Kennedy	3	3
Allan Golley	10	10
Leigh McCready	8	6
Sue Willis	2	0
Graham Bradford	1	1
Craig McGovern	14	11
James Kendall	5	5

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.



Jeanette Allom-Hill

Chair

24 October 2023

Brisbane, Queensland

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

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2023, 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
24 October 2023

hlb.com.au

HLB Mann Judd (SE Qld Partnership)

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T: +61 (0)7 3001 8800 F: +61 (0)7 3221 0812 E: infobne@hlbqld.com.au

Liability limited by a scheme approved under Professional Standards Legislation.

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 2023**

	Note	2023 \$	2022 \$
INCOME			
Revenue	3	2,682,381	2,926,566
Other income	3	587,361	522,193
		<u>3,269,742</u>	<u>3,448,759</u>
EXPENDITURE			
Auditor fees		(24,706)	(23,449)
Depreciation and amortisation expense	4	(125,784)	(115,419)
Employee benefits expense		(1,284,662)	(1,441,747)
Marketing expense	4	(1,097,014)	(1,164,349)
Rental expense		(4,018)	(1,485)
Motor vehicle expense		(10,872)	(10,431)
Staff training and development expense	4	(3,519)	(15,804)
Sundry expense	4	(569,108)	(651,956)
Special projects expense		(90,536)	-
Utilities expense		(2,009)	(1,519)
Surplus before income tax		<u>57,514</u>	<u>22,600</u>
Income tax expense	1c	-	-
Surplus for the year		<u>57,514</u>	<u>22,600</u>
Other comprehensive income		-	-
Total comprehensive income for the year		<u><u>57,514</u></u>	<u><u>22,600</u></u>

The accompanying notes form part of these Financial Statements.

Statement of Financial Position
As at 30 June 2023

	Note	2023 \$	2022 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	6	406,107	547,091
Financial assets	7	265,254	-
Trade and other receivables	8	138,874	66,040
Inventories	9	40,033	46,069
Other assets	10	7,517	22,148
Total current assets		<u>857,785</u>	<u>681,348</u>
NON-CURRENT ASSETS			
Property plant and equipment	11	280,424	317,937
Intangibles		42,110	42,110
Other assets		16,730	6,062
Rights-of-use assets	12	343,109	297,348
Total non-current assets		<u>682,373</u>	<u>663,457</u>
Total assets		<u>1,540,158</u>	<u>1,344,805</u>
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	13	368,299	446,838
Unexpended grant and receipts in advance	14	252,657	50,727
Provisions	15	48,012	65,162
Lease liabilities	16	64,273	47,462
Total current liabilities		<u>733,241</u>	<u>610,190</u>
NON-CURRENT LIABILITIES			
Provisions	15	16,481	18,793
Lease liabilities	16	293,752	276,652
Total non-current liabilities		<u>310,233</u>	<u>295,445</u>
Total liabilities		<u>1,043,474</u>	<u>905,635</u>
Net assets		<u>496,684</u>	<u>439,170</u>
EQUITY			
Accumulated surpluses		<u>496,684</u>	<u>439,170</u>
Total equity		<u>496,684</u>	<u>439,170</u>

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 2023**

	Accumulated Surpluses	Total Equity
	\$	\$
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	<u>22,600</u>	<u>22,600</u>
Balance at 30 June 2022	<u>439,170</u>	<u>439,170</u>
Balance at 1 July 2022	439,170	439,170
Surplus for the year	57,514	57,514
Other comprehensive income for the year	-	-
Total comprehensive income for the year	<u>57,514</u>	<u>57,514</u>
Balance at 30 June 2023	<u>496,684</u>	<u>496,684</u>

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 2023**

		2023	2022
	Note	\$	\$
Cash flows from operating activities			
Receipts from customers		3,509,471	3,489,936
Payments to suppliers and employees		(3,254,576)	(3,235,563)
Interest received		1,005	512
Net cash provided by operating activities	17	255,900	254,885
Cash flows from investing activities			
Purchase of property, plant and equipment		(1,998)	(7,931)
Payments for financial assets		(275,925)	-
Net cash used in investing activities		(277,923)	(7,931)
Cash Flows from financing activities			
Payment for lease liabilities		(118,961)	(61,076)
Net cash used in financing activities		(118,961)	(61,076)
Net (decrease)/increase in cash held		(140,984)	185,878
Cash and cash equivalents at beginning of the year		547,091	361,213
Cash and cash equivalents at end of the year	6	406,107	547,091

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 2023

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.

a) 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.

**Notes to the Financial Statements
For the year ended 30 June 2023**

Note 1: Statement of Significant Accounting Policies (continued)

b) 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

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Notes to the Financial Statements For the year ended 30 June 2023

Note 1: Statement of Significant Accounting Policies (continued)

c) 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*.

d) 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.

e) 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.

f) 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.

**Notes to the Financial Statements
For the year ended 30 June 2023**

Note 1: Statement of Significant Accounting Policies (continued)

f) 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
Building Renovations	6.7%
Furniture & Equipment	10%
IT Equipment	25%

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.

g) 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.

h) 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.

**Notes to the Financial Statements
For the year ended 30 June 2023**

Note 1: Statement of Significant Accounting Policies (continued)

h) Right-of-use assets (continued)

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.

i) 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.

j) Investments and other financial assets

Investments and other financial assets are initially measured at fair value. Transaction costs are included as part of the initial measurement, except for financial assets at fair value through profit or loss. Such assets are subsequently measured at either amortised cost or fair value depending on their classification. Classification is determined based on both the business model within which such assets are held and the contractual cash flow characteristics of the financial asset unless an accounting mismatch is being avoided.

Financial assets are derecognised when the rights to receive cash flows have expired or have been transferred and the entity has transferred substantially all the risks and rewards of ownership. When there is no reasonable expectation of recovering part or all of a financial asset, its carrying value is written off.

Financial assets at fair value through profit or loss

Financial assets not measured at amortised cost or at fair value through other comprehensive income are classified as financial assets at fair value through profit or loss. Typically, such financial assets will be either: (i) held for trading, where they are acquired for the purpose of selling in the short-term with an intention of making a profit, or a derivative; or (ii) designated as such upon initial recognition where permitted. Fair value movements are recognised in profit or loss.

**Notes to the Financial Statements
For the year ended 30 June 2023**

Note 1: Significant accounting policies (continued)

j) Investments and other financial assets (continued)

Financial assets at fair value through other comprehensive income

Financial assets at fair value through other comprehensive income include equity investments which the entity intends to hold for the foreseeable future and has irrevocably elected to classify them as such upon initial recognition.

Impairment of financial assets

The entity recognises a loss allowance for expected credit losses on financial assets which are either measured at amortised cost or fair value through other comprehensive income. The measurement of the loss allowance depends upon the entity's assessment at the end of each reporting period as to whether the financial instrument's credit risk has increased significantly since initial recognition, based on reasonable and supportable information that is available, without undue cost or effort to obtain.

Where there has not been a significant increase in exposure to credit risk since initial recognition, a 12-month expected credit loss allowance is estimated. This represents a portion of the asset's lifetime expected credit losses that is attributable to a default event that is possible within the next 12 months. Where a financial asset has become credit impaired or where it is determined that credit risk has increased significantly, the loss allowance is based on the asset's lifetime expected credit losses. The amount of expected credit loss recognised is measured on the basis of the probability weighted present value of anticipated cash shortfalls over the life of the instrument discounted at the original effective interest rate.

For financial assets mandatorily measured at fair value through other comprehensive income, the loss allowance is recognised in other comprehensive income with a corresponding expense through profit or loss. In all other cases, the loss allowance reduces the asset's carrying value with a corresponding expense through profit or loss.

k) 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.

**Notes to the Financial Statements
For the year ended 30 June 2023**

Note 1: Statement of Significant Accounting Policies (continued)

k) Employee Benefits (continued)

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.

l) 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.

m) 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.

n) 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 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.

**Notes to the Financial Statements
For the year ended 30 June 2023**

Note 1: Significant accounting policies (continued)

n) Lease Liabilities (continued)

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.

o) 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.

p) 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.

q) 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.

r) 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.

**Notes to the Financial Statements
For the year ended 30 June 2023**

Note 1: Significant accounting policies (continued)

s) Contract liabilities

Contract liabilities represent the company's obligation to transfer goods or services to a customer and are recognised when a customer pays consideration, or when the company recognises a receivable to reflect its unconditional right to consideration (whichever is earlier) before the company has transferred the goods or services to the customer.

t) Comparative Figures

When required by Accounting Standards, comparative figures have been adjusted to conform to changes in presentation for the current financial year.

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.

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.

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.

**Notes to the Financial Statements
For the year ended 30 June 2023**

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

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.

Tourism Noosa Ltd

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Notes to the Financial Statements For the year ended 30 June 2023

	Note	2023 \$	2022 \$
Note 3: Revenue and Other Income			
REVENUE			
Grant income		162,381	406,566
Council Funding		2,520,000	2,520,000
Total revenue		<u>2,682,381</u>	<u>2,926,566</u>
OTHER INCOME			
Booking Centre		49,085	31,887
Destination marketing		126,081	65,700
Interest received		1,004	512
Membership income		179,151	175,061
Noosa Eat & Drink revenue	5	-	47,275
Special projects		104,755	67,896
Visitor Information Centre		127,285	133,862
Total other income		<u>587,361</u>	<u>522,193</u>
Total revenue		<u>3,269,742</u>	<u>3,448,759</u>
Note 4: Surplus for the Year			
Surplus for the year has been determined after:			
SUNDRY EXPENSES			
Sustainability		116,846	157,006
Visitor Information Centre		122,867	124,049
Membership		33,805	41,122
Interest paid on lease liabilities		20,842	15,526
Legal and compliance fees		69,099	119,277
Currency loss		4,875	1,166
Other corporate costs		200,774	193,810
		<u>569,108</u>	<u>651,956</u>
DEPRECIATION AND AMORTISATION			
Furniture and equipment		39,513	62,965
Right-of-use assets		86,271	52,454
		<u>125,784</u>	<u>115,419</u>

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Notes to the Financial Statements For the year ended 30 June 2023

	Note	2023 \$	2022 \$
Note 4: Surplus for the Year (continued)			
MARKETING EXPENSES			
Events sponsorship		330,904	278,052
Noosa Food and Drink	5	28,736	49,475
Media / PR		139,019	105,231
Digital		128,720	120,289
Campaign		448,313	501,444
International Marketing		21,322	109,858
		1,097,014	1,164,349
STAFF DEVELOPMENT AND TRAINING			
Marketing & operations staff training		700	8,972
Board & staff professional development		2,819	6,832
		3,519	15,804
Note 5: Noosa Eat and Drink			
EVENT INCOME			
Grants received	3	-	47,275
EVENT EXPENDITURE			
Operation expenses	4	28,736	49,475
Net event deficit		(28,736)	(2,200)
Note 6: Cash and cash equivalents			
Cash at bank		404,442	322,831
Cash floats		400	400
Term deposits	7	-	223,860
Undeposited funds		1,265	-
		406,107	547,091
Note 7: Financial assets			
Term deposits maturity > 3 months		265,254	-
		265,254	-

For the year ended 30 June 2022, term deposits held had an original maturity of three months or less, therefore, classified as cash and cash equivalents.

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Notes to the Financial Statements For the year ended 30 June 2023

	2023	2022
Note	\$	\$
Note 8: Trade and other receivables		
Current		
Trade receivables	107,302	12,890
Sundry debtors	6,200	18,509
GST refundable	25,372	34,641
	<u>138,874</u>	<u>66,040</u>
Note 9: Inventories		
CURRENT		
Inventory at cost	40,033	46,069
	<u>40,033</u>	<u>46,069</u>
Note 10: Other assets		
CURRENT		
Prepayments	7,517	22,148
	<u>7,517</u>	<u>22,148</u>
Note 11: Property, Plant and Equipment		
Plant and equipment – at cost	206,616	204,618
Less: Accumulated depreciation	(151,193)	(135,328)
	<u>55,423</u>	<u>69,290</u>
Visitor Information Centre assets – at cost	130,203	130,203
Less: Accumulated depreciation	(108,772)	(104,486)
	<u>21,431</u>	<u>25,717</u>
VIC - Renovation 2021 – at cost	8,498	8,498
Less: Accumulated depreciation	(1,095)	(529)
	<u>7,403</u>	<u>7,969</u>
Renovated marina office 2019 – at cost	30,969	69,993
Less: Accumulated depreciation	(11,258)	(48,218)
	<u>19,711</u>	<u>21,775</u>
Extension VIC 2018-19 – at cost	244,962	244,962
Less: Accumulated depreciation	(74,234)	(57,944)
	<u>170,728</u>	<u>187,018</u>
Renovation of office – at cost	6,604	6,603
Less: Accumulated depreciation	(876)	(435)
	<u>5,728</u>	<u>6,168</u>
Total property, plant and equipment	<u>280,424</u>	<u>317,937</u>

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Notes to the Financial Statements For the year ended 30 June 2023

	2023	2022
	\$	\$
Note 12: Rights-of-use assets		
Rights of use assets – at cost	429,380	436,210
Less: Accumulated amortisation	(86,271)	(138,862)
	<u>343,109</u>	<u>297,348</u>
Note 13: Trade and other payables		
CURRENT		
Trade payable	245,580	362,860
Sundry payable and accrued expenses	60,578	42,000
PAYG and superannuation payable	58,564	40,286
Credit cards payable	3,577	1,692
	<u>368,299</u>	<u>446,838</u>
Note 14: Grant unexpended and receipts in advance		
CURRENT		
Unearned revenue	188,500	-
Grant unexpended	34,464	1,039
Forward bookings	29,693	49,688
	<u>252,657</u>	<u>50,727</u>
Note 15: Provisions		
CURRENT		
Employee entitlements	48,012	65,162
NON-CURRENT		
Employee entitlements	16,481	18,793
	<u>64,493</u>	<u>83,955</u>
Note 16: Lease liabilities		
CURRENT		
Lease liabilities - Buildings	55,076	38,669
Lease liabilities - Office equipment	9,197	8,793
	<u>64,273</u>	<u>47,462</u>
NON-CURRENT		
Lease liabilities - Buildings	274,072	247,775
Lease liabilities - Office equipment	19,680	28,877
	<u>293,752</u>	<u>276,652</u>
Total lease liabilities	<u>358,025</u>	<u>324,114</u>

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Notes to the Financial Statements For the year ended 30 June 2023

	2023	2022
	\$	\$
Note 17: Cash flow information		
Reconciliation of cash flow from operations to surplus for the year:		
Surplus for the year	57,514	22,600
<i>Non-cash flows in surplus/(deficit):</i>		
Depreciation and amortisation	125,784	115,419
Interest paid on lease liabilities	20,842	15,526
Changes in provisions	(19,462)	14,497
<i>Changes in assets and liabilities:</i>		
(Increase)/decrease in receivables	(82,103)	60,234
(Increase)/decrease in inventories	6,035	(483)
(Increase)/decrease in other current assets	14,630	72,753
Increase/(decrease) in payables	(69,270)	93,790
Increase/(decrease) in income in advance	201,930	(139,451)
	<u>255,900</u>	<u>254,885</u>

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 2023 the Company had no Contingent Liabilities (2022: 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 22, 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 2023 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.



Jeanette Allom-Hill

Chair

24 October 2023

Brisbane, Queensland

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

REPORT ON THE AUDIT OF THE FINANCIAL REPORT

Opinion

We have audited the financial report of Tourism Noosa Ltd ("the Company"), which comprises the statement of financial position as at 30 June 2023, 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, 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 2023 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 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 (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 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.

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 annual report for the year ended 30 June 2023, but does not include the financial report and our auditor's report thereon. Our opinion on the financial

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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
24 October 2023

A handwritten signature in black ink that reads 'Adrian' with a stylized flourish underneath.

A B Narayanan
Partner

