



DESTINATION
GOLDCOAST.

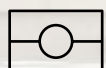
ANNUAL REPORT

2020 - 2021

THE YEAR OF INDIGENOUS TOURISM

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**WE ACKNOWLEDGE AND PAY RESPECT TO THE LAND
AND THE TRADITIONAL FAMILIES OF THE YUGAMBEH
REGION OF SOUTH EAST QUEENSLAND, AND THEIR
ELDERS PAST, PRESENT AND EMERGING.**

On the cover: Luther Cora, contemporary Aboriginal artist
of the Yugambeh language group.



ABOUT US

Destination Gold Coast (DGC) is the trading name of Gold Coast Tourism Corporation - a not-for-profit company which has been representing the city for over 45 years as a membership-based destination marketing organisation.

Tourism is one of the chief economic sectors on the Gold Coast, employing 35,000 people in 4,400 businesses.¹ As the region's peak tourism body, DGC has helped build the Gold Coast's tourism sector to be in the top 10 destinations² in the country for holiday visitors and develop a reputation as Australia's favourite holiday playground.

Destination Gold Coast promotes the Gold Coast as a premier leisure and business destination on behalf of 640 members, and the 26,000 businesses that contribute to the Gold Coast tourism levy. Destination Gold Coast delivers data-driven marketing strategies and campaigns to promote

its members across global consumer, trade, media and travel industry channels. Two accredited Visitor Information Centres are also managed by DGC, which provide valuable on-the-go planning, easy online booking and customer service support.

The organisation works closely with the City of Gold Coast, and state and national tourism bodies to advocate for local industry, to deliver strategies, development programs and business support to build a strong visitor economy and support local tourism operators. During the past 12 months, DGC has been instrumental in securing funding and providing practical support to help the Gold Coast tourism industry circumnavigate the challenges of a global pandemic.

For more information about DGC visit [destinationgoldcoast.com](https://www.destinationgoldcoast.com)



PURPOSE

For the Gold Coast to be Australia's premier holiday destination, whether travel be for leisure, business, events or connecting with family and friends.



VISION

To create a better Gold Coast through a strong visitor economy.



CHARTER

A member-based organisation, funded via a levy collected from ratepayers (by Council), responsible for successfully marketing the Gold Coast intrastate, interstate and internationally across all sectors - leisure and business. Lead and speak on behalf of the industry through collaboration, communications, data and advocacy.

¹ Regional Tourism Satellite Accounts, Tourism Research Australia, 12 months to June 2020.
² Tourism Research Australia National Visitor Survey, June 2021.

OUR BOARD



REPRESENTING THE DIVERSE BUSINESSES WHICH COMPRISE GOLD COAST’S TRAVEL, TOURISM AND EVENTS INDUSTRIES, THE BOARD OF DESTINATION GOLD COAST VOLUNTEER THEIR TIME AS SERVING MEMBERS TO OVERSEE THE ORGANISATION.

OUR BOARD

PAUL DONOVAN
CHAIR
Experienced aviation and tourism executive, former Tourism and Events Queensland Board member and current Chair of Events Management Queensland and Titans Community Foundation.

CLARK KIRBY
DEPUTY CHAIR
CEO Village Roadshow Theme Parks. Clark oversees the Australian operations including Movie World, Sea World, Topgolf, Wet’n’Wild, Paradise Country and Outback Spectacular, along with the Village Roadshow studios. Clark is also a Board member of Major Events Gold Coast.

JOHN PUNCH
OAM, HON. SECRETARY
An original member and founding director of Gold Coast Tourism, John has been a continuous serving member of the Board since formation in 1975.

CR HERMANN VORSTER
Division 11 Councillor. Cr Vorster was elected to the City of Gold Coast in 2016. He is the appointed Chair of the Lifestyle and Community Committee and also serves on the Economy, Planning and Environment, and Transport and Infrastructure committees.

MARK HODGE
General Manager Hotels & Residences, The Star Entertainment Group. With over 30 years’ in the tourism and hospitality industry, Mark has extensive experience in hotel operations management.

JOHN MORRIS
General Manager, RACV Queensland Resorts. With over 25 years’ hospitality experience, John has a background in senior sales, marketing and general management roles domestically, in the Pacific and in South East Asia.

LINDSAY WALLACE
Principal Consultant of LiveWire Consultancy. Lindsay brings 30 years’ experience from private and not-for-profit enterprises to contract and consult on projects in tourism and management.

SARAH COLGATE
General Manager and Managing Director of Aquaduck Safaris, Tours and Attractions Group, and Feels Amazing Retreats. With more than 25 years’ experience in the travel and tourism industry, Sarah specialises in business growth and product development of experiences and operations.

NICK SCOTT
Chairman of Regional Development Australia (Gold Coast) and on the Board of Bond University Business School as well as Gold Coast Academy of Sport. More than 37 years’ working as a media executive.

ADAM TWEMLow
Partner at KPMG. Formerly Royal Bank of Scotland in London and KPMG USA. Board member of the Perry Cross Spinal Research Foundation and on The Southport School Council.

ADRIENNE READINGS
General Manager, Gold Coast Convention and Exhibition Centre; experienced senior manager with hotels. More than 20 years’ experience in the hospitality and convention industry.

A MESSAGE FROM OUR CHAIR & CEO



2020-21 WAS A TOUGH YEAR FOR GOLD COAST TOURISM. YET DESPITE SIGNIFICANT CHALLENGES DUE TO THE ONGOING IMPACTS OF COVID-19, OUR INDUSTRY STOOD STRONG, DEMONSTRATING RESILIENCE AND RESOLVE, AS WELL AS A DEEP PASSION FOR OUR DESTINATION AND AN OPTIMISM FOR OUR FUTURE. DESTINATION GOLD COAST IS COMMITTED TO SUPPORTING ITS MEMBERS AND THE INDUSTRY THROUGH THIS PERIOD AND INTO A BRIGHTER FUTURE THAT IS HOVERING ON THE HORIZON.

With the Year of Indigenous Tourism extended into 2021, this presented an opportunity to celebrate the unique heritage embedded in our region and support the profile of Aboriginal and Torres Strait Islander experiences.

Gold Coast tourism faced some of its darkest days over the last 18 months, persevering through ongoing hardship with no surety in sight. Our 4,400 tourism businesses struggled with the unprecedented challenges presented by the loss of international and interstate visitors and the constantly evolving state border closures. Nobody was immune to the impacts of the pandemic - from mum and dad operators to major theme parks and attractions, we all felt it.

A silver lining through these difficult times was the overwhelming support of Queensland travellers and Gold Coast locals, who showed up to holiday in their home state and keep our tours, attractions, culture experiences, accommodation, dining and retailers in business. The Gold Coast's outdoor lifestyle, enviable climate and reputation as a safe and welcoming destination resonated with homegrown holidaymakers.

During frequent border closures and lockdowns, Destination Gold Coast's marketing activity switched from a national and international focus to domestic marketing, which meant an agile approach and tactical partnerships were key in the 16 campaigns the organisation delivered.

The State Government and Destination Gold Coast's jointly funded Gold Coast Holidays Dollars program couldn't have come at a more crucial time for our industry, and we partnered with Tourism and Events Queensland to drive real visitation during what was a softer period, injecting \$3.85 million into the Gold Coast economy.

With a strategic focus on the swift restoration of pre-COVID aviation access into the region, Destination Gold Coast supported Gold Coast Airport's efforts to rebuild domestic routes during the year. This resulted in restored connectivity across all the Gold Coast's core markets, with domestic capacity nearly recovering to pre-COVID levels by June 2021, before subsequent intrastate and interstate lockdowns.

Destination Gold Coast, in partnership with Gold Coast Airport and City of Gold Coast, secured an additional 449,000 seats into the Gold Coast via attraction of new routes or increased capacity over the forward 12 months, worth \$382 million to the local economy. New services included the introduction of Qantas services from Adelaide and Auckland, a new carrier with Rex Airlines flying from Sydney and Melbourne to the Gold Coast and a significant increase in capacity by Jetstar utilising their widebody 787 aircraft on Sydney and Melbourne routes. Strengthening aviation access over the next year will be a major focus in attracting new routes with our key aviation partners.

Destination Gold Coast also continued to develop a program of initiatives to ensure the tourism industry would be ready to bounce back when the time is right, including domestic and international campaign planning, and re-entry into leisure marketing in New Zealand.

In times of crisis, we need to rethink our approach to come out the other side of this pandemic stronger than we went in. What will lead this recovery is new experiences to enhance existing offerings. Invigorated products and experiences, with a focus on sustainable, Indigenous and nature-based tourism, will tempt the domestic markets to rediscover the Gold Coast and

give international markets a reason to return. Because while we've been a favourite holiday destination for many decades, this is a city that keeps evolving and changing, so visitors can always find a fresh perspective.

The City of Gold Coast's new offshore dive-site, Wonder Reef, is currently underway and as Australia's first floating reef, it's set to be a bucket-list experience for divers all over the world. A beach bar trial over summer will be a welcome product to help us cut through a crowded market as people begin to travel again. Gold Coast Airport's terminal expansion will double the footprint of existing infrastructure and enable the region to be ready to welcome even more visitors in 2022. Another major attraction for the Gold Coast is the new \$60 million HOTA Gallery - a world-class art gallery that has elevated the Gold Coast's cultural credentials.

Public and private investment for new infrastructure, attractions and experiences will continue to play a critical role to evolve our city and further strings for the tourism bow to deepen Gold Coast's economic base.

One of the greatest economic opportunities for the future of South East Queensland tourism comes from hosting the 2032 Olympic and Paralympic Games. We know the Gold Coast is perfectly placed to play a key role in these games and look forward to working with all levels of Government to prepare for this exciting and once-in-a-generation opportunity.

Going into 2022, Destination Gold Coast is focused on rebuilding visitation through effective marketing, restoring aviation access, and advocating for new tourism infrastructure and working collaboratively with industry and stakeholders to coordinate a unified response in shaping our recovery.

Tourism was a \$5.9 billion industry for the Gold Coast pre-COVID. Our job is to build the visitor economy back to what it was (a record year in 2019). We're not taking our foot off the pedal and will continue to position the Gold Coast as the nation's premier holiday destination.

Post-pandemic, Destination Gold Coast will be well-equipped to re-enter the market during what is sure to be a time of unprecedented competition for domestic marketing and vying for share of voice amongst Australian audiences. More than any other year, 2021-22 will be pivotal for tourism on the Gold Coast. The right level of investment and sound strategic choices will be key to the future of the local tourism industry.

With the revival of tourism, a predicted population boom and a commitment to capitalise every opportunity on our path out of this pandemic, the Gold Coast tourism sector stands to make a strong recovery and come back better than ever. While we're not out of the woods yet, there is hope on the horizon. Destination Gold Coast is dedicated to supporting our invaluable tourism sector to create an even stronger visitor economy as we welcome visitors back to Australia's favourite playground.

Working together with the City of Gold Coast, State and Federal Government, Tourism and Events Queensland and Tourism Australia, Destination Gold Coast is dedicated to rebuilding a robust and sustainable tourism economy for the Gold Coast.

As the world opens up again, tourism will bounce back in a big way and we know there is unprecedented pent-up demand. As Australia reaches vaccination targets, borders open up again and consumer confidence returns, all those postponed and cancelled holidays will finally come to fruition. And we'll be ready.

PAUL DONOVAN | CHAIRMAN

PATRICIA O'CALLAGHAN | CEO

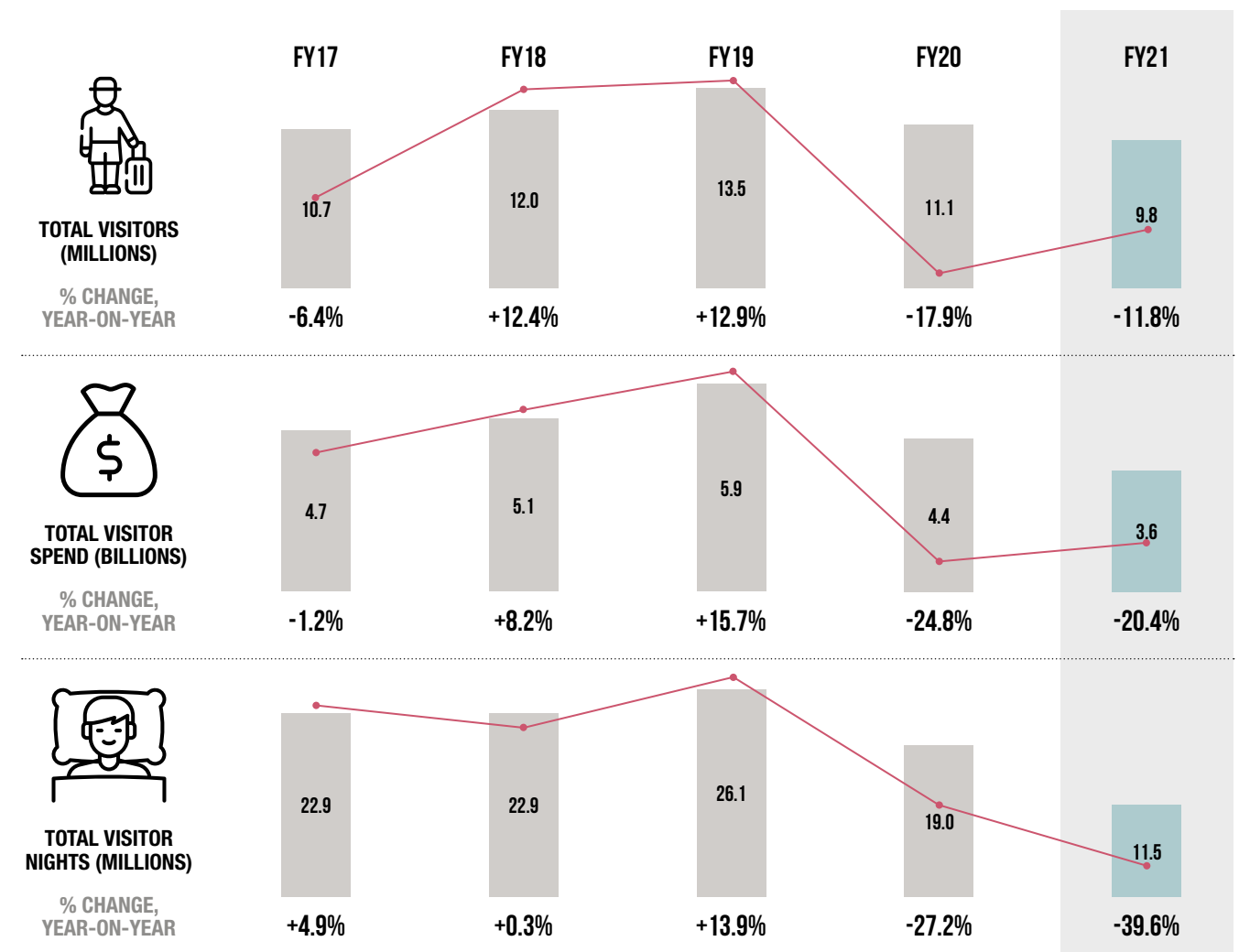
TOURISM PERFORMANCE

Gold Coast tourism continued to be impacted by the fallout of the COVID-19 pandemic for all four quarters of the 2020-21 year. Whilst 2019-20 was immediately impacted by border closures and shutdowns in the last quarters of 2020, in contrast 2020-21 was gradual with occasional peaks curtailed by sudden dips. The domestic travel landscape became apprehensive with ongoing uncertainty resulting from sudden and unpredictable border closures, city-wide lockdowns, mandated hotel quarantine for international and interstate markets based on hotspot treatment. Remarkably, whilst interstate travel almost halted completely, intrastate travel saw exponential growth as Queenslanders sought to holiday close to home.

GOLD COAST VISITOR ECONOMY

Tourism Research Australia data³ indicates that in 2020-21 the Gold Coast visitor economy declined by 20.4 per cent to \$3.6 billion. Overall, visitor numbers declined by 11.8 per cent to 9.8 million and visitor nights declined by 39.6 per cent to 11.5 million for the year. The decline in visitor nights was more marked as interstate and international markets, who would traditionally make up a large proportion of overnight stays, were effectively unable to travel to the Gold Coast.

GOLD COAST VISITOR ECONOMY - YEAR ENDING JUNE 2021



DOMESTIC OVERVIEW

In the depth of the pandemic, Queenslanders flocked to the Gold Coast in near record numbers. Figures for the three months to June 2021 highlight a sharp increase on the June 2020 quarter, with domestic overnight trips up by 111.8 per cent to 2.5 million visitors and 3.9 million total nights. The June 2021 quarter also saw a brief recovery in interstate domestic overnight travel with 534,000 interstate visitors, equalling the number of interstate visitors in the June quarter of 2019.

Despite the loss of a quarter of interstate overnight visitors over the year, intrastate overnight visitors to the Gold Coast increased by 33 per cent to 2 million visitors. These Queensland visitors also included a record number of intrastate holiday visitors to the Gold Coast, reaching 1.1 million visitors, up a staggering 71 per cent from June 2020. At the same time, Queenslanders also stayed longer on the Gold Coast with a lift in intrastate visitor nights of 40 per cent, which stabilised the overall decline in domestic visitor nights to dip by 2 per cent.

Overall, domestic overnight visitor expenditure for the year reached \$2.9 billion, up 4 per cent from expenditure recorded in the previous financial year. These visitors splurged during their stay on the Gold Coast with an increase in spend per person of 9 per cent for intrastate visitors and 12 per cent for interstate visitors on the year prior.

Domestic overnight visitors to the Gold Coast reached 3.2 million for the year, a slight improvement of 2.8 per cent from financial year 2020. Visitor nights

for the domestic market were 11.4 million, 2.5 per cent below the level in 2020. Despite this effort from the domestic overnight market, the Gold Coast remained behind its near record results in June 2019 by more than 1 million visitors, 5 million visitor nights, and almost \$1 billion in revenue.

Daytrip visitors dropped 9.3 per cent for the financial year to 6.6 million visits while accompanying spend declined 10.6 per cent to \$677.8 million. This was a result of day-to-day uncertainty and resulting decline in consumer travel confidence.

INTERNATIONAL OVERVIEW

With the complete closure of Australia's border to overseas tourist arrivals, New Zealand was the first and only market to briefly come back online to the Gold Coast with the two-way travel bubble (opened 19 April). The brief reopening saw a small number of New Zealand arrivals to the Gold Coast during the three-month period which was mainly attributed to visiting friends and relatives.

Figures for international visitor arrivals were too small to accurately report. However, Tourism Research Australia metrics used for international visitors and expenditure show both have a greater than 98 per cent decline on 2019-20. This equates to a loss of \$942 million in international visitor expenditure over the financial year.

³Tourism Research Australia National Visitor Survey and International Visitor Survey, June 2021.

LEADING IN TIMES OF CRISIS

By winter of 2020, the disproportionate impact of the COVID-19 pandemic on the Gold Coast's visitor economy was abundantly clear with ongoing repercussions to local, intrastate, interstate, and international travel. Throughout what has been the most challenging time in history faced by Gold Coast tourism, DGC's commitment to lead in times of crisis has never been stronger. In response, DGC undertook a step change in direction to align with industry partners to achieve the best possible outcomes for its stakeholders and advocated for or directly implemented outcomes-focused initiatives to support the visitor economy.



PEOPLE FIRST

The organisation's membership base increased by 27 per cent to 640 members for the year. This spike demonstrates the sought-after value that DGC offered stakeholders at a time they needed it most. Through a series of online surveys and face-to-face roundtables represented by nearly 600 industry peers, insights were gleaned to understand industry's first-hand experience and operational challenges during the period. This enabled DGC to accurately advocate for and represent industry's voices whilst delivering resilience and business continuity resources.



PARTNER-LED RECOVERY

Significant additional funding to sustain and stimulate recovery was secured through initiatives including the Federal Government's \$10 million Recovery for Regional Tourism Program, \$2.75 million in Queensland Government funding for campaign activity via Tourism and Events Queensland, a \$250,000 joint partnership with Tourism Australia and Tourism and Events Queensland to assist member products with asset and content enhancements, and a series of consumer focussed co-funded campaigns to available markets with industry partners.



VOICE FOR INDUSTRY

Represented the interests of industry by actively engaging at senior levels with Local, State and Federal Government and relevant peak tourism bodies. Key areas of focus were immediate fiscal measures and business support for industry survival in addition to future product and infrastructure development. Destination Gold Coast also assisted the private sector in securing support for policies and initiatives to drive long-term recovery of the Gold Coast visitor economy.



FIRST-EVER LOCAL CAMPAIGN

Ongoing impacts to tourism and subsequent border closures led DGC to take an active and leading role to market the region to Gold Coasters. In response to the loss of virtually all key source markets, Gold Coast locals were incentivised to explore their city and support local through a first-of-its-kind localised marketing campaign, Play Money.



“

HAVING TAKEN OVER GOLD COAST WATERSPORTS IN 2019, WE WERE WELCOMED INTO DGC'S TOURISM COMMUNITY WITH OPEN ARMS. DGC GAVE US AN OVERWHELMING AMOUNT OF SUPPORT AND ADVICE AS WELL AS SELF CONFIDENCE THAT WE WERE ON THE RIGHT TRACK. THE LAST TWO YEARS HAVE BEEN AN EMOTIONALLY, PHYSICALLY AND FINANCIALLY DIFFICULT PERIOD AND WE ALWAYS FELT COMFORTABLE TO REACH OUT TO ANY OF THE DGC TEAM MEMBERS WHO WOULD GO OUT OF THEIR WAY TO HELP US. WE CONTINUE TO FEEL CONNECTED, ENGAGED AND INFORMED WITH WHAT'S GOING ON. IT'S BEEN A GREAT COMFORT OVER THE PAST YEAR AND MORE, KNOWING AND FEELING, AS WELL AS SEEING IN ACTION, THAT DGC BACK THEIR MEMBERS.

”

GOLD COAST WATERSPORTS

OUR STRATEGY

RESPOND, ADAPT AND PIVOT

Destination Gold Coast's 2020-21 strategy was purpose built to respond to the evolving COVID-19 situation and economic recovery at a local, state, national and international level. Business as usual disruptors and non-COVID-19 related economic, social and cultural conditions were continuously factored into DGC's operations, and adjustments made accordingly throughout the year. The below four strategic goals underwrote the delivery of DGC's activity.



STRATEGIC GOAL 1

DESTINATION MARKETING

Return to market share growth by building on FY19 success.

Implement a phased domestic market re-entry plan with a high degree of flexibility so that timing can match in-market forces as travel bans are lifted and consumer confidence returns to travel domestically. Incorporate New Zealand as border restrictions are lifted. International marketing to be re-assessed during this period.



STRATEGIC GOAL 2

ADVOCACY

Provide Gold Coast's tourism sector with effective leadership throughout the COVID-19 crisis.

Destination Gold Coast is best placed to advocate for the Gold Coast tourism sector at all levels of government to mitigate the COVID-19 crisis impacts. Destination Gold Coast is also best placed to lead the sector's recovery efforts through working closely with the three tiers of government, members, stakeholders and media to ensure maximum share of voice and funding for the Gold Coast.

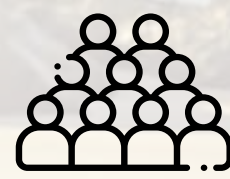


STRATEGIC GOAL 3

INDUSTRY ENGAGEMENT

Effectively engage with stakeholders and members throughout the COVID-19 crisis.

Connect with members and stakeholders to understand COVID-19 business impacts and provide practical support. Destination Gold Coast should be seen as the credible source of information and resources for Gold Coast's tourism sector to survive the crisis.



STRATEGIC GOAL 4

BUSINESS EVENTS

Maximise existing and potential business events opportunities for the Gold Coast, with an emphasis on national business.

Effectively compete to secure national bookings for 2021 and beyond.



MARKETING RESPONSE



15 JULY -
21 SEPT



INTRASTATE RE-ENTRY CAMPAIGN

5.6 million
people reached

27 JULY -
16 AUG



WEBJET COMPETITION

17,000 new
subscribers

3 AUG -
21 SEPT



RE-ENTRY CAMPAIGN NSW, ACT & SA

8.4 million
people reached

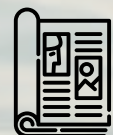
14 AUG -
20 SEPT



NATIONAL AFL INTEGRATION

4.7 million people
reached with
Gold Coast vision

AUG -
MARCH



'COME AND PLAY' SUPPLEMENT

1.25 million
households reached
in Australia &
New Zealand

6-10
OCT



PLAY MONEY

\$1 million+
injected into the
local economy
10,000 promocodes
sold out in 35 hours
2.2 million
page views

18 OCT -
19 DEC



PRE-SUMMER CAMPAIGN

16.4 million
people reached
67,400 leads
to industry
26% of high spending
travellers agreed
"it's my highest
priority to visit"
after seeing
campaign creative

13 JAN -
1 MAR



HOLIDAY YOUR WAY ACQUISITION CAMPAIGN

43,333 unique entries
5 million impressions
Family adventures
most popular prize
selection

4 FEB -
7 JUL



NEW ZEALAND REMIND AND RE-ENTRY CAMPAIGN

8.47 million
people reached
6,000 leads
to industry
58% (+12%)
overall consideration
of visiting the Gold
Coast after seeing
campaign creative

14 FEB -
9 APR



PRE-EASTER CAMPAIGN

9.5 million
people reached

17 MAY -
14 JUL



WINTER CAMPAIGN

32 million
impressions

3 JUN



GOLD COAST HOLIDAY DOLLARS

40,000 vouchers
issued in partnership
with Tourism and
Events Queensland
185 participating
operators
\$3.85 million+
value of bookings

DESTINATION MARKETING

AUSTRALIA AND NEW ZEALAND MARKETING

Destination Gold Coast navigated unparalleled loss of visitation and unpredictable border closures by negotiating greater flexibility in marketing campaign strategies. This included local, state, national and New Zealand marketing initiatives to keep the Gold Coast relevant in a highly competitive travel marketplace.

Contracts with media, tourism partners and campaign creative assets were built to be highly adaptable as key markets turned on and off with little notice. This led DGC to swiftly shift attention towards the highest yielding available travellers at any given time. Despite circumstances, 16 campaigns were launched, leveraging the Gold Coast's highly successful brand 'Australia's Favourite Playground' and 'Come and Play' platform.

Although local area marketing traditionally sits outside of DGC's remit, extraordinary circumstances with restrictions to intrastate travel for a period saw the launch of a large-scale localised campaign 'Play Money' enticing Gold Coasters to explore their own backyard. This saw 10,000 promotional codes sold out across 91 member tours and attractions within a 35-hour

window. Lauded a success as a first-ever local marketing effort, total sales valued over \$1 million with an average booking value of \$104.

The Gold Coast was the first region in Australia to execute a remind and re-entry campaign into the New Zealand market in the lead up to and during the brief Trans-Tasman bubble reopening. 'Kia Ora Kotou, We Miss You' and 'New Zealand: We're On!' included heartfelt messages from Gold Coast Kiwis against a backdrop of stunning scenery and quintessential experiences that invited New Zealanders to come back and play on the Gold Coast.

Destination Gold Coast hosted 36 domestic media famils with top tier print and online publications, predominantly intrastate based, to showcase the breadth of Gold Coast's offering across more than 100 experiences. Coupled with destination publicity, more than 43.8 million people were reached with highlights including hosting weather crosses with Sunrise from SkyPoint Observation Deck and the Today Show at newly opened HOTA Gallery.

DIGITAL AND SOCIAL MEDIA

Destination Gold Coast continues to work towards growing its digital footprint and this year saw the Digital Segmentation strategy completed using data extracted from the 2019 and 2020 Gold Coast Australian Traveller Survey to gauge changes in consumer sentiment. Target segments include active travellers, family fun, luxury lovers and travel bugs, with content tailored to priority activities on the Gold Coast. This project informed DGC to create data-led content for its digital channels to increase audience sizes, improve online engagement and better understand the value of online consumers for future marketing initiatives.

Segmentation will guide the structure for DGC's new website, due to launch in 2022, to better service both new and existing consumers with the right content at the right time. The multi-phased project saw DGC's new digital asset management platform launch earlier this year, Content Hub.

Continuing to share a mix of user-generated, partner and original content, DGC continued to grow across all owned social media platforms, with

strong increases across Facebook and Instagram. With over 1.5 million followers⁴ across social media platforms, DGC generated more than 38.9 million interactions and views for the year. A social media strategy to post frequent interactive content pieces and incorporate more video content contributed to steady follower growth, increased engagement and video views. Recognising markets interstate and abroad continued to be impacted by protracted border closures and lockdowns, DGC saw an opportunity to continue to sensitively deliver content that provided informative and inspirational escapism about the Gold Coast to inspire visitation as consumer confidence builds.

Paid digital activity centred on the domestic market predominantly with an intermittent extension into New Zealand. Overall, DGC generated in excess of 224 million impressions and reached 59 million people during the year. By extension, campaign leads including online holiday deals grew by 47 per cent from the year prior and delivered 296,800 leads to industry with 88 per cent unique users.

⁴ Facebook, Instagram, Twitter and YouTube analytics.

VISITOR INFORMATION CENTRES

Destination Gold Coast operates two Visitor Information Centres (VICs) to assist visitors in planning their Gold Coast holiday, with services including reservations and sales for accommodation, tours, cruises, theme park tickets, transport and general enquiries. Due to COVID-19 restrictions and the resulting impact on visitation, the VIC at Gold Coast Airport was closed for the first part of the financial year until December 2020, and the Cavill Mall VIC in the heart of Surfers Paradise was trading at reduced capacity and staffing.

In support of these interruptions, members were provided complimentary VICs packages at both centres. Overall, the VICs sold more than \$524,000 member and Gold Coast product, with a total of 110 members represented both digitally and with brochures.



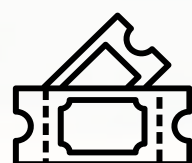
\$524,000

MEMBER PRODUCT SALES



35,000

VISITOR ENQUIRIES



110

MEMBER PACKAGES

“

DGC HAVE BEEN INSTRUMENTAL TOWARDS SUPPORTING THE RECOVERY OF TOURISM IN QUEENSLAND. THE TEAM USED INNOVATIVE WAYS TO ENCOURAGE AUSTRALIANS TO TRAVEL, FINDING NEW WAYS TO DRIVE IMMEDIATE VISITATION. THE TOURISM MARKET IS ON THE ROAD TO RECOVERY ON THE GOLD COAST THANKS TO THE SUPPORT OF THE TEAM. IN FACT, OUR JOINT CAMPAIGN BETWEEN OCTOBER-DECEMBER 2020, ASSISTED IN ACCOR ACHIEVING A 66% FORECASTED UPLIFT.

”

ACCOR

ADVOCACY

Advocacy was at the forefront of the organisation as the COVID-19 pandemic continued to hit the heart of the Gold Coast. Subsequently, a significant emphasis was placed on realigning internal resources to strengthen DGC as a leading and powerful voice for the region's tourism sector.

For many tourism operators on the Gold Coast, the ability to retain a skilled workforce and operational challenges were a priority as the JobKeeper Payment program ceased in March 2021. This coincided with fluctuating demand and confidence for travel. Working hand-in-glove with the City of Gold Coast, all avenues of state and federal support were pursued with the intent of securing funding to sustain and stimulate recovery within the region.

Engaging stakeholders, both federal and state-based tourism bodies and associations, business advisory groups and media at the right level and frequency to enhance the reputation of industry remained a core priority throughout the year as the sector faced its most challenging environment in living history.

More than \$31 million in earned media and publicity was generated for the year with strong coverage at a national and state level, which demonstrates the high level of interest sought by outlets for the voice of tourism on the Gold Coast.

In collaboration with industry, thoroughly considered responses to counteract these barriers, and measures to aid recovery and ultimately the growth of Gold Coast's visitor economy have been carried forward.

HIGHLIGHTS

In November 2020, the Federal Government launched a Recovery for Regional Tourism Program initially slated to run over an 18-month period, since extended to 2022-23. This forms part of the \$1 billion Relief and Recovery Fund, which aids sectors, regions and communities disproportionately affected by the economic impacts of COVID-19. The Gold Coast was one of the region's identified and awarded \$10 million in funding to aid long-term recovery. Destination Gold Coast actively worked with industry to confirm 13 key projects that support industry development, major events, business events, experience development, aviation, and destination marketing.

The Federal Government's \$1.2 billion Tourism and Aviation Network Support Program to drive recovery in regions reliant on international tourism saw more than 25 per cent of the 800,000 half-price domestic flights sold to the Gold Coast. The discounted tickets were available from April 2021 for booking through until July 2021 (unless sold out earlier) and travel by November 2021.

In June 2021, the Queensland Government via Tourism and Events Queensland, and in collaboration with DGC, launched the Gold Coast Holiday Dollars promotion to stimulate intrastate travel to the region. The program delivered more than 16,100 voucher bookings and injected \$3.85 million into the local economy at a time when travel continued to be disrupted domestically.

In recognition of the Year of Indigenous Tourism, DGC in collaboration with Tourism and Events Queensland, partnered with the Yugambeh Regional Aboriginal Corporation Alliance to complete a feasibility study for the Sea Mullet Festival, a grassroots event with significant potential to be held on the Gold Coast next financial year.



CASE STUDY

Recognising the importance to foster innovation and fast-track infrastructure development for Gold Coast's long-term success as an enviable destination, DGC supported a number of applications including Currumbin Wildlife Sanctuary to access grant support with a focus on invigorating new product for the wildlife park.

“

DGC'S INDUSTRY UPDATES IN TIMES OF GREAT UNCERTAINTY, SUPPORT WITH GRANT AND FUNDING APPLICATIONS AND HELP IN BRINGING PRE-COVID PLANS TO FRUITION HAS BEEN INVALUABLE. DGC ALSO ASSISTED IN THE DELIVERY OF TWO NEW INDIGENOUS EXPERIENCES WHICH INCLUDE A YARNING CIRCLE TO HELP EDUCATE OUR COMMUNITY ON INDIGENOUS CULTURE, AND A LIGHT AND SOUND SHOW AS PART OF OUR TWILIGHT TOURS TO TELL THE STORY OF OUR FIRST NATIONS PEOPLE. THE TEAM ASSISTED IN COORDINATING FUNDING FROM THE RECOVERY FOR REGIONAL TOURISM PROGRAM THROUGH THE FEDERAL GOVERNMENT FOR A NEW PRECINCT SET TO LAUNCH IN SUMMER. KNOWING THAT THERE'S SIGNIFICANT SUPPORT OUT THERE TO ASSIST THE TOURISM INDUSTRY ON THE GOLD COAST TO RECOVER FROM THE EFFECTS OF COVID-19 HAS REINVIGORATED THE SANCTUARY.

”

CURRUMBIN WILDLIFE SANCTUARY – NATIONAL TRUST

INDUSTRY ENGAGEMENT

In 2020-21, DGC made base tourism membership fees free of charge for an industry that was feeling the compounding effects of closed borders and interrupted trade. 640 members of DGC were engaged on many levels with communications adapting to the digital space on lockdowns and then continuing as an efficient means to exchange information with industry.

Thirteen events were held throughout the year amid lockdowns and capacity requirement changes at venues. Events were delivered both virtually and in person, giving opportunities to connect for the over 1,400 members that took part. New initiatives to address the mental wellbeing of industry were actioned with LIVIN adopted as DGC's corporate charity partner as well as mindfulness and yoga sessions available to members. Interest was sought from DGC's membership base to form a COVID Consult Group, which proved to be an effective conduit from industry to DGC for the purpose of creating new promotional opportunities, feeding sentiment back to relevant government and industry bodies and taking the pulse of the membership base.



CASE STUDY

The National Experience Content Initiative was launched by Tourism Australia and Tourism Events Queensland with Gold Coast as the pilot project due to the loss of international markets to the region. Fifty experiences on the Gold Coast were selected to take part in receiving fresh imagery and vision to enhance their marketing efforts. In addition, DGC commenced a Content Initiative for members to enhance Australian Tourism Data Warehouse listings. Members were provided with fresh photographic stills and vision as well as copy to update their online listings, which pull through to DGC's website as well as other tourism bodies.

“

“WE’RE THRILLED TO HAVE BEEN A PART OF THE NATIONAL EXPERIENCE CONTENT INITIATIVE AND PROUD TO HAVE WORKED WITH INDUSTRY PARTNERS TO GENERATE NEW CONTENT TO BE USED DOMESTICALLY AND EVENTUALLY INTERNATIONALLY. AS A BUSINESS, WE CANNOT WAIT TO USE THESE ASSETS IN OUR OWN MARKETING ON OUR WEBSITE, BROCHURES AND ADVERTISING MATERIAL, ON SOCIAL MEDIA AND IN ANY OTHER CAPACITY WE CAN.

”

WALKIN' ON WATER SURF SCHOOL

BUSINESS EVENTS

Business events are a high yield segment of the visitor economy, bringing direct and indirect economic impact to the Gold Coast. The sector is vital in balancing the weekend economy, driving visitation from Monday to Friday, as well as traditional off-peak tourism seasons.

Prior to the pandemic, business events contributed \$570 million annually to the Gold Coast economy.⁵ This year saw increased competition from all Australian cities introducing significant funding offers to attract business events, in addition to cities traditionally reliant on international business events shifting to the domestic market and directing large budgets to secure market share. Ongoing challenges affecting business confidence remained with border restrictions and lockdowns continuing to impact recovery.

Strategic objectives employed by DGC to combat these variables focused on maximising existing and potential business events opportunities for the Gold Coast with an emphasis on national business events.

- Maintaining engagement with clients and partners in all markets to ensure the security of the future pipeline, encouraging postponement over cancellation.
- Marketing initiatives to maintain top-of-mind presence with a 'Let's Meet Again Soon' video series.
- Completion of a 'whole-of-Gold-Coast' business events review in consultation with key stakeholders.
- Digital campaign 'Support for your Business Event' activated to drive consideration, leads and conversion to Gold Coast venues.
- When restrictions allowed, the return to in-market trade activity including 'This is Gold Coast,' a three-day familiarisation attracting 25 conference decision makers.
- Continued engagement in core international markets for business events with a series of virtual international familiarisations and partnership opportunities in collaboration with Tourism Australia and Tourism Events Queensland.

Despite the challenging environment, DGC secured 104 business events with an estimated economic impact of \$99.3 million. Bid wins included World Federation of Chiropractic Biennial Congress 2023 (1,000 delegates), Topical Meeting of the International Society for Electrochemistry 2023 (200 delegates), Veterinary Nurses Council of Australia Annual Conference 2022 (400 delegates) and FoodTech Queensland 2022 (1,000 delegates).

⁵ Queensland Business Events Survey (QBES) 2018-19 compiled by Queensland Treasury for Tourism and Events Queensland. Due to a change in reporting methodology, meeting & conventions and delegate data do not include unidentified incentive data. Economic impact includes unidentified incentive data.



\$117M

ECONOMIC IMPACT
OF FUTURE BUSINESS
EVENTS PIPELINE



104

FUTURE BUSINESS
EVENTS SECURED



\$28M

ECONOMIC IMPACT
GENERATED FROM
'SUPPORT FOR YOUR
BUSINESS EVENT'



\$16M

ECONOMIC IMPACT
GENERATED FROM
'THIS IS GOLD COAST'

CORPORATE GOVERNANCE

FINANCIALS

FOR THE YEAR ENDING 30 JUNE 2021

As a public company largely funded via a tourism levy collected by the City of Gold Coast, and grants from the Queensland Government (represented by Tourism and Events Queensland), Gold Coast Tourism Corporation, trading as Destination Gold Coast, is committed to observing best-practice corporate governance.

By acting transparently, professionally and ethically, DGC ensures the effective investment of its funds for the greatest benefit to its levy payers and members, while maintaining the sustainability of the organisation for the benefit of the Gold Coast in future years.

AUDIT, FINANCE AND RISK COMMITTEE

This Committee supports and advises the Board on the company's financial reporting, risk management function, control environment and legal and regulatory compliance. The Committee has a clear charter.

In carrying out these functions, the Committee maintains unobstructed lines of communication between the Committee, the external auditors and DGC management and has the power to seek advice from external parties or specialists where deemed appropriate.

The Committee consists of at least three independent Board Directors. Committee members are appointed by the Board with the Committee meeting at least twice a year.

The current Committee members are:

- Adam Twemlow (Chair)
- Adrienne Readings
- Lindsay Wallace

Committee meetings are also attended by the Chief Executive Officer (CEO) and Chief Finance Officer.

REMUNERATION COMMITTEE

This Committee was introduced during 2017-18, met twice during the year, and will meet at least twice per annum in future.

It has been introduced to allow a more structured and transparent approach to the effective tracking of the performance of the CEO and senior executives, in particular. Remuneration of the CEO and senior executives will be reviewed by the Committee in light of this performance.

The Committee also has oversight of the remuneration policies for all employees, including engaging external experts periodically to check DGC is remunerating employees in line with relevant benchmarks.

The Audit, Finance and Risk Committee Chair is appointed to be the Chair of the Remuneration Committee.

The current Committee members are:

- Adam Twemlow (Chair)
- Adrienne Readings
- Peta Fielding (Nov 2020)

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GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

DIRECTORS' REPORT

The Directors present the following report of Gold Coast Tourism Corporation Limited (“the Company”) for the year ended 30 June 2021:

Directors
The names of Directors who held office at any time during or since the financial year are:

Directors	Directors' Meetings		Audit Committee Meetings		Remuneration Committee Meetings	
	Attended	Eligible	Attended	Eligible	Attended	Eligible
Paul Donovan (Chairman)	10	10	-	-	-	-
Clark Kirby (Vice Chairman)	8	10	-	-	-	-
John Morris	8	10	-	-	-	-
Lindsay Wallace	10	10	3	3	-	-
Nicholas Scott	10	10	-	-	-	-
Adam Twemlow	6	10	3	3	2	2
Adrienne Readings	9	10	2	3	2	2
Mark Hodge	9	10	-	-	-	-
Peta Fielding (resigned – Nov ’20)	4	5	-	-	2	2
Sarah Colgate (appointed – Nov ’20)	5	5	-	-	-	-
Cr. Herman Vorster (appointed – Nov ’20)	2	5	-	-	-	-
Cr. Bob La Castra (resigned – Nov ’20)	1	5	-	-	-	-
The position of Honorary Secretary was held by: John Punch	8	10	-	-	-	-

Objectives

The objective of the Company is to grow tourist, business and event visitation and expenditure on the Gold Coast, thereby facilitating wealth generation in the tourism and business events sectors for the benefit of stakeholders and the community.

The long-term objectives are for the Gold Coast to be recognised locally, nationally and internationally as one of the world’s great tourist and business events destinations, and for Gold Coast Tourism to be universally acknowledged as a successful, globally aware destination marketing organisation that embraces a culture of continuous improvement, customer focus, current technology, contemporary leadership and excellence.

Strategy for achieving the objectives

The key strategies include:

- Apply available resources in the most effective and productive manner to achieve the Company’s marketing objectives.
- Assume industry leadership by providing a clear voice on destinational issues including safety and image.
- Continue to build strategic partnerships to leverage available resources and develop genuine cooperative relationships into the future.
- Identify and invest in growth opportunities.
- Establish Gold Coast Tourism as an employer of choice.
- Identify and promote the development of appropriate new product and infrastructure necessary for long term industry sustainability.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

DIRECTORS' REPORT (Continued)

Principal Activities

The principal activity of the Company for the year ended 30 June 2021 was the marketing of the Gold Coast region as a leisure tourism, business and events destination.

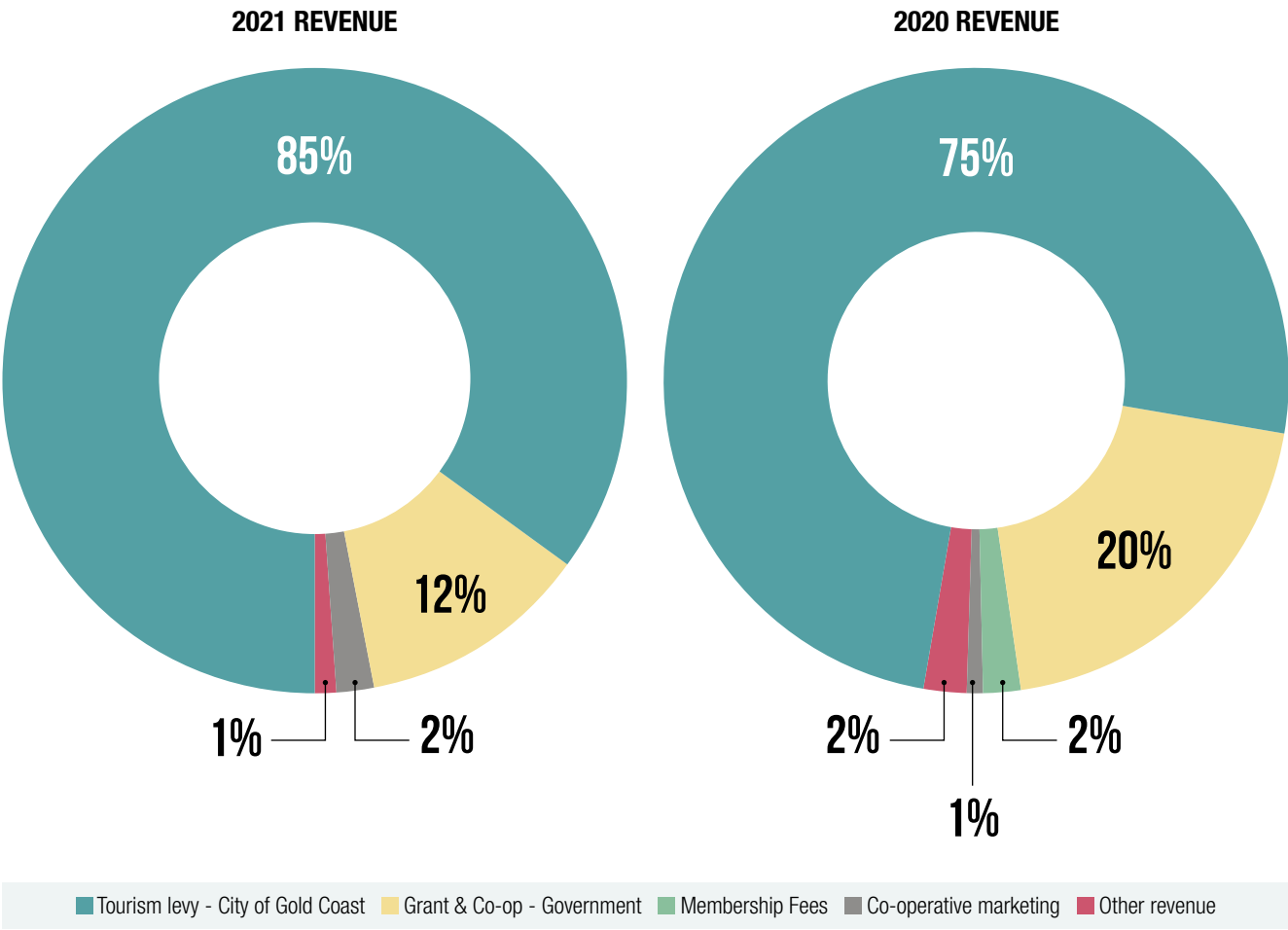
There were no significant changes in the nature of the Company's activities during the financial year.

Performance Measures

The Company measures its performance in terms of both the level of tourist visitation and expenditure to the Gold Coast and the volume and quality of the marketing activities it undertakes. Visitor statistics released by Tourism Research Australia assist with the assessment of performance in visitation and expenditure.

Review and Results of Operations

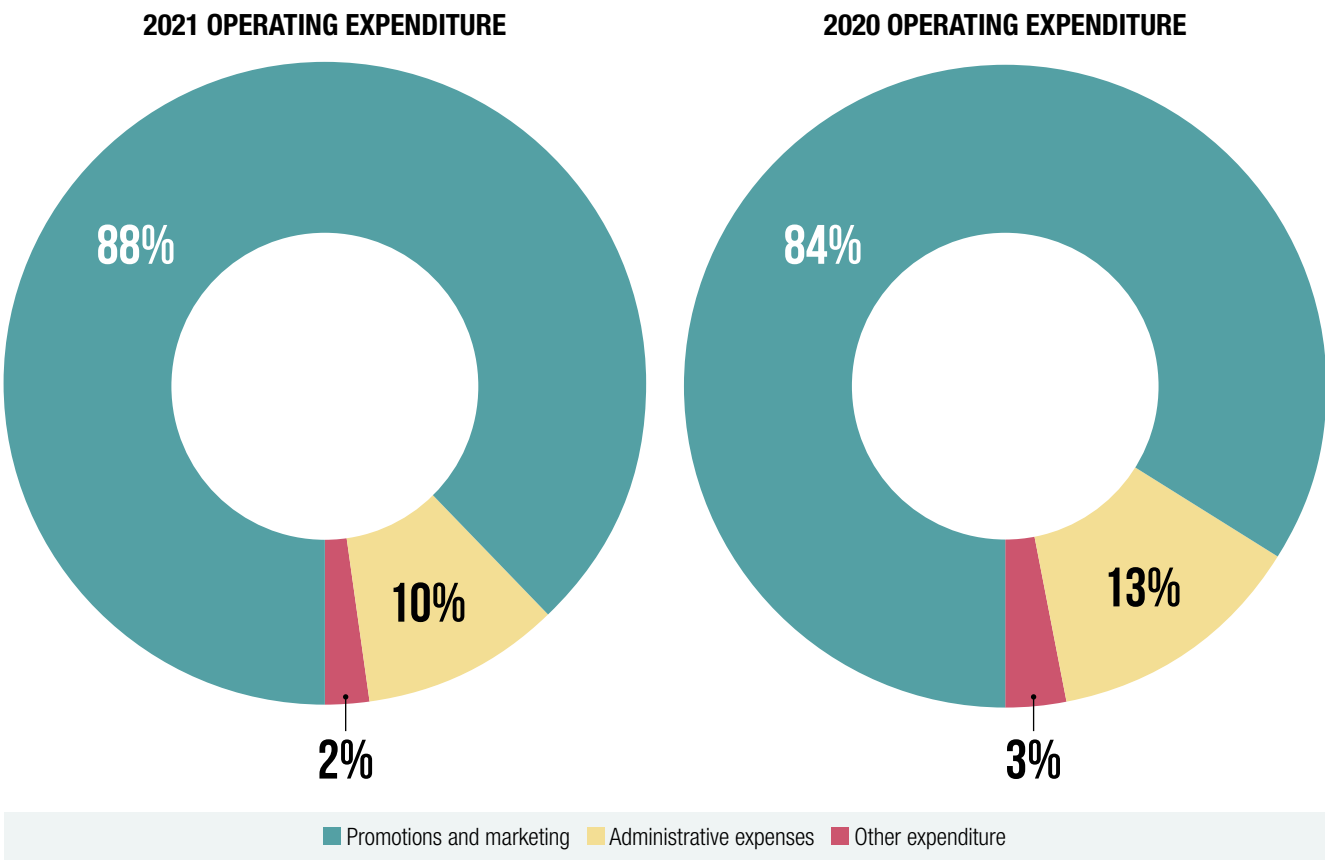
The Company has incurred a net deficit for the year of \$4,247,410 (2020: \$4,925,716 surplus).



The Company continued to maintain a strong membership base of 640 ordinary members (2020: 490 ordinary members). Existing members were not charged an annual subscription fee during the year and new members received the base membership package without charge. This was in support of the impact COVID-19 is having on the tourism industry. Funding of \$16.2m (2020: \$16.6m) was obtained from the Tourism Levy. The Company also received co-operative marketing revenue of \$356,518 (2020: \$183,118).

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

DIRECTORS' REPORT (Continued)



The 2021 operating expenditure of \$23.1m (2020: \$16.9m) continued to focus on external promotions and marketing of the Gold Coast. Approximately 88% (2020: 84%) of total expenditure of the Company focused on marketing activities.

The net assets of \$3.4m at 30 June 2021 are represented by Members’ equity at year end, which includes an accumulated surplus of \$3.1m.

Likely future Developments and Expected Results

The Company has established a clear strategy focussed on four key pillars of People and Partnerships, Rebuilding Visitor Demand, Restoring Access, and Advocacy. The strategy is centred around the goal of rebuilding the \$5.9 billion tourism industry through partnership driven activities and initiatives.

Significant Changes in State of Affairs

The Gold Coast has been disproportionately affected by the global pandemic, largely through the exposure of its largest economic sector being that of tourism. As a result of national and international travel restrictions, marketing and development activities were revised and this has resulted in savings to original budget for both the 2020 and 2021 financial years.

The Company has reviewed the viability of its operations as a going concern and has include further disclosures in note 2.p) to the financial statements.

Contribution on Winding Up

The Company is limited by guarantee. If the Company is wound up, the Constitution states that each member is required to contribute a maximum of \$20 towards meeting any outstanding obligations of the Company. The total amount that members of the Company are liable to contribute if the Company is wound up is \$12,800 based on 640 current ordinary members.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

DIRECTORS' REPORT (Continued)

Information on Directors

Name	Position	Entity	Board Position	Number of years on Board of Directors
DONOVAN, Paul	General Manager (Business Relationships)	Queensland Airports Limited (Member nominee for City of Gold Coast)	Chairman	16 years
READINGS, Adrienne	General Manager	Gold Coast Convention & Exhibition Centre	Director	17 years
MORRIS, John	General Manager	RACV Queensland Resorts	Director	7 years
WALLACE, Lindsay	Principal Consultant	LiveWire Consultancy	Director	6 years
SCOTT, Nicholas	Board Director	(Member nominee for City of Gold Coast)	Director	5 years
TWEMLOW, Adam	Partner	KPMG	Director	4 years
KIRBY, Clark	Executive Chairman and CEO	Village Roadshow Theme Parks Group	Vice Chairman	3 years
HODGE, Mark	General Manager (Hotels & Residences)	The Star Gold Coast	Director	2 year
COLGATE, Sarah	General Manager & Managing Director	Aquaduck Safaris, Tours & Attractions, Feels Amazing Group	Director	1 year
VORSTER, Hermann	Councillor	City of Gold Coast	Director	1 year

Company Secretary

John Punch was appointed to the position of Honorary Secretary for the current year and has been a member of the Board since incorporation of the Company in February 1975 and is a senior partner in the legal practice Short Punch & Greatorix.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184
DIRECTORS' REPORT (Continued)

Indemnification and Insurance of Directors and Officers

The Company has not, during the financial year, in respect of any person who is or has been an officer or auditor of the Company or a related body corporate:

- indemnified or made any relevant agreement for indemnifying against a liability incurred as an officer, including costs and expenses in successfully defending legal proceedings; or
- paid or agreed to pay a premium in respect of a contract insuring against a liability incurred as an officer for the costs or expenses to defend legal proceedings.

Performance in Relation to Environmental Regulation

There have been no breaches of environmental regulations by the Company during or since the financial year.

Proceedings on behalf of the Company

No person has applied for leave of Court to bring proceedings on behalf of the Company in relation to activities performed by the Company.

Auditor's Independence Declaration

The auditor's independence declaration under Section 307C of the *Corporations Act 2001* is attached to this financial report on page 57

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


.....
Director

Broadbeach, 29 September 2021.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184
DIRECTORS' DECLARATION

In the opinion of the Directors of Gold Coast Tourism Corporation Limited:

- the attached financial statements and notes thereto comply with the *Corporations Act 2001*, the Accounting Standards – Reduced Disclosure Requirements, the Corporations Regulations 2001 and other mandatory professional reporting requirements;
- the attached financial statements and notes thereto give a true and fair view of the Company's financial position as at 30 June 2021 and of its performance for the financial year ended on that date; and
- there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of the Directors made pursuant to section 295(5) of the *Corporations Act 2001*.

On behalf of the Directors


.....
Director

Broadbeach, 29 September 2021.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2021

	Notes	2021 \$	2020 \$
Revenue	3	19,010,063	21,957,184
Cost of goods sold		(93,375)	(176,796)
Information centre expenses		(314,557)	(362,870)
Promotions and marketing expenses		(20,355,463)	(14,120,864)
Administrative expenses		(2,316,030)	(2,236,998)
Net (Deficit)/Surplus from Operating Activities	4	(4,069,362)	5,059,656
Financial income		68,101	134,155
Financial expenses		(246,149)	(268,095)
Net finance cost		(178,048)	(133,940)
Net (Deficit)/Surplus for the year		(4,247,410)	4,925,716
Other Comprehensive income		-	-
Total Comprehensive (Deficit)/Surplus for the year		(4,247,410)	4,925,716

The above Statement should be read in conjunction with the attached Notes.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2021

	Notes	2021 \$	2020 \$
Current Assets			
Cash and cash equivalents	15	7,242,261	8,885,708
Financial assets	6	154,909	154,909
Trade and other receivables	7	17,444	26,802
Inventories		21,045	27,488
Other current assets	8	1,181,841	522,523
Total Current Assets		8,617,500	9,617,430
Non-Current Assets			
Property, plant and equipment	5,9	3,258,448	3,807,868
Intangible assets	10	309,423	75,985
Total Non-Current Assets		3,567,871	3,883,853
TOTAL ASSETS		12,185,371	13,501,283
Current Liabilities			
Trade and other payables	11	4,320,153	1,063,973
Bank overdraft	15	38,149	11,808
Provisions and lease liabilities	5,12	931,054	867,556
Total Current Liabilities		5,289,356	1,943,337
Non-Current Liabilities			
Provisions and lease liabilities	5,12	3,536,822	3,951,343
Total Non-Current Liabilities		3,536,822	3,951,343
TOTAL LIABILITIES		8,826,178	5,894,680
NET ASSETS		3,359,193	7,606,603
Equity			
Reserves	13	250,000	250,000
Accumulated surplus		3,109,193	7,356,603
TOTAL EQUITY		3,359,193	7,606,603

The above Statement should be read in conjunction with the attached Notes.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2021

	Reserves	Accumulated Surplus	TOTAL
	\$	\$	\$
Balance at 1 July 2019	250,000	2,430,887	2,680,887
Total Comprehensive surplus for the year	-	4,925,716	4,925,716
Balance at 30 June 2020	<u>250,000</u>	<u>7,356,603</u>	<u>7,606,603</u>
Balance at 1 July 2020	250,000	7,356,603	7,606,603
Total Comprehensive (deficit)/surplus for the year	-	(4,247,410)	(4,247,410)
Balance at 30 June 2021	<u>250,000</u>	<u>3,109,193</u>	<u>3,359,193</u>

The above Statement should be read in conjunction with the attached Notes.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2021

	Notes	2021 \$	2020 \$
Cash Flows from Operating Activities			
Net (Deficit)/Surplus for the year		(4,247,410)	4,925,716
Adjustments for:			
- Depreciation and amortisation		642,855	592,603
- Interest paid		246,149	268,095
- Interest received		(68,101)	(134,155)
- Deficit on disposal of fixed assets		1,071	5,237
Changes in Assets and Liabilities:			
- Trade and other receivables		9,358	195,226
- Inventory		6,443	13,365
- Other current assets		(659,318)	(45,464)
- Trade and other payables		3,256,180	(2,325,964)
- Provisions and lease liabilities		26,316	117,221
NET CASH GENERATED (UTILISED BY)/FROM OPERATING ACTIVITIES		(786,457)	3,611,880
Cash Flows from Financing and Investing Activities			
Interest received		68,101	134,155
Payment for reduction of lease liability		(623,488)	(600,301)
Purchase of plant and equipment		(22,477)	(86,263)
Purchase of intangibles		(308,292)	(84,121)
Proceeds from sale of financial assets		-	2,300,000
Proceeds from sale of plant and equipment		2,825	2,760
NET CASH GENERATED (UTILISED BY)/FROM INVESTING ACTIVITIES		(883,331)	1,666,230
Net (decrease)/increase in cash and cash equivalents		(1,669,788)	5,278,110
Cash and cash equivalents at the beginning of the financial year		8,873,900	3,595,790
CASH AND CASH EQUIVALENTS AT YEAR END	15	<u>7,204,112</u>	<u>8,873,900</u>

The above Statement should be read in conjunction with the attached Notes.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2021

1. INTRODUCTION

Gold Coast Tourism Corporation Limited for the year ended 30 June 2021 is an unlisted not-for-profit public company limited by guarantee and is incorporated and domiciled in Australia.

Operations and Principal Activities

The operations and principal activities comprise the marketing of the Gold Coast region as a leisure tourism, business and events destination.

Presentation

The financial report is presented in Australian dollars and amounts are rounded to the nearest dollar.

Registered Office

The registered office of Gold Coast Tourism is situated at Level 3, Oracle North, 12 Charles Avenue, Broadbeach, Queensland, 4218, Australia.

Authorisation of Financial Report

The financial report was authorised for issue on 29 September 2021 by the Directors.

2. SUMMARY OF ACCOUNTING POLICIES

The principal accounting policies adopted by Gold Coast Tourism Corporation Limited are stated in order to assist in a general understanding of the financial report. These policies have been consistently applied to all the years presented, unless otherwise stated.

a) Statement of Compliance

These general purpose financial statements have been prepared in accordance with Australian Accounting Standards – Reduced Disclosure Requirements and Interpretations issued by the Australian Accounting Standards Board ('AASB') and the *Corporations Act 2001*, as appropriate for not-for-profit oriented entities.

b) Basis of Preparation

The financial statements have been prepared under the historical cost convention. The Company is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

c) Critical Accounting Judgements, Estimates and Assumptions

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts in the financial statements. Management continually evaluates its judgements and estimates in relation to assets, liabilities, contingent liabilities, revenue and expenses. Management bases its judgements, estimates and assumptions on historical experience and on other various factors that are believed to be reasonable under the circumstances. The resulting accounting judgements and estimates will seldom equal the related actual results. The judgements, estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2021

2. SUMMARY OF ACCOUNTING POLICIES (Continued)

c) Critical Accounting Judgements, Estimates and Assumptions (Continued)

Estimation of useful lives of assets

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

Long service leave provision

As discussed in note 2(f), the liability for long service leave is recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at the reporting date. In determining the present value of the liability, estimates of attrition rates and inflation have been taken into account.

d) Inventories

Inventories are measured at the lower of cost and net realisable value. The cost of inventories acquired at no cost, or for nominal consideration, is the current replacement cost as at the date of acquisition. Otherwise costs are assigned to inventory quantities on hand at reporting date using the weighted average basis.

e) Property, Plant, Equipment and Intangibles

Property, plant, equipment and intangibles are brought to account at cost less, where applicable, any accumulated depreciation or amortisation. Items of property, plant, equipment and intangibles with a total cost of less than \$300 are treated as an expense in the year of acquisition. All other items of property, plant, equipment and intangibles are capitalised and subject to impairment testing.

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

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

Depreciation and amortisation rates for each class of assets are as follows:

Depreciation Rates:

- Office furniture & fittings	20%	Prime Cost
- Computer equipment	40%	Prime Cost
- Motor vehicles	22%	Reducing Balance
- Leasehold improvements	20%	Prime Cost
- Promotional equipment	33.3%	Prime Cost
- Right-of-use assets	-	Straight-line basis, over the shorter of the asset's useful life and the lease term.

Amortisation Rates:

- Software, media assets and digital development costs	1 – 3 years	Prime Cost
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GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2021

2. SUMMARY OF ACCOUNTING POLICIES (Continued)

f) Employee Benefits

Short-term employee provisions

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

Other long-term employee provisions

Provision is made for employees' long service leave and annual leave entitlements not expected to be settled wholly within 12 months after the end of the annual reporting period in which the employees render the related service. Other long-term employee benefits are measured at the present value of the expected future payments to be made to employees. Expected future payments incorporate anticipated future wage and salary levels, durations of service and employee departures, and are discounted at rates determined by reference to market yields at the end of the reporting period on government bonds that have maturity dates that approximate the terms of the obligations. Upon the remeasurement of obligations for other long-term employee benefits, the net change in the obligation is recognised in surplus or deficit as a part of employee benefits expense.

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

g) Income Tax

No provision for income tax has been made as the Company is exempt under the *Income Tax Assessment Act 1997*.

h) Foreign Currency Transactions and Balances

A foreign currency transaction shall be recorded, on initial recognition in the functional currency, by applying to the foreign currency amount the spot exchange rate between the functional currency and the foreign currency at the date of the transaction.

At each balance date:

- i) foreign currency monetary items are reported using the closing rate;
- ii) non-monetary items which are measured in terms of historical cost in a foreign currency are translated using the exchange rate at the date of the transaction; and
- iii) non-monetary items which are measured at fair value in a foreign currency are translated using the exchange rates at the date when the fair value was determined.

Exchange differences arising on the settlement of monetary items or on translating monetary items at rates different from those at which they were initially translated during the period, or in previous financial statements, are recognised in the statement of comprehensive income in the period in which they arise.

i) Impairment of Assets

Assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment deficit is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's or cash-generating unit's fair value less costs to sell and its value in use. Value in use is the present value of future cash flows expected to be derived from the asset or cash-generating unit. When the future economic benefits of the asset are not primarily dependent on the asset's ability to generate net cash inflows and when the Company would, if deprived of the asset, replace its remaining future economic benefits, value in use is depreciated replacement cost of an asset.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2021

2. SUMMARY OF ACCOUNTING POLICIES (Continued)

j) Payables

Liabilities are recognised for amounts to be paid in the future for goods and services received, whether or not billed to the Company. Trade and sundry payables are non-interest bearing, and unsecured and are normally settled on 30 day terms.

k) Receivables

Trade receivables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest rate method, less provision for impairment. Receivables are usually settled on 30 day terms and are non-interest bearing.

l) Financial Instruments

Financial assets and financial liabilities are recognised on the statement of financial position when the Company becomes a party to the contractual provisions of the financial instrument.

A financial asset is derecognised when the contractual rights to the cash flows from the financial assets expire or are transferred and no longer controlled by the Company.

A financial liability is removed from the statement of financial position when the obligation specified in the contract is discharged or cancelled or expires.

m) Cash and Cash Equivalents

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

n) Revenue

i) Ticket Sales

When the Company acts in the capacity of an agent rather than as principal in a transaction, the revenue recognised is the net amount of commission made by the Company.

ii) Grants and Co-operative Marketing Revenue

To determine whether to recognise revenue, the Company follows a 5-step process:

1. Identifying the contract with a third party
2. Identifying the performance obligations
3. Determining the transaction price
4. Allocating the transaction price to the performance obligations
5. Recognising revenue when/as performance obligation(s) are satisfied.

iii) Interest

Interest revenue is recognised using the effective interest method. It includes the amortisation of any discount or premium.

iv) Member Subscriptions

Member subscriptions are recognised over the period for which the subscription is payable.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2021

2. SUMMARY OF ACCOUNTING POLICIES (Continued)

o) Borrowings

Borrowings are initially recognised at fair value, net of transaction costs incurred. Borrowings are subsequently measured at amortised cost. Any difference between the proceeds (net of transaction costs) and the redemption amount is recognised in the income statement over the period of the borrowing using the effective interest method. Borrowings are removed from the statement of financial position when the obligation specified in the contract is discharged, cancelled or expired.

p) Going Concern

At 30 June 2021, the Company incurred an operating deficit of \$4,069,362 (2020: operating surplus of \$5,059,656) and had a net asset position of \$3,359,193 (2020: \$7,606,603), including cash and cash equivalents of \$7,242,261 (2020: \$8,885,708).

The Company's current five-year funding agreement with City of Gold Coast expired on 30th June 2021. The City of Gold Coast has in principle approved a further five-year funding agreement from 1st July 2022 subject to certain constitutional amendments to be approved at the Company's Annual General Meeting. In the interim, for the next financial year ending 30th June 2022, the City of Gold Coast has approved full year funding of \$15.5m to be paid to the Company with an amount (\$7.75m) withheld and to be released subject to approval from the City of Gold Coast in the latter half of the financial year.

The company has prepared cashflow projections for the eighteen-month period from 1st July 2021 to 31st December 2022 which support the Company's ability to continue as a going concern and settle its liabilities as and when they become due and payable. Key assumptions made in the projections were the recognition of only the first six months of confirmed funding (\$7.75m) from the City of Gold Coast over the forecast period, and a review and scale back of variable expenditure in relation to previously budgeted marketing initiatives and resourcing.

On this basis the Company considers the preparation of the financial statements on a going concern basis is appropriate.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2021

	2021 \$	2020 \$
3. REVENUE		
Sale of goods and services	147,895	273,563
Tourism levy - City of Gold Coast	16,197,136	16,582,324
Grants and Contributions - Tourism and Events Queensland	1,520,968	3,696,777
Grant (Business Events) - Tourism and Events Queensland	600,000	600,000
Grant (EMDG/Regional Recovery) - Austrade	128,999	150,000
Membership subscriptions	8,457	411,364
Co-Operative marketing - Other	356,518	183,118
Other	50,090	60,038
	19,010,063	21,957,184

The Tourism levy referred to above relates to the funding received from the City of Gold Coast via the Tourism and Economic Diversification Component of the Differential General Rate.

4. EXPENDITURE

Additional information on the nature of expenses:

Depreciation and amortisation expense:		
- Right-of-use assets	492,263	492,263
- Property, plant and equipment	75,738	82,303
- Intangible assets	74,854	18,037
Inventories:		
- Amount of inventories recognised as an expense	93,375	176,796
Employee benefits expense:		
- Salaries and wages	4,471,233	4,098,944
- Superannuation	368,414	373,224
Foreign exchange deficit	1,053	8,398
Deficit on sale of fixed assets	1,071	5,237
Leases:		
- Interest on lease liabilities	246,149	267,302
- Expenses relating to short-term leases	255,684	194,467

Administrative Expenses referred to in the statement of comprehensive income comprise all salary costs for administrative staff in Corporate Services, including but not limited to, expenditure on staff recruiting, staff development, rent, electricity, insurance, depreciation, telephone and information technological services.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

	2021 \$	2020 \$
5. LEASES		
(i) Amounts relating to leases shown in the statement of financial position		
Right-of-use assets *		
Lease Premises	3,158,684	3,650,946
* included in the line item 'Property, plant and equipment' in the statement of financial position		
Lease liabilities **		
Current	426,242	377,339
Non-current	3,467,021	3,893,264
	<u>3,893,263</u>	<u>4,270,603</u>

** included in the line item 'Lease liability' in the statement of financial position.

(ii) Amounts relating to leases shown in the statement of comprehensive income

Depreciation charge of right-of-use assets (included in administrative expenses)	492,263	492,262
Interest expense (included in finance cost)	246,149	267,302
Expense relating to short-term leases (included in expenditure)	255,684	194,467

(iii) The Company's leasing activities and how these are accounted for

The Company may from time to time lease various properties or equipment. Rental contracts are typically made for fixed periods of 1 to 10 years. Lease terms are negotiated on an individual basis and contain a wide range of different terms and conditions. The lease agreements do not impose any covenants, but leased assets may not be used as security for borrowing purposes. Leases are recognised as a right-of-use asset and a corresponding liability at the date at which the leased asset is available for use by the Company. Each lease payment is allocated between the liability and finance cost. The finance cost is charged to surplus or deficit over the lease period so as to produce a constant periodic rate of interest on the remaining balance of the liability for each period. The right-of-use asset is depreciated over the shorter of the asset's useful life and the lease term on a straight-line basis.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

	2021 \$	2020 \$
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5. LEASES (Continued)

Assets and liabilities arising from a lease are initially measured on a present value basis. Lease liabilities include the net present value of the following lease payments:

- fixed payments (including in-substance fixed payments), less any lease incentives receivable
- variable lease payments that are based on an index or a rate
- amounts expected to be payable by the lessee under residual value guarantees
- the exercise price of a purchase option if the lessee is reasonably certain to exercise that option, and
- payments of penalties for terminating the lease, if the lease term reflects the lessee exercising that option.

The lease payments are discounted using the interest rate implicit in the lease, if that rate can be determined, or the Company's incremental borrowing rate.

Right-of-use assets are measured at cost comprising the following:

- the amount of the initial measurement of lease liability
- any lease payments made at or before the commencement date, less any lease incentives received
- any initial direct costs and restoration costs.

Payments associated with short-term leases and leases of low-value assets are recognised on a straight-line basis as an expense in surplus or deficit. Short-term leases are leases with a lease term of 12 months or less. Low-value assets comprise IT-equipment and small items of office furniture.

6. FINANCIAL ASSETS

Fixed term guarantee deposit	154,909	154,909
	<u>154,909</u>	<u>154,909</u>

Financial assets relate to term deposits with maturities greater than 3 months that have been reclassified from cash and cash equivalents in accordance with note 2(m).

7. TRADE AND OTHER RECEIVABLES

Trade receivables	303	-
Sundry	17,141	26,802
	<u>17,444</u>	<u>26,802</u>

8. OTHER CURRENT ASSETS

GST Receivable	172,385	151,928
Prepayments	1,009,456	370,595
	<u>1,181,841</u>	<u>522,523</u>

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

	2021 \$	2020 \$
9. PROPERTY, PLANT AND EQUIPMENT		
a) Property, Plant and Equipment		
Right-of-use Assets - at cost	4,922,624	4,922,624
Less: Accumulated Depreciation	(1,763,940)	(1,271,678)
	<u>3,158,684</u>	<u>3,650,946</u>
Office Furniture & Fittings - at cost	296,858	341,865
Less: Accumulated Depreciation	(287,303)	(323,463)
	<u>9,555</u>	<u>18,402</u>
Computer Equipment - at cost	329,222	356,236
Less: Accumulated Depreciation	(295,023)	(299,222)
	<u>34,199</u>	<u>57,014</u>
Motor Vehicles - at cost	18,548	18,548
Less: Accumulated Depreciation	(13,653)	(12,437)
	<u>4,895</u>	<u>6,111</u>
Leasehold Improvements - at cost	654,965	669,106
Less: Accumulated Depreciation	(606,425)	(597,395)
	<u>48,540</u>	<u>71,711</u>
Promotional Equipment - at cost	15,197	13,478
Less: Accumulated Depreciation	(12,622)	(9,794)
	<u>2,575</u>	<u>3,684</u>
Total Property, Plant and Equipment	<u>3,258,448</u>	<u>3,807,868</u>
b) Movement during the year		

	Right-of-use Assets \$	Office Furniture & Fittings \$	Computer Equipment \$	Motor Vehicles \$	Leasehold Improvements \$	Promotional Equipment \$	Total \$
Opening written down value	3,650,946	18,402	57,014	6,111	71,711	3,684	3,807,868
Additions at cost			20,757			1,720	22,477
Disposals at written down value		(132)	(1,087)		(2,677)		(3,896)
Depreciation expense	(492,262)	(8,715)	(42,485)	(1,216)	(20,494)	(2,829)	(568,001)
Closing written down value	3,158,684	9,555	34,199	4,895	48,540	2,575	3,258,448

	Right-of-use Assets \$	Office Furniture & Fittings \$	Computer Equipment \$	Motor Vehicles \$	Leasehold Improvements \$	Promotional Equipment \$	Total \$
Opening written down value	4,143,209	36,281	69,394	7,632	40,938	6,714	4,304,168
Additions at cost			38,283		47,980		86,263
Disposals at written down value		(5,447)	(2,550)				(7,997)
Depreciation expense	(492,263)	(12,432)	(48,113)	(1,521)	(17,207)	(3,030)	(574,566)
Closing written down value	3,650,946	18,402	57,014	6,111	71,711	3,684	3,807,868

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2021

	2021 \$	2020 \$
10. INTANGIBLE ASSETS		
a) Intangible Assets		
Software, media assets and digital development- at cost	677,318	621,156
Less: Accumulated Amortisation	(367,895)	(545,171)
	<u>309,423</u>	<u>75,985</u>
b) Movement during the year		
Software, media assets and digital development:		
Opening balance at cost	621,156	537,035
Additions at cost	308,292	84,121
Disposals at cost	-	-
Amortisation expense during the year	(74,854)	(18,037)
Amortisation expense brought forward	(545,171)	(527,134)
Closing written down value	<u>309,423</u>	<u>75,985</u>
11. TRADE AND OTHER PAYABLES		
Trade payables and accruals	2,899,731	633,177
Members subscriptions in advance	-	564
Revenue received in advance	1,348,346	425,057
Sundry payables	72,076	5,175
	<u>4,320,153</u>	<u>1,063,973</u>
12. PROVISIONS AND LEASE LIABILITIES		
Current		
Annual leave	240,227	247,200
Current portion of long service leave	148,884	152,258
Lease liability	426,242	377,339
Staff training provision	115,701	90,759
	<u>931,054</u>	<u>867,556</u>
Non Current		
Long service leave	69,800	58,079
Lease liability	3,467,022	3,893,264
	<u>3,536,822</u>	<u>3,951,343</u>

The lease liability arises from the capitalisation of the Company's head office lease premises in Broadbeach in accordance with the requirements of AASB16. The liability relates to the future lease payments over the lease term of ten years.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

	2021 \$	2020 \$
13. MOVEMENT IN RESERVES		
Reserve - Subvention funds:		
Balance at the beginning of the year	250,000	250,000
Transfer to meet current period expenditure	-	-
Transfer to meet current and future expected expenditure	-	-
Balance at end of year	<u>250,000</u>	<u>250,000</u>

This reserve has been created to build funding for future expected expenditure in relation to convention and association bids.

14. COMMITMENTS FOR EXPENDITURE

Marketing Agreements:

The Company is committed to various marketing and agency agreements, contracted for but not recognised as liabilities which are payable as follows:

- within 12 months	1,515,818	1,724,718
- 12 months or longer and no longer than 5 years	<u>1,210,409</u>	<u>2,077,045</u>
	<u>2,726,227</u>	<u>3,801,763</u>

15. CASH AND CASH EQUIVALENTS

For the purposes of the statement of cash flows, cash and cash equivalents includes cash on hand and in banks and investments in money market instruments, net of outstanding bank overdrafts. Cash and cash equivalents at the end of the year as shown in the statement of cash flows is reconciled to the related items in the statement of financial position as follows:

Cash and cash equivalents as per statement of financial position	7,242,261	8,885,708
Bank overdraft*	<u>(38,149)</u>	<u>(11,808)</u>
Balance as per statement of cash flows	<u>7,204,112</u>	<u>8,873,900</u>

* bank overdraft represents a credit facility in place to cover credit card expenditure incurred each month. The overdraft is repaid shortly after each month end with no interest expense incurred.

16. RELATED PARTY TRANSACTIONS

A number of key management personnel, or their related parties, hold positions in other entities that result in them having control or significant influence over these entities.

A number of these entities transacted with the Company during the year. The terms and conditions of the transactions were no more favourable than those available, or which might reasonably be expected to be available, in similar transactions with non-key management personnel related entities on an arm's length basis.

There were no trade receivables due from related parties. Trade payables due to related parties amounted to \$200,000 at balance date.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

17. EVENTS AFTER BALANCE DATE

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

18. KEY MANAGEMENT PERSONNEL REMUNERATION

No remuneration was received or receivable by Non-Executive (Board) Directors for the year, other than incidental travel and meeting related costs reimbursed or covered for expenditure incurred. Names of Directors in office during the financial year are included in the Directors' Report.

Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of the Company, directly or indirectly. Key management personnel include the Chief Executive Officer and Executive Directors of the Company.

Paul Donovan (Chairman) was appointed Acting Chief Executive Office from 28th August 2020 to 1st April 2021 due to the position being vacant. Paul Donovan's was remunerated during this period, this remuneration is included in the figure below.

Executive's remuneration included in expenditure amounted to \$1,296,179 (2020: \$824,937). This being inclusive of post-employment benefits of \$69,818 (2020: \$58,569)

	2021 \$	2020 \$
19. AUDITOR'S REMUNERATION		
Audit of financial report	<u>22,500</u>	<u>21,000</u>
	<u>22,500</u>	<u>21,000</u>

20. FINANCIAL RISK MANAGEMENT

Gold Coast Tourism Corporation Limited is a not-for-profit tourism promotion agency, primarily funded by the City of Gold Coast. The Company manages its capital to ensure that it meets its strategic objectives and to ensure it will continue as a going concern. The capital structure of the Company consists of cash and cash equivalents.

Primary responsibility for identification and control of financial risks rests with the Directors of Gold Coast Tourism Corporation Limited. The Directors review and agree to policies for managing each of the risks identified below, including limits for approved instruments, transaction values and counterparties with whom the Company transacts.

The Company uses different methods to measure different types of risk to which it is exposed. These methods include detailed budgeted cashflow analysis for liquidity risk. In terms of interest rate risk the Company does not have significant exposure at balance date and as such the effect of volatility of interest rates within expected reasonable possible movements would not be significant.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

20. FINANCIAL RISK MANAGEMENT (Continued)

a) Market Risk

- (i) The Company does not have any significant foreign exchange exposures at balance date and as such the effect of volatility of foreign exchange rates within expected reasonable possible movements would not be significant.
- (ii) The Company's main interest rate risk relates to its cash and cash equivalents.

At 30 June 2021, if interest rates had changed by +/- 100 basis points from the year end rates with all other variables held constant, the surplus would have been \$61,227 lower/higher (2020 change of 100 bps: \$65,558 lower/higher).

b) Credit Risk

Credit risk arises principally from the Company's receivables and cash and cash equivalents.

Trade receivables are generally on 30 day terms. Credit risk is kept continually under review and managed to reduce the incidence of material losses being incurred by the non receipt of monies due.

The Company trades only with recognised, creditworthy third parties, and as such collateral is not requested nor is it the Company's policy to securitise its trade receivables. It is the Company's policy to consider the credit worthiness of all customers who wish to trade on credit terms.

The ageing of trade receivables at the reporting date was:

	2021 Gross \$	2021 Allowance \$	2020 Gross \$	2020 Allowance \$
Current	303	-	-	-
31 - 60 days	-	-	-	-
61 - 90 days	-	-	-	-
91 days and over	-	-	-	-
	303	-	-	-

During the financial year nil bad and doubtful debts were written off (2020: Nil). At balance date no trade receivables were deemed irrecoverable.

Cash Investments

The Company limits its risk exposure on cash investments by investing in term deposits or similar, with major banking institutions, and management does not expect any counterparty to fail to meet its obligations.

c) Liquidity Risk

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they fall due. The Company's approach to managing liquidity is to ensure, as far as possible, that it will always have sufficient liquidity to meet its liabilities when due. This process involves the review and updating of cash flow forecasts and, when necessary, the obtaining of credit standby arrangements and loan facilities.

GOLD COAST TOURISM CORPORATION LIMITED - ACN 009 935 184

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2021

20. FINANCIAL RISK MANAGEMENT (Continued)

c) Liquidity Risk (Continued)

The following is the contractual maturity analysis for financial liabilities:

2021	Contractual Repayment Amount \$	6 mths or less \$	6 - 12 mths \$	1 - 5 years \$
Trade payables	917,019	917,019	-	-
Sundry payables and accruals	1,982,712	1,982,712	-	-
Lease liability	4,301,004	318,933	329,494	3,652,577
	7,200,735	318,933	329,494	3,652,577

2020	Contractual Repayment Amount \$	6 mths or less \$	6 - 12 mths \$	1 - 5 years \$
Trade payables	278,194	278,194	-	-
Sundry payables and accruals	354,983	354,983	-	-
Lease liability	4,135,581	306,667	316,821	3,512,093
	4,768,758	939,844	316,821	3,512,093

The Company maintains the following facilities:

Credit Standby Facilities

The Company has credit standby facilities of up to \$200,000 available as a business credit card facility.

Encashment Facility

The Company has an encashment facility of \$4,000 to facilitate cashing of cheques through the ANZ Broadbeach branch.

Indemnity Guarantees

The Company has signed an indemnity guarantee for \$154,909 over the lease for the Company's premises at Suite N201 & N301, Oracle North, 12 Charles Avenue, Broadbeach.

d) Fair Values

The carrying amount of financial assets and liabilities recorded in the financial statements are stated at fair value unless otherwise stated. The fair value of financial assets is the amount that could be received on disposal less any costs of disposal. The fair value of financial liabilities is the amount that could be paid to extinguish the debt, plus any costs of extinguishment.

21. CONTINGENT LIABILITY

The Company had no contingent liabilities as at 30 June 2021 and 30 June 2020.

Independent Auditor's Report

To the Members of Gold Coast Tourism Corporations Limited

Opinion

We have audited the financial report of Gold Coast Tourism Corporation Limited ("the Company"), which comprises the statement of financial position as at 30 June 2021, the statement of comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

In our opinion, the accompanying financial report of Gold Coast Tourism Corporation Limited is in accordance with the *Corporations Act 2001*, including:

- (a) Giving a true and fair view of the Company's financial position as at 30 June 2021 and of its financial performance for the year then ended.
- (b) Complying with Australian Accounting Standards - Reduced Disclosure Requirements and the *Corporations Regulations 2001*.

Basis for Opinion

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

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

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

Other Information

The directors are responsible for the other information. The other information comprises the information contained in the Company's annual Report for the year ended 30 June 2021, but does not include the financial report and our auditor's report thereon.

Our opinion on the financial report does not cover the other information and accordingly we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated.

Liability limited by a scheme approved under Professional Standards Legislation.

The title 'Partner' conveys that the person is a senior member within their respective division and is among the group of persons who hold an equity interest (shareholder) in its parent entity, Findex Group Limited. The only professional service offering which is conducted by a partnership is external audit, conducted via the Crowe Australasia external audit division and Unison SMSF Audit. All other professional services offered by Findex Group Limited are conducted by a privately-owned organisation and/or its subsidiaries.

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If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of the Directors for the Financial Report

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the *Corporations Act 2001* and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

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

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

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

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.



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

Crowe South QLD
Crowe South QLD

Logan Meehan
Logan Meehan
Partner – Audit & Assurance

Dated: 1 October 2021
Gold Coast



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Auditor's Independence Declaration

As auditor of Gold Coast Tourism Corporation Limited for the year ended 30 June 2021, I declare that, to the best of my knowledge and belief, there have been:

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

This declaration is in respect of Gold Coast Tourism Corporation Limited during the year.

Crowe South QLD
Crowe South QLD

Logan Meehan
Logan Meehan
Partner – Audit & Assurance

Dated: 29 September 2021
Gold Coast

Liability limited by a scheme approved under Professional Standards Legislation.

The title 'Partner' conveys that the person is a senior member within their respective division and is among the group of persons who hold an equity interest (shareholder) in its parent entity, Findex Group Limited. The only professional service offering which is conducted by a partnership is external audit, conducted via the Crowe Australasia external audit division and Unison SMSF Audit. All other professional services offered by Findex Group Limited are conducted by a privately-owned organisation and/or its subsidiaries.

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