

5.8. TOURISM PORT DOUGLAS DAINTREE ANNUAL REPORT 2016 2017

REPORT AUTHOR(S): Kerrie Hawkes, Executive Officer

GENERAL MANAGER: Darryl Crees, Acting Chief Executive Officer

DEPARTMENT: CEO Unit

RECOMMENDATION

That Council receives and notes the Annual Report for Tourism Port Douglas Daintree (TPDD) for the 2016-2017 financial year, provided in accordance with TPDD's Resource and Performance Agreement.

EXECUTIVE SUMMARY

TPDD's Annual Report for 2016-2017 has been provided to Council following the 2017 TPDD Annual General Meeting (AGM) held on Tuesday 12 October 2017.

BACKGROUND

Following de-amalgamation, Douglas Shire Council entered into a three (3) year Agreement with TPDD in July 2014. This Agreement was renewed on Tuesday 1 August 2017 for a further three (3) years.

The Agreement includes a requirement for TPDD to provide Council with a copy of its Annual report once adopted by its Board.

COMMENT

In most cases, TPDD have met and exceeded the identified outcomes and moved forward positively with identified trends, particularly in the social media arena.

While there has been a slight decrease in visitation to the website www.visitportdouglasdaintree.com.au, the length of time spent by each unique visitor remains the same.

The focus on social media has increased steadily over the past 12 months which has resulted in significant increases to Facebook (up by 26%) and Instagram (up by 103%). The change in the way people search for information and communicate using social media could explain the decrease in the website activity.

We have also seen a significant increase of 13.4% to International visitation to the Shire.

TPDD continued to support a number of events in the Shire and promoted Douglas events to Tourism Tropical North Queensland and Tourism & Events Queensland.

TPDD have also supported media famils and a number of television opportunities such as:

- Carnivale Famil– Woman's Day, Time Out Sydney/ Melbourne, Jetstar magazine, Virgin's Flying Foodie and Local media,
- The Summer Famil – New Zealand Herald, Style Magazine, and online travel blogs,
- Better Homes and Gardens,
- The Living Room,

- Queensland Weekender,
- Married at First Sight, and
- Filming of Real Housewives of Auckland

These activities have generated significant media and marketing promotion of Douglas.

PROPOSAL

That Council receives and notes the Annual Report for Tourism Port Douglas Daintree (TPDD) for the 2016-2017 financial year.

FINANCIAL/RESOURCE IMPLICATIONS

Council allocates sufficient funds in its budget to fund TPDD as per the Resource and Performance Agreement and the Annual Report provided by TPDD demonstrates key performance indicators are being met.

RISK MANAGEMENT IMPLICATIONS

Clear terms, condition and reporting requirements will mitigate the inappropriate use of public funds.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

Corporate Plan 2014-2019 Initiatives:

Theme 1 - Celebrating Our Communities

1.2.4 - Network, advocate and partner with stakeholders to achieve positive outcomes.

Theme 2 - Building a Sustainable Economic Base

2.2.5 - Expand tourism and agricultural business opportunities and benefits through collaborative planning and promotion.

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:

Advocate	Supporting communities and groups by advocating for certain actions from other organisations (usually other levels of government)
Part-Funder	Sharing the cost of a program or activity with other organisations.

ATTACHMENTS

1. Tourism Port Douglas Daintree Annual Report 2016 2017 **[5.8.1]**



TOURISM PORT DOUGLAS DAINTREE

ANNUAL REPORT

2016/2017



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CHAIRPERSONS REPORT

As I near the end of my second and final year as Chairperson of Tourism Port Douglas Daintree, I am thankful to reflect on another positive and successful year for the tourism industry in Port Douglas & Daintree. Through this period of great opportunity, I have been proud to work with my fellow board members, and I not only acknowledge their significant commitment in volunteering their valuable time and skills, but I thank them for their professionalism, vision and cohesion that has supported and enabled Tara and her team to excel. I particularly wish to thank Natalie Johnson as she leaves after six years on the board, as well as Chairing Business Events Port Douglas and sitting on the Marketing and Business Strategy sub committees.

I also acknowledge Douglas Shire Council for their renewed ongoing commitment to tourism in the region with confirmation in August of a new three year funding contract, providing more than \$480,000 annually. I personally thank Mayor Julia Leu who continues to be an active and esteemed member of the board.

Over the past year, the board and region has been fortunate to have the exceptional team of Mikala, Chelsea, Elise and Susan, led with confidence and clarity by Tara. Tara's strategic insight, passion, commitment and eloquence make her a phenomenal advocate for our region and I am delighted to announce that we have secured a second three year contract with her.

With consistency in the organisation and on the board, strength in traditional inbound and domestic markets and a raft of marketing, member and stakeholder activities that Tara will illuminate in her report, the board's strategic focus has primarily been on completion of a new five year Strategic Plan Framework taking us to 2022. Aviation access continues to be key to the destination's potential and strategic plan, and we welcome new direct flights from China into Cairns from December, along with the existing increased Silk Air connections, and the news that Qantas will base half its Dreamliner fleet in Brisbane from 2018, increasing direct Queensland access from North America.

We have also sought to positively influence destination development and opportunities through engagement with and submissions to the Wet Tropics Management Plan Review and the Federal Parliament's Joint Standing Committee on Northern Australia. I regret that we weren't able to more positively influence the debate surrounding industry reform and sustainable funding addressed by the Queensland Tourism Industry Council, and I hope that stakeholders in Tropical North Queensland will be able to work together to secure greater surety in the future.

In last year's chair report, I flagged the issues of coral bleaching and crocodile management as our greatest potential threats and I'm sorry to say that I believe the same is still true. I commend the marine tourism industry in Port Douglas and Daintree for their ongoing stewardship of this precious ecosystem, and I hope that recent initiatives such as Citizens of the Great Barrier Reef will assist in turning the global tide toward critical action. With regard to crocodile management, we continue to work alongside Douglas Shire Council and Tourism Tropical North Queensland to stress the importance of positive messaging for visitors; the need for research and development of deterrent, repellent and behavioural management techniques; and licensing and infrastructure adaptation to allow operators affected by crocodile activity to diversify product to allow safe activities in coastal areas.

One final area of focus for the year was the development of a clean and contemporary new brand which Tara and her team rolled out in July. I congratulate all involved in this excellent project which I believe significantly improves our competitive advantage in an increasingly consumer-facing digital marketplace.

Finally, I thank the board and the members of Tourism Port Douglas Daintree for the opportunity to represent this vibrant and passionate tourism community over the last six years, and I wish the new board every success.

Sheena Walshaw

TPDD Chairperson

EXECUTIVE OFFICERS REPORT

Tourism Port Douglas Daintree finished 2016/17 successfully achieving key targets in relation to output by the organisation and visitation to the region overall. TPDD with the support of the Douglas region tourism industry is actively seeking to continue to grow visitor numbers as well as to extend visitor length of stay, visitor nights and yield, and to increase the volume of repeat and referral visitation.

TPDD has been able to maintain the region's high profile through the advantageous use of digital marketing, participation in trade activities and maximising media exposure. Support for TPDD activities has continued with the Douglas Shire Council funding, with an agreement in place through to June 2017. In 2016/17 TPDD received a 5% funding increase from DSC which directly contributed to growth in marketing activity. This is a significant investment by Douglas Shire Council towards strengthening the tourism industry and long term sustainable growth of the region's economy.

During the 2016/17 year, TPDD has undertaken a significant range of activities to leverage off campaigns by our State and Regional organisations as well as independently seeking out opportunities for the Douglas region.

Producing Discover Paradise with 132,000 copies in key Australian cities and regions

Standalone Daintree campaign activity to highlight the unique opportunity the region provides for visitors

Innovative "Show Me Your Paradise" campaign to leverage off TEQ I know just the place activity

Continued focus on event marketing and working with DSC and TTNQ to strengthen regional events

Working in close partnership with TTNQ and TEQ to leverage marketing opportunities as well as support for the industry and tourism development

For the year ending June 2017 visitor nights reached 2.26 million generating over \$526 million in revenue

The annual report details key activities undertaken by the organisation to achieve sustained visitor growth and economic impact on the Douglas Shire. The report details the outcomes of the TPDD Marketing Strategy for 2016/17 in conjunction with the Business Plan 2016-19. The two documents guide organisational activity and outline specific target markets and areas of focus. The key performance indicators in the appendix measure the outcomes of the activities undertaken.

I would like to acknowledge the professionalism and strategic direction of the TPDD Board and my staff for their unwavering dedication to TPDD and the Douglas region. I would also like to acknowledge the significant support we receive from the Douglas tourism industry allowing TPDD to undertake a range of activities well beyond our budget limits.

Tara Bennett

TPDD Executive Officer

ABOUT TOURISM PORT DOUGLAS DAINTREE

Port Douglas Daintree Tourism Limited (PDDTL) commenced on the 31st August 2006, as a company limited by guarantee. In April 2009 PDDTL commenced operating as Tourism Port Douglas Daintree. TPDD is the local tourism organisation for the Douglas Shire region. Primary partnerships and linkages for 2016/17 have been with:

- Primary partnerships and linkages for 2016/17 have been with:
- Douglas Shire Council
- Members and industry participants
- Tourism Tropical North Queensland (TTNQ), Tourism Events Queensland (TEQ), Tourism Australia (TA), Queensland Tourism Industry Council (QTIC), Daintree Marketing Co-operative (DMC), Cairns Airport PTY LTD (CAPL) and other local, state and national tourism organisations
- Tourism Training Institutions & programs including the ASBAS program, Central Queensland University (CQU), ATEC and QTIC

Key result areas of the Douglas Shire Council funding agreement

Sustained economic development through Destination Marketing

Undertake research to maximise benefit to the region.
Establishing short term performance, preferences, drivers, source markets, trends and yield

Encourage and facilitate longer term and strategic tourism development and engage in key tourism planning

Engage with key tourism organisations and business leaders to facilitate short, medium and long-term planning of key issues in the region

To present a single co-ordinated tourism voice to all levels of government and the industry

FINANCIAL SUMMARY

TPDD activities are funded through a three-year Douglas Shire Council funding agreement, membership, co-operative campaign activity, grants. Income from the wedding and business events groups are independently administered by each group.

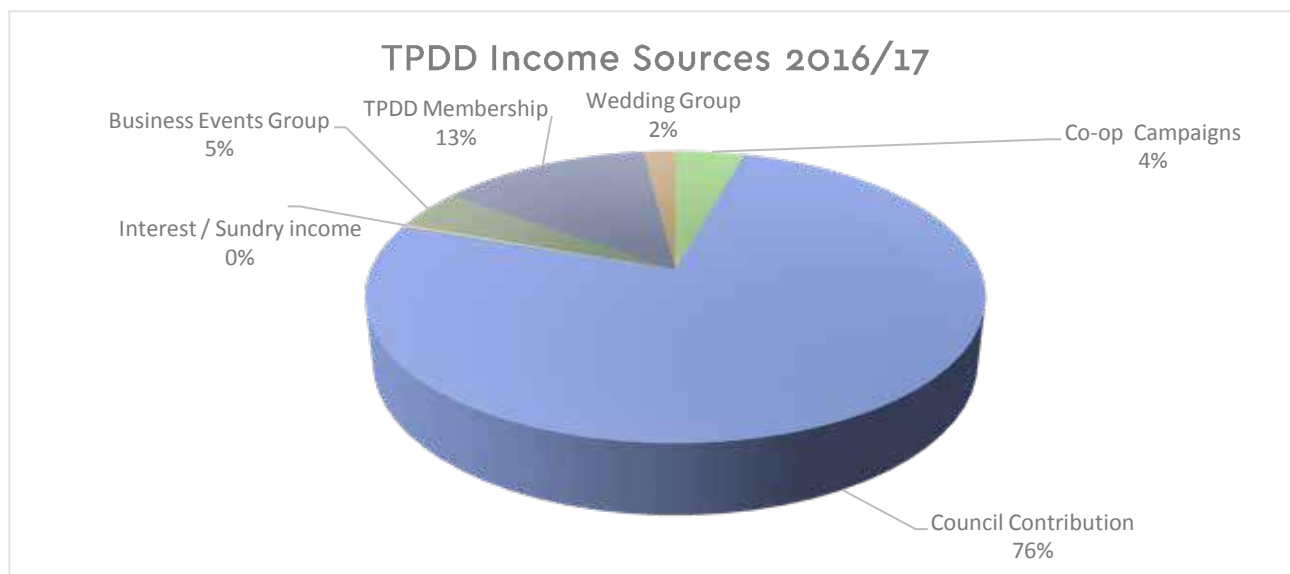


Figure 1: Sources of income for 2016/17

In 2016/17 TPDD income for the year finished at \$623,570 down \$6,500 on the previous year. This was due to increased co-operative contributions the previous year. DSC provided a 5% increase in funding support which went directly on marketing opportunities. TPDD secured \$27,000 in grants and co-operative campaign activity.

Breakdown of TPDD expenditure

The year finished with a surplus of \$5,000, only \$1,300 less than the forecast position. Expenditure is allocated in accordance with the TPDD Marketing Strategy. General Marketing includes event support and digital activities. The below chart illustrates the percentage of total expenditure for the year attributed to the organisations cost centres.

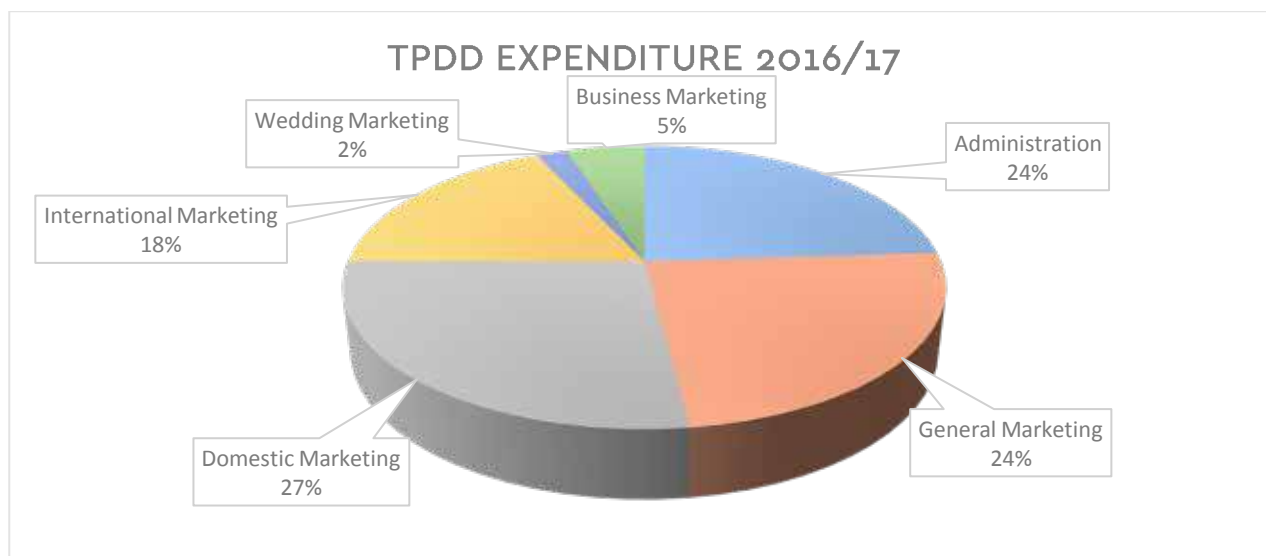


Figure 2: Annual expenditure for cost centres (%)

More detailed financial information is contained in the audited accounts, see Appendix 1

DESTINATION RESULTS 2016/17

Visitor Satisfaction

The overall satisfaction level of visitors to the region remains high, similar to last year, with almost all respondents (97.2%) being very satisfied with their visit, and indicating that 'Yes' they would recommend the Port Douglas and Daintree region to prospective visitors. The region was rated 8.77 (from 1 to 10) on the overall quality of the visitation, indicating a very high satisfaction level

Visitor mix

Motivation	Overall	International	Domestic
Rest & relax	4.58	4.38	4.70
To have fun	4.54	4.52	4.57
Climate	4.46	4.22	4.61
Beaches	4.45	4.37	4.51
Experience natural environment	4.10	4.13	4.09
Visit the GBR	3.94	4.40	3.71
Experience a tropical lifestyle	3.93	3.66	4.08
Restaurants and dining	3.70	3.24	3.95
Visiting the Daintree	3.59	3.86	3.45
Snorkelling and diving	3.46	3.86	3.26
Spend time with family	3.44	2.93	3.71
Cheap airfares	3.38	3.18	3.47
Experience Australian wildlife	3.35	4.03	3.02
Experience a tropical village	3.29	3.23	3.32
Adventure activities	3.10	3.46	2.92
Try local food	3.08	2.93	3.17
Experience Aboriginal culture	2.82	3.17	2.63
Socialising & meet new people	2.73	2.97	2.61
Nightlife & entertainment	2.68	2.59	2.72
Shopping	2.54	2.30	2.66
Eco-accredited products	2.37	2.42	2.34
Visit friends & relatives	2.08	2.18	2.04
Fishing	1.87	1.75	1.91

Table 1: Motivations for travelling to the region

TPDD promotes the region to a wide range of both domestic and international markets. The domestic markets of Melbourne, Sydney and Brisbane are dominant, with regional Queensland a major source. The international markets are predominantly Western markets with North America, New Zealand, United Kingdom and Germany leading the way.

ANNUAL PERFORMANCE

Douglas based operators were asked to rate their overall performance for the 2016/17 financial year compared to the previous year.

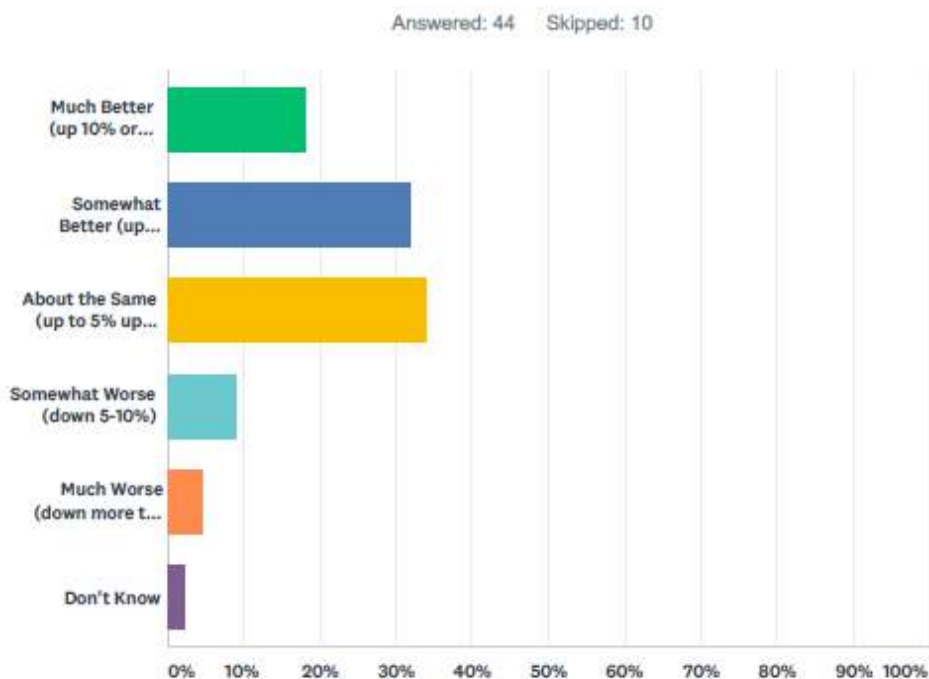


Figure 3: Business performance of the tourism sector in Douglas
Source TPDD Operator Survey

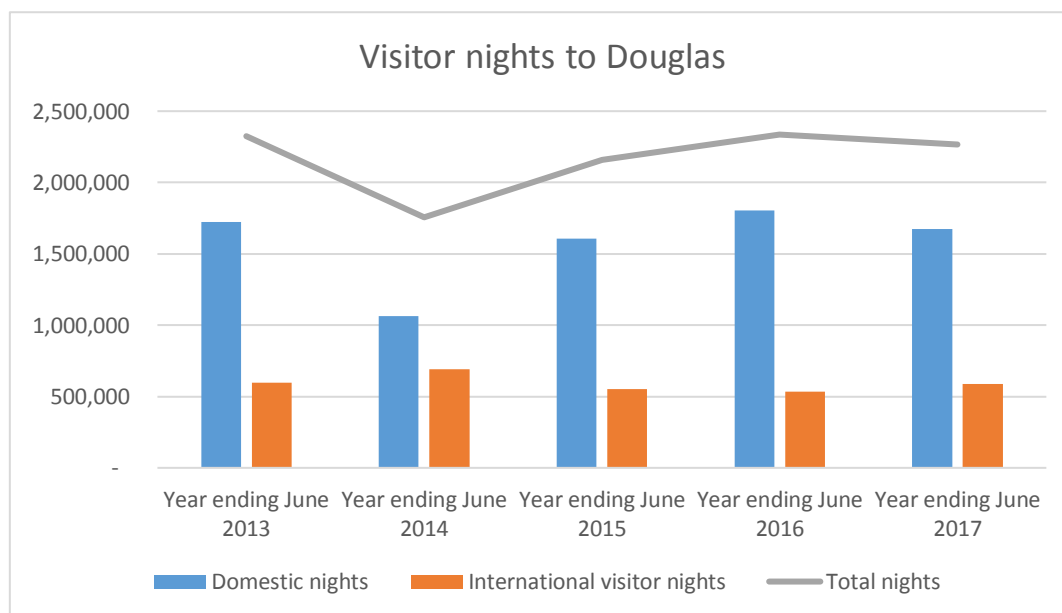


Figure 4: Visitor nights to Douglas region
Source Tourism Research Australia

Note: the figures provided for domestic visitors are produced from a very small sample size, performance of the domestic market was reported by operator to be slightly up on 2015/16 by between 2-5% which would have seen an increase in overall revenue.

2016/17 HIGHLIGHTS

	2015/16	2016/17	YOY % change
Visitation			
Domestic visitors	350,000	283,000	Down 19.1%
International visitors	97,000	110,000	Up 13.4%
Visitor night	2,336,000	2,226,000	Down 4.71%
Annual expenditure estimate	\$544M	\$526M	Down 3.31%
Marketing Activity			
Partnership marketing revenue by members	\$8,382	\$12,592	Up 50.23%
Trade educationals hosted	224	287	Up 28.13%
Media educationals	3	4	Up 25%
Media value generated by TPDD	\$2m	\$3.1m	Up 50%
Number of Events Supported	5	6	Up 20%
Digital Activity			
Unique visitors to website	171,175	159,761	Down 6%
Fans of Visit Port Douglas Daintree Facebook	219,49	276,61	Up 26%
Instagram Followers	7,870	16,044	Up 103%
Total posted media	920	868	Down 5%
Total Reach	2,539,243	3,893,198	Up 51%
Total Engagement	159,175	244,091	Up 53
Total Content Advocacy (#portdouglasdaintree)	NA	17412	NA
Stakeholder Engagement			
Training opportunities	4	11	Up 175%
Campaign opportunities for members	7	9	Up 29%
Networking events	4	5	Up 20%

Table 2: YOY comparison for visitation, stakeholder engagement and marketing and digital activity
Source TPDD

Note: the figures provided for domestic visitors are produced from a very small sample size, performance of the domestic market was reported by operator to be slightly up on 201516 by between 2-5% which would have seen an increase in overall revenue.

MARKETING ACTIVITY REPORT

Campaign activity within the TPDD Marketing Strategy is executed across multiple platforms including print, tradeshow participation, digital, publicity, media famils, trade famils and trade training. Campaigns target consumers and trade in the domestic and international markets.

The activities form a unique mix which find cut-through in the market and reach the desired audiences. The unreserved goal of TPDD is to implement marketing strategies which contribute to and grow tourism and yield to the Douglas region.

Port Douglas, the Great Barrier Reef and the Daintree Rainforest are iconic destinations in both domestic and international markets, however the Douglas region faces an extremely competitive environment from destinations including Bali, Thailand, Hawaii, Fiji, Hamilton Island and Byron Bay. Through effective tourism marketing strategies, such as those listed below, TPDD attracts travellers to holiday in the destination supporting the region's tourism industry and ultimately supporting both state and national tourism.

Print/Collateral

Region wide magazine 'Welcome to Port Douglas and Daintree' with 115,000 copies distributed annually to visitor centres for the drive market, retail travel agents, inbound tour operators and business events organisers.

Consumer publications including the 'Discover Paradise magazine' and 'TNQ Magazine'.

The 'What's New and What to do' regional flyer is distributed at trade shows with the DVD and image USB and is used as a training tool for retail travel agents.

'Secrets to Port Douglas and Daintree' consumer/trade tips flyers.

Regional clips with 2 minutes for training, and 30 and 15 seconds for digital channels Great Barrier Reef Drive itineraries for drive market

Trade

Representation in the domestic market to conduct sales calls to approx. 3000 travel agents

Trade show attendance including ATE, Australian Marketplace, Inbound Up North, Sell TNQ.

Trade famils - TPDD hosts a large number of trade famils in conjunction with TTNQ, TEQ, TA and wholesalers to appropriately represent the region as well as via the domestic contractor.

Trade training – webinars, one on one, distribution of flyers

Roadshow attendance – organised via TEQ, TA including Queensland on Stage New Zealand, Queensland on Tour Europe, Queensland on Tour Americas

Co-operative partnerships including the Infinity Holiday's brochure

PR & Media

PR representation produce and distribute positive news stories for TPDD, the members and the region.

Media famils are both organised and hosted for leisure and niche markets independently as well as in conjunction with TTNQ, TEQ and TA.

Digital

Regional consumer website with member listings and diverse regional information.

Niche market websites: Business Events Port Douglas and Port Douglas Wedding Professionals

Social media channels including Facebook, Instagram, Twitter, YouTube, Pinterst

Online advertising campaigns and competitions.

Innovative campaign 'Show Me Your Paradise' to build regional content.

Electronic direct mailouts to segmented databases including consumer, industry, niche markets, tourism organisations, media and local.

Event Marketing

Promotion of events held in region including Carnivale, the GBR Marathon, Port Shorts, the Croc Trophy and Taste Port Douglas.

115,000
Welcome to Port
Douglas Daintree
magazine

129,000 copies
Discover Paradise

Domestic sales
calls to over 2759
travel agents

Hosted 68pax on
domestic and
international
media famils

Hosted 287pax
on domestic and
international
trade famils

CAMPAIGN ACTIVITY HIGHLIGHTS

The TPDD Marketing Strategy for 2016/17 saw a continuation of traditional activities with the introduction of innovative programs including partnerships to leverage our marketing reach resulting in a fully integrated marketing strategy. The strategy integrates a variety of platforms to target the diverse markets that make up the visitor group to the Douglas region. Each of the campaigns detailed below have different measures that were generated to achieve TPDD's strategic marketing objectives.

Discover Paradise

Discover Paradise works to meet two simultaneous objectives: Inspire people to visit the destination; and capture business for tourism operators. In 2008, 30,000 copies were distributed to North Queensland. By May 2017, the print run had increased to 129,000 copies distributed in the Weekend Australian across Victoria, NSW, targeted areas of Brisbane, Adelaide and North Queensland.

Discover Paradise is a high quality supplement highlighting the destination. Sections within the magazine are themed around the major drivers to the region including tropical lifestyle, the Great Barrier Reef, Daintree Rainforest, indigenous tourism, weddings, spas, indulgence, adventure and events. The supplement covers markets from families to couples, for a broad range of travellers whether they are honeymooners, grey nomads or young adventurers.

This year's campaign was highly successful, driving direct bookings into businesses and influencing decision making for visitation in the lead up to winter.

Show Me Your Paradise v4

Following the success of last year's campaign, this year SMYP called out to locals to become one of 5 ambassadors for the destination, by telling their story, one that is unique and a reflection of life in the tropics, but presentable in a tourism marketing format. These stories were linked to the TEQ market 'pillars' including: Reef, Islands and Beaches; Natural Encounters; Adventure and Discovery; Queensland lifestyle; Events.

The call out for ambassadors was across multiple channels: PDM Gazette, radio campaign with Port FM, Newsport advertisement, TPDD website, Facebook / social media geo-targeted posts, EDM to Douglas Region contacts and Posters and Facebook page with entry form

Outcome

Alison George engaged to edit and produce individual stories for each of the five selected ambassadors in video format, for release from May onwards. Meet our ambassadors [Jungle Explorer, Dan](#), [Nature Kid, Jack](#), [Ange Constable](#), [John Burnett](#) and [David White](#)

Summer Media Famil

TPDD hosted media representatives from Australia and New Zealand to create story content for the summer months. The famil, was focused around the reef and rainforest experiences with a few quirky additions, will include representatives from Electrify Mag (international), Nine Elsewhere (Nine MSN) & AWOL, New Zealand Herald & Toowoomba Chronicle. The group enjoyed a trip out to the Great Barrier Reef, a chance to kick up their heels in Port Douglas as well as a taste of drive market options visiting Mossman Markets, Daintree Discover Centre, a Daintree river cruise with Solar Whisper as well as experiencing Port Shorts.

Daintree Digital Detox

The purpose of the campaign was to promote the Daintree and Daintree Rainforest as a family holiday destination to domestic markets; to raise the awareness of Daintree based experiences and accommodation; to raise the profile of the region as a leisure overnight holiday destination.

The Campaign goals were to increase website traffic for campaign period (20%); increase Facebook fans (5%), increase leads for consumer database (5%) with the campaign being hosted via a 3rd party sweepstakes site, placed on the TPDD website and FB page.

Results

- TPDD website – campaign period vs. same period 2015 Total sessions increased 22% to 36,369 with unique users increasing 21% to 31,274, page views increased 31%, direct traffic increased 60%, referral traffic increased 62% and social referrals increased 48%
- 3,826 entries with 1,883 opting into consumer database an increase of 7%
- Facebook fans increased 6% over the competition period to 23,967 (1,488)

Douglas Ferry Card Promotion

The key focus of the Daintree Smart Card Campaign is to attract a greater percentage of visitors from the regional community and to increase card applications from November 2016 to February 2017. This was completed using a two-part promotion on local radio and social media channels.

The radio component of the promotion advertised free ferry opportunity featuring the Douglas Shire Council website as the call to action. The radio campaign ran throughout Cairns and Mareeba Atherton Tablelands and included daily giveaways with prizes donated from members and on air promotion on the Triple MMM breakfast show.

The second component was the mega competition which was open to anyone applying for a Daintree Ferry card from 10 January to 28 February 2017.

Outcome

- 479 Douglas Cards issued from the 1st November 2016 to 29th March 2017.
- Cairns total visitors to TPDD website increased 105% and Cairns new visitors increased 116%
- Social Media advertising had 1,020 post engagements, reaching 12,776 people with 125 link clicks for the duration of the campaign
- Increase of 4.21% visitors travelling on the Daintree Ferry for November – February 2016/17, an increase of 1,061 visitors when compared to the previous November – February 2015/16.

Great Barrier Reef Drive

The Great Barrier Reef Drive is an initiative to raise awareness of the spectacular coastal drive between Cairns and Cape Tribulation. Through branding the route TPDD aims to increase the drive market and regional dispersal. In 2015/16 TPDD undertook a range of activities to develop awareness of the drive including; developing itineraries for trade and consumers, media famil activity around the drive, website content, trade industry training and communications with TEQ and TTNQ.

Port Douglas Carnivale Media Famil

Strategic PR in consultation with Tourism Port Douglas and Daintree was responsible for designing the famil, sourcing journalists, managing the famil and follow up. The publicity value estimate of the 2017 media famil was \$700,000, excluding social media coverage from our journalists.

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.

Monthly Instagram Competition

The annual campaign launched in June 2016 and will run for 12 months with promotion through the Infinity Holidays brochure back cover and TPDD social channels. Entrants load images to Instagram with the hashtag #myportdouglasdaintree. Each month there is a prize (donated by TPDD members) for the photo which receives the most votes.



Image 1: Examples of Carnivale Media famil results

MARKETING EXAMPLES

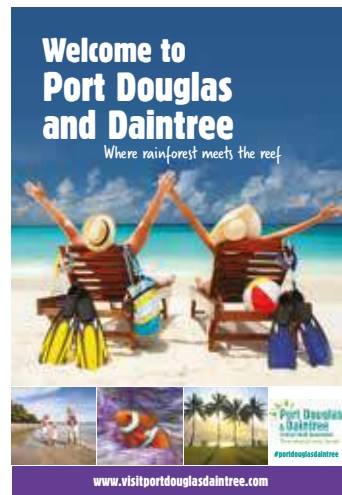
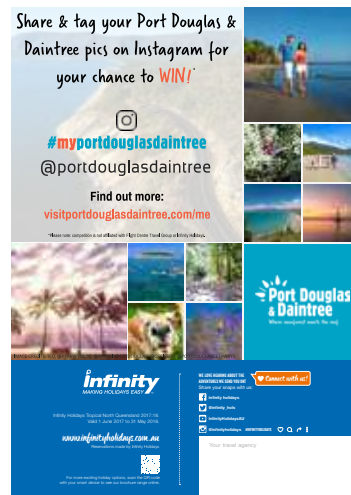


Image 2: Examples of Digital and Print Campaigns

GREAT BARRIER REEF DRIVE

1 Day Itinerary

Cairns to Cape Tribulation

Rex Lookout 45km (45min)
Pull over to take in the 180 degree view of the Coral Sea with views of Douglas Island to the south. Watch the hang gliders as they take off from this cliff face and get a birds eye view.

Four Mile Beach 45km (1hr)
Walk to Island Point Lookout and look to the southern stunning coastline and the dramatic mountain ranges behind Port Douglas.

Great Barrier Reef 45km (1hr)
Port Douglas is the closest departure port to the Great Barrier Reef and from here you can choose from full and half day outer reef and Low Isles tours. Or depart for an adventure tour from Cape Tribulation.

Mossman Gorge 75km (1hr 15min)
Surrounded by dense rainforest and steep mountains, the cool, crystal waters of the gorge invite you to take a dip. Explore on a public national park trail or go deeper into the rainforest and history with a guided Kulu Yalanji indigenous walk.

Alexandra Lookout 114km (1hr 30min)
Stop here and look out from the dense rainforest to views of Snapper Island, Port Douglas and beyond.

Cape Tribulation 140km (2hr 40min)
The only place in the world where the dual World Heritage areas of the Daintree Rainforest and Great Barrier Reef collide, is nothing short of spectacular and a perfect climax to the completion of the Great Barrier Reef Drive.

Cairns to Cape Tribulation - North Bound

20min north of Cairns CBD, the Great Barrier Reef Drive saddles up to the Coral Sea and offers the first spectacular view of palm fringed beaches. Ellis Beach rises nearly on either side of the road and features a cafe and camping ground. Continue 5mins to access the slim stretch of quiet and unspoilt beach at Wangi.

As you hug the coastline to Port Douglas, enjoy dramatic views of the Coral Sea colliding with Wet Tropics rainforest, before the landscape changes to agriculture. Stop at Mossman Gorge for a picnic by the river, swim or stretch your legs on the public walking trails through the rainforest. Or, take a private indigenous rainforest walk with a local Kulu Yalanji guide.

Continue your journey past vast sugar cane fields and farming land, then turn right at the Daintree Gateway towards Cape Tribulation and the Daintree Rainforest. The cable ferry across the Daintree River commences your adventure into the world's oldest living rainforest. As you continue your journey to Cape Tribulation, stop at the Alexandra Range Lookout and take in the expansive views over the Daintree River, Snapper Island and south to the epic coastline you just covered.

Driving through 400 million year old rainforest is mesmerising, however nothing beats walking through Cassowary country and breathing in the bark of a bower bird. Marila Boardwalk, one of four boardwalks, is a 1200m, wheel chair accessible loop that takes you deep into rainforest and mangroves with a viewing platform over Neal Creek.

The Great Barrier Reef Drive ends as you arrive at Cape Tribulation. Park at Cape Tribulation Beach carpark, and as you emerge from the rainforest onto the beach find yourself right between the dual World Heritage areas of the Great Barrier Reef and the Wet Tropics rainforest.

Cape Tribulation to Cairns - South Bound

Before you depart, stroll along Kulu boardwalk. The 10min 880m return journey offers stunning views of the beach and coastal ranges where the rainforest meets the reef.

After a 30min meander past vanilla tea farms, ice creameries and secluded beaches turn onto Jaba Cane Rd to immerse "foot of the mountain" boardwalk, a 650m loop that is considered a Cassowary hot spot. Cassowaries aren't the only dinosaurs still roaming these parts. The Daintree River has over 80 salt water crocodiles that can be observed with one of the many experienced wildlife cruise operators.

60km south of the Daintree River stop at the cosmopolitan beachside village of Port Douglas. Enjoy coffee or lunch at one of 60 restaurants before heading to Rex Snapper Park or Regatta Point Lookout for views to Low Isles and Four Mile Beach.

As the sun begins to dip, the Coral Sea is awash with turquoise and amber. Soak up the beauty of the region at Rex Point, a viewpoint perched high on the cliff side looking directly out to the Great Barrier Reef. Before you the journey ends, stop at the idyllic seaside village of Palm Cove. Reflect on the day with the sound of waves lapping on the shore as you enjoy a sumptuous meal with views past meadows to Snapper Island and beyond, at Gillnet!

Weather

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Max (°C)	30	30	30	28	27	25	25	27	28	28	30	30
Min (°C)	24	24	23	22	20	18	17	17	19	21	22	23

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GREAT BARRIER REEF DRIVE

5 Day Itinerary

DAY 1: Cairns to Port Douglas

Leaving Cairns behind, head north past the northwestern tip of Douglas Island, Tinian Beach and Rex Cove and to the very end of the Great Barrier Reef Drive. Stop at a Sea Lookout where an incredible 180 degree view of the Coral Sea can be enjoyed from a viewpoint.

On the way, you pass through pretty Ellis Beach before the road turns the coastline and away between tall palm trees and mountains and the waters of the Great Barrier Reef. Stop at a Sea Lookout where an incredible 180 degree view of the Coral Sea can be enjoyed from a viewpoint.

DAY 2: Port Douglas - East into tropical being

On the way, you pass through pretty Ellis Beach before the road turns the coastline and away between tall palm trees and mountains and the waters of the Great Barrier Reef. Stop at a Sea Lookout where an incredible 180 degree view of the Coral Sea can be enjoyed from a viewpoint.

DAY 3: Port Douglas - Great Barrier Reef

A scenic 20km to the Great Barrier Reef. Port Douglas is the perfect starting point for a day of exploring the reef. The reef is a natural wonder and a must-see for anyone visiting the Great Barrier Reef.

DAY 4: Port Douglas to Daintree Village

The Great Barrier Reef Drive is a journey of discovery. It takes you from the bustling town of Port Douglas to the remote Daintree Village. The drive is a mix of coastal scenery, rainforest, and stunning views of the Great Barrier Reef.

DAY 5: Cape Tribulation to Cairns

The Great Barrier Reef Drive is a journey of discovery. It takes you from the bustling town of Port Douglas to the remote Daintree Village. The drive is a mix of coastal scenery, rainforest, and stunning views of the Great Barrier Reef.

Weather

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Max (°C)	30	30	30	28	27	25	25	27	28	28	30	30
Min (°C)	24	24	23	22	20	18	17	17	19	21	22	23

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Image 3: Examples of Digital and Print Campaigns

DOMESTIC TRADE ACTIVITY

Parker Travel Collection is contracted to perform domestic market trade activity. Below is an Activity Report of tasks undertaken by Parker Travel Collection (PTC) in the Domestic Trade market for the promotion of the Port Douglas and Daintree region from July 2016 to June 2017. Retail agent calls as in previous years has remained the primary function of PTC role for TPDD – training, educating and promoting the destination of TPDD and keeping it at the forefront of the agents mind when sourcing a tropical beach destination holiday option.

The focus of retail calls remains on those suburban regions outside a 5km radius of the city centre where wholesale stats show are more likely to book a domestic holiday.

In 2017 whilst still visiting all retail stores in Victoria there was an increased focus on the higher selling regions where PTC secured their Buzz nights

Region	Call Pattern Summary
Melbourne	121 days of sales calls visiting 1,895 store visits CBD, Melbourne North (2 days), Melbourne East (2 days), Melbourne Inner East, Melbourne Beaches, Melbourne South, Melbourne Inner North, Melbourne Inner South, Dandenong, Melbourne West & Geelong
Country Victoria	12 days of sales calls seeing 149 retail store visits Ballarat, Horsham, Mt Gambier, Colac, Warrnambool, Albury, Bendigo, Cobram, Ballarat, Echuca, Kyneton, Shepparton, Wodonga, Warragul, Moe, Morwell, Traralgon, Sale, Bairnsdale, Lakes Entrance, Yarram, Leongatha, Wonthaggi, Cowes
Sydney	23 days of sales calls visiting 429 retail stores visits Sydney CBD, Sydney East, Sydney South, Sydney South East, Sydney West, Sydney Inner West, Sydney North, Sydney Northern Beaches
Brisbane & SE Qld	15 days of sales calls seeing 249 retail store visits North Brisbane, Brisbane City, Brisbane South, Brisbane West/Ipswich, Sunshine Coast and the Gold Coast
Adelaide	2 days of sales calls seeing 37 retail stores Adelaide CBD, Fulham Gardens, Modbury, West Lakes, Salisbury, Elizabeth, Golden Grove, Norwood, Blackwood, Oaklands, Glenelg

Table 3: Domestic Trade Sales Call Pattern

INTERNATIONAL TRADE ACTIVITY

TPDD undertakes international trade activity marketing through attendance at tradeshow, industry updates to our database of contacts gathered over 9 years, supporting trade familiarisation programs and providing training, product updates, destination content and images to inbound tour operators, wholesalers and retail agencies. TPDD trade activity was up 60% in 2015/16 with an additional 3 events attended as well as TPDD initiated sales calls and training conducted.

Queensland on Tour Europe

In January 2017, Executive Officer Tara Bennett attended an extremely positive Europe and UK roadshow where she joined twenty-two operators and regions from around Queensland to drive sales and promotion of our region. The overwhelming impression from the trip was that the region receives an enormous level amount of support from the travel industry in key markets such as Germany, France, Italy, Switzerland, United Kingdom and the Scandinavia countries. The representatives she met with have incredibly detailed knowledge of our region, the appropriate products for their market as well as the region's key selling points.

Queensland on Tour New Zealand

TPDD joined 50 other operators from throughout Queensland on the TEQ Queensland on Stage. The roadshow gave operators the chance to meet approximately 90 people from the New Zealand tourism industry, targeting travel agents, product managers and reservation staff as well as selected travel trade journalists and consumer media journalists.

Inbound Up North

TPDD joined 50 sellers from around North Queensland at the annual Australian Tourism Export Council's Inbound Up North. The three day program comprises a full day of workshops (50 in a day!) plus excellent networking opportunities. Key feedback was that our strongest markets of UK, Nth America and Europe continue to show strong interest. Increasing demand and resulting room rates are making it challenging for group series to find properties. The region is starting to experience periods where demand exceeds supply but at this stage its not affecting the inbound market.

Australian Tourism Exchange (ATE)

The Australian Tourism Exchange (ATE) in Sydney was a huge success with great excitement about products from the Douglas Region. ATE is Australia's largest annual travel and tourism business to business event. The event provides a forum for Douglas tourism businesses to showcase their products and establish important business links with the people and organisations that take Australian tourism to the international market place.

TPDD had a full appointment schedule and met with approximately 130 people from 105 companies during the show. TPDD focused on product updates, attracting more high-end group series to the region as well as marketing partnerships for future activity. Some encouraging comments received from key buyers included; '95% of Queensland sales go to Port Douglas - USA', 'Port Douglas is our third highest selling Australian destination after Sydney and Melbourne - UK', 'Port Douglas Daintree is the number 1 seller for Queensland by room nights and up 35% - UK' not bad for a region of around 11,000 residents!

Australian Marketplace

Tourism businesses from Australia, including the Douglas region, travelled to the USA in March to take part in Tourism Australia's 4th annual Australia Marketplace trade show. Marketplace provides Australian industry the opportunity to meet key North American Wholesale Owners/Product Managers to provide updates and secure preferred agreements, as well as the chance to meet and train select Premier Aussie Specialists invited to the event. The North American market is one of the top three international markets for the Douglas region recording 24% growth in the past year and is tipped to continuing growing.

Queensland on Tour North America

Queensland on Tour in March this year consisted of training, receptions, media and consumer events in 5 cities (Chicago, Calgary, Vancouver, San Diego and Los Angeles) over 5 days. Training approximately 200 wholesale staff from eight key partners in the Americas, along with additional retails and media engamanet. The roadshow aims to leverage market growth from the Americas to maximise visitation and expenditure in Queensland, increase wholesale staff awareness of QLD experiences and destinations to increase conversion of consumer interest in Australia and Queensland and to establish and strengthen front-line and management relations with key wholesale partners in the Americas.

Travel 2 Amazing Aussie Adventure

TPDD was invited to 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.

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.

TRADE EDUCATIONAL ACTIVITY

TPDD compliments trade show and roadshow activities by supporting a trade educational program in region. Educational support is evaluated based on the country of origin and the potential for growth in the market. TPDD works closely with TEQ and TTNQ to facilitate regional exposure and maximise the itinerary content for the Douglas region.

Famil Title	Company	Market	Pax
NZ First timers	Flight Centre	NZ	12
YPO Site Inspection	YPO BE	Business Events	5
NZ Travel Agents	Flight Centre	NZ	20
Travel Agents	Travel 2	Canada	12
Travel Agents	Jade Express	Philippines	22
MP Travel Site Inspection	MP Travel		2
Luxury Travel Agents	Multiple travel	NZ	5
Luxperience Famil	TEQ	Netherlands USA	2
French Voyagers du Monde	Voyagers du Monde	West	6
Hong Kong Airline	TEQ	Western	12
Tourism Australia	Tourism Australia	Domestic	3
QOS India	TEQ	Eastern - India	33
Travel Agents	ASP	Germany	14
Travel Agents	ASP	Western - Italy	9
Arinex Staff Famil	Arinex	Western BE	6
Indonesian Industry	Griffith Uni	Educational	10
Toowoomba Agents	Multiple agencies	Domestic	7
Goway Agent famil	Goway	UK	18
TTNQ Mega Famil- Wallaroos	Multiple agencies	Domestic	8
TTNQ Mega Famil - Nemo	Multiple agencies	Domestic	8
TTNQ Mega Famil - Ulysses	Multiple agencies	Domestic	10
BEPD Famil Dinner	PCO's	Domestic NZ	8
Indigenous tourism	Regional QLD	Domestic	8
Hewlett Packard Site	212F	Domestic	3
Post ATE Product Manager	Pinnacle	UK	4
Kuoni UK	Kuoni	UK	4
Post ATE	About Australia	USA	2
Gold Medal UK Agents	Travel 2	UK	18
QOS Travel Agents	QOS	NZ	7
Japan ITOs	TTNQ	Japan	9
TOTAL			287

Table 4: Trade Educationals Source TPDD

Digital Activity

The 2016/17 digital marketing strategy incorporated a range of activities including direct to consumer multi-channel campaigns (including Show Me Your Paradise, Daintree Diversity reported on above), electronic direct mail (eDM) campaigns (consumer, industry and niche), social media marketing, video and website marketing.

Electronic Direct Mail-(eDM) Campaigns

TPDD sent a range of email marketing newsletters to several databases totalling around 37,700 people, segmented for different markets and purposes.

- Consumer database 30,207
- Tourism industry (e.g. wholesalers, retail travel agents) 4,660
- Tourism organisations (e.g. TTNQ, TA, TEQ) 97
- Wedding market database 1,919
- Business events database 1,472
- Media 95
- TPDD Members 203
- Douglas region 453

Each market requires a different message and timing of that message in order to achieve cut through, both which have been refined over several years. For example, Image 11 is a Business Events campaign highlighting conference and incentive updates from different operators. This only needs to be sent on a quarterly basis and is specifically about business events market information, including product updates and new offers. Whilst Image 10 is a consumer campaign highlighting consumer driven tours and activities in the region, special deals competitions and events. This type of campaign is sent every second month. These messages differ to membership communications, which include both member and TPDD updates, including marketing opportunities, digital tips and new member promotion.



Image 4 Consumer eDM



Image 5: Business Events eDM

TPDD Website Analytics Report

	2015/16	2016/17
CONSUMER VPDD		
Total Sessions	197,317	185,820
Unique Visitors	171,175	159,761
Page Views	574,521	531,178
Page views/session	2.84	2.83
Domestic Visitors	150,745	141,141
International Visitors	46,572	44,679

Social Media Marketing

TPDD continued to focus on key social media channels including Facebook and Instagram, while maintaining a presence in Pinterest, Twitter and You Tube.

		2015/16	2016/17
REACH			
Facebook - VPDD	#fans	21,949	27,661
	Follower growth		5,345
Total Reach		2,449,512	3,539,911
Facebook - Industry	#fans	383	502
	Follower growth		114
Total Reach		36,908	37,289

Facebook - PDWP	#fans	3537	3627
	Follower growth		90
Total Reach		52,823	315,998
Twitter	#followers	5,202	8,204
	Total potential impressions	161,820	457,572
Instagram - VPDD	#followers	7,870	16,044
Instagram - PDWP	#followers		129
Pinterest - VPDD	#followers	258	297
Total Reach		2,539,243	3,893,198
ENGAGEMENT			
Instagram - VPDD	Total Engagement (likes, comments, shares)		107,092
Instagram - PDWP	Total Engagement (likes, comments, shares)		701
Facebook - VPDD	Total Engagement (likes, comments, shares)	15,3372	118,630
Facebook - Industry	Total Engagement (likes, comments, shares)	3,097	2,659
Facebook - PDWP	Total Engagement (likes, comments, shares)	2,706	2,824
Twitter Engagement	Total Engagement (likes, retweets, shares)		12185
Total Engagement		159,175	244,091
Instagram - VPDD	#media posted	247	284
Instagram - PDWP	#media posted		25
Facebook - VPDD	#media posted	433	309
Facebook - Industry	#media posted	128	125
Facebook - PDWP	#media posted	112	125
TOTAL POSTED MEDIA		920	868
CONTENT ADVOCACY			
Instagram	#photos posted with #portdouglasdaintree hashtag	N/A	17,412

MEDIA RELATIONS

During the past year, Strategic PR initiated and hosted two major media famils, timed in February for Port Douglas Carnivale and October for the summer/Christmas period. *Note: Estimated value does not include digital content.* Estimated publicity value generated from the Carnivale media famil was **\$700,000**. Highlights from this famil included Women's Day. Time Out Sydney/Melbourne, Jetstar Magazine, Virgin's Flying Foodie and local media. The Summer Season famil PR estimated value was **\$153,000** Coverage was received in the New Zealand Herald, Style Magazine (Toowoomba Chronicle), and online travel blogs.

Visits by The Living Room, Queensland Weekender, Better Homes and Gardens Married at First Sight and Real Houses of Auckland also generated approximately **\$1 million** worth of publicity. Herald Sun Port Douglas Carnivale Campaign generated \$785,147 in digital placements and \$91,062 in press placements. Total value **\$876,209**.

Total approximate figure from activities above: **\$3.1 million**.

Corporate Communications

TPDD corporate communications is publicity coverage generated from the organisation's activities, member initiatives and forums throughout the year. These included the results of TPDD's online promotions and corporate activities, issued as media releases which generated follow up interviews, stories and quotes in local press, TV and radio. Executive Officer Tara Bennett continues to have a fortnightly column in the Gazette within Tourism Talk (a TPDD initiative), as well as regular radio spots on Radio Port Douglas, until the radio station closed down at the end of the financial year



Image 6: Example of TV coverage filming

Media Releases

In 2016/17 22, Strategic PR has written 18 media releases. This is additional to monthly strategic planning meetings to identify publicity opportunities and other elements of my position managing publicity. Many of these media releases require a lot of research and contact with TPDD members.

In 2016/17 Financial year, Strategic PR generated the following media releases:

- 1) Half-Day Outer Reef Tours Whet Visitors Appetite
- 2) 2)Get Your Post-Olympics Sports Fix In Port Douglas
- 3) Celebrate World Cassowary Day In The Daintree Rainforest
- 4) 4)Tourism Operators End Year On High At TPDD AGM
- 5) 5)Locals Invited To Revisit Magical Daintree These Holidays
- 6) Tv Style In Port Douglas
- 7) 7)Fireworks, Music And Fine Fare As Port Rings In The New Year
- 8) Taking The Tropical Sunshine To European Winter
- 9) Win A \$2000 Holiday To The Very Heart Of The Daintree Rainforest
- 10) Stories Told In New Show Me Your Paradise Campaign
- 11) Rugby Golden Girl Caslick The Face Of Tropical Sevens
- 12) Locals Tell It Like It Is As Show Me Your Paradise Ambassadors
- 13) Easter Visitors Set The Scene For A Busy Season
- 14) Douglas Region Set To Wow Visitors With New Toys And Joys
- 15) Great Barrier Reef Drive Ready To Be Traversed
- 16) Cruise Ship Visits To Port To Rise By 80%
- 17) Port Douglas Back In Focus As Conference Centre Of Choice
- 18) Draft Media Statement [If Required] For Any Crocodile Related Enquiry

Media Famils

TPDD hosted a large number of both domestic and international media in the past year. Please see table below for the breakdown of media:

Famil Title	Media	Market	Pax
Singapore Media	Online/Print	Eastern	6
Lonely Planet	Online/Print	Eastern	2
Travel Oz - Greg Grainger	TV	Domestic	1
Voyages Group	PR	Dom West	3
French Geographic	Print	Western	1
Lets Travel Magazine	Print	Western	1
Australian Traveller	Online/Print	Domestic	2
Y-Travel Blog	Online		1
Guardian	Online/Print	Domestic	2
TEQ Bloggers	Online		2
Hong Kong Media	Online/Print	Eastern	8
Qantas Magazine	Print	Domestic	2
Brazilian TV Crew	TV	Western	6
TPDD media famil	Online/Print	Domestic NZ	6
French Blogger - Aurelie Amiot	Online	Western	2
Christine Retschalg (The GlobalGoddess)	Online/Print	Domestic	2
Carnivale media Famil	Online/Print	Domestic	6
Media/Influencers	Tripadvisor	Eastern	4
NZ Herald Chloe Willetts	Print	NZ	1
China media group	Print	Eastern	1
UK Influencers Famil	Online	Western	4
Laura Dance Festival Famil	Online/Print	Domestic	5
TOTAL			68

Table 5: Media Educationals Source TPDD

BUSINESS EVENTS ACTIVITIES

Business Events Port Douglas key strategies:

1. To position the Douglas region as the leading tropical destination for business tourism within the Pacific Rim.

2. To promote a wider understanding and appreciation of business tourism and more specifically the meetings, incentive, convention, exhibition and events industry sector as a major economic driver and contributor to the overall social well-being of the Douglas region.

3. To assist and support Business Events Cairns & Great Barrier Reef (BEC GBR) with the collection of data relevant to the business tourism industry as related to the Douglas region.

4. To work co-operatively together as a team to achieve the collective objectives, goals and aspirations of the group for the greater good of business tourism in the Douglas region and the TTNQ region as a whole.

5. To work co-operatively and collectively with established tourism bodies to achieve the goals and objectives of the group including BEC GBR, TEQ, TA, TPDD and other government and non-government bodies nationally and internationally

Major advertising campaigns

- Half page advertisement in the BECGBR Meeting Planners Guide
- Half page advertisement in the Discover Paradise Magazine

Trade Shows

TPDD represented Business Events Port Douglas at the Business Events Cairns and Great Barrier Reef (the convention arm of TTNQ) Sell TNQ 2016 tradeshow which was held at Sheraton Grand Mirage Port Douglas. The show comprised a series of 8 minute appointments with 29 presentations to 3 media, 20 domestic buyers, 5 New Zealand buyers along with 1 representative from Business Events Australia.

Attended Business Events Cairns Great Barrier Reef Showcase to Sydney and Melbourne

Attended AIME in Melbourne

Attended Convene Q in Brisbane

Attended PAICE in Auckland

Hosted destination educational/famils

Fully hosted destination famil for 7 x PCO's/DMC's in May.

Branded, formatted newsletters are sent out quarterly to the group's database of over 15,000 industry contacts. This features member product news and updates with images and direct contact information.

Business Tourism and activities of Business Events Port Douglas communicated to region via TPDD Radio
Port Douglas segment & Mossman & Port Douglas Gazette Tourism Talk



Image 7: BEPD Discover Paradise AD

	2015/16	2016/17
BUSINESS EVENTS BEPD		
Total Sessions	2,291	2,100
Unique Visitors	2,031	1,870
Page Views	4,750	5,090
Page views/session	2.07	2.42
Domestic Visitors	1,007	1,019
International Visitors	1,284	1,081

WEDDING MARKET ACTIVITIES

Port Douglas Wedding Professionals

The Port Douglas Daintree region average 500 weddings per year. The Port Douglas Wedding Professionals Group has been promoting the Douglas Shire as a premium location for destination weddings for 8 years now.

Bec McLean from Dragonfly Weddings and Rob Cooke from Port Douglas Weddings are the co-chairs. Weddings are also incorporated in the overall marketing strategy of the region, with the growing and lucrative industry represented in a broad cross section of tourism promotions. The group's primary focus is region as a must do tropical location for destination weddings.

Wedding specific activities the group has undertaken for 2016/17 include:

- A targeted digital marketing campaign through the PDWP Facebook page, Melbourne and Sydney wedding expos and website
- ½ page print advertising campaign in 'Discover Paradise'
- Double page spread in Tropical North Queensland, 'This is my Paradise'
- Full page ad in 'Welcome to Port Douglas and Daintree'.
- Attended the Melbourne wedding expo and launched the 'Tropical Wedding Getaway' competition
- Attended the Sydney wedding expo and launched the 'Tropical Wedding Getaway' competition
- The group also liaised with the Douglas Shire Council to address issues directly relating to weddings.
- PDWP ran a Tropical Wedding Getaway competition during from January to April.

Website

	2015/16	2016/17
WEDDINGS - PDWP		
Total Sessions	5,608	5,041
Unique Visitors	4,414	3,951
Page Views	15,213	14,563
Domestic Visitors	4,418	4,447
International Visitors	1,190	5,94

Facebook

		2015/16	2016/17
REACH			
Facebook - PDWP	#fans	3,537	3,627
	Follower growth		90
	Total Reach	52,823	315,998
Instagram - PDWP	#followers		129
Total Reach		2,539,243	3,893,198
ENGAGEMENT			
Instagram - PDWP	Total Engagement (likes, comments, shares)		701
Facebook - PDWP	Total Engagement (likes, comments, shares)	2,706	2,824
Total Engagement		15,9175	24,4091

INDUSTRY DEVELOPMENT

To complement the destination marketing performed, TPDD undertakes activities to strengthen and support the tourism industry and our regions operators. These activities seek to maximise communication and engagement between Tourism Port Douglas Daintree and stakeholders to further strengthen the relationship, understanding and effectiveness of each organisation for the positive economic benefit of tourism in the Douglas Shire. The TPDD Engagement Strategy sets out a framework to ensure TPDD is maximising communication with stakeholders to meet the needs of the Douglas Shire.

The tourism industry comprises a complex network of stakeholders and groups that have an interest in the development, management and marketing of tourism for a particular destination. The support, commitment and cooperation of these stakeholders to tourism in the Douglas region is essential for the long-term sustainability of the industry and success of Tourism Port Douglas Daintree in undertaking its activities. TPDD engagement activities include: meetings, media communication, digital communication, industry representation, and industry development opportunities.

Key Industry development, community engagement and training activities:

Presentation of CQU survey results to members and the community

Administering the cruise ship tourism ambassador program training volunteers, providing collateral and setting up to meet every cruise ship to Port Douglas

Supported Douglas Shire Council's economic development plan

Working with TTNQ to deliver 9 training opportunities to Douglas through the ASBAS funding

Ausindustry training and mentoring for SME operators

MEMBERSHIP

Membership for 2016/17 saw membership numbers increase finishing with 178 member products from 160 members (158 at June 2016) see Appendix 2.

The current tiered TPDD membership structure aims to provide members greater flexibility and choice to align with their business needs, whilst being more inclusive for smaller operators and businesses. The structure also aims to grow membership numbers so that TPDD is able to assist more tourism operators in growing their business and representation in the industry. This has clearly been achieved in the past two years with a more diverse range of companies becoming members of TPDD. The membership structure also brings TPDD membership options in line with our regional bodies by offering a greater choice of benefit levels for the diverse range of businesses in the Douglas region.

Membership Level	Target EOFY 2017	As at 1 July 2016	As a 30 June 2017
Supporter	10	7	14
Silver	120	116	108
Gold	27	27	28
Platinum	9	8	10
TOTAL	166	158	160
TOTAL PRODUCTS	178	170	178

APPENDICES

Annual Audited Financial Report 2016/17

FINANCIAL REPORT

Port Douglas Daintree Tourism Limited
ABN 35 121 516 916
For the year ended 30 June 2017

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Directors' Report

Port Douglas Daintree Tourism Limited For the year ended 30 June 2017

Your directors submit the financial accounts of the Port Douglas Daintree Tourism Limited, for the financial year ended 30 June 2017.

Committee Members

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

Sheena Walshaw	Ben Woodward
Megan Bell	Natalie Johnson
Cr Julia Leu	Steve Molnar
Benjamin Pratt	Liz Schibig-Edgar
Jane Wilson	Wendy Van Der Wolf

Principal Activities

The principal activities of the company during the course of the year were to promote tourism and member services in Port Douglas and Daintree region.

Significant Changes

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

After Balance Date Events

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the company, the results of those operations, or the state of affairs of the company in subsequent financial years.

Future Developments

The company expects to maintain the present status and level of operations and hence there are no likely developments in the operations in future financial year.s

Environmental Issues

The company's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a State or Territory.

Information on Directors

Sheena Walshaw	Chairman
Experience	<p>Managing Director Jungle Surfing</p> <p>Sheena has over twenty years marketing experience spanning several disciplines on both sides of the globe. She started her career in publishing in London, promoting some of the biggest selling books of the 1990s before setting up her own Public Relations & Marketing consultancy. But the Australian jungle she'd visited as a backpacker beckoned, and in 1998 she returned to Cape Tribulation and has worked in the tourism industry ever since, running resorts, a dive boat, transfers and land tours.</p> <p>In 2006 she joined Jungle Surfing Canopy Tours as General Manager, combining the operational role with responsibility for Sales & Marketing. Since then she has proudly overseen the company's development to become one of the cornerstones of the Daintree tourism industry, and recipient of nineteen regional, state and national tourism awards. Sheena became Managing Director in 2010 following the untimely death of owner Stephen Walsh, and continues to travel widely in market both domestically and internationally.</p> <p>Sheena is a founding Director and recent Chair of the Daintree Marketing Cooperative, a General Director of Tourism Tropical North Queensland, Chair of TTNQ's Domestic Strategic Panel, Chair of TPDD's Daintree Strategic Panel and a member of the judging panel for the 2015 Queensland Tourism Awards.</p>
Ben Woodward	Vice Chairman

Experience	<p>Director of Sales and Marketing CaPTA Group</p> <p>Ben Woodward has grown up in the tourism industry, with his parents pioneering one of Tropical North Queensland's premier attractions, Rainforestation Nature Park Kuranda, in the late 70s.</p> <p>He attended Queensland University of Technology in Brisbane where he completed a Degree in Bachelor-Business (Journalism), and after university worked as a radio journalist and Producer for 4CA & Hot FM in Cairns.</p> <p>In the early 2000s Ben lived in the UK, then returned to Cairns in 2006 to work for the family business, The CaPTA Group, which had expanded significantly to become the region's largest privately owned group of attractions and touring companies (consisting of Wildlife Habitat Port Douglas, Jungle Tours, Tropic Wings, Rainforestation, Cairns ZOOM & Wildlife Dome, and Australian Butterfly Sanctuary). He then based himself between London and Cairns for several years whilst managing Western Markets for the group.</p> <p>He now has the role of Director of Sales & Marketing, managing a team of 10 across local, domestic, international and digital markets.</p> <p>He has been on the NQ ATEC Committee since 2009, became Chair of the NQ YATEC Committee in 2012 and soon after became the National YATEC Chair and a Director on ATEC's National Board. In 2013 he was honoured as the recipient of the Len Taylor YATEC Award for Excellence. He is currently Secretary for SKAL International Cairns.</p> <p>Ben is passionate about the region and its diverse communities, in his own time engaging with community voluntary work with Cairns Tropical Pride and its Tropical Mardi Gras festival. He shows his keen interest in music through DJing at regular events.</p>
Megan Bell	General Director
Experience	<p>Quicksilver Group Manager Business Events & Media</p> <p>Megan has extensive tourism experience and has been with Quicksilver since 1998, focused in sales and marketing activities and also specialising in business events, cruise ships and media. Previous to the Quicksilver Group, Megan was employed by the Far North Qld Promotion Bureau (now TTNQ) and started her career with Tourism Queensland with 10 of those years based in the Los Angeles office.</p> <p>Megan is a committee member of ATEC, having been Chair for several years, and is also currently part of the Port Douglas Business Events Group.</p> <p>A committed and passionate advocate for tourism in the region she has seen the highs and lows and is committed to ensuring TPDD is a strong and progressive organisation.</p>
Natalie Johnson	General Director

Experience	<p>General Manager - Flames of the Forest and The Beach Shack Restaurant & Bar</p> <p>Natalie took up a Sales & Marketing position with Flames of the Forest ten years ago before taking on the additional operational role of General Manager of both Flames and The Beach Shack in 2013. Her career in the tourism/hospitality industry spans over 20 years, across Front Office, Food and Beverage and Sales and Marketing with international hoteliers Hyatt, P&O Australia and Radisson. Natalie manages both the FIT and business events sales for Flames of the Forest and The Beach Shack, whilst also working in a strategic capacity as Chairperson of Business Events Port Douglas – a position she has held for five years – to position the Douglas region as Australia’s premier business events destination. Natalie also takes an active role in the local community as an Under 10’s netball coach within the Douglas Netball Association and as a Director on the Board of St. Augustine’s School Mossman.</p> <p>Natalie has over 20 years experience across tourism and hospitality and in 2006 returned to Flames of the Forest as Sales & Marketing Manager before taking on the additional role of General Manager of both Flames and The Beach Shack Restaurant in 2012. Natalie manages both FIT and Business Events sales and has Chaired Business Events Port Douglas for five years, holds a position on the Board of St Augustine’s School and has previously held committee positions with The Clink Theatre and The Douglas Chamber of Commerce.</p>
Cr Julia Leu	Douglas Shire Director
Experience	<p>Mayor Douglas Shire Council</p> <p>Cr Julia Leu was elected as Mayor of the new Douglas Shire Council in November 2013, following almost 6 years as an independent Councilor with Cairns Regional Council and was recently re-elected as Mayor of Douglas in March 2016. Julia holds a Masters in Business Administration, Bachelor of Arts and Graduate Diplomas in Education and Communication. Julia is a Queensland Executive member of the Australian Coastal Councils Association, Director of Terrain Natural Resource Management and Regional Development Australia Far North Queensland & Torres Strait Inc. Julia has a wide range of experiences, including running her own business and has been a secondary teacher, lecturer and senior commonwealth employee in Indigenous, health, housing and community services. Julia has 2 sons aged 28 and 24 and lives with her husband, Andre on a commercial certified organic fruit farm, which they established 25 years ago in Lower Daintree, Queensland</p>
Steve Molnar	General Director
Experience	<p>General Manager Sheraton Mirage Port Douglas Resort</p> <p>Steve has wealth of hospitality and tourism industry experience both nationally and overseas. Originally from Adelaide he moved to Noosa Queensland in 1996 where he held senior hotel management positions and was elected to the Tourism boards of the Sunshine Coast and Noosa for a period of 8 years. This included Chairman of Tourism Noosa between 2004 and 2006 before taking up a senior Director of Sales and Marketing position overseas with Fiji’s largest Resort Complex, the Sheraton and Westin Fiji Resorts. He also played a key role in the recovery of tourism for Fiji as member of the Tourism Task Force following the late 2006 coup and provided industry leadership to “TAG” (Tourism Action Group).</p> <p>Having travelled on many sales missions worldwide, in 2009 Steve moved to Sydney and as Hotel Manager managed the successful rooms refurbishment of Australia’s largest hotel, the Four Points by Sheraton Darling Harbour before taking up the position of General Manager at the Sheraton Mirage Resort Port Douglas in early 2014. As General Manager of the Sheraton Grand Mirage Resort Port Douglas, Steve oversaw the resorts multi-million dollar refurbishment which was successfully relaunched in August 2016, again positioning the resort, located in Port Douglas, as a premium Australian resort destination of choice.</p>

Benjamin Pratt	General Director
Experience	<p>General Manager Mossman Gorge Centre</p> <p>Ben has been working within Tourism now for over 11 years, holding various General Management and Resort Management roles across Australia including ARM at Kings Canyon Resort (4 years), General Manager at OBPH Ayer's Rock (Uluru) Resort (3 years) and General Manager of Home Valley Station in the east Kimberley (3 years).</p> <p>Currently General Manger of Mossman Gorge Centre in Far North Queensland, one of the most successful and awarded Cultural based tourism and training centres in Australia.</p> <p>The Centre welcomes over 300,000 visitors annually and maintains a 90% indigenous workforce.</p> <p>Ben has been involved in the running and initial establishment of several successful training academies for Aboriginal and Torres Strait Islander People in all three of the Voyages Properties across Australia and is extremely passionate for the opportunities tourism presents for Indigenous Australians into the future. Ben has studied and obtained numerous qualifications in Tourism and Management through a Masters Cert at Cornell University and several qualifications through Charles Darwin, currently studying an entrepreneurial diploma in business through The Entourage Academy in Sydney.</p>
Liz Schibig-Edgar	General Director
Experience	<p>Owner/Manager,Paradise Links Resort.</p> <p>Liz has an extensive tourism career working across both the private and public sectors in Australia and internationally. Liz has experience in hotel management,international development, regional tourism, and many years in destination management and destination marketing. She is extremely passionate about tourism and the Port Douglas Daintree region and is keen to utilise her strengths and experiences to work with the industry and the board to maximise the potential of this very special destination.</p>
Jane Wilson	TTNQ Director

Experience	<p>Director Leisure Sales & Marketing -Tourism Tropical North Queensland</p> <p>Although Jane has a Science background, her passion for tourism took hold after a 4 year back -packer trip around North America, Europe and Asia. On her return,she worked for New Zealand's largest travel wholesale and retail chain in Marketing and Product Management roles, before setting up the New Zealand office for the South Australia Tourism Commission. Jane held the NZ contract with the South Australian Tourism Commission for 14 years, doubling visitation from New Zealand into SA during this time.</p> <p>Moving to Sydney in 2014, Jane held the position of General Manager, Marketing and Business Development for Southern Travel Holdings, the parent company of The Walshe Group - a GSA representing over 20 airlines and tourism brands including Hawaii, Oman, New York, Lufthansa, SAA.</p> <p>Jane was appointed Director, Leisure Sales and Marketing for Tourism Tropical North Queensland in August 2015 and is responsible for leading the domestic and international leisure marketing strategy including the distribution of content through TTNQ's digital and Visitor Information teams.</p>
Wendy Van Der Wolf	Mossman Daintree Village Zone Director
Experience	<p>Owner/Manager,Executive Retreats (luxury holiday rentals)</p> <p>Wendy started her career as a school teacher then joined Pan American as a flight attendant based in USA and Europe. She learnt languages of French and Bahasa Indonesian. Wendy later joined Qantas based in Sydney as an international flight attendant for 25 years. Wendy had various retail outlets in Sydney during years of flying including one in Queen Victoria Building. Her love for the region meant she commuted from Port Douglas to Sydney for 10 years.</p> <p>Wendy started Executive Retreats (luxury holiday rentals) with husband Hans with well over 100 retreats from Mission Beach to Cape tribulation developing "The art of Tropical Living" and Lifestyle Retreats.</p>

Meetings of Directors

Directors	Number of Meetings Eligible to Attend	Number Attended
Sheena Walshaw	10	9
Julia Leu	10	8
Natalie Johnson	10	6
Ben Woodward	10	8
Liz Schibig-Edgar	10	8
Megan Bell	10	9
Steven Molnar	8	5
Ben Pratt	10	4
Jane Wilson	10	6
Wendy Van Der Wolf	2	2

Indemnifying Officer or Auditor

No indemnities have been given or agreed to be given or insurance premiums paid or agreed to be paid, during or since the end of the financial year, to any person who is or has been an officer or auditor of the company.

Proceedings on Behalf of 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.

Auditor's Independence Declaration

A copy of the auditor's independence declaration as required under section 307C of the Corporations Act 2001 has been included.

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



Sheena Walshaw - Chairman



Ben Woodward - Vice Chairman

Dated: 26, 9, 17

Auditor's Independence Declaration

Port Douglas Daintree Tourism Limited For the year ended 30 June 2017

Auditor's Independence Declaration Under Section 307C of the Corporations Act 2001 to the Directors of Port Douglas Daintree Tourism Limited.

I declare that, to the best of my knowledge and belief, during the reporting period ended 30 June 2017 there have been no contraventions of:

1. the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
2. any applicable code of professional conduct in relation to the audit.

Name of Firm: GKS Chartered Accountants

Signature of Partner: 

Gregory Keith Stanton CA

Address: 197 Martyn Street Manunda QLD 4870

Dated: 27/09/2017

Profit and Loss Statement

Port Douglas Daintree Tourism Limited For the year ended 30 June 2017

	NOTES	2017	2016
Income			
Grants		474,075	451,500
Business Marketing Group Fees		27,194	18,000
Co-op Marketing Campaigns		27,004	67,309
Memberships		82,926	82,045
Wedding Marketing Fees		12,135	9,083
Parenting Payment Income		-	11,714
Other Income		1,275	2,151
Total Income		624,610	641,803
Expenditure			
Accounting Fees		5,262	5,040
Auditor's Remuneration		4,750	4,500
Bad Debts Written-Off		1,166	1,144
Depreciation and Amortisation Expenses		1,712	1,786
Employee Benefits Expenses	1	151,738	139,235
Finance Costs		1	50
Rental and Lease Expenses		13,510	7,874
Parenting Payment Expense		-	11,714
Other Expenses	2	440,629	459,949
Total Expenditure		618,769	631,292
Net Profit		5,841	10,511

Balance Sheet

Port Douglas Daintree Tourism Limited As at 30 June 2017

	NOTES	30 JUN 2017	30 JUN 2016
Assets			
Current Assets			
Cash and Cash Equivalent	3	152,735	404,906
Trade and Other Receivables	4	19,135	14,379
Total Current Assets		171,870	419,285
Non-Current Assets			
Plant and Equipment, Vehicles	5	1,642	3,355
Total Non-Current Assets		1,642	3,355
Total Assets		173,512	422,639
Liabilities			
Current Liabilities			
Current Tax Liabilities	6	(7,061)	14,550
Trade and Other Payables	7	41,122	293,308
Annual Leave Provisions		11,594	12,841
Total Current Liabilities		45,655	320,699
Non-Current Liabilities			
Provision for Long Service Leave		20,075	-
Total Non-Current Liabilities		20,075	-
Total Liabilities		65,730	320,699
Net Assets		107,781	101,940
Member's Funds			
Retained Earnings		101,940	91,429
Current Year Earnings		5,841	10,511
Total Member's Funds		107,781	101,940

Statement of Changes in Equity

Port Douglas Daintree Tourism Limited

For the year ended 30 June 2017

	NOTES	2017	2016
Equity			
Opening Balance			
Retained Earnings		101,940	91,429
Total Opening Balance		101,940	91,429
Profit/(Loss) for the Period		5,841	10,511
Total Equity		107,781	101,940

Statement of Cash Flows

Port Douglas Daintree Tourism Limited For the year ended 30 June 2017

	NOTES	2017	2016
Cash flows from Operating Activities			
Receipts from grants		474,075	496,650
Receipts from customers		(105,339)	447,331
Payments to suppliers and employees		(618,674)	(676,242)
Interest received		1,275	2,151
Cash receipts from other operating activities		-	11,714
Bad Debts Written-Off		(1,166)	-
Total Cash flows from Operating Activities		(249,829)	281,604
Cash flows from Investing Activities			
Other cash items from investing activities		1,166	-
Total Cash flows from Investing Activities		1,166	-
Cash flows from Financing Activities			
Proceeds from borrowing		-	1,693
Repayment of borrowings		(3,509)	-
Total Cash flows from Financing Activities		(3,509)	1,693
Net increase/(decrease) in cash held		(252,172)	283,297
Cash Balances			
Opening cash balance	3	404,906	121,609
Closing cash balance	3	152,734	404,906
Movement in cash		(252,172)	283,297

Notes of the Financial Statements

Port Douglas Daintree Tourism Limited For the year ended 30 June 2017

Summary of Significant Accounting Policies

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the Corporation Act 2001. The committee has determined that the company is not a reporting entity because there are no users dependent on general purpose financial statements.

The financial statements have been prepared in accordance with the significant accounting policies disclosed below, which the committee have determined are appropriate to meet the needs of members.

Such accounting policies are consistent with the previous reporting period unless stated otherwise.

The financial statements have been prepared on an accruals basis and are based on historic costs and do not take into account changing money values or, except where stated specifically, current valuations of non-current assets. The accounting policies that have been adopted in preparation of the statements are as follows:

Income Tax

The Company is exempt from Income Tax.

Inventories

Inventories are measured at the lower of cost and net realisable value. The cost of manufactured inventories includes direct materials, direct labour and an appropriate proportion of variable and fixed overhead expenses.

Property, Plant and Equipment (PPE)

Property, plant and equipment are carried at cost. All assets, excluding freehold land and buildings, are depreciated over their useful lives to the company.

The depreciable amount of property, plant and equipment (excluding freehold land and buildings) is depreciated on a straight-line basis. Depreciation commences from the time the asset is available for its intended use. Leasehold improvements are depreciated over the shorter of either the unexpired reporting period of the lease or the estimated useful lives of the improvements.

The carrying amount of plant and equipment is reviewed annually by committee to ensure it is not in excess of the recoverable amount. freehold land and buildings are carried at their recoverable amounts, based on periodic, but at least triennial, valuation by the committee. The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the asset's employment and subsequent disposal. The expected net cash flows have not been discounted in determining recoverable amounts.

Goodwill

Goodwill is initially measured at the amount by which the purchase price for a business combination exceeds the fair value attributed to the interest in the net fair value of identifiable assets, liabilities and contingent liabilities acquired at date of acquisition.

Goodwill is subsequently measured at cost less any impairment losses.

Goodwill is subject to impairment testing when the committee consider that there is objective evidence the business has been impaired. Impairment losses are calculated based on the committee's assessment of the business's recoverable amount. Recoverable amount is assessed on the basis of the expected net cash flows that will be received from the asset's employment and subsequent disposal. The expected net cash flows have not been discounted in determining recoverable amount.

Gains and losses on the disposal of a business include the carrying amount of goodwill relating to the business sold.

Accounts Receivable and Other Debtors

Account receivables are recognised initially at the transaction price (ie cost) and are subsequently measured at cost less provision for impairment. Most sales are made on the basis of normal credit terms and do not bear interest. Where credit is extended beyond normal credit terms and is more than one reporting period, receivables are discounted to present value.

At the end of each reporting period, the carrying amounts of account and other receivables are reviewed to determine whether there is any objective evidence that the amounts are not recoverable. A provision for impairment of account receivables is established when there is objective evidence that the company will not be able to collect all amounts due according to the original terms of the receivables.

Other debtors include loans granted by the company and are discounted to present values using the interest rate inherent in the loan.

Investments

Investments in financial assets are initially recognised at cost, which includes transaction costs, and are subsequently measured at fair value, which is equivalent to their market bid price at the end of the reporting period. Movements in fair value are recognised through an equity reserve.

Impairment of Assets

At the end of each reporting period, the committee reviews the carrying amounts of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, 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 to sell and value in use, to the asset's carrying amount. Any excess of the asset's carrying amount over its recoverable amount is recognised in the profit and loss statement.

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.

Employee Provisions

Provision is made for the company's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee provisions have been measured at the amounts expected to be paid when the liability is settled, plus any related on-costs. Both annual leave and long service leave are recognised within the provisions liability.

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 are measured at the best estimate of the amounts required to settle the obligation at the end of the reporting period.

Cash and Cash Equivalents

Cash and cash equivalents includes cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest method, which for floating rate financial assets is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Grant and donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

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

All revenue is stated net of the amount of goods and services tax (GST).

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 Taxation 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 assets and liabilities statement.

	2017	2016
1. Employee Benefits Expenses		
Employee Benefits Expenses		
Contracting Work	57,877	52,509
Provision for Annual Leave	(867)	1,086
Superannuation	20,355	19,208
Wages and Salaries	73,600	65,715
Workcover	774	717
Total Employee Benefits Expenses	151,738	139,235
Total Employee Benefits Expenses	151,738	139,235

	2017	2016
2. Other Expenses		
Other Expenses		
Computer Supplies	501	762
Light, Power, Heating	3,630	2,812
Website Maintenance	1,187	1,048
Filing Fees	-	279
Insurance	4,843	2,437
Marketing Assistant	11,127	11,000
Marketing Business	22,241	10,726
Member Functions	1,194	-
International Marketing	109,624	149,809
Marketing Other	35,529	26,957
Marketing Weddings	6,425	15,906
Micellaneous	3,958	-
General Marketing	46,958	57,747
Domestic Marketing	162,536	150,742
Office Expenses	-	1,087
Motor Vehicle Expenses	3,579	2,898
Postage	3,890	3,624
Printing & Stationery	1,067	1,127
Repairs and Maintenance	1,418	191
Telephone & Internet	4,304	4,507
TTNQ Agreement	16,618	16,291
Total Other Expenses	440,629	459,949
Total Other Expenses	440,629	459,949

	2017	2016
3. Cash and Cash Equivalent		
Cash on Hand		
Petty Cash Float	100	100
Total Cash on Hand	100	100
Cash at Bank		
Cheque Account	15,528	15,751
Business Premium Saver Account	36,602	389,055
Term Deposit	100,504	-
Total Cash at Bank	152,635	404,806
Total Cash and Cash Equivalent	152,735	404,906
	2017	2016

4. Trade and Other Receivables

Trade Receivables		
Trade Receivables	16,816	12,059
Total Trade Receivables	16,816	12,059
Prepayments		
Prepayments	2,320	2,320
Total Prepayments	2,320	2,320
Total Trade and Other Receivables	19,135	14,379
	2017	2016

5. Plant & Equipment, Vehicles

Plant & Equipment		
Computer Equipment	10,414	10,414
Less Accumulated Depreciation on Computer Equipment	(8,772)	(7,059)
Total Plant & Equipment	1,642	3,355
Total Plant & Equipment, Vehicles	1,642	3,355
	2017	2016

6. Tax Liabilities

Current Tax Liabilities		
GST Refundable/Payable	(7,061)	14,550
Total Current Tax Liabilities	(7,061)	14,550
Total Tax Liabilities	(7,061)	14,550

	2017	2016
7. Trade and Other Payables		
Current Liabilities		
Trade Payables	12,708	27,150
Credit Card Loan	6,965	10,474
Total Current Liabilities	19,673	37,623
Other Payables		
Superannuation Payable	8,301	-
PAYG Withholdings Payable	3,112	10,939
Unearned Membership Fees	10,035	5,381
Unexpended Grant	-	237,038
Wages Payable - Payroll	-	2,327
Total Other Payables	21,448	255,684
Total Trade and Other Payables	41,122	293,308

Directors' Declaration


Port Douglas Daintree Tourism Limited For the year ended 30 June 2017

The directors have determined that the company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outline in Summary of Significant Accounting Policies section.


The directors of the company declare that:

- The financial statements and notes present fairly the company's financial position as at 30 June 2017 and its performance for the reporting period ended on that date in accordance with the accounting policies described in Summary of Significant Accounting Policies section; and
- 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 statement is made in accordance with a resolution of the Board of Directors and is signed for and on behalf of the Board by:

Signed: 
Sheena Walshaw

Dated: 26/9/17

Signed: 
Ben Woodward

Dated: 26/9/17

Independent Auditor's Report

Port Douglas Daintree Tourism Limited For the year ended 30 June 2017

We have audited the accompanying financial report, being a special purpose financial report, of Port Douglas Daintree Tourism Limited,

which comprises the Balance Sheet as at 30 June 2017, the Profit and Loss Statement for the reporting period ended on that date, notes comprising a summary of significant accounting policies and other explanatory information, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the company.

Committee's Responsibility for the Financial Report

The committee of Port Douglas Daintree Tourism Limited is responsible for the preparation and fair presentation of the financial report, and has determined that the basis of preparation described in the Significant Accounting Policies section is appropriate to meet the requirements of the company's constitution and the needs of the members. The committee's responsibility also includes such internal control as the committee determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We have conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the company's preparation and fair presentation of the financial report, in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the committee, as well as evaluating the overall presentation of the financial report.

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

Independence

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

Emphasis of Matter

The company receives income from trading, fees, and fundraising activities. As is common for companies of this type, no accounting controls can practicably be established over completeness of accounting for all income received and expenses incurred. Our examination of income and expenditure has therefore been restricted to confirming that amounts recorded in the accounting records of the company were in agreement with records maintained by the company's bankers.

Opinion

In our opinion, except for the possible effects of the matter described in the Emphasis of Matter paragraph, the financial report presents fairly, in all material respects, the financial position of Port Douglas Daintree Tourism Limited as at 30 June 2017, and its financial performance and its cash flows for the year then ended in accordance with Australian Accounting Standards and Corporation Act 2001.

Basis of Accounting and Restriction on Distribution

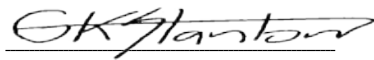
Without modifying our opinion, we draw attention to the Summary of Significant Accounting Policies section to the financial statements, which describes the basis of accounting. The financial report has been prepared to assist Port Douglas Daintree Tourism Limited to meet the requirements of the Corporation Act 2001. As a result, the financial report may not be suitable for another purpose.

Name of Firm: GKS Chartered Accountants

Address: 197 Martyn Street Manunda QLD 4870

Date:27/09...../2017

Signed:



Gregory Keith Stanton CA

Detailed Profit and Loss Statement

Port Douglas Daintree Tourism Limited For the year ended 30 June 2017

	2017	2016
Income		
Business Marketing Group Fees	27,194	18,000
Co-op Marketing Campaigns	27,004	67,309
Memberships	82,926	82,045
Parenting Payment Income	-	11,714
Subsidies and Grant	474,075	451,500
Wedding Marketing Fees	12,135	9,083
Interest Income	1,275	2,151
Total Income	624,610	641,803
Expenditure		
Accounting Fees	5,262	5,040
Audit Fees	4,750	4,500
Bad Debts Written-Off	1,166	1,144
Bank Fees	1	50
Computer Supplies	501	762
Contracting Work	57,877	52,509
Depreciation	1,712	1,786
Domestic Marketing	162,536	150,742
Filing Fees	-	279
General Marketing	46,958	57,747
Insurance	4,843	2,437
International Marketing	109,624	149,809
Light, Power, Heating	3,630	2,812
Marketing Assistant	11,127	11,000
Marketing Business	22,241	10,726
Marketing Other	35,529	26,957
Marketing Weddings	6,425	15,906
Motor Vehicle Expenses	3,579	2,898
Office Expenses	-	1,087
Parenting Payment Expense	-	11,714
Postage	3,890	3,624
Printing & Stationery	1,067	1,127
Provision for Annual Leave	(867)	1,086
Rent	13,510	7,874
Repairs and Maintenance	1,418	191
Superannuation	20,355	19,208
Telephone & Internet	4,304	4,507
TTNQ Agreement	16,618	16,291
Wages and Salaries	73,600	65,715
Website Maintenance	1,187	1,048
Workcover	774	717



	2017	2016
Member Functions	1,194	-
Micellaneous	3,958	-
Total Expenditure	618,769	631,292
Net Profit	5,841	10,511

Depreciation Schedule

Port Douglas Daintree Tourism Limited

For the year ended 30 June 2017

NAME	DEP START DATE	COST	OPENING VALUE	PURCHASES	DISPOSALS	DEPRECIATION	CLOSING VALUE
Computer Equipment							
Computer	20 Dec 2008	1,129	16	-	-	8	8
Computer	1 Nov 2009	1,153	20	-	-	10	10
Monitor	28 Nov 2009	299	5	-	-	3	3
Computer Satellite	12 Nov 2010	880	21	-	-	10	10
Printer	24 Sep 2012	547	-	-	-	-	-
Desktop Leader i5	8 Jul 2014	2,461	1,242	-	-	615	627
Server	8 Jul 2014	2,994	1,511	-	-	748	763
Laptop Acer	12 Mar 2015	951	538	-	-	317	221
Total Computer Equipment		10,414	3,353	-	-	1,712	1,642
Total		10,414	3,353	-	-	1,712	1,642

Members List as at 30 June 2017

2 Fish Seafood Restaurant Port Douglas	Daintree Wonder Tours	Oaks Lagoons Port Douglas	Reef Sprinter
99.5 Sea FM 103.5 HOT FM	Divers Den	Ocean Safari	Reflections of Port Douglas
Adlink Media Adventures Port Douglas and Daintree	Dougies Backpacker Resort	On Deck Catering	Regal Port Douglas
	Douglas Chamber of Commerce	On the Inlet Seafood Restaurant	Retro Port Douglas
At The Mango Tree	Dragonfly Weddings & Events	Oz About Oz	Trike & Harley Tours
Australian Tourist Publications	EVT	Paddy's Irish Pub & Grill	Safari Tours Tropical Journeys
Avis Australia	Executive Accommodation Retreats	Palmer Sea Reef	Salsa Bar & Grill
Back Country Bliss	Exemplar Coaches & Limousines	Paradise Links Resort	Saltwater Luxury Apartments
Balboa Holiday Apartments	Floral Edge	Parker Travel Collection	Sarah Woods Civil Celebrant
Barbados Port Douglas	Freestyle Resort Port Douglas	Peppers Beach Club	Sassi Cucina & Bar Shantara Resort & Spa Port Douglas
Bay Villas Resort	GBR/ Quicksilver Helicopters	Pink Flamingo	
Big 4 Glengarry Holiday Park	Ginni Boutique	Pinnacle Tourism Marketing.	Shaolin Charters Port Douglas
Bike N Hike Adventure Tours	Hannafords	Pk's Jungle Village	Sheraton Mirage Port Douglas
Blue Dive	Harrisons Restaurant (Bistro H)	Port Douglas & Mossman Gazette	Silky Oaks Lodge
Body Corporate Services	Hartleys Crocodile Adventures	Port Douglas Accommodation	Skyrail Rainforest Cableway
Brett's Kuranda Half Day Tour Bruce Belcher's Daintree River Cruises	Hemingways Brewery	Port Douglas Apartments	Social Eyes Media
	Hook A Barra	Port Douglas Backpackers Port Douglas	Solar Whisper Wildlife Cruises Stephanie Milne Marriage Celebrant Sun Palm Transport Group Pty Ltd
BTS Tours	Indigo Port Douglas	Port Douglas Catering & Events	
Busy Bees Babysitting Services	Janbal Gallery	Port Douglas Combined Club	
Cairns Airport PTY LTD	Jungle Surfing Canopy Tours	Port Douglas Connections	Sweet Farm Tours
Cape Trib Adventure Bus	Lady Douglas River Cruises	Port Douglas Events, Weddings and Hire	Thala Beach Nature Reserve
Cape Trib Beach House	Lazy Lizard Motor Inn Leary Family Trust and Star Resorts FNQ	Port Douglas Getaways	The Bike Shop and Hire
CAPTA Group		Port Douglas Local Tourism Network	The Boutique Collection
Cayman Villas	Lotsa Printing	Port Douglas Outrigger	The Meridian at Port Douglas
Central Hotel	Low Isles Sailaway Mandalay Luxury Beachfront Apartments	Port Douglas Peninsula Boutique Hotel	The Pavilions
Central Plaza Port Douglas		Port Douglas Queenslander	The Reef Marina
Closehaven PTY LTD	Masons Tours Cape Tribulation	Port Douglas Transfers	The Whitehouse
Coconut Grove Resort	Mediterranean Port Douglas	Port Douglas Tropical Trips	Ticket Mates
Coral Sea Villas	Mocka's Pies	Port Douglas Weddings	Tony's Tropical Tours
Court House Hotel Port Douglas	Mossman Gorge Centre	Port Douglas Yacht Club	Tropic Breeze Van Village
CQ University	Nautilus Holiday Apartments	Port Village Shopping Centre Pullman Port Douglas Sea Temple Resort and Spa	Verandahs Boutique Hotel
Crocodile Express	Net Know How		Villa San Michele
Daintree Discovery Centre	Ngarru Gallery Indigenous Fine Art	Quicksilver Connections	Wavelength Marine Charters Wicked Willie's Jewellery Pty Ltd
Daintree Discovery Tours	Niramaya Spa and Beauty	Radio Port Douglas 107.1 FM	
Daintree Marketing Co operative	Niramaya Villas and Spa	Raging Thunder Adventures	Windswell Kite Surfing
Daintree River & Reef Cruise Centre	Northern Escape Collection	Ramada Resorts Port Douglas	Zinc
Daintree Safaris	NQ Exhibitions	Rattle N Hum Bar & Grill	

Members Product List as at 30 June 2017

2 Fish Seafood Restaurant Port Douglas	Daintree Eco Lodge & Spa	Niramaya Villas and Spa	Reef Sprinter
99.5 Sea FM 103.5 HOT FM	Daintree Marketing Co operative	NQ Exhibitions	Reflections of Port Douglas
Adlink Media	Daintree River & Reef Cruise Centre	Oaks Lagoons Port Douglas	Regal Port Douglas
Adventures Port Douglas and Daintree	Daintree Safaris	Ocean Safari	Retro Port Douglas
Aquarius Sail & Snorkel	Daintree Tours	On Deck Catering	Trike Tours
At The Mango Tree	Daintree Wonder Tours	On the Inlet Seafood Restaurant	Salsa Bar & Grill
Australian Tourist Publications	Divers Den	Oz About Oz	Saltwater Luxury Apartments
Avis Australia	Dougies Backpacker Resort	Paddy's Irish Pub & Grill	Sarah Woods Civil Celebrant
Back Country Bliss	Douglas Chamber of Commerce	Palmer Sea Reef	Sassi Cucina & Bar
Balboa Holiday Apartments	Dragonfly Weddings & Events	Paradise Links Resort	Shantara Resort & Spa Port Douglas
Bally Hooley Port Douglas	Executive Accommodation Retreats	Parker Travel Collection	Shaolin Charters Port Douglas
Barbados Port Douglas	Exemplar Coaches & Limousines	Peppers Beach Club	Sheraton Mirage Port Douglas
Bay Villas Resort	Flames of the Forest	Pink Flamingo	Silky Oaks Lodge
Beach Front Terraces	Floral Edge	Pinnacle Tourism Marketing.	Silversonic
Beach Shack	Flying Fish	Pk's Jungle Village	Skyrail Rainforest Cableway
Beaches	Freestyle Resort Port Douglas	Port Douglas & Mossman Gazette	Sheraton Mirage Port Douglas
Big 4 Glengarry Holiday Park	GBR Helicopters	Port Douglas Accommodation	Silky Oaks Lodge
Bike N Hike Adventure Tours	Ginni Boutique	Port Douglas Apartments	Silversonic
Blue Dive	Harrisons Restaurant (Bistro H)	Port Douglas Backpackers Port Douglas	Skyrail Rainforest Cableway
Body Corporate Services	Hartley's Crocodile Adventures	Port Douglas Catering & Events	Social Eyes Media
Brett's Kuranda Half Day Tour	Hemingways Brewery	Port Douglas Combined Club	Solar Whisper Wildlife Cruises
Bruce Belcher's Daintree River Cruises	Hibiscus Resort and Spa	Port Douglas Connections	Stephanie Milne Marriage Celebrant
BTS Tours	Hook A Barra	Port Douglas Events, Weddings and Hire	Sun Palm Transport Group Pty Ltd
Busy Bees Babysitting Services	Indigo Port Douglas	Port Douglas Getaways	Sweet Farm Tours
Cairns Airport PTY LTD	Janbal Gallery	Port Douglas Local Tourism Network	Thala Beach Nature Reserve
Calypso Agincourt Reef Snorkel and Dive	Jungle Surfing Canopy Tours	Port Douglas Outrigger	The Bike Shop and Hire
Calypso Opal Reef Snorkelling only	Jungle Tours	Port Douglas Peninsula Boutique Hotel	The Boutique Collection
Cape Trib Adventure Bus	Lady Douglas River Cruises	Port Douglas Queenslander	The Meridian at Port Douglas
Cape Trib Beach House	Lazy Lizard Motor Inn	Port Douglas Transfers	The Pavilions
Cayman Villas	Lotsa Printing	Port Douglas Tropical Trips	The Reef Marina
Central Hotel	Low Isles Sailaway	Port Douglas Weddings	The Whitehouse
Central Plaza Port Douglas	Mandalay Luxury Beachfront Apartments	Port Douglas Yacht Club	Ticket Mates
Choo Choo Explorer	Masons Tours Cape Tribulation	Port Village Shopping Centre	Tony's Tropical Tours
Choo Choos	Mediterranean Port Douglas	Poseidon Outer Reef Cruises	Tropic Breeze Van Village
Club Tropical Resort	Mocka's Pies	Pullman Port Douglas Sea Temple Resort and Spa	Tropic Wings
Coconut Grove Resort	Monsoon Port Douglas	QT Port Douglas	Verandahs Boutique Hotel
Coral Sea Villas	Moonlight Cinema	Quicksilver Connections	Villa San Michele
Court House Hotel Port Douglas	Mossman Gorge Centre	Radio Port Douglas 107.1 FM	Wavedancer
Cow Bay Homestay B&B	Nautilus Aviation	Raging Thunder Adventures	Wavelength Marine Charters
CQ University	Nautilus Holiday Apartments	Rainforestation Nature Park	Wicked Willie's Jewellery Pty Ltd
Crocodile Express	Net Know How	Ramada Resorts Port Douglas	Wildlife Habitat
Daintree Discovery Centre	Ngarru Gallery Indigenous Fine Art	Rattle N Hum Bar & Grill	Windswell Kite Surfing
Daintree Discovery Tours	Niramaya Spa and Beauty	Reef Resort Port Douglas	Zinc

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 Outcome	Annual Activity	
Engage with both domestic and international trade with the assistance of partners to achieve increased sales through traditional distribution channels	Quarterly industry newsletter	Compiled and sent in September, November, January, March, April and June	
	Develop a trade portal on the TPDD website	Ongoing content TPDD documents and research added to the trade portal	
	Answer incoming enquiries from trade	Ongoing	
	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	
	Conduct 2 media full hosted media famils annually	Y Travel Blog and Celeste Mitchell hosted Financial Review Ralph Bestic Summer Media Famil Carnivale Famil	
Engage with both domestic and international media with the assistance of partners to achieve increased media exposure	Achieve 5 destination focused editorials annually	TPDD assisted 5 TV shows, at least 22 domestic pieces and 11 international media results	
	Produce and distribute 10 media releases annually	18 produced and distributed	
	TPDD to actively meet all cruise ship arrivals	All cruise liners greeted by volunteers and TPDD staff	
Support cruise ship visits	Increase website visitation through unique visits	Website down 6%, new build to rectify	
Increase in the social media presence of Tourism Port Douglas Daintree across Facebook and Instagram	5 % Growth in followers and engagement	Facebook up 26% Instagram up 103% Total reach up 51%	

Increase visitor numbers, source markets, identify preferences and trends, and increase yields to maximise benefit to the region;		
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	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 launched in November. Development of the 2017/18 Marketing Strategy via a Marketing Advisory Group meeting with key operators and TTNQ staff. Consultation with gold and platinum members to validate CQU visitor surveys and identify key domestic and international markets.
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 CQU results to members.
Leveraging off TA, TEQ and TTNQ marketing campaigns for the benefit of the Douglas region		Attended the BECGBR Showcase. Show Me Your Paradise (SMYP) with personalities from around Douglas leveraged off TEQ campaign and positioning 'I know just the place'.
Support and administer the Port Douglas Incentives and Port Douglas Wedding Professionals Advisory Groups	Foster development of group marketing activities	Administered the PDWP and BEPD groups co-ordinating meetings, accounts and marketing activities.
	Increase website visitation for www.portdouglasincentives.com.au by 5%	2100 visitors down slightly from 2291 in 201516, page views increased from 4750 to 5090
	Increase website visitation for www.weddingsportdouglas.com.au by 5%	5041 down from 5608 in 201516 with 14,563 page views
Encourage and facilitate longer term and strategic tourism development planning for the region;		
Engage with private enterprise, TTNQ, TEQ, QTIC and the Chamber in respect to tourism development planning for the Douglas region.	Respond to enquiries within one week	Ongoing

Promote key tourism development initiatives for the Douglas region		
Key Performance Indicator	Required Outcome	Annual Outcome
Develop integrated marketing plan with relevant RTO for domestic, international and business events as required.	TPDD to attend all RTO meetings and STO meetings held in region	Attended 23/24 TTNQ meetings including LTO, Platinum forum, events and strategic groups. Met with TA Industry Relations Manager, TEQ Regional Manager. Discussions with TTNQ team regarding campaigns.
Work with the Daintree Marketing Co-operative to align marketing activities and to support tourism initiatives in the Daintree region.		Ongoing discussion throughout the year with DMC, provided input and identified joint opportunities to DMC for the new Marketing Plan. Daintree Family Competition and joint Daintree Ferry Card Promotion. Facilitated a DMC advertisement in Jetstar magazine for June.
In conjunction with TTNQ develop and implement a Drive Strategy to encourage regional dispersal.		Completed 1-day, and 5-day drive itinerary brochure and distributed to TEQ offices in Frankfurt, London, Auckland and consumer outlets. Continued the push for recognition of the Great Barrier Reef Drive. Application submitted for GBR Drive signage. Brochures supplied at caravan & camping shows.
Support DSC regional development projects through consultation and the provision of tourism information.	Meet as required	Promoted DSC activities and initiatives through TPDD member newsletter, Port Douglas & Mossman Gazette and industry Facebook page. Attended the Douglas Economic Development Forum. Provide letters of support for development projects and grant applications. Provision of tourism statistics and research.
Assist the Douglas Shire Council, TTNQ and TEQ to secure events for the region.	Work with key events to promote the region and attract increased visitation.	Worked with Port Douglas Carnivale, World Cassowary Day in Cape Tribulation, Taste Port Douglas, GBR Marathon, Rugby 7's and Port Shorts.
	Assist Council with the promotion of key events that to attract increased visitation and a platform to promote the region.	Funded and provided marketing support to 7 regional events. Supported visits and VIPs at event to secure long term support from external tourism organisations. Participating in the regional Major Events Advisory Group. Ongoing social media promotion of events.

Engage key tourism organisations and business leaders to facilitate short, medium and long-term planning;		
Key Performance Indicator	Required Outcome	Annual Outcome
Engage with private enterprise, TTNQ, TEQ, QTIC and the Chamber in respect to tourism planning for the Douglas region.	Meet as required	Ongoing
Foster a positive relationship with the Chamber of Commerce.	Quarterly meeting with the Chamber executive	Met with Chamber executive members are required.
	Present Business Plan and Marketing Plan to Chamber board – July	Presented Business and Marketing Plan to President. Communicated all training opportunities and opened workshop invitations to Chamber members.
Manage the key issues and opportunities facing the tourism industry in the region;		
Key Performance Indicator	Required Outcome	Annual Outcome
Engage with local industry, TTNQ, TEQ, QTIC and the Chamber in respect to issues and opportunities facing the tourism industry.		Throughout the year ongoing meetings with members, new operators to the region, Business Events and Weddings Group Port Douglas, TTNQ Western, Domestic and Major Events panels, QTIC Industry Reform forum.
Representation at state and federal government meetings affecting the tourism industry.		Tourism Australia and Tourism Events Queensland meetings to discuss regional tourism. TEQ International Update, destination tourism plan forum, represented industry at the federal enquiry into the working holiday maker reform package. TNO DTP biannual workshop to progress strategy.
Represent the Douglas region with TEQ, QTIC and ATEC in regards to issues facing tourism in the region.		Ongoing communication throughout the year with TEQ destination specialist, QTIC and ATEC as required.

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	Annual Outcome
Membership - Increase in member mix and representation with introduction of new membership structure	Implement a revised membership structure capable of increasing membership and revenue to support year on year growth.	Membership numbers grew 5% to 178 products from 160 memberships
Present a leadership position on tourism issues for the region in the media and with tourism organisations such as QTIC and TEQ.	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.