

5.12. TOURISM PORT DOUGLAS DAINTREE QUARTERLY REPORT JULY - SEPTEMBER 2016

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DEPARTMENT: CEO Unit – *Connected Communities*

RECOMMENDATION

That Council notes the July - September 2016 Quarterly Report received from Tourism Port Douglas Daintree (TPDD) further to the Resource and Performance Agreement dated 1 July 2014 to 30 June 2017 between TPDD and Douglas Shire Council.

EXECUTIVE SUMMARY

In July 2014 Council resolved to enter into a Resource and Performance Agreement with TPDD for the provision of destination marketing. This report presents the January - March 2016 Quarterly Report by TPDD in line with the requirements of that Agreement.

BACKGROUND

In accordance with the Resource and Performance Agreement, Council's 2016 / 2017 budget provides \$451,500 (ex GST) in funding to support the delivery of activities by TPDD to support tourism in the Shire.

COMMENT

Council has funded TPDD to achieve continued economic growth in the Douglas region through marketing Douglas as a destination to the local, domestic and international markets.

TPDD continues to perform above previous years in this quarter as TPDD leverages outcomes well in excess of its revenue base to enhance the exposure in the destination marketing arena.

The importance of the role TPDD plays with promoting the Shire as a destination of choice and its management of that marketing is widely acknowledged. TPDD works closely with a number of partners including Douglas Shire Council, Tourism Events Queensland, Tourism Tropical North Queensland and the Douglas Chamber of Commerce to maximise the exposure of the Douglas region to all markets.

PROPOSAL

That Council notes the July - September 2016 Quarterly Report further to the Resource and Performance Agreement dated 1 July 2014 to 30 June 2017 between TPDD and Douglas Shire Council.

FINANCIAL/RESOURCE IMPLICATIONS

In accordance with the Resource and Performance Agreement, Council's 2015 / 2016 budget provides \$451,500 (GST ex) in funding to support the delivery of activities by TPDD to support tourism in the Shire. This report presents a quarterly report of progress on funded activities under the Agreement.

RISK MANAGEMENT IMPLICATIONS

Clear terms, conditions and reporting requirements will mitigate the inappropriate use of public funds. This report provides the most recent position regarding TPDD's activities.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the Douglas Shire Council Corporate Plan 2014 – 2019:

- Celebrating our Communities
- Building a Sustainable Economic Base
- Planning, Partnering, Engaging

COUNCIL'S ROLE

Council can play a number of different roles in certain circumstances and it is important to be clear about which role is appropriate for a specific purpose or circumstance. The implementation of actions will be a collective effort and Council's involvement will vary from information only through to full responsibility for delivery.

The following areas outline where Council has a clear responsibility to act:

Part-Funder Sharing the cost of a program or activity with other organisations.

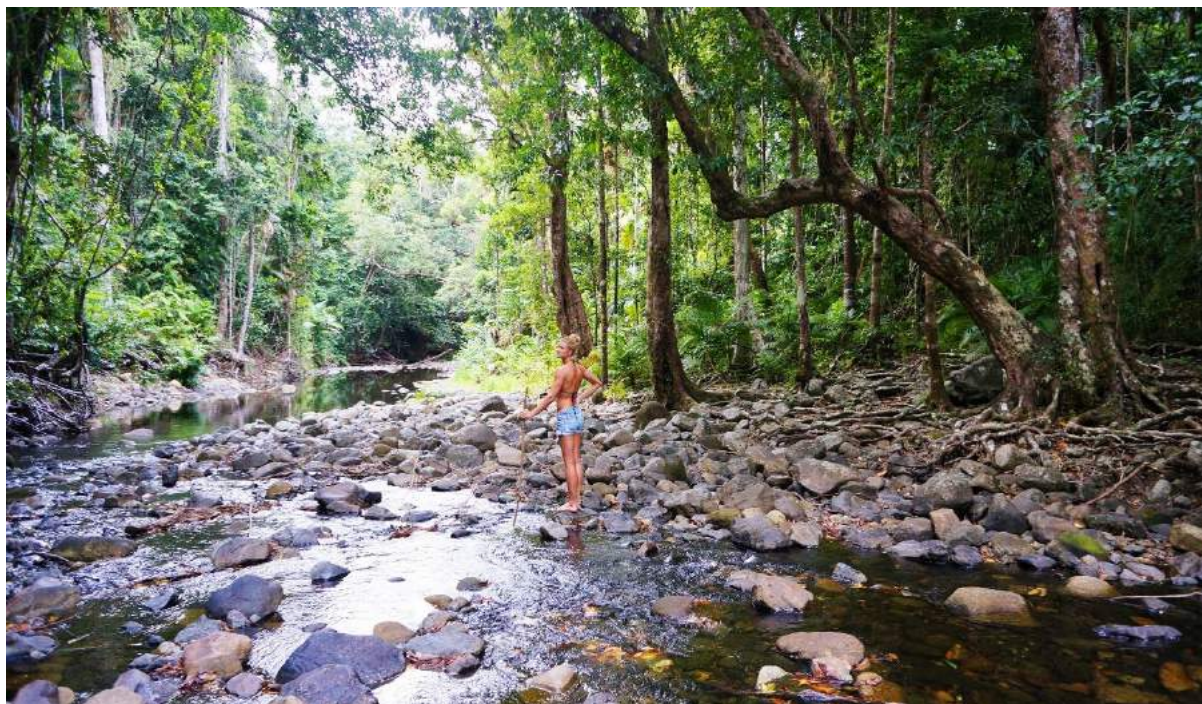
ATTACHMENTS

1. Tourism Port Douglas Daintree Quarterly Report July September 2016 **[5.12.1]**

Tourism Port Douglas Daintree

Quarterly Report to Douglas Shire Council

July - September 2016



Contents

Introduction	2
Overview of Market Conditions July - September 2016	4
July – September Marketing Activities:	6
Stakeholder Engagement	10
Membership	11
Financial Report	11
KPI Breakdown	13

Introduction

Tourism Port Douglas Daintree (TPDD) is pleased to report to Douglas Shire Council on the activities undertaken from July – September 2016.

The marketing outcomes of TPDD continue to perform above previous years in this quarter as TPDD leverages outcomes in excess of its revenue base to enhance the exposure of the Douglas Shire in the destination marketing arena. These outcomes are reflected in the increased visitation the region continues to experience.

We have begun implementing our 2016/17 marketing strategy as our key Western markets are rebounding significantly and we believe that our presence in those markets, whilst we continue to source new markets, is for the benefit of the tourism economy in the Douglas Shire. TPDD has been able to sustain the region's high profile through participation in trade activities, maximising media exposure, the tactical implementation of digital marketing campaigns, and partnering with stakeholders.

We continue to work closely with industry partners, Tourism Tropical North Queensland (TTNQ) and Tourism Events Queensland (TEQ) in maximising the exposure for the Douglas region to all markets.

In accordance with the Resource and Performance agreement with Council please find following a summary of activities undertaken by TPDD from July – September 2016. Also, included in the report is a financial statement as at 30st September 2016.

There are no current or pending legal proceedings in relation to the Company. There is no assignment of any assets in relation to the Company.

We value and appreciate the opportunity to work closely with the Douglas Shire Council in maximising the tourism industry to support sustained economic development throughout the Douglas Shire.

Key result areas against the Douglas Shire Council funding agreement:
<ul style="list-style-type: none"> • Sustained economic development through Destination Marketing.
<ul style="list-style-type: none"> • Undertake research to maximise benefit to the region. Establishing short term performance, preferences, drivers, source markets, trends and yield.
<ul style="list-style-type: none"> • Encourage and facilitate longer term and strategic tourism development and engaged in key tourism planning.
<ul style="list-style-type: none"> • Engage with key tourism organisations and business leaders to facilitate short, medium and long term planning of key issues in the region.
<ul style="list-style-type: none"> • To present a single coordinated tourism voice to all levels of government and the industry.

Primary partnerships and linkages for TPDD operations have been with:

- Douglas Shire Council (DSC)
- Members and industry participants
- Douglas Chamber of Commerce
- Tourism Tropical North Queensland (TTNQ), Tourism Events Queensland (TEQ), Tourism Australia (TA), Queensland Tourism Industry Council (QTIC), Daintree Marketing Co-op (DMC) and other local, state and national tourism organizations
- Tourism Training Institutions & programs including James Cook University (JCU), Australian Tourism Export Council (ATEC) and QTIC

Board of Directors

Sheena Walshaw – Chairperson Cape Tribulation zone

Ben Woodward – Vice Chairperson General Director

Cr Julia Leu – DSC Director

Liz Schibig-Edgar – General Director

Natalie Johnson – Port Douglas zone Director

Wendy van der Wolf - Mossman Daintree Village zone

Jane Wilson – TTNQ Director

Steven Molnar – Appointed Director

Megan Bell – Appointed Director

Ben Pratt – Appointed Director

Overview of Market Conditions July – September 2016

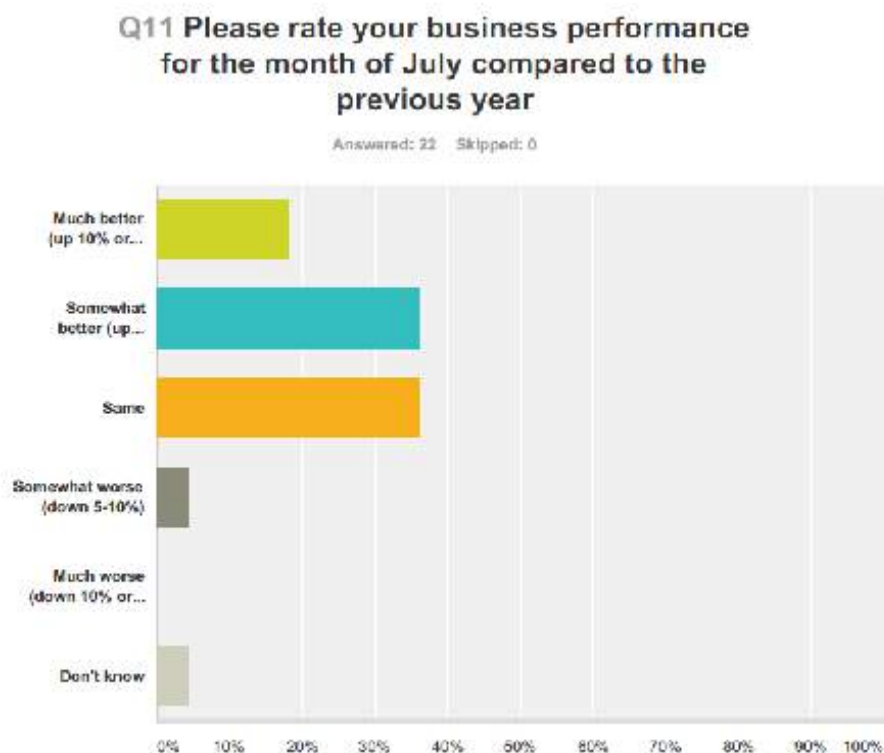
The first quarter of the fiscal year provided stronger visitation across the three months than in the previous year. This came off the back of a highly-improved calendar year of visitation and increased yield for the Douglas Shire tourism industry. Operators from throughout Douglas Shire reported the highest visitation and spend in more than five years. International visitation from our key western markets of UK, USA and Europe continue to perform well. New Zealand has shown a pleasing return after a number of years of declining numbers. The low Australian dollar is the single biggest influence on the buoyant market conditions.

Dispersal around the region has continued to be above last year due mostly to an increase in international visitors and strong growth in the drive market across international and domestic. Several key Daintree operators reported record trading periods during the quarter.

Operator Feedback

TPDD surveys the Douglas business community fortnightly to understand how the industry is performing. At the conclusion of each month we ask for measures of business performance against the previous year. Overall tourism has seen an improvement on the previous year and it should be noted that the same quarter in 2015 also showed improvements so the region has been on a growth pattern for the past three years.

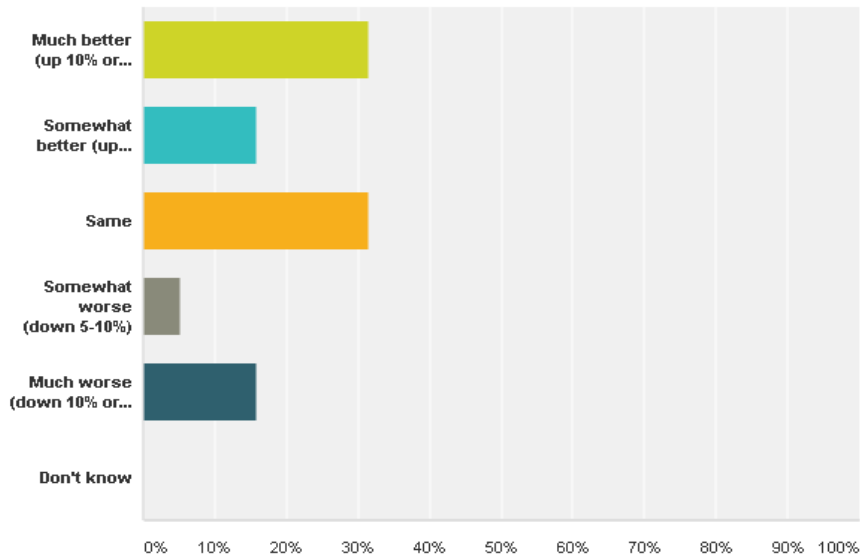
July 2016



August 2016

Please rate your business performance for the month of August compared to the previous year

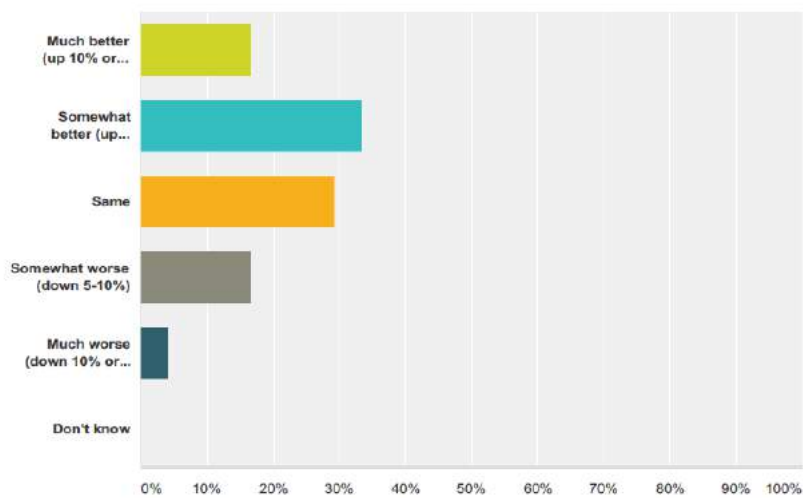
Answered: 19 Skipped: 1



September 2016

Q11 Please rate your business performance for the month of September compared to the previous year

Answered: 24 Skipped: 0



Visitor survey results for July to September from Central Queensland University were not available at the time of finalising the report.

July - September Marketing Activities:

The July to September quarter is a planning period for activity targeting the shoulder season and summer months. During this quarter we hosted a larger number of media than we would traditionally see in the region. TPDD were instrumental in two media visits resulting from the ATE media program earlier in the year. The first quarter of 2016 is a key planning and campaign development period for TPDD. Activity during this period is undertaken to boost visitation during the shoulder period of October and November as well as raising awareness for summer travel. Following are the highlights of some of our major undertakings for the July to September period.

Campaign Highlights

Tourism Australia Training

TPDD secured a training opportunity with Tourism Australia and invited four members to join in on a regional update presenting to 28 key staff. Each presentation of 15 minutes was recorded and loaded onto the Tourism Australia intranet and accessed by the international offices. Additional clips were recorded as bites for each product for the Aussie Specialist platform.

QANTAS & Viva Holidays

Highly sought after training was secured at the Melbourne call centre to train key staff in 4 groups. TPDD invited preferred AOT members to join and provide a comprehensive and interactive regional update.

Y Travel Blog

TPDD hosted Y Travel Blog for a 5-day educational to create destination content to use on our social channels, raise destination awareness and increase demand for the shoulder season. Deliverables for the visit included; 2 blog posts indexed for life on yTravelBlog (300,000 unique visit per month) & in Google, Blog posts created around keywords specific to destination / angle of post with links to destination website and operators with the posts promoted via their social channels FB, Twitter, Instagram, Pinterest (4 million followers) with the blog posts included in our weekly e-Newsletter (20,000+ subscribers). In addition, there were social media posts while in region and access to shared copyright high res images. The visit centered around two themes; a luxury Port Douglas family holiday and why you need to visit the Daintree now.

Business Events Showcase

TPDD under the Business Events Port Douglas banner joined the Business Events Cairns and Great Barrier Reef Showcase in Sydney and Melbourne. The format includes invite only cocktail functions in Sydney and Melbourne where qualified invitees can meet with operators from TNQ. Interest in Port Douglas was high with mixed understanding of what the region has to offer. A few attendees were after a refresh but more than expected had not been to the destination before. Port Douglas was the flavour this year with great interest. A VIP lunch was also held with business events industry leaders. The lunch provided an opportunity to look at ways the destination can be improving what we do as well as looking at what competitor destinations are doing well.

Travel 2 Amazing Aussie Adventure

TPDD was invited the North American Travel 2 Amazing Aussie Adventure joining 40 operators and destinations from around Australia to train 50 North American retail agents and some wholesale partners. A group of 12 Canadian agents visited the region on a pre famil program with TPDD hosting at the Reef Marina.

Market	Activity
Domestic	<p>Domestic sales calls with Parker Travel Collection QANTAS Viva Holidays call centre training Family 'Secrets' collateral to agents Facilitated Victorian Helloworld competition to Port Douglas Compiled cooperative ad to appear in Tiger Tales September/October issue Hosted Y-Travel Blog, Guardian famil, TEQ bloggers, Australian Traveller in region</p>
International	<p>Hosted 10 media representatives from Singapore and Malaysia, Hong Kong, UK, France media in region Hosted 61 travel agents from New Zealand, NZ luxury, Travel 2 Canada, Philippines, USA and Netherlands for Luxperience in region Regional market update for Tourism Australia team Completed Best of Queensland follow-up Developed GBR drive itinerary and distributed to TEQ international offices Trade/industry EDM Attended the Amazing Aussie Adventures trade show</p>
Consumer	<p>Met 6 cruise ships Filming in region for Travel TV with Greg Grainger. GBR drive segment Compiled and distributed consumer update Taste Port Douglas Developed family 'Secrets' collateral Developed 5 day GBR drive itinerary for media and trade Interview with The Robb Report Worked with Woman's Day for in region touring Itinerary planning and hosting for Qantas Inflight magazine in region, China and domestic publications</p>
Business Tourism	<p>Met with YPOIC 2017 organisers Attended BECGBR Roadshow in Sydney and Melbourne Hosted MP Travel site inspection Developed itinerary for Victoria Wales HOT Events BECGBR Showcase followup Help BEPD meeting in TPDD office Attended Sell TNQ selection panel Held BEPD meeting at Sheraton Mirage Port Douglas Organised and delivered welcome gift for BEC GBR showcase winner Attended BEPD industry fund meeting at Sheraton Mirage Port Douglas</p>
Weddings	<p>Real Weddings Blog post Held meeting with Sonia from Your Queensland wedding to discuss advertising opportunities</p>
Events	<p>Met with organisers to discuss GBR Marathon Instameet for Taste Port Douglas Supported Taste PD promotion Attended World Cassowary Day GBR Marathon launch</p>

Marketing Activity Examples



Image 1 – Travel 2’s Amazing Aussie Adventure



Image 2 – Infinity/ Flight Centre NZ Famil



Image 3 – Taste PD Instameet

GREAT BARRIER REEF DRIVE
5 Day Itinerary

The Great Barrier Reef Drive from Cairns to Cape Tribulation is being sponsored by the Regional Tourism Development Corporation (RTDC) and the Great Barrier Reef World Heritage Area. From Cairns you head north across the Great Barrier Reef World Heritage Area to the beautiful Mission Beach and the stunning beaches of Mission Beach, Palm Cove and Ross Beach. The drive then heads along the edge of the Great Barrier Reef World Heritage Area to the stunning Port Douglas, ending in the Cape Tribulation.

Indulge, while at Port Douglas is the gateway to the Daintree, the world's oldest living rainforest. In the south, the beautiful Mission Beach is a beautiful beach town, the centre of the Mission Beach people before leaving through scenic Cape Tribulation where the rainforest meets the reef.

Cross the Daintree River on the cable ferry for a leisurely drive through ancient rainforest, gazing at dolphins for a glimpse of the coast here as you wind your way past pristine beaches at Cape Tribulation where the rainforest meets the reef.

Port Douglas & Daintree
Tourism
VisitPortDouglasDaintree.com

Weather	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Max F/C	32	30	28	27	25	25	25	27	28	30	30	30
Min F/C	24	24	23	22	20	18	17	17	16	15	15	15

GBR Drive Highlights

- Cape Tribulation**
This spectacular world where the rainforest meets the reef is a unique area of the Great Barrier Reef World Heritage Area. It is a combination of the natural and cultural values of the reef.
- Mission Beach**
This beautiful beach town is a beautiful beach town, the centre of the Mission Beach people before leaving through scenic Cape Tribulation where the rainforest meets the reef.
- Port Douglas**
This beautiful beach town is a beautiful beach town, the centre of the Mission Beach people before leaving through scenic Cape Tribulation where the rainforest meets the reef.
- Cairns**
This beautiful beach town is a beautiful beach town, the centre of the Mission Beach people before leaving through scenic Cape Tribulation where the rainforest meets the reef.

www.visitportdouglasdaintree.com

Image 4 – GBR Drive Itinerary



Image 5 – BECGBR Showcase



Image 6 – media representatives from Singapore and Malaysia

Media Activity Examples

Port Douglas: Discovering a place of abundance

By [Author Name]

Port Douglas is a town without a flag pole, tucked a mile east of getting to the point. It's a beautiful place to visit. There's a beautiful coastline, beautiful beaches, beautiful views, beautiful people, beautiful weather, beautiful scenery, beautiful food, beautiful everything. It's a beautiful place to visit. There's a beautiful coastline, beautiful beaches, beautiful views, beautiful people, beautiful weather, beautiful scenery, beautiful food, beautiful everything. It's a beautiful place to visit.

Book early for a table at Salsa Bar and Grill in Port Douglas

By [Author Name]

THE PLACE

For waterfront dining, head to the newly opened Salsa Bar and Grill in Port Douglas. The restaurant is a beautiful place to visit. There's a beautiful coastline, beautiful beaches, beautiful views, beautiful people, beautiful weather, beautiful scenery, beautiful food, beautiful everything. It's a beautiful place to visit.

Fresh start

Topics at North Queensland has continued to experience high volatility

By [Author Name]

The topics at North Queensland have continued to experience high volatility. There's a beautiful coastline, beautiful beaches, beautiful views, beautiful people, beautiful weather, beautiful scenery, beautiful food, beautiful everything. It's a beautiful place to visit.

PORT DOUGLAS: Where life's cares simply melt away

By [Author Name]

RELAX. That's the feeling we tell ourselves to do. We're not going away - the fact of a holiday with the 'where's a holiday' place. But we really mean the feeling. It's a beautiful place to visit. There's a beautiful coastline, beautiful beaches, beautiful views, beautiful people, beautiful weather, beautiful scenery, beautiful food, beautiful everything. It's a beautiful place to visit.

540 OFF NORTHCOAST SECURITY PREMIUM

THE BEST HOME SECURITY SOLUTION

By [Author Name]

What is the best home security solution? It's a beautiful place to visit. There's a beautiful coastline, beautiful beaches, beautiful views, beautiful people, beautiful weather, beautiful scenery, beautiful food, beautiful everything. It's a beautiful place to visit.

Foodie by Port Douglas

By [Author Name]

It's a beautiful place to visit. There's a beautiful coastline, beautiful beaches, beautiful views, beautiful people, beautiful weather, beautiful scenery, beautiful food, beautiful everything. It's a beautiful place to visit.

Beachfront Transformation

By [Author Name]

The beachfront transformation is a beautiful place to visit. There's a beautiful coastline, beautiful beaches, beautiful views, beautiful people, beautiful weather, beautiful scenery, beautiful food, beautiful everything. It's a beautiful place to visit.

ytravel

2 day getaway to the Daintree Rainforest from Port Douglas

By [Author Name]

In partnership with Tourism Port Douglas District



The Daintree Rainforest is the oldest rainforest in the world

We love the Daintree Rainforest. Our first visit was almost three years ago during our 15-month road trip around Australia with a dog. The experience left us longing for more.

After our recent two-day getaway back to the Daintree from Port Douglas, I have no hesitation in listing the ancient and magical rainforest in Tropical North Queensland in our top five places in Australia.

There is no place like it in Australia, possibly the world.

At an estimated 10 million years old, the Daintree Rainforest is the largest continuous area of tropical rainforest in the Australian continent and the oldest living rainforest on earth - even pre-dating the Amazon Rainforest.

Where else makes it unique? It's the only place in the world where two World Heritage Listed areas collide, the Daintree Rainforest and the Great Barrier Reef.

I've said it before, and I say it again, how can something so old be so beautiful?

The beauty of the Daintree not only lies with its flora and fauna, its mystery and history, but it's a place you can escape to, where you can get back to nature and step away from the chaos of life on a tropical island.

We all need time out now and again, to get away from the routines and monotony of life, and the Daintree offers you and your family the chance to reconnect with yourself and each other. It's a beautiful place to visit.

Driving to the Daintree Rainforest

You know you're back in Tropical North Queensland and heading for the Daintree when beautiful lush rainforest scenery surrounds you on the side of the road.



When it's possible to do so driving to the Daintree from Port Douglas, I believe that it's way too good, and it deserves more time.

If you're going to visit the oldest rainforest in the world, you might want to sleep in the rainforest and allow yourself time to immerse yourself and discover everything it has to offer.

The Daintree Rainforest is easily accessible to self-drive from Port Douglas. The road is fully sealed all the way to Cape Tribulation (25 kilometres) and a 4wd is not necessary.

It's hard to get lost, but grab a map from one of the information centres as once you access the Daintree Drive, your reception is unreliable and the maps are handy for points of interest along the way.

About 20 minutes when departing Port Douglas, we drove through the town of Mossman, which is known as Mossman Gorge at the southern end of the Daintree Rainforest. We didn't visit the gorge on the trip, but highly recommend it - take a Daintree Gorge Walk.

When you can't visit as you drive through the town of Mossman and there's no road to the side of the road.



When you can't visit as you drive through the town of Mossman and there's no road to the side of the road.

Stakeholder Engagement

Method	Stakeholder/Activity
Media Communication	<p>Community and members/Weekly interview on Radio Port Douglas</p> <p>Community and members/ Produce Tourism Talk for the Gazette x 6</p> <p>Member/ Compiled and distributed July newsletter</p> <p>Interview ABC radio and 4CA x 2</p> <p>Member/ Compiled and distributed August newsletter</p> <p>Research, write and distribute media release – Celebrate World Cassowary Day in the Daintree Rainforest</p> <p>Update sporting media release – Get Your Post Olympics Sports Fix in Port Douglas - so it was relevant for TTNQ newsletter in September</p> <p>Distribute media release – TV Style in Port Douglas (written in August)</p>
Meetings	<p>Attended LDMG at council, BEPD meeting at Hartley’s Crocodile Adventure, GBR Drive meeting at TTNQ, GBR Marathon meeting, DCC meeting and presented on TPDD activities</p> <p>Met with new sales manager Gazette, DCC regarding regional priorities, Stuart Christie, consultant for the DSC Economic Development Strategy, Eliminate Dengue tea, Booking.com regional rep and Senator Murray Watt regarding issues for tourism</p> <p>Held TPDD Board Meeting</p> <p>Member meetings with sales manager for Sailaway, Hemingways Brewery, QT Director of Sales, Voyagers PR director and marketing manager, Oaks Lagoons new marketing executive and GM and the owners of 2 Fish</p> <p>Provided deputation to Douglas Shire Council</p> <p>Discussion with Tripadvisor for regional opportunities</p> <p>Presented to Port Douglas Neighbourhood Centre</p> <p>Held a drive meeting with TPDD, TTNQ, CRC and DSC to discuss the Great Barrier Reef Drive</p> <p>Held TPDD Board meeting</p> <p>Billy Gordon briefed on issues facing touring in Douglas</p>
Members and local industry	<p>Member/ Compiled and distributed July, August and September newsletter</p> <p>Attended the launch of the Whitelion Jungle Ride, Painted in Paradise opening at the Marina, Mossman Gorge Centres GM Dinner, CaPTA 40th Birthday Party, ATEC Tourism Tuesday networking, official opening of Hemingways Brewery and opening of the Sheraton Mirage Port Douglas</p> <p>Met Doug Quarry, Retro Port Douglas, regarding membership and new Area Director of Sales Regional Queensland for Oaks Lagoons</p> <p>Hosted screening of RHWOA for members at Hemingways</p> <p>Attended Information session for the proposed Amendment to the Mirage Port Douglas IRD Scheme</p>
Tourism Organisations	<p>Discussions with TTNQ and TEQ to protect the branding of GBR Drive</p> <p>Attended Korean market briefing at TTNQ JIN Air, TTNQ LTO meeting, the TTNQ Event Advisory Group meeting, TTNQ Asian forum and Platinum member meeting at TTNQ regarding regional capacity</p> <p>Presented to Tourism Australia in Sydney</p> <p>Great Barrier Reef experience innovation forum</p> <p>TTNQ Meetings with MP Anthony Albanese and customer service focus group</p> <p>Met Amy Mail for GBR Drive and Travel Oz debrief</p>

Industry Development	Discussions with TTNQ regarding training opportunities. Met with CQU to discuss visitor surveying and member presentations Met with AusIndustry, Graham Bell regarding support opportunities for operators. Participated in consultation for the Queensland advancing tourism strategy Promoted upcoming training via the ASBAS Northern Australian initiative
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Membership

The period started with 170 member products from 158 memberships (8 Platinum).

July saw CaPTA Group and Northern Escape Collection upgrade their memberships to Platinum adding Jungle Tours, Tropic Wings, Rainforestation and Flying Fish. July finished with the total number of member products to 174 from 158 memberships (10 platinum).

August saw Port Douglas Sands Resort discontinue their membership due to budget constraints. August finished with the total number of member products to 173 from 157 memberships (10 platinum).

In September, we welcomed Stephanie J Milne Wedding Celebrant and Retro Port Douglas on-board as supporter members. September saw Bush n Boat and K-Star Walking tours discontinue their membership due to budget constraints, memberships for TShinta and Ride the Beach were cancelled due to non-payment. September finished with the total number of member products to 171 from 155 memberships (10 platinum).

Membership Level	Numbers as at June 2016	As at 30 September 2016	As at 31 December 2016	As at 31 st March 2017	Target for June 2017
Supporter	8	10			10
Silver	118	114			120
Gold	26	24			27
Platinum	8	10			9
Total	158	155			166
Total Products	170	171			178

Financial Report

The financial statements include the following:

- Statement of Financial Position – Balance Sheet as at 30 September
- Statement of Cash Flows - shows the movement in TPDD's cash position during the period and excludes all non-cash items such as depreciation.
- Profit and Loss for July to September 2016

Statement of Financial Position

Balance Sheet

As at 30 September 2016

1-0000 Assets

1-1100 Cheque Account 4934-88154	\$20,806.93
1-1130 Petty Cash	\$100.00
1-1150 Business Premium Saver A/c	\$280,051.38
1-2000 Trade Debtors	\$24,452.00
1-4000 Capital expenditure	\$10,413.71
1-5000 Accumulated depreciation – com	-\$5,273.55
Total Assets	\$330,550.47

2-0000 Liabilities

2-2100 ANZ Visa	\$5,867.43
2-2000 Trade Creditors	\$19,966.94
2-2200 Provision for annual leave	\$11,754.85
2-3000 GST Liabilities	
2-3010 GST Collected	\$9,220.87
2-3030 GST Paid	-\$5,683.73
Total GST Liabilities	\$3,537.14
2-5000 Payroll Liabilities	\$10,655.09
Total Liabilities	\$51,781.45
Net Assets	\$278,769.02

3-0000 Equity

3-8000 Retained Earnings	\$103,041.00
3-9000 Current Earnings	\$175,728.02
Total Equity	\$278,769.02

KPI Breakdown

Achieve continued economic growth in the Douglas region through marketing Douglas as a destination to the local, domestic and international markets;		
Key Performance Indicator	Required Annual Outcome	Quarterly Update
Engage with both domestic and international trade with the assistance of partners to achieve increased sales through traditional distribution channels	<ul style="list-style-type: none"> Quarterly industry newsletter 	Compiled and sent in September
	<ul style="list-style-type: none"> Develop a trade portal on the TPDD website 	Ongoing content TPDD documents and research added to the trade portal
	<ul style="list-style-type: none"> Answer incoming enquiries from trade 	Ongoing
	<ul style="list-style-type: none"> Provide information packs and access to images to increase regional content for media and trade 	Discover Paradise supplied to TTNQ visitor centre Provision of trade image library access Welcome to PDD provided to distribution centre for VICs
Engage with both domestic and international media with the assistance of partners to achieve increased media exposure	<ul style="list-style-type: none"> Conduct 2 media full hosted media famils annually 	Y Travel Blog and Celeste Mitchell hosted
	<ul style="list-style-type: none"> Achieve 5 destination focused editorials annually 	Articles featured in Cairns Post, Daily Mail, New Zealand Herald, Toronto Sun, Sunshine Coast Daily, CIM Magazine, The Australian and Spice Magazine
	<ul style="list-style-type: none"> Produce and distribute 10 media releases annually 	5 produced and distributed Research, write and distribute media release – Celebrate World Cassowary Day in the Daintree Rainforest – Get Your Post Olympics Sports Fix in Port Douglas – TV Style in Port Douglas (written in August) – A Whale of A Time Sightings on the Great Barrier Reef – Half Day Outer Reef Tour Whet Visitors Appetite
Support cruise ship visits	<ul style="list-style-type: none"> TPDD to actively meet all cruise ship arrivals 	9 cruise liners greeted
Increase website visitation through unique visits	<ul style="list-style-type: none"> 5% Growth in Unique visitors 	<ul style="list-style-type: none"> Unique visitors decreased (-5%) to 50,133 vs 53,011 in Q1 15/16. Overall sessions also decreased (-7%) to 57,647 vs 61,879. Page views per session improved 40% to 3.00 from 2.14. Bounce rate also improved with a decrease of (-37%) Overall domestic visitors decreased (-10%) to 43,711 primarily based in Brisbane (-10%), Melbourne (-17%), Sydney (-10%) and Adelaide (-18%).

		<ul style="list-style-type: none"> • Top international visitors were from UK +14%, US +16%, New Zealand +9%, Russia (-48%), Canada +12% and Germany +13%. • 71% find the site via organic search compared to 69% in Q1 15/16, with direct contributing 11% and Referral 16%. • Pageviews increased 30% to 172,728 from 132,365. Most visited pages include: Home; Shopping Markets; Cape Tribulation; Explore The Daintree and Great Barrier Reef Snorkelling Diving. • Referring traffic from social networks decreased (-88%) to 441 primarily from Facebook (-89%), Pinterest +200%, Twitter (-40%) and TripAdvisor (-87%). <i>NB The decline recorded is due to a Facebook campaign being run in Aug-Sep 2015, driving +3,500 referrals to the site.</i>
<p>Increase in the social media presence of Tourism Port Douglas Daintree across Facebook and Instagram</p>	<ul style="list-style-type: none"> • 5 % Growth in followers and engagement 	<p>Facebook</p> <p>Consumer</p> <ul style="list-style-type: none"> • Gained 1054 likes to the page for the quarter to 22,749 an increase of 4.8% from Q2 16/17 • 61 posts (+17%) conducted during the quarter reached 518,020 people (-32%), with 28,031 engaged (-15%) including 1,331 comments, 14,798 likes and 1,108 shares. <p>Weddings</p> <ul style="list-style-type: none"> • Stable (loss of 8 likes or 0.22%) fans to the page to 3,632 • 34 posts (+70% on Q1) conducted during Q2 quarter reached 16,618 people (+44%) with 534 engaged (-11%) including 20 comments, 206 likes and 3 shares. <p>Industry</p> <ul style="list-style-type: none"> • Gained 34 likes to the page for the quarter to 424 an increase of 8% from Q2 16/17 • 31 posts conducted during the quarter reached 10,351 (+52%) people with 674 engaged (-2%) including 15 comments, 237 likes and 26 shares. <p>Instagram:</p> <ul style="list-style-type: none"> • 10,226 followers, increased by 2,219 or +27% from previous Qtr • 343 posts (+37%) that resulted in 411 comments (+65%) and 17,656 likes (+106%)

		<ul style="list-style-type: none"> #portdouglasdaintree hashtag used over 12,300 times since created <p>Twitter:</p> <ul style="list-style-type: none"> 6,429 followers, up 23% on previous Qtr; 141 posts created this quarter with engagement rate of 1.7% (+70%), creating 74,675 impressions (+52%) and 1,295 engagements (+95%). <p>Pinterest:</p> <ul style="list-style-type: none"> Followers increased 5% to 271 on previous quarter, creating 17,662 impressions (+8.5%) and reaching 5,594 people (-9%).
Increase visitor numbers, source markets, identify preferences and trends, and increase yields to maximise benefit to the region;		
Key Performance Indicator	Required Annual Outcome	Quarterly Update YTD
Work with the marketing committee in consultation with operators and TTNQ to develop an annual destination marketing plan that identifies source markets and opportunities to increase yield	<ul style="list-style-type: none"> Marketing plan 	Ongoing communication with sales and marketing representatives to ensure activities are meeting the market needs. Specific discussion with TTNQ and TEQ regarding the new TEQ positioning to launch in November.
Undertake Douglas region research to identify source markets, preferences and travel trends.		Central Queensland University quarterly barometer completed and Survey Monkey to regional operators used. Presentation of CQO results to members.
Leveraging off TA, TEQ and TTNQ marketing campaigns for the benefit of the Douglas region		Joined the BEC GBR Showcase
Support and administer the Business Events Port Douglas and Port Douglas Wedding Professionals Advisory Groups	<ul style="list-style-type: none"> Foster development of group marketing activities 	Administered the PDWP and BEPD groups co-ordinating meetings, accounts and marketing activities.
	<ul style="list-style-type: none"> Increase website visitation for www.businesseventsportdouglas.com.au by 5% 	<ul style="list-style-type: none"> Unique visitors increased +1% from 1,031 to 1,044. Overall sessions decreased (-2%) from 1,255 to 1,227 Bounce rate decrease (-1%) and Session Duration decreased (-24%) from 02:28 to 01:52. Page views per session decreased (-4%) to 2.66

		<ul style="list-style-type: none"> • Overall domestic visitors increased +6% to 1,041. Located primarily in Melbourne +13%, Brisbane (-4%), Sydney (-0.5%), Adelaide (-8%), Perth (0%). • Most visited pages include Home, Beach wedding, Wedding Locations, Parks & Real Weddings Port Douglas
	<ul style="list-style-type: none"> • Increase website visitation for www.weddingsportdouglas.com.au by 5% 	<ul style="list-style-type: none"> • Unique visitors decreased (-81%) from 6,974 to 1,348. Overall sessions also decreased (-80%) from 8,537 to 1,707. This drop was the result of a website competition held last year that dramatically increased website traffic. • Bounce rate decrease (-33%) and Session Duration increased +96% demonstrating a higher level of engagement with users. • Page views per session increased 77% to 2.67
Encourage and facilitate longer term and strategic tourism development planning for the region;		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
Engage with private enterprise, TTNQ, TEQ, QTIC and the Chamber in respect to tourism development planning for the Douglas region.	<ul style="list-style-type: none"> • Respond to enquiries within one week 	Ongoing.
Promote key tourism development initiatives for the Douglas region		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
Develop integrated marketing plan with relevant RTO for domestic, international and business events as required.	<ul style="list-style-type: none"> • TPDD to attend all RTO meetings and STO meetings held in region 	6/6 TTNQ meetings attended including LTO, Platinum forum and strategic groups Met with Tourism Australia Industry Relations Manager Asia forum in Cairns
Work with the Daintree Marketing Co-operative to align marketing activities and to support tourism initiatives in the Daintree region.		Ongoing discussion with DMC for joint opportunities.

In conjunction with TTNQ, develop and implement a Drive Strategy to encourage regional dispersal.		Completed the 4 day drive itinerary brochure and distributed to TEQ offices in Frankfurt, London and Auckland.
Support DSC regional development projects through consultation and the provision of tourism information.	<ul style="list-style-type: none"> Meet as required 	Provided DSC activities and initiatives through the TPDD member newsletter, Gazette and industry Facebook page.
Assist the Douglas Shire Council, TTNQ and TEQ to secure events for the region.	<ul style="list-style-type: none"> Work with key events to promote the region and attract increased visitation. 	Met with Taste Port Douglas, GBR Marathon, Rugby 7's and Port Shorts.
	<ul style="list-style-type: none"> Assist Council with the promotion of key events that to attract increased visitation and a platform to promote the region. 	Ongoing support for regional events such as Carnivale, Port Shorts, Taste Port Douglas, the Crocodile Trophy and the GBR Marathon Participating in the regional Major Events Advisory Group
Engage key tourism organisations and business leaders to facilitate short, medium and long term planning;		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
Engage with private enterprise, TTNQ, TEQ, QTIC and the Chamber in respect to tourism planning for the Douglas region.	<ul style="list-style-type: none"> Meet as required 	Ongoing
Foster a positive relationship with the Chamber of Commerce.	<ul style="list-style-type: none"> Quarterly meeting with the Chamber executive 	Actioned. Presented at the DCC networking event.
	<ul style="list-style-type: none"> Present Business Plan and Marketing Plan to Chamber board 	Met with Chamber president to discuss TPDD activities and planning.
Support the Douglas Chamber of Commerce to identify and communicate training needs for the tourism industry	<ul style="list-style-type: none"> Meet with QTIC to discuss training needs and opportunities for the Douglas region 	Continued discussions regarding regional training opportunities, currently there is a lack of funds available.
	<ul style="list-style-type: none"> Work with the Chamber to communicate training opportunities to TPDD members 	Discussion with Chamber regarding new training grants for northern Australia. Promoted upcoming training initiatives coming to Douglas.

Manage the key issues and opportunities facing the tourism industry in the region;		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
Engage with local industry, TTNQ, TEQ, QTIC and the Chamber in respect to issues and opportunities facing the tourism industry.		Ongoing meetings with members and new operators to the region. Met with BEPD and wedding group
Representation at state and federal government meetings affecting the tourism industry.		Met with Tourism Australia to discuss challenges in regional tourism. Met with Tourism Events Queensland to discuss regional tourism.
Represent the Douglas region with TEQ, QTIC and ATEC in regards to issues facing tourism in the region.		Ongoing communication with TEQ destination specialist.
Present a single, co-ordinated voice to all levels of government and relevant members of the tourism industry in relation to tourism in the Douglas region.		
Key Performance Indicator	Required Outcome	Quarterly Update YTD
Membership - Increase in member mix and representation with introduction of new membership structure	<ul style="list-style-type: none"> Implement a revised membership structure capable of increasing membership and revenue to support year on year growth. 	
Present a leadership position on tourism issues for the region in the media and with tourism organisations such as QTIC and TEQ.	<ul style="list-style-type: none"> TPDD Executive Officer to provide a unified position on tourism to media outlets and tourism organisations for TPDD 	EO has been quoted representing the industry in the media and to tourism organisations. Frequently contacted by 4CA, the Cairns Post and SEA FM to speak on tourism in the Douglas region.