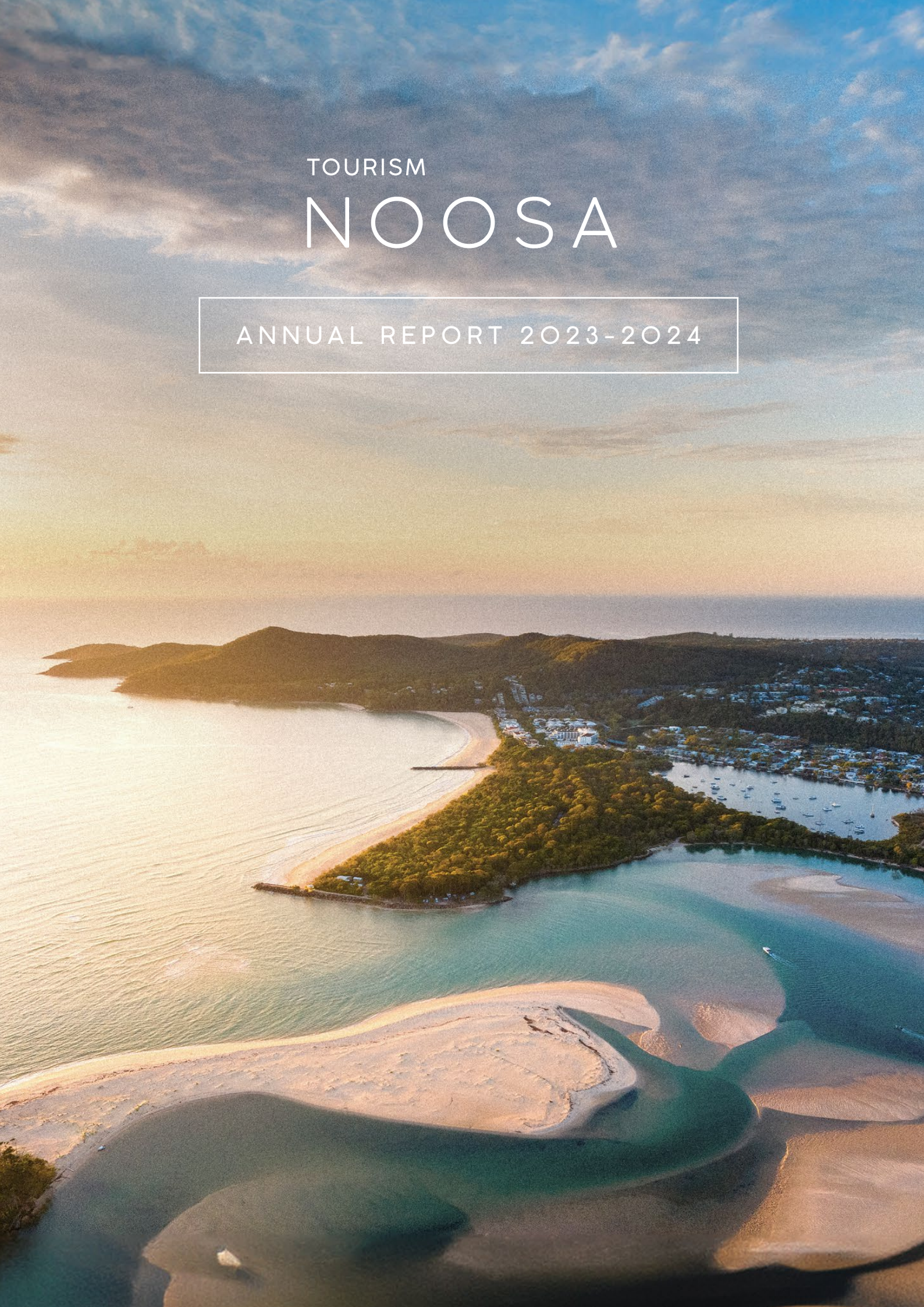


TOURISM

NOOSA

ANNUAL REPORT 2023-2024



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WHO WE ARE

Tourism Noosa is an award-winning, not-for-profit, membership-based destination management organisation that works with local businesses, Noosa Council and other stakeholders to promote the diversity of the Noosa region to domestic and international visitors, the tourism trade and media.

Tourism Noosa comprises a small, yet highly skilled professional team that covers brand and performance marketing, PR and media, trade and business events, event management as well as sustainability/regenerative travel – together the team strives toward supporting the key focus pillars and strategic initiatives in alignment with Noosa’s destination management plan.

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

TOURISM NOOSA BOARD 2023-2024

Alan Golley

Chair

[Seahaven Noosa Resort](#)

Ryan Rae

Deputy Chair

[Sunshine Resorts & Rentals](#)

Jeanette Allom-Hill

[Lionhearted Foundation](#)

Max Webberley

[Kin Kin Depot](#)

Leigh McCready

[Altum Property Group Pty Ltd](#)

Liam Kennedy

[Stay Property Group](#)

Mary-Anne Edwards

[GMBA](#)

Councillor Brian Stockwell

[Noosa Council Observer](#)

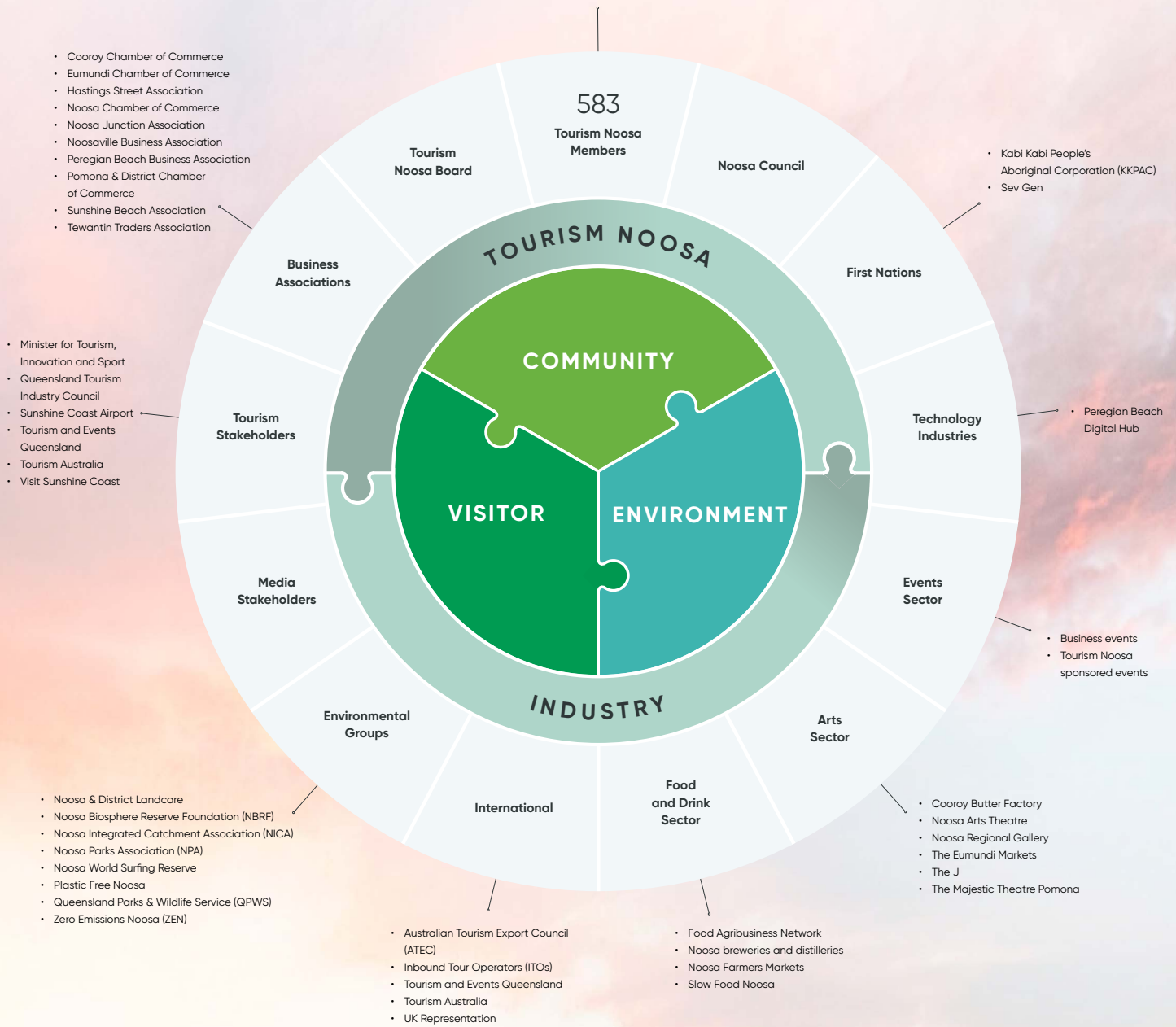
ADDITIONAL DIRECTORS AT 2023 AGM:

Councillor Amelia Lorentson

[Noosa Council Observer](#)

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

TOURISM NOOSA'S STAKEHOLDERS



STATEMENT OF CORPORATE INTENT

OUR VISION AND PURPOSE

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

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

OUR VALUES

PURSUIT OF EXCELLENCE AND INNOVATION

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

ENRICHING EXPERIENCES AND TRAVEL FOR GOOD

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

NATURAL HARMONY AND STEWARDSHIP

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

AUTHENTIC COMMUNITY ENGAGEMENT

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

CULTURAL RESPECT AND PRESERVATION

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

ACCOUNTABILITY AND TRANSPARENCY

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



DESTINATION NOOSA STRATEGY 2023-27

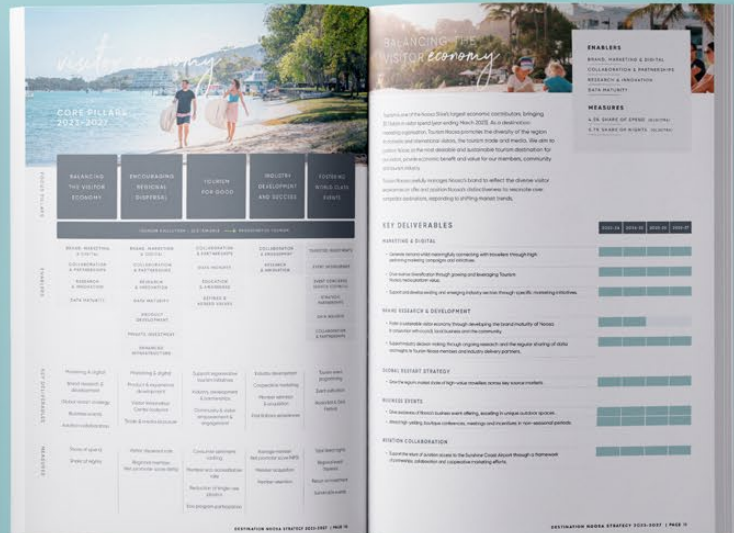
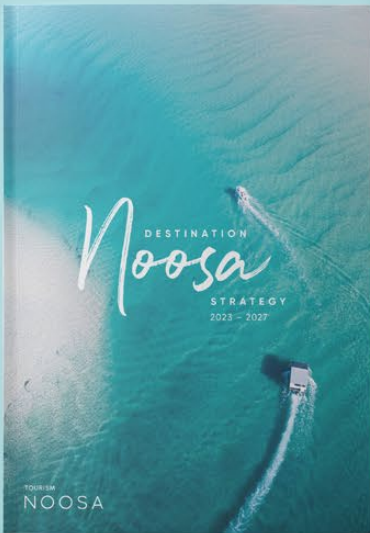
The Destination Noosa Strategy 2023-27 charts the future of the tourism industry in Noosa, acknowledging the region's values and collaboration between Tourism Noosa and our many partners.

It is built on five pillars:

- Balancing the visitor economy
- Encouraging regional dispersal
- Tourism for good
- Industry development and success
- Fostering world-class events

The strategy, endorsed by Noosa Council, aims to position Noosa as Australia's premier destination for sustainable tourism, where industry, community, and environment harmonise.

As part of our multi-year funding agreement, we report to Noosa Council on a range of performance measures including fiscal management, governance and outcomes against the Noosa Destination Strategy 2023-27.



FOCUS PILLARS

BALANCING THE VISITOR ECONOMY

ENCOURAGING REGIONAL DISPERSAL

TOURISM FOR GOOD

INDUSTRY DEVELOPMENT AND SUCCESS

FOSTERING WORLD CLASS EVENTS

TOURISM EVOLUTION – SUSTAINABLE → REGENERATIVE TOURISM

MESSAGE FROM THE CHAIR AND CEO



2023-24 delivered a year of unpredictable weather and economic headwinds. As peak post-pandemic travel shows signs of normalising, Tourism Noosa's focus on driving interstate and international demand saw Noosa maintain strong performance when compared to pre-COVID 2019.

In 2023-24, the Noosa region welcomed a total of 2.1M visitors. Collectively, they injected \$1.4B into the local economy. This figure represents over a third of Noosa's GRP and was led primarily by domestic overnight holidaymakers accounting for 82% of the overall expenditure.

Nationally, cost of living pressures have impacted domestic holiday travel, while increased aviation capacity and more affordable airfares are driving overseas travel and cruising by Australians

seeking value-for-money holidays. While housing, workforce challenges and escalating business costs continue to be a significant concern for operators, Noosa's tourism industry has overall, shown its resilience, with new operators entering the scene and others investing significantly in product upgrades and new offerings to remain competitive.

The pressures facing our industry are forecast to remain for some time and while Noosa has to date been relatively impervious to these, their impacts are now starting to be felt here. While domestic travel is softening, visitation from our key international markets of New Zealand, the UK and Europe, and the USA are rebounding well with numbers year ending June, at 87% of their pre-COVID levels. Overall international expenditure was up 13% on pre-COVID figures to \$116M with the UK a clear standout, more than doubling their pre-pandemic expenditure to \$28.6M.

International visitors to Noosa stay longer (7.8 nights) and tend to seek out more experiences than our existing domestic visitors. With Noosa's international appeal growing, TN has extended its trade representation in the UK another year and actively increased efforts to attract more high value visitors from the USA, leveraging new direct flights from Dallas into Brisbane and improved connectivity via Auckland, New Zealand commencing in December '24.

TN undertook extensive consumer sentiment research which helped shape the creative direction underpinning this year's stunning Winter Campaign 'The Sweet Life' targeting primary audiences in Melbourne, Sydney and New Zealand. A comprehensive cooperative marketing prospectus was released, enabling members to buy into a myriad of 'always-on' opportunities and campaign-specific activity which yielded great results for those seeking to boost their bottom line.

While our destination marketing focuses on growing visitor yields, responsible travel remains at the forefront of TN's activity. We continued to educate travellers about protecting Noosa when visiting to ensure they arrive with an understanding of our shared community values. TN continues to proudly lead in this regard with the delivery of initiatives such as the 'Where We Roam' campaign partnering with the Noosa Biosphere Reserve Foundation, the launch of our industry-leading sustainable events guide, '50 Shades of Green'; Green Team partnership with Noosa Council to achieve EarthCheck Destination Certification and; gaining a healthy 78% score through Ecotourism Australia's Strive4Sustainability benchmarking program.

While housing, workforce challenges and escalating business costs continue to be a significant concern for operators, Noosa's tourism industry has overall, shown its resilience



This last year, TN supported 12 iconic events through our Tourism Events Sponsorship Program with seven of these helping disperse attendees more widely across the region. We diversified the annual calendar with support for three new events, the Noosa International Surfilm Festival, Noosa Fashion Weekend and the Solar Fields Music Festival to be held in 2024-25.

This year was the year of Accessible Tourism and TN continued to encourage the industry further along the path of inclusivity. We saw a strong take-up of our training programs and government grants by operators eager to improve their awareness of guests with special needs and make notable changes to their businesses to improve access. We too embraced this opportunity by developing new audio guides for Noosa and implementing changes within our Visitor Centre and website to help make the experience of those with impairments a little easier.

During the year, TN undertook Board effectiveness, Governance, and Organisation Efficiency reviews to ensure our resources and funding continue to be optimised, and we further strengthened our financial transaction security by implementing Eftsure as part of a Cyber-security upgrade.

TN has met and provided detailed quarterly progress reports to Noosa Council against the 15 key priorities and obligations of the current Funding Deed and proudly delivered the Tourism Noosa Destination Strategy 2023-2027. The Strategy was unanimously endorsed by Council and guides our future direction and annual activity as we await the finalisation of Council's Destination Management Plan.

While TN has much to celebrate this year, our successes are gained collectively and owed in large to our treasured stakeholder relationships and essential partnerships. We extend our

gratitude to Noosa Council as our primary funding partner, Tourism and Events Queensland (TEQ), Visit Sunshine Coast, and the Sunshine Coast Airport, and thank them for their leadership and ongoing support of our organisation. We also acknowledge the generous support of our valued colleagues at Tourism Australia, the Australian Tourism Export Council (ATEC), and the Queensland Tourism Industry Council (QTIC).

We wish to thank the TN Board for their unwavering vision and strategic guidance this past year and acknowledge the leadership provided by Jeanette Allom-Hill who stepped down as Chair in May. We also highlight and extend appreciation for the dedication, enthusiasm, and extraordinary talent of the TN team, the magic delivered by our 60+ Visitor Information Centre volunteers, and our small family of mighty contractors who help us deliver great results daily for our members.

Most of all, we recognise and sincerely thank our valued TN members for their tenacity, hard work, and unwavering passion. As one of Queensland's most engaged tourism industry associations, the collaboration and support you show our organisation and each other is the envy of many regions. We are truly stronger together.

As we look ahead, while there will undoubtedly be more challenges for the tourism industry to navigate, we eagerly anticipate the next 12 months with confidence, a clear strategic approach, and great enthusiasm as we continue positioning Noosa as Australia's premier sustainable tourism destination.

Thank you.

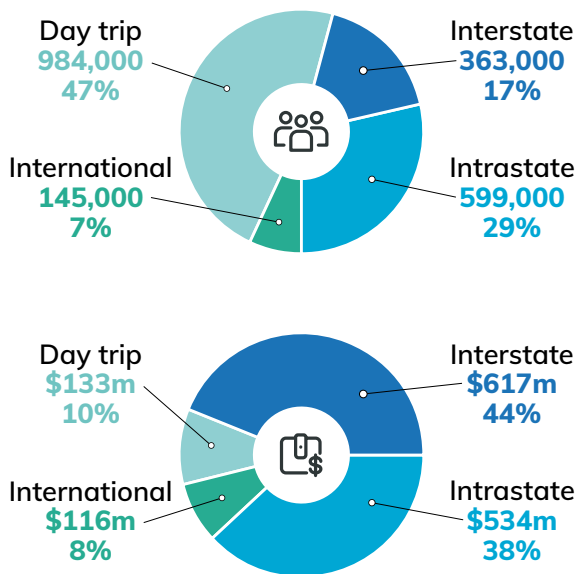

ALAN GOLLEY
CHAIR, TOURISM NOOSA


SHARON RAGUSE
CEO, TOURISM NOOSA

NOOSA'S VISITOR MARKET

The Noosa region welcomed just over 2 million total visitors (overnight + day trip) in 2023-24 who spent \$1.4 billion (+28% compared to pre-COVID 2019). While visitors have reined in their spending compared to the record figures of the previous year, (-23.6% compared to 2022-23), nights (5.13 million) were +10%.

Total visitors and spend (overnight + day trip)



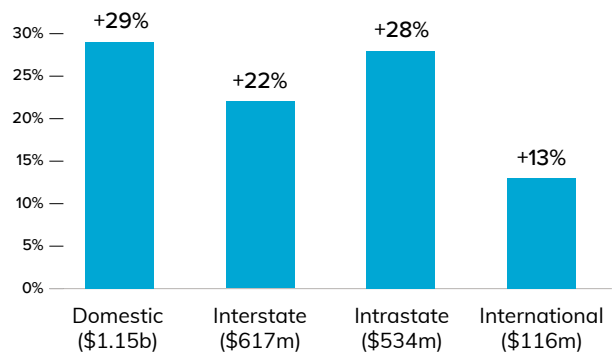
Interstate visitors make up 17% of total visitors but account for 44% of visitor spend, while day trippers make up almost half of visitor numbers but only 10% of spend.

Tourism Noosa's marketing activity targets domestic and international overnight visitors who, overall, provide greater economic benefit to the region and our members than day-trippers. The average spend per person for a domestic overnight visitor is nine times that of a day tripper:

- Domestic overnight: \$1,197
- Day trip: \$136

OVERNIGHT VISITORS

The strong post-pandemic recovery of 2022-23 which saw record visitation and spend in Noosa, particularly by domestic overnight travellers, was impacted throughout Queensland in 2023-24 by adverse weather, economic conditions and the strengthening of overseas travel. While this 'normalisation process'¹ has weakened annual results, Noosa's spend results are strong when compared to pre-COVID 2019:



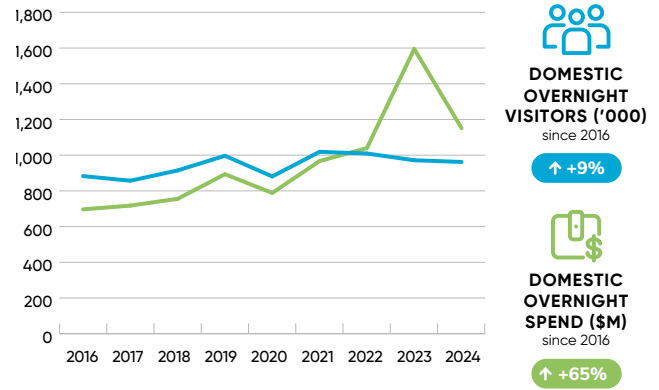
INTERSTATE VISITORS

Interstate visitation peaked in 2022-23 following the reopening of borders, and has now reverted to slightly stronger than pre-pandemic:

Spend:	Nights:	Length of stay:	Average daily spend:
+22% to \$617.2 million	+10% to 2.36 million	6.5 nights compared to 5.5	\$261.50 compared to \$236.40

Spend growth by domestic overnight visitors continues to significantly outstrip visitor numbers, in line with Tourism Noosa's 'value-over-volume' approach.

Domestic overnight visitors and spend in Noosa, year ending June 2024



INTERNATIONAL VISITATION

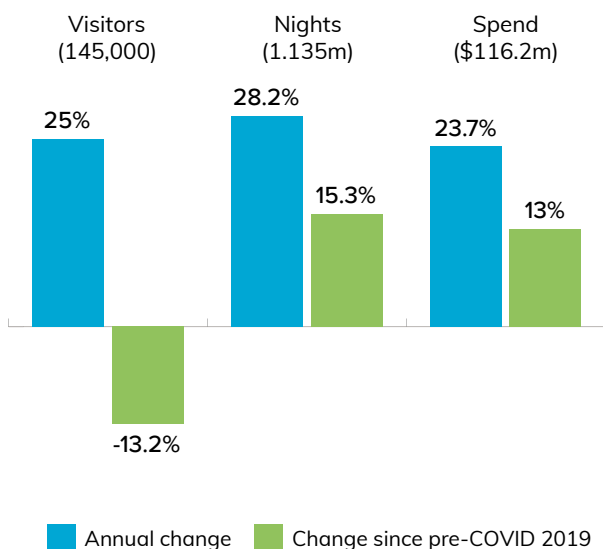
International visitation continues to rebound since the reopening of borders, with nights and spend in Noosa in 2023-24 at record levels for a June reporting period. Compared to pre-COVID figures:

Spend:
+13%
to \$116 million
Second highest on record

Numbers:
87%
of their 2019 level (145,000)

Nights:
+15.3%
to 1.135 million
Near-record levels

Average length of stay:
8 nights
Up from 6 nights pre-COVID.



These results are in line with trends across Queensland and Australia, with international spend recovering faster than visitation.

Noosa's key market of the UK, where Tourism Noosa focuses trade marketing activity and has a dedicated trade and marketing representative, was a standout, more than doubling spend since 2019 to \$28.6 million.

New Zealand, another major market where we also focus trade engagement, is back at pre-COVID levels (\$29 million spend and 24,000 visitors).

Source: National and International Visitor Surveys, Year ending June 2024, Tourism Research Australia.

1: Domestic Tourism Snapshot, year ending June 2024, Tourism and Events Queensland, <https://teq.queensland.com/au/en/industry/research-and-insights/industry-performance>

MARKETING ACTIVITY

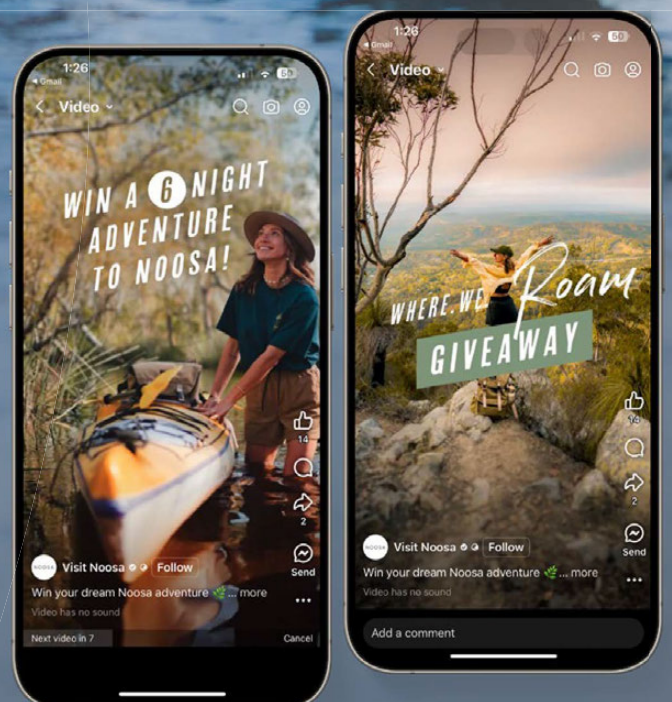


Through a strategy of targeted campaign and cooperative marketing, brand research and development, partner collaborations, and our global restart strategy, we aim to position Noosa as Australia's premier sustainable holiday destination, providing economic benefit and value for our members, the community and the wider tourism industry.

Major objectives of our marketing strategy are to:

- Generate demand and bookings
- Reflect the diverse visitor experiences on offer
- Balance the visitor economy
- Encourage regional dispersal
- Promote tourism for good

Activities across all pillars promote regional dispersal of visitors and spend, encouraging travellers to explore and spread the economic benefit across Noosa's business communities. This is achieved through the marketing and promotion of natural attractions, visitor experiences, media famils, business event and trade activity, tourism events, sustainability activities, and Visitor Information Centre promotions.



CAMPAIGNS

WHERE WE ROAM SUMMER 23/24

- Total campaign reach: 2.4m travellers
- +8% lift in perception of Noosa having great experiences*
- +7% lift in perception of Noosa being an environmentally conscious destination
- +12.8% lift in users to [visitnoosa.com.au](https://www.visitnoosa.com.au)
- +17.9% lift in page engagement on [visitnoosa.com.au](https://www.visitnoosa.com.au)

*compared to pre-campaign period.

The Where We Roam campaign focused on holiday makers already in Noosa or who were actively looking to visit. It invited travellers to reconnect with nature, step off the well-trodden tourist trail and experience Noosa's natural wonders and hidden gems, highlighting Tourism Noosa's commitment to responsible tourism as we brought them along on the journey of preserving Noosa's natural beauty for future generations and 'giving back' to the region.

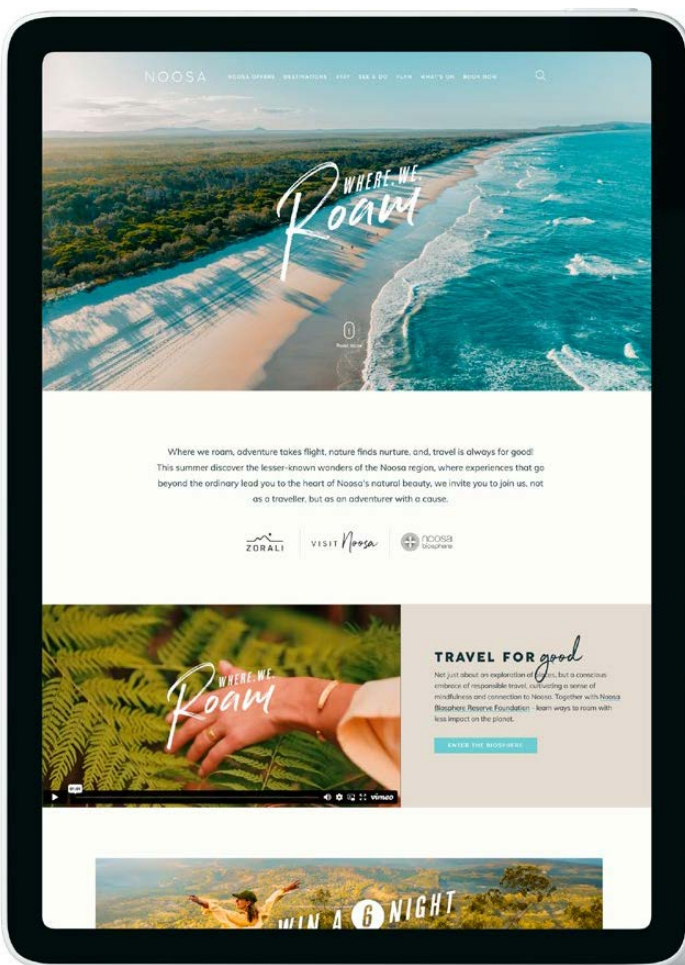
The campaign inspired travellers to adopt more mindful ways of exploring across transport, sustainable practices and waste, emphasising sustainable and responsible travel practices through these key objectives:

- Visitor dispersal
- Responsible travel
- Economic benefit
- Tourism resilience

We partnered with:

- Noosa Biosphere Reserve Foundation, the local not-for-profit organisation.
- Emily Redfern, conservationist, nature lover and social media influencer.
- Zorali, a sustainable outdoor apparel brand that aligned with the campaign's values.
- Young eco-warriors of Noosa who were invited to contribute their thoughts on responsible tourism.

Members were offered cooperative marketing opportunities across digital and social media platforms.



Travel for good landing page





BETTY'S BESTIES COMP: JANUARY 2024

Visit Noosa platforms supported the Betty's Besties Beach Resort Giveaway, in partnership with Netanya Noosa Resort, Betty's Burgers and Virgin Australia, offering exclusive Noosa holidays to the winners.

The national competition supported visitation for the off-peak February-March period.

Results showed statistically significant lifts across destination awareness, preference and investigation.

This indicates the campaign positively influenced travellers to consider and actively research Noosa in consideration for their next holiday destination.

PLUS More than 3500 Minor Prizes

Total prize pool
over \$110,000

10x Bestie Noosa Escapes

Valued at over \$2,900 each

100x Bestie Packs

Valued at over \$249 each

3500x Betty's Menu Items

Valued at over \$25,000
Betty's Classic, French Fries,
Thick Shakes, Soft Drinks and
App Credits.



THE SWEET LIFE: WINTER 2024

Launched for winter 2024, The Sweet Life inspired travellers to discover and embrace the beauty of the Noosa region through a 60-second mini-film set against Noosa's iconic landscapes. It highlighted the charm and global appeal of international destinations available right here in Noosa, in response to the growing allure of international getaways contributing to a softening in domestic travel, and the financial pressures faced by consumers.

The campaign appeared on billboards in key locations across Sydney, Brisbane, Melbourne and Auckland; a CBD tram wrap in Sydney, CBD bus wraps in Sydney, Brisbane and Melbourne; a 9 Travel takeover campaign, Foxtel 9 Now campaign, editorial, social and eDM campaigns with Concrete Playground and Urban List; and Visit Noosa's channels.

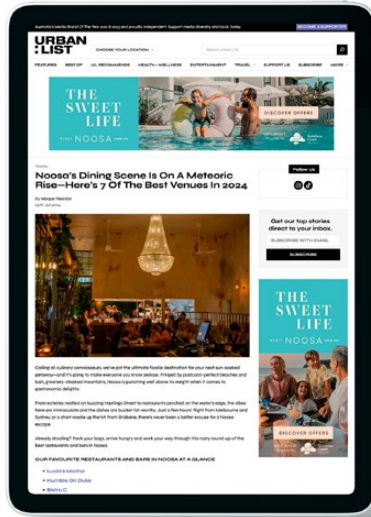
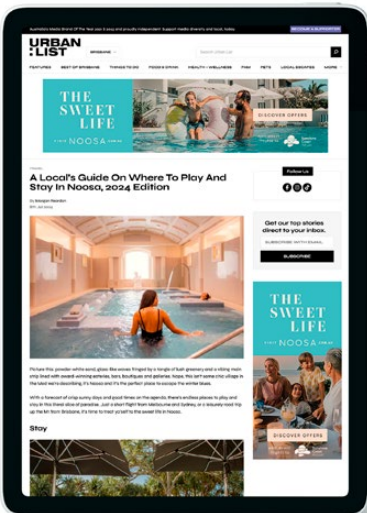
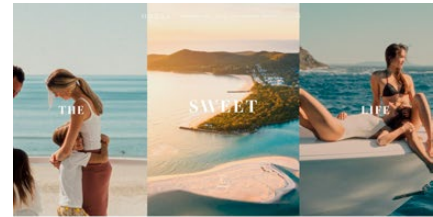
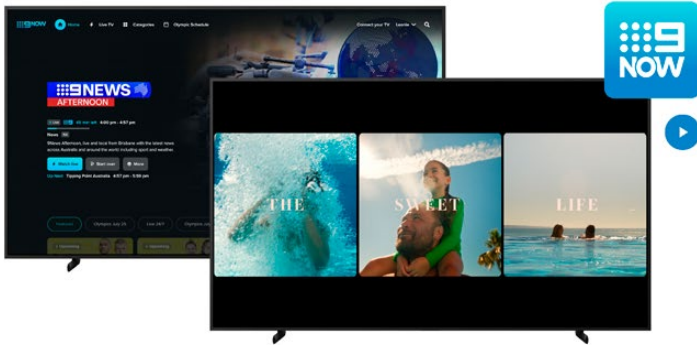
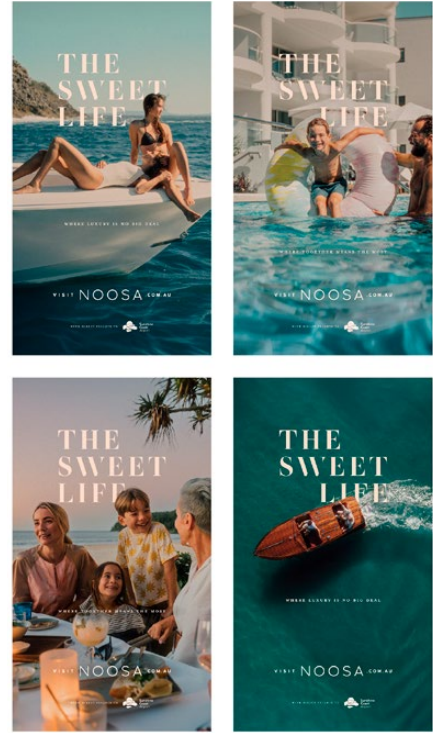
Our campaign partnership with Sunshine Coast Airport and Webjet as conversion partners, leveraged recent flight expansions from New Zealand and targeted travellers from New South Wales and Victoria.

The campaign offered members cooperative marketing opportunities across digital and social media platforms.

There was a 24% YoY uplift in incoming passengers, and across all brand metrics—awareness, perception, consideration, and investigation. Average length of stay increased to 6 nights based on confirmed flight itineraries into Noosa (MCY).



Programmatic Digital Out Of Home (PDOOH)



COOPERATIVE OPPORTUNITIES FOR MEMBERS

The launch of our 2023-24 Marketing Opportunities Guide provided members with a range of year-round, always-on activity to boost their visibility among audiences who are looking for the best holiday experiences in Noosa.

High-impact, affordable options enabled members to reach engaged Visit Noosa audiences across:

- Consumer email inclusions
- Website marketing
- Noosa Holiday Guide
- Digital advertising and social media
- Major and tactical campaigns
- Business events and trade opportunities
- Visitor Information Centre digital and brochure advertising



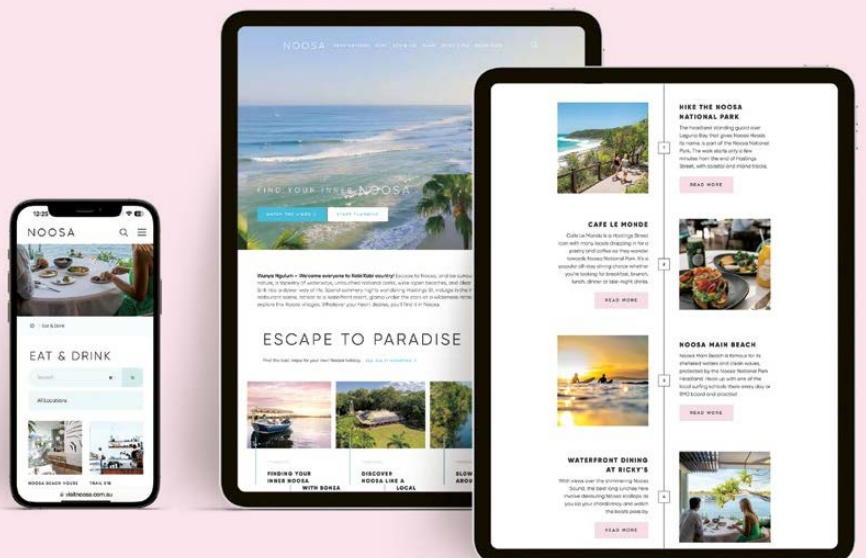
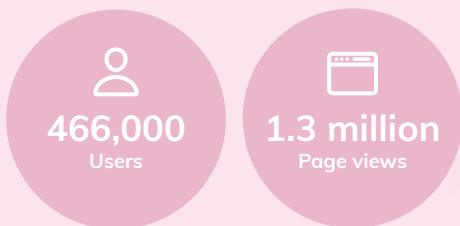
NOOSA STEPS INTO BLUEY'S WORLD

Noosa joined in the world record-breaking 'Keepy Uppy' fun as Tourism and Events Queensland launched its biggest campaign in more than a decade: 'Queensland is Bluey's world for real life'. We joined the TV show's red ball game with a popular @VisitNoosa Instagram reel to entice interstate and international travellers to book a holiday to Queensland (Noosa in particular). We also reached out to our accommodation members to join the global campaign and to those who work internationally with the Expedia Group to be part of their campaign partnership.



VISITNOOSA.COM.AU WEBSITE


Visitnoosa.com.au is the core platform for digital and social media activity in our 'always-on' and campaign marketing strategies. This enhances exposure for members whose business listings leverage our consumer reach.




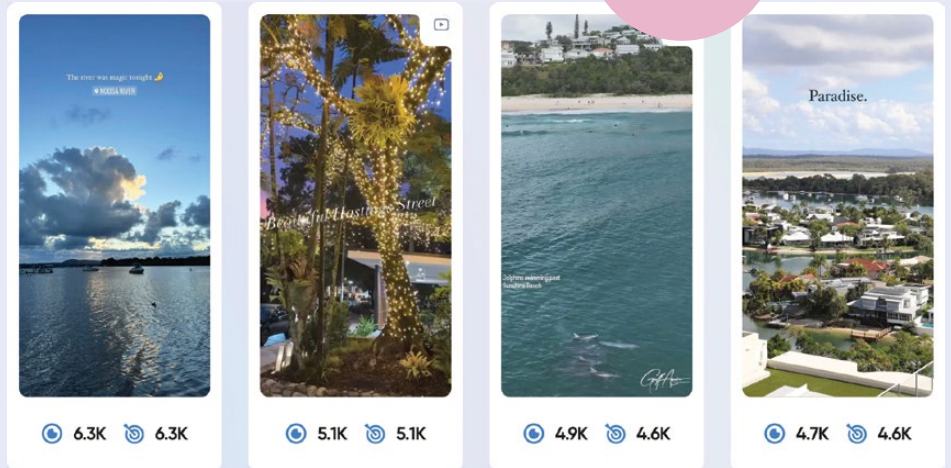
NOOSA
VISITNOOSA.COM.AU

SOCIAL MEDIA

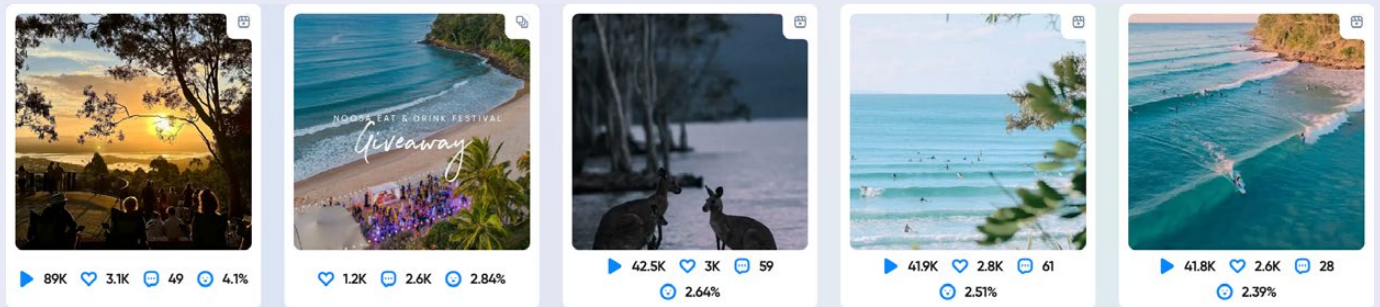
We strengthened our following on consumer social media platforms for @visitnoosa with a combined following of 202,000+ followers (+3% on previous year). Taking the best of user-generated content, influencer shoots and campaign content that highlighted Noosa’s nature, events, wellness, experiences, accommodation, villages, shopping and events, we inspired followers to book a Noosa holiday and experience the best of the region.


134,700
 Followers

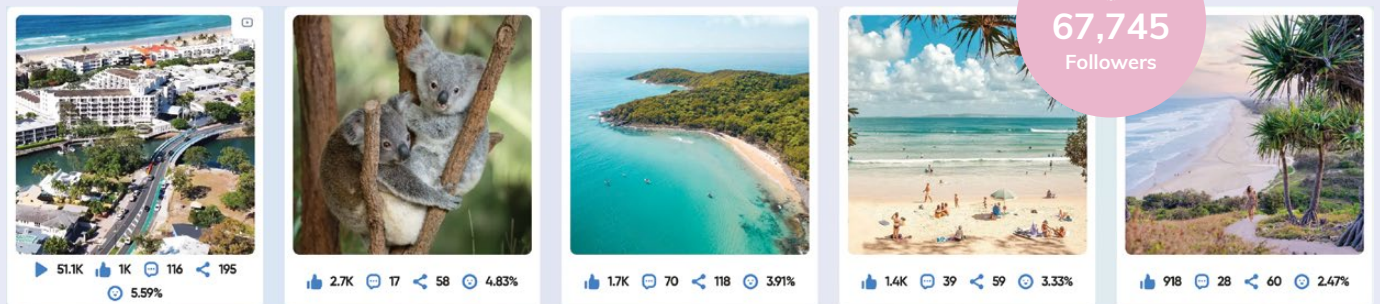
 Stories with most impressions




 Most engaging Instagram posts





 Most engaging Facebook posts




67,745
 Followers

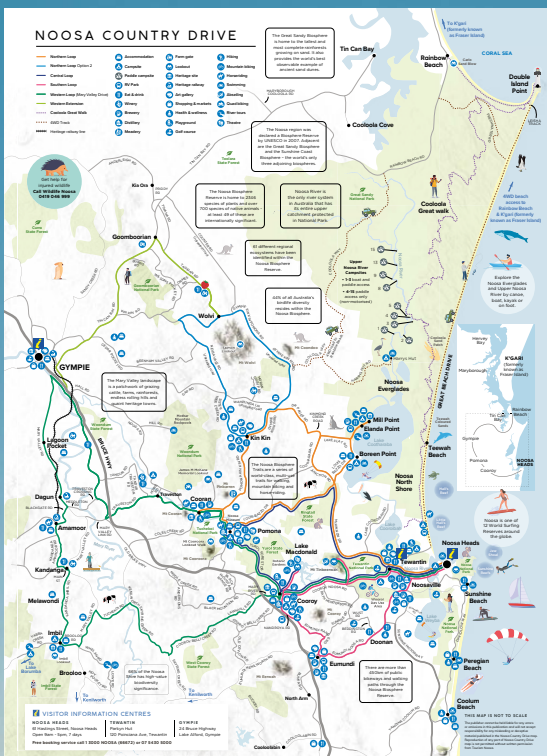
Year-on-year growth in social media measurements

Platform	Following	Reach	Engagement (average)	Impressions (organic and paid)
 Instagram	134,700 +1%	2.8 million +30%	5.84% avg per post on reach	5.1 million
 Facebook	67,745 +8%	6.9 million +5%	3.54% avg per post on reach	8.3 million

NOOSA HOLIDAY GUIDE

A new Noosa Holiday Guide, the first in two years, was published with 100+ pages of visitor experiences, tips and deals. Dozens of members advertised in the Guide which is the official publication for anyone planning a holiday in Noosa.

Over 20,000 copies are distributed nationwide via visitor centres, airports, trade and consumer expos, and delivered to trade partners and visiting media. The Guide is available as an e-book online or as an A5 printed book.



NOOSA COUNTRY DRIVE MAP

Our popular Noosa Country Drive map was revamped to include updated information and improved mapping features. The map is available in print form from the Visitor Information Centre in Hastings Street and from members throughout the Noosa hinterland to provide to their guests and customers. It is also available in digital format.

The map is key to our Noosa Country Drive activity to support dispersal throughout the region, taking visitors on a journey through Noosa hinterland villages and showcasing accommodation, tours, dining and breweries, galleries and places of interest, health and wellness centres, farm gates, outdoor adventure, golf courses, playgrounds, natural attractions, tips and highlights.

visitnoosa.com.au/see-do/trails-road-trips/country-drives

TRAVEL TRADE AND INTERNATIONAL MARKETING

Tourism Noosa invests in key international markets to drive year-round bookings and encourage overseas visitors to experience the best of the region, increasingly important as domestic visitation softens.

COVID completely disrupted the global travel trade – the halting of international travel saw many long-term travel consultants leave the industry. As the world slowly recovered from the pandemic, the industry has also had to rebuild, meaning that reconnecting with our trade partners has never been more important.

Our Trade and International engagement program keeps Noosa top-of-mind with domestic and global travel buyers and agents and connects our accommodation and experience operators with this crucial segment.

Through face-to-face contact at trade shows, overseas missions, in-region familiarisations, agent training, and our UK in-market representation, we grow, market and promote knowledge of Noosa among agents, encouraging them to include the destination on their itineraries when planning their clients' holidays to Australia.

Our global activity, joining Tourism Australia, Tourism and Events Queensland, Visit Sunshine Coast and the Australian Tourism Export Council, encourages visitors from the key markets of New Zealand, UK, North America and Europe to stay longer and experience more of Noosa.

International visitors spent \$116 million in Noosa in the year ending June 2024, surpassing the record-breaking figures from pre-COVID 2019. Visitors stayed a near-record 1.135 million nights (a 28% increase on the previous year and 15% higher than pre-pandemic), increasing their average length of stay from 6 nights to almost 8 nights.

With international aviation capacity to Queensland post the pandemic almost fully recovered, and global competition becoming stronger than ever, maintaining destination knowledge of Noosa through our connections with key distribution partners is essential.

Trade Ready program: One-on-one mentoring sessions for 27 Tourism Noosa members in readiness for contracting by wholesalers for inclusion in international itineraries.

Familiarisation: Hosted 15 famils, focusing on our key western markets which included pre and post Australian Tourism Exchange. Over 93 trade representatives visited Noosa which has seen an increase in bookings and enquiries to Noosa.

Education and training: 1,578 face-to-face training sessions were delivered to agents and Product Managers globally. This attracted 950 additional subscribers to the trade eDM database.



SPOTLIGHT ON THE UK

In-market representation

Tourism Noosa engages in-market representation in the UK – Noosa’s largest international source market at 41,000 visitors. In 2023-24, 200 agent training sessions and more than 100 business-to-business, in-person manager meetings were delivered. This enabled Tourism Noosa to secure the following:

British & Irish Lions partnership:

Delivered a Noosa competition to a Lions’ audience of 40,000 and The Times+ UK audience of more than 500,000.

This generated 35,800 competition entries and 5,600 new Noosa subscribers from the UK.

The Times+ UK competition valued at AUD \$190,000, secured a complimentary 4-week media and consumer direct-to-consumer campaign. The Visit Noosa website visitation saw a 700% uplift and 139,000 impressions.



Win tickets to the British & Irish Lions Tour and a stay in Noosa, Queensland

Noosa, on Australia’s Sunshine Coast, is the ultimate laidback holiday – and the perfect place to relax during the British & Irish Lions 2025 Tour to Australia. You could experience this once-in-a-lifetime adventure, with return flights to Australia included.

Visit mytimesplus.co.uk

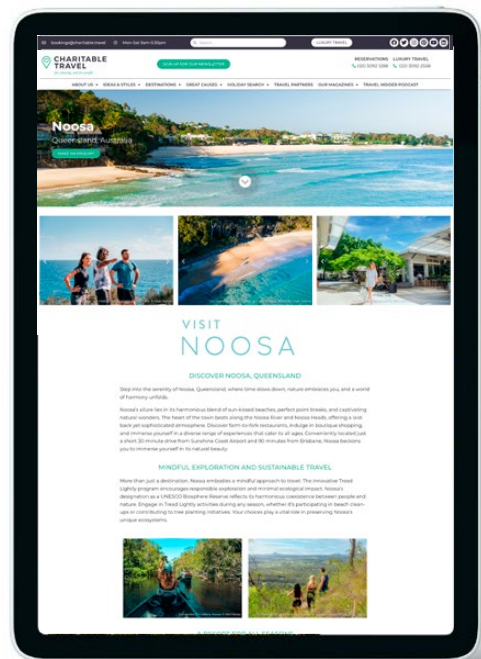
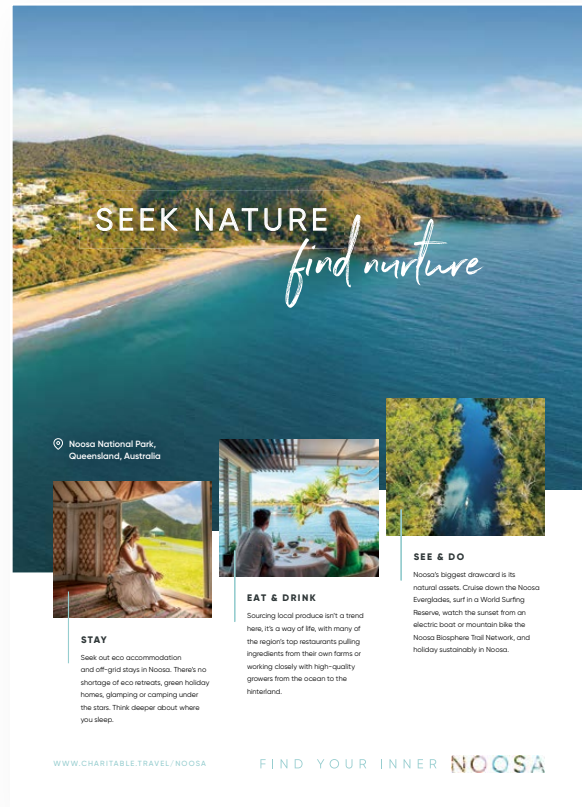
TIMES+ | NOOSA
OFFERS | COMPETITIONS | EVENTS
[VISITNOOSA.COM.AU](https://visitnoosa.com.au)

Influencing UK agents:

- Increased inclusion of Noosa products in major wholesale brochures and itineraries
- 1,500 agents subscribed to My Hablo, a digital travel industry platform
- Trade marketing opportunities for brand Noosa, including agent incentives and campaign inclusion
- Generation of media articles, social media on agents channels and increased website content about Noosa on the major UK wholesaler websites
- Dedicated UK famil attended by eight trade specialists from major wholesalers. The group has become Noosa advocates, which has seen the inclusion of Noosa on trade itineraries increase.

Charitable Travel campaign:

- Focused on Noosa as a sustainable destination, with the creation of a Noosa landing page that includes eco-friendly holidays and environmentally conscious activities. 75,000 reads with 8-minute dwell time
- 1.5 million online views
- 300,000 charities reached.



TRADE SHOWS

Tourism Noosa represented Noosa members at travel trade shows around Australia and internationally, conducting face-to-face training sessions with more than 2000 agents and product managers.

G'day Australia

We met with 300 international Aussie Specialist travel agents at Tourism Australia's G'day Australia travel agent event in Cairns, ensuring the agents are fully informed to confidently sell a Noosa holiday to their overseas clients.

Eight members joined us at the event and several Aussie Specialists visited Noosa on a pre-familiarisation to experience the region first-hand.



UK and European Roadshow

Tourism Noosa delivered a VIP Product Manager event, inviting 10 of the UK's top tier wholesalers for a Noosa update and to strengthen relationships. Tourism Noosa also conducted individual wholesaler training sessions to four companies who are our key travel suppliers. This was followed by attendance at the Tourism and Events Queensland's UK and European roadshow, reconnecting with the travel trade through one-on-one product manager meetings and training frontline retail travel agents.

The UK is one of Noosa's top two international source markets, with Europe (predominantly Germany and Switzerland), coming in a close third.

Noosa is a priority Queensland experience from these markets, with visitors staying an average of 8 nights and spending on accommodation, experiences, transfers, retail and restaurants, making them extremely valuable to the Noosa economy.

Queensland Is Calling Trade Roadshow to NZ



Eleven members joined us in New Zealand for the Queensland is Calling trade roadshow with Tourism and Events Queensland.

New Zealand remains one of Noosa's top two international markets, with Kiwis motivated by Australian beaches, coastal experiences, family holidays, our warmer climate, and increasingly, by food-related experiences and activities that provide more meaningful engagement with the destination. NZ visitors spent almost \$29 million in the year ending June 2024 with Noosa seeing a move to 4- and 5-star properties and an average length of stay of 5+ nights.

TN met with media contacts, Tourism Australia, wholesale partners and retail travel agents, promoting experiences and products.

Noosa on the global stage at ATE 2024

Tourism Noosa attended Australia's largest annual tourism travel trade event, the Australian Tourism Exchange (ATE) in Melbourne, meeting with travel planners from our major global markets. The event provides Noosa with an opportunity to influence customers' Australian holiday itineraries, and ensure Noosa is included as a must-visit destination. With strong global competition, Noosa must stay top-of-mind to maintain and grow our high yielding international markets.

The Tourism Australia event is a chance to connect, influence and educate media and the travel trade through



one-on-one business meetings and networking events. TN held a full appointment schedule which included over 120 one-on-one meetings across three days with the key decision makers in travel.

Luxury experiences showcased to world travel professionals



Tourism Noosa joined 75 of the world's best travel suppliers at the prestigious Luxperience travel event in Sydney, returning for the first time in three years. The event connects high-end experiential travel advisors and professionals with the world's elite luxury suppliers.

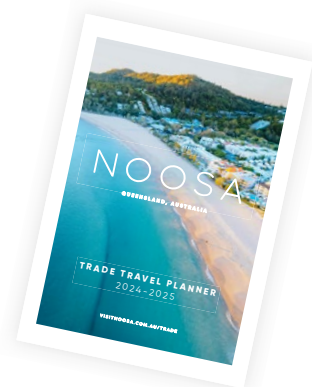
Tourism Noosa secured the opportunity for 4 members to represent Noosa's luxury product, with a focus on new product and experiences, meeting with 50 high-end luxury buyers for leisure and corporate travellers from the key international markets of the USA, UK, Europe and North America. Noosa was also featured in an event newsletter to a database of 5,000 luxury buyers.

ATEC Queensland Showcase

Eight members joined us at the Australian Tourism Export Council (ATEC) Queensland Showcase in Sydney in March. Held in partnership with Tourism and Events Queensland, we presented Noosa to over 50 inbound tour operators from our core source markets of UK, USA and NZ.

New Noosa Trade Travel Planner

The new Noosa Trade Travel Planner is distributed to international trade partners via trade shows, famils, international offices and trade media, and provided to wholesalers, Inbound Tour Operators (ITOs) and retail agents. Over 60 'Trade-ready' members featured in the Planner, along with essential information and Noosa experiences for global visitors.



The travel industry uses the guide to source Noosa accommodation and experiences to include in wholesale brochures, marketing campaigns, consumer e-newsletters, social media posts and PR and media opportunities globally.

Aviation partnership

In keeping with our 3-year MOU, Tourism Noosa and the Sunshine Coast Airport regularly collaborate on a range of destination marketing opportunities.

This year, we supported Sunshine Coast Airport's launches of new direct routes to the region and offered members cooperative marketing opportunities with aviation partners to strengthen direct interstate flights to the region.

A winter 2023 advertising campaign with Virgin Airlines, Sunshine Coast Airport and Visit Sunshine Coast supported direct flights from interstate. The campaign delivered an incremental 700 passengers, exceeding the target by 21%. This activation stimulated a 25% uplift in overall bookings to the Sunshine Coast Airport and an uplift in sessions to Virgin Australia's website of 221%.

The Airport has also supported the 2024 The Sweet Life Campaign and generously extended their support by showing our campaign TV commercial on their 3D screens at the arrivals hall, providing arriving passengers with a warm and inspiring welcome to Noosa.



BUSINESS EVENTS

Business Events are valued as one of the highest yielding sectors in Australia's visitor economy, with an estimated \$35.7 billion being generated. In support of this important sector, Noosa provides resources for venues and suppliers and encourages new participation through:

- A dedicated Business Events Noosa website
- Attendance at national and international events and expos
- A meeting planner for event organisers
- Staff resourcing to support local venues and suppliers
- Member surveys to capture economic gain to Noosa from Business Events
- Regular eDMs to share relevant member information to drive engagement and enquiry
- Direct enquiry feature on our website.

Corporate guests tend to travel mid-week in off-peak season, and spend up to three times more than leisure visitors. They will often bring their family for the event, or return to Noosa for holidays, injecting further expenditure into the region.

Business Events proposals pitched by TN generated more than 35 leads valued at \$10 million+ in business during the year.

New Zealand Business Events Expo

We attended the first Business Events Expo NZ, held in Auckland, which attracted 180 NZ-based event buyers seeking information and potential leads for conferences and meetings, incentives, corporate travel and retreats for their clients.

Noosa offers an attractive proposition for the NZ Business Event market's smaller corporate groups, particularly with incentives and corporate retreats. The expo enabled us to demonstrate the significant variety of experiences and activities in Noosa that planners can incorporate into their programs.

We also held meetings and provided updates to trade partners, Air New Zealand, Tourism Australia and Tourism and Events Queensland while in NZ.

visitnoosa.com.au/business-events

Noosa calls on Brisbane, Sydney & Melbourne

Tourism Noosa joined Noosa Business Event operators at Visit Sunshine Coast's 'Soiree' events in Brisbane, Sydney and Melbourne, offering a chance to connect with more than 180 high-value Business Event planners and organisers.



The Soiree events offer Business Event members working in this sector an opportunity to acquire direct contacts, secure leads and new business, and for event planners to increase their awareness of Noosa's venues and experiences, and inspiration on how they can be worked into programs for their corporate clients.

Website upgrades: New 3D visuals

A new feature of our Business Events website, the creation of Headbox 3D virtual models for key venues, aims to increase conversion and speed up the booking process for event organisers and venues by providing virtual site inspections. The models are fully interactive, enabling corporate planners to 'walk through' each space, plan floor layouts and cut down time to ensure the venue meets their needs.



Business Event Noosa digital adverts

Tourism Noosa delivers 'always on' digital retargeting banner adverts, to drive traffic to our Business Events Noosa site. The digital ads target corporate buyers to entice enquiry and raise the profile of Noosa as a Business Events Destination. A new referral button generation on Business Event member website listings has provided more efficient response to leads generated by allowing venues to receive direct enquiries and avoid third party handling.

Impressions	Landing page views	Link clicks
395,356	3,339	7,176

TOURISM EVENTS

Estimated economic value of tourism events to the Noosa region in 2023-24:

\$50 million +

(Based on economic impact assessments)

Through financial and promotional support of a calendar of globally recognised, new and emerging events, Tourism Noosa's events strategy aims to boost off-peak visitation and enhance geographic dispersal and expenditure across the region.

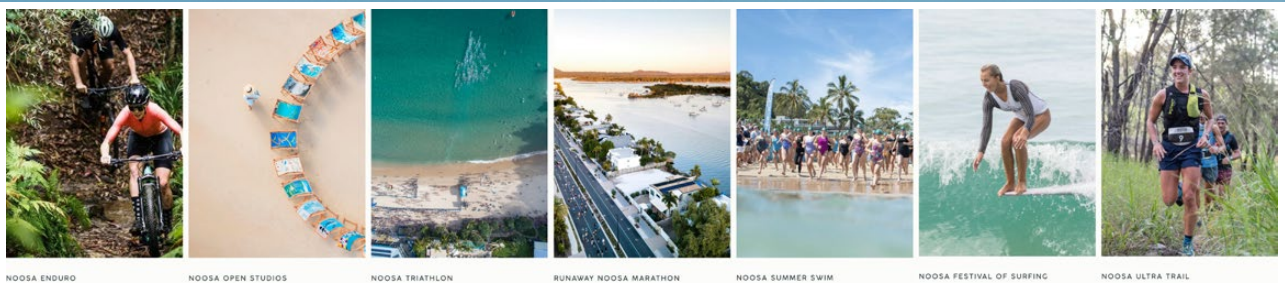
Noosa boasts an enviable number of established 'home-grown' participatory sporting, cultural and food events which deliver national and international media exposure for the region. These events provide locals and visitors with an exciting and diverse annual calendar that celebrates the magic of the Noosa region and highlights fresh produce, stunning natural backdrops, health and wellbeing, talented local makers, and passion-fuelled arts and culture.

TN's Event Sponsorship Program opens once a year, and focuses on events which can demonstrate strong economic, social and environmental contribution to Noosa through:

- Increased tourism spending
- Length of stay
- Repeat visitation by showcasing the region's natural beauty and vibrant lifestyle
- Encouraging regional dispersal
- Minimising their environmental impact
- Inclusivity.

The program outlines clear guidelines, environmental sustainability criteria, and both the application and reporting processes. In 2023-24 our event sponsorship program covered 12 events:

- Noosa Heads/Noosaville: 5 events
- Beyond Noosa Heads/Noosaville: 7 events



VIDEO TRIBUTE TO THE NOOSA TRI'S SUCCESS

A members' networking breakfast with Ironman celebrated the 40th anniversary of the Noosa Triathlon in 2023. Tourism Noosa presented a video tribute to this globally recognised event and its significant contribution to Noosa and the community.

The tribute featured memorable moments and heartfelt testimonials, and expressed gratitude to all participants, volunteers and supporters who have contributed to the event's success over the years. It highlighted the stunning natural beauty and community spirit that have made the Noosa Triathlon a global sporting attraction.

NOOSA EAT & DRINK FESTIVAL 2024

We were thrilled to present the return of the Noosa Eat & Drink Festival, Noosa's signature food festival, after a two-year break due to the effects of COVID-19. Held from 30 May – 2 June, the rejuvenated event showcased the stunning range and quality of Noosa's local producers and food and beverage experiences. The event is owned by Tourism Noosa and delivered under license by our presenting partner Global 360.

Event highlights:

Restaurant events:

28 events held across Noosaville, Peregian Beach, Sunshine Beach, Noosa Heads, Noosa Junction, Pomona

Festival Village Hub:

- Returning for the first time since 2019
- New location in Noosa Woods
- 6500+ attendance over 2 days
- 70 stalls

Other activities:

- 4 Beach events
- 2 Long Lunches
- 24 visiting chefs + 19 local chefs

National and local media coverage:

- \$8m PR value
- 9.4m audience reach (earned media)

Social media:

- 500,000+ impressions
- Total followers: 58,111 (+26% during campaign period)

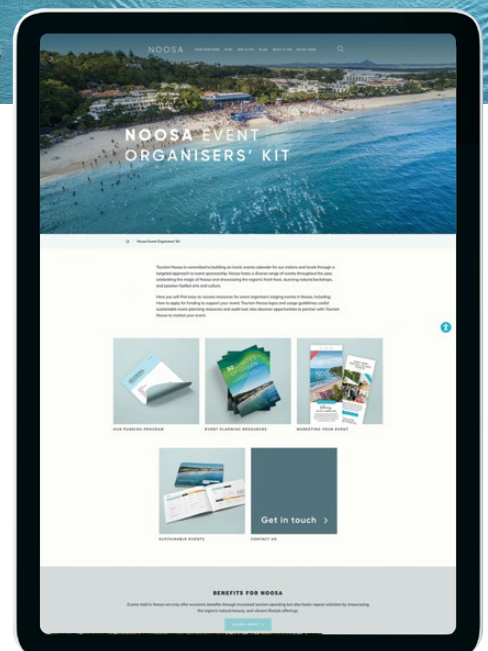


NEW NOOSA EVENT ORGANISERS' KIT

An invaluable online resource for organisers of events in Noosa, we released a new Noosa Event Organisers Kit which provides easy-to-access resources and tools for seamless event planning and execution.

It outlines information for event organisers working with Tourism Noosa on:

- How to apply for funding to support their event
- Sustainable event-planning resources
- Help for planning accessible events
- Marketing partnership opportunities



SUSTAINABLE EVENTS – LEADING THE STATE IN EXCELLENCE



Noosa's approach to fostering sustainable events is industry-leading and gaining national interest as other destinations seek to emulate the success of our event sponsorship program.

Events sponsored through our program are required to deliver on Sustainable Events Criteria, demonstrating progress and commitment in the areas of community, energy, water, and waste management.

In conjunction with our new 50 Shades of Green – A Creative Guide to Sustainable Event Management, the Sustainable Events Criteria auditing tool assesses the intended and realised sustainability efforts of an event and forms a mandatory part of their funding acquittal.

50 SHADES OF GREEN

The launch of our new 50 Shades of Green guide for sustainable event management introduced an innovative roadmap to help organisers of large and small events in Noosa achieve their sustainability goals – from energy to water, waste and much more.

With practical tips, easy steps and a wealth of resources, 50 Shades of Green strikes a balance between economic prosperity, social responsibility, cultural preservation and environmental stewardship.

TN developed the guide with the support of local organisations and experts who share a commitment to preserving Noosa's natural beauty and cultural heritage for future generations. It will help event organisers benchmark their efforts in measuring energy, water and waste and improve with each event year-on-year.

The guide follows the phases of event planning, from pre-event to during an event and post-event actions. Information covers areas such as:

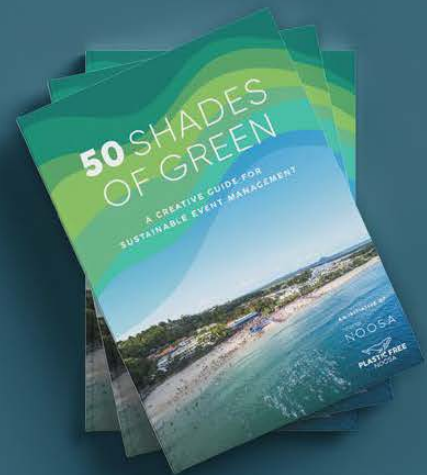
- Environmental risk assessments
- Community impacts
- Carbon emission reductions
- How to save on energy, water and waste to minimise environmental impacts while maximising positive contributions to the community.

Thank you to everyone who has worked with us on this, and to the Noosa events that have already embraced the challenge to reduce their impacts.

See the launch video at [youtube.com/watch?v=dGIB3upC0kE](https://www.youtube.com/watch?v=dGIB3upC0kE)

TOURISM
NOOSA

PLASTIC FREE
NOOSA



AN EXAMPLE OF EXCELLENCE

The Noosa Festival of Surfing 2024 was certified as a carbon-neutral Climate Active event, thanks to a voluntary offset scheme with Sea Trees and Tourism Noosa's local reforestation program Trees for Tourism. It reduced its impact through the three main indicators of waste, energy and water.

MEDIA AND CORPORATE COMMUNICATIONS



\$40M

PUBLICITY VALUE



19

MEDIA FAMILS



24

MEDIA RELEASES



5

TV BROADCASTS

Tourism Noosa's Communications activity reaches local, national and international media for destination coverage through a targeted familiarisation program, regular media releases and attendance at key travel media industry events. Corporate communications including member newsletters, industry-focused social media, an online resources toolkit and reporting keeps our members informed on Tourism Noosa activity, member opportunities and resources, and connection with the wider industry.

Our media program supports and enhances our brand messaging and storytelling through positive editorial across print, digital and broadcast channels.

Tailored familiarisations with national and international media showcase accommodation, tours, food and drink scene, sustainability, retail, wellness, events and more to inspire readers to visit Noosa and seek out more experiences when here.

48 FOOD-FILLED HOURS IN NOOSA SUNSHINE COAST

Look beyond the famous waves and breathtaking natural beauty, and you'll find Noosa is home to some equally weekend-worthy food and drink experiences. Natascha Miroshch spends two heavenly days enjoying the best of the region.

Day one

RELEASES AT THE LUNCHEON

After an energising swim, join local geographically diverse, able to draw not only from the beauty of the coast, but also the fertile hinterland, which is home to small cattle and free-range chicken farms, fruit and vegetable growers, distillers, brewers and cheesemakers. The abundance of homegrown talent – plus an ever-increasing number of chefs, restaurateurs and other producers moving to Noosa for the enviable lifestyle – makes it an epicurean holiday hotspot par excellence.

When you're digging into a stack of sandwiches tucked under a white or avocado on charcoal smothered with luminous salmon trout and herb butter, you wouldn't credit it. Coffee by a local roaster. Cardamom in the extra charge for alternate milk and sea by Mayra.

LUNCH AT THE WATER

While beachside Hastings Street in Noosa Heads is the go-to for many holidaymakers, early Noosa – where the tranquil, tree-fringed Noosa River flows around sandbars into the sea – has an abundance of excellent restaurants and cafes.

For lunch, either pick a seaside picnic table or dine at 20's Chicken Co. No ordinary chicken shop, 20's is run by a chef for chefs, Justin North, the hatted chef-owner of Aglio's former Balcatta restaurant. Chickens are free-range, brined for ultimate juiciness and cooked with an urban-fused house-made chicken skin before being cooked on a fire-wood roaster. There are also of in-season seafood fish, potatoes roughed-up and roasted in duck fat, and a silky, buttery mac. Absolutely order an extra of the glossy gravy, made from real chicken stock and rosemary-infused burnt butter.

APPROACH

Disagreeing packing up their towels and recreational hoes in their lines as you signal that operation has been approved. Pull up a chair for sunbathers at Aglio's former Balcatta restaurant, where flocks of chatting coasties wait for the evening in the gut-trail. An elegant one for with a European ambience. Aglio offers classic cocktails, local and international fare and a comprehensive list of old and new world wines, from the everyday to the extraordinary, along with a succinct, wine-friendly menu of cheese, bread, pure and character.

INSIDE AT THE MARINA

For dinner, head to nearby Taverna and Lucia's Marina. Owned by the Gallesio family of the famous family, now closed Lucia's in Sydney's Paddington, the seaside seafood restaurant opened in December last year and quickly became the most coveted reservation in Noosa. Here, the family-run eatery operates with the same mix of warmth and consummate professionalism as the original, and seafood is at the star – whether steamed or seared local spiny rock crab threaded through Lucia's house-made pasta.

124 destination.com.au

EXPLORE

TRAVEL + LUXURY

IN THE KNOW

A new helicopter tour offers a fresh perspective on the world's largest sand island.

RARE AIR

A new helicopter tour offers a fresh perspective on the world's largest sand island.

LYNDY ALEXANDER

When you've seen every coastline, it's time to see the world's largest sand island. A new helicopter tour offers a fresh perspective on the world's largest sand island. The tour is a 45-minute experience that takes you to the top of the island, where you can enjoy a panoramic view of the coastline and the ocean. The tour is a must-do for anyone who loves the outdoors and wants to see the world's largest sand island from a new perspective.

delicious.

DESTINATION / 37

Queensland

One for the girls

Carlynn Baskin and her daughter explore Noosa's coastline and discover its dazzling natural wonders.

WH ROUTE

GETTING THERE

STARTING THERE

GETTING AROUND

REAL INFORMATION

upgrade & EXPLORE

EXPERIENCE ENTHRALLING EUROPE

ESCAPE

THE WEEKEND AUSTRALIAN

Issue 1000

Available at newsagents and online.

MEDIA HIGHLIGHTS

Highlights from famils supported through our media hosting program:



Weekender TV dedicated an episode to Noosa, with quintessential holiday inspiration and new experiences and outdoor fun, showcasing 12 operators from the beach to river and hinterland.



Sunrise TV weather crosses to promote the Noosa Eat and Drink Festival.

The Today Show broadcast weather crosses from Noosa Main Beach at the Noosa Summer Swim event, featuring Olympians Michael Klim and Susie O'Neill, and Noosa's Olympic medal winner Kareena Lee.

Travel writer Kerry Heaney discovered some of the best new restaurants and new looks for firm favourites, from Hastings Street to Noosaville, Doonan and beyond, in her Eat, Drink & Be Kerry blog.

Noosa: Destination Green: The message of Noosa's nature and adventure experiences reached Sunday Times readers in Singapore through a feature article from a hosted famil that explored the Noosa Biosphere Reserve and World Surfing Reserve, the shaping and protection of Noosa's nature over many decades, outdoor adventures and local environmental solutions.

Roads Less Travelled TV travel program filmed a Noosa special, exploring all-new gems and the region's natural icons, from Peregian Beach to Noosa Heads, Noosaville, Noosa North Shore and the hinterland. More than a dozen operators and experiences from the ocean to the hinterland were featured.

The Fishing Show aired a dedicated Noosa episode, showcasing charter boat and off-shore fishing experiences. Fishing appears as one of Noosa's top tourism assets in the global Tourism Sentiment Index.

Noosa's 'dreamy natural wonders' were showcased in a media article in the **Escape travel section** around Australia.

Thank you to all operators who support us in hosting media with FOC accommodation throughout the year. Your generosity enables us to stretch our media budgets further.

PLASTIC FREE NOOSA IN THE MEDIA

Plastic Free Noosa messaging and programming was extended through print, radio, online media, dedicated social media channels, and resharing content across our existing digital platforms.

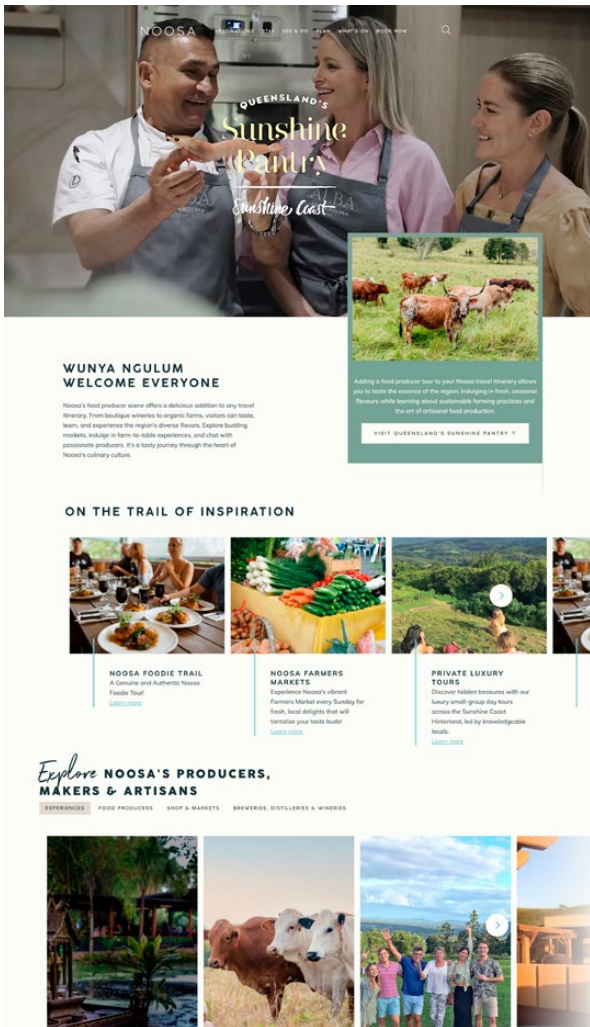
A two-page article in In Noosa Magazine aimed to reach locals and visitors to encourage them to change their habits and go plastic-free.



SUNSHINE PANTRY CELEBRATES NOOSA FOOD PRODUCERS

Supporting Queensland's Sunshine Pantry activity and the region's food producers, a new food producers' page on visitnoosa.com.au, showcases Noosa's culinary culture, with information on fresh local produce, food tours, makers and artisans, farm experiences, breweries and distilleries.

See visitnoosa.com.au/campaign/sunshine-pantry



CONNECTING WITH TRAVEL MEDIA INDUSTRY

We attended the annual International Media Marketplace event, one of Australia's leading media industry events, connecting with travel media and content creators to update them on the latest travel news from Noosa.

We shared engaging Noosa content as we connected with 25 travel journalists and editors to influence and educate them on the best of Noosa at the Australian Tourism Exchange (ATE) – the largest trade show in the Southern Hemisphere.

TN joined Visit Sunshine Coast's Brisbane media lunch, sharing the latest news and showcasing local produce from Noosa with 25 of Queensland's key travel influencers.

Tourism Noosa also joined destinations and tourism industry delegates from around Australia

at Tourism Australia's Regional Tourism Organisation (RTO) Forum and Destination Australia event, hearing insights on how to partner with Indigenous culture, the importance of trade distribution platforms for international visitors, and sustainable tourism.



Tourism Noosa's Communications Manager Susan Ewington, centre, with Maddy Schilg and Peter Hook from Visit Sunshine Coast at the Sunshine Pantry launch.

ADVOCACY

The future of tourism in Noosa

Tourism Noosa contributed to Noosa Council's Noosa Shire Destination Management Plan Discussion Paper which, once completed will shape the future of the Shire's tourism industry and community. We were involved in several stages of consultation, encouraged members to attend the Tourism Noosa Members Workshop discussion and prepared our own submission to the Discussion Paper. Our involvement is vital to ensure the Shire's future as a premier visitor destination over the next 10 years.

A letter to the community

A 6-page feature in local media, A Letter to the Community, shared many of the local tourism industry's highlights, intending to strengthen community awareness of the vital role Tourism Noosa plays in the destination management of Noosa, and the importance of the tourism industry to the local community through economic benefit, jobs, long-term investment, experiences for locals, and cultural and social prosperity.



Local Government Election Tourism Forum

In the lead-up to the March Council election, Tourism Noosa hosted a Local Government Election Forum exclusively for our members, inviting all Councillor and Mayoral candidates to discuss their vision for tourism in Noosa. This provided an opportunity for members to seek clarity on issues important to them ahead of the election.



Teewah Cooloola Working Group

Tourism Noosa contributed to the Teewah Cooloola Working Group around the QPWS Sustainable Visitor Capacity Management studies regarding visitor movement and capacity for the K'gari, Cooloola and Bribie Island areas.



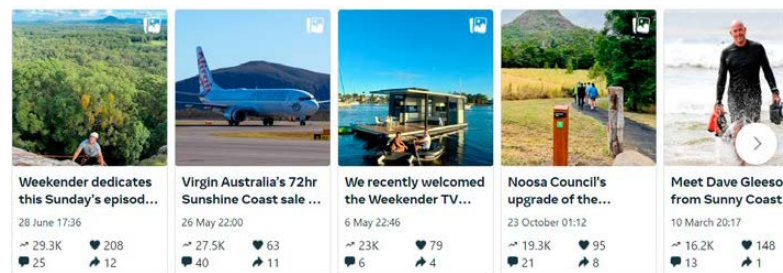
Tourism Noosa industry social media

The Tourism Noosa Facebook and LinkedIn corporate/industry pages feature regular posts about our own activity and opportunities for members, along with news from members, and opportunities from other tourism bodies such as grants, training, business support, events and more.

We introduced a member profile opportunity on the Tourism Noosa Facebook and LinkedIn pages for new and existing members to introduce themselves to our membership base.

Tourism Noosa Facebook Year-on-year results:

Reach:	Follows:	Visits:
192,400 +212%	778 +29%	7,700 +9.2%



INDUSTRY DEVELOPMENT

Tourism Noosa provides subsidised member training and industry development sessions to support members based on their needs. This year over 100 members participated in sessions delivered in:

- Social media
- Canva
- Digital marketing
- International Readiness
- Accessible tourism



Member Quickstart

Member Quickstart sessions provide new members and those wanting a refresh about our activities with information on how to make the most of their benefits, and how we work with our members and the wider tourism industry network.

Best of Queensland

We promote Tourism and Events Queensland's 'Best of Queensland' program which supports operators to deliver exceptional customer experiences. We also share information with members about training programs offered by qualified organisations such as the Queensland Tourism Industry Council.

Agritourism

TN supported and promoted agritourism events and workshops by the Food & Agribusiness Network including the Ripe & Ready workshop and Crafted workshop program that provided local producers and value-adding artisans with skills in operating and marketing in the tourism sector.



EMBRACING ACCESSIBLE TOURISM – WELCOME ALL TRAVELLERS

The Queensland Government's Boosting Accessible Tourism Grant (with matched funding from Tourism Noosa) enabled us to deliver the Accessible Noosa project. This was designed to support members in improving their understanding and offerings for travellers with a disability, and to pave the way for Noosa to become a more diverse and inclusive community. It also supported visitors who live with disability to find suitable options for their holiday.

This complemented our existing accessible and inclusive activities which include:

- An accessible filter for accommodation listings on visitnoosa.com.au
- Accessibility guides for experiences in Noosa and the Sunshine Coast
- Accessibility features at the Noosa Visitor Information Centre such as hearing loops, audio guides, participation in the Access Accelerator program, and links to a 360-degree virtual tour, visual story and sensory guide
- A dedicated accessibility page on the members' online toolkit with resources, updates, grant opportunities and other information to help members at any stage of their accessibility journey
- Access for members to information, grants, resources and support through regular member communication networks

- Globally-recognised accessibility feature on visitnoosa.com.au to help people with vision and motor impairment and cognitive disabilities, which they can adjust to their personal needs.

Grant project activities included:

- Member workshops presented by The Accessible Group for industry inclusion training, providing operators with practical steps to create a more welcoming holiday experience, communication, understanding different disabilities, and the business case for embracing accessibility. Sunshine Coast Airport, local disability support charity Sunshine Butterflies and a local resident who lives with disability also presented.
- 16 business assessments based on the Accessible Accommodation and Accessible Experiences three-tiered rating system, which is adopted by Australian Tourism Data Warehouse (ATDW).
- A video to inspire tourism operators to be more inclusive and accessible.
- Improved information regarding accessibility on the visitnoosa.com.au website, including on member website listings.



TOURISM SUSTAINABILITY

Tourism Noosa shares a core community value to improve environmental, cultural and community outcomes for the Noosa region as the UNESCO-declared Noosa Biosphere Reserve, and to attain global eco-destination status.

Our tourism sustainability programs seek to transform the destination into a model of responsible tourism that enriches the environment, empowers our tourism industry and community, and enhances the visitor experience and participation.

We are honoured and grateful to be able to promote and help protect the wonderful Noosa region and its environment, which is so loved and appreciated by locals and visitors from around Australia and the world. We acknowledge and embrace the community's long and proud history of protecting and enhancing this region's world-class nature for generations to come.



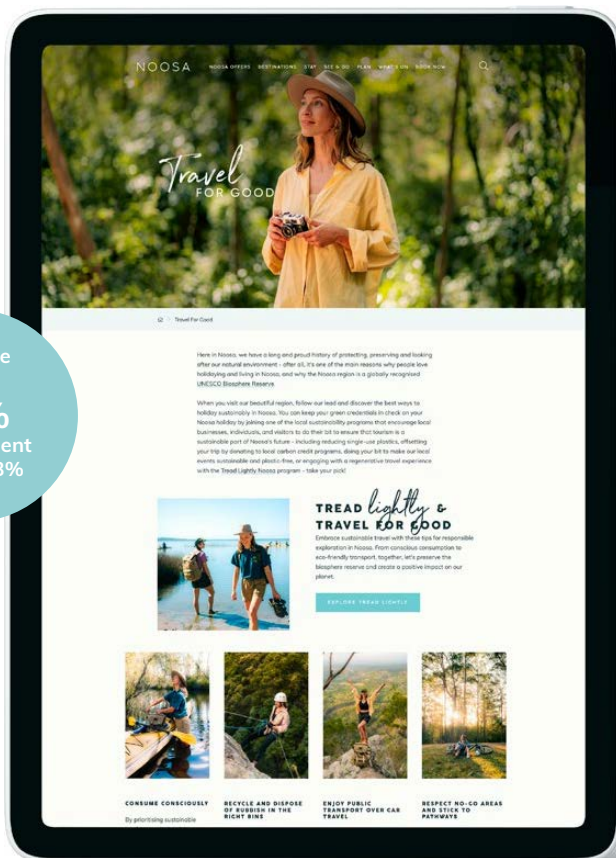
TRAVEL FOR GOOD

A full review of the Visit Noosa website pages relating to Green Travel, undertaken in light of the new Tourism Noosa Destination Strategy and the performance of the Where We Roam marketing campaign, resulted in the rebranded consumer-facing section 'Travel for Good'. Information, events and news about our consumer-friendly sustainability activity is featured:

- Plastic Free Noosa
- Trees for Tourism
- Tread Lightly Noosa
- Noosa Biosphere Reserve
- Noosa World Surfing Reserve
- Noosa Coastal Custodians
- Slow Food Noosa
- Local initiatives
- Eco-travel blogs and itineraries
- Carbon-free Noosa Travel Calculator

See visitnoosa.com.au/travel-for-good

Website pages
66%
engagement rate +13%



Travel for good landing page

STRIVE 4 SUSTAINABILITY

The Strive4Sustainability program through EcoTourism Australia provides a simple way to measure the environmental impacts of your business. Tourism Noosa achieved a score of 78%, providing a benchmark to help guide our future efforts toward tourism sustainability and formal accreditation.

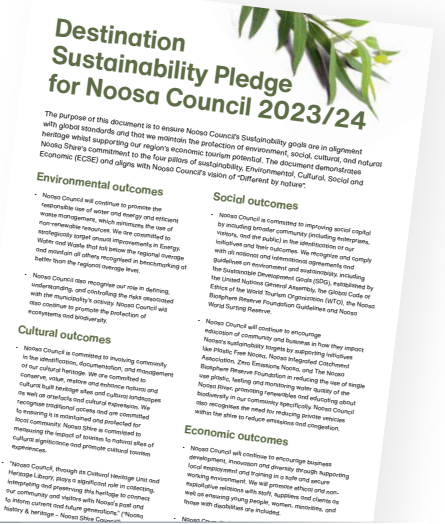
The scorecard provided areas to focus on to improve our standing, assessing four pillars of sustainability:

- Environmental impacts
- Socio-economic impacts
- Cultural impacts
- Sustainable management



EARTHCHECK DESTINATION CERTIFICATION

Tourism Noosa partnered with Noosa Council to gain Earthcheck Destination Certification for Noosa.



TREES FOR TOURISM

Total raised in 2023-2024	\$18,745
Trees planted	1,216
Carbon sequestered	151 tonnes

In partnership with Noosa & District Landcare, the Trees for Tourism program raises funds to plant native trees along the Noosa Biosphere Trails in the Noosa hinterland. This helps revegetate the Noosa Biosphere Trails, provide shade trees for walkers, help with erosion mitigation and improve the habitat for koalas and other wildlife.

Tourism Noosa-sponsored events are the main contributors to the Trees for Tourism program, providing funds through event participation. We invite members, organisers of our sponsored events and the community to attend tree plantings throughout the year with plantings held in Kin Kin and Cooran.



A Trees for Tourism community planting in Cooran.

TREAD LIGHTLY NOOSA

Offering eco-friendly initiatives for visitors to offset the impact of their travel, our Tread Lightly Noosa program presents environmental activities around the Noosa region, in partnership with local environmental groups.

The program, which was a finalist in the Noosa Biosphere Awards 2024, invites locals, visitors and media to take part in activities including:

- Beach clean-ups
- Noosa Oyster Gardening Ecosystem Restoration
- Trees for Tourism tree-planting events in the Noosa hinterland
- Enter the Flyosphere Shorebirds Experience
- Roving Restorers Bush Care and Weed Control
- Event Waste Warriors



Stage 2 of Tread Lightly Noosa is under way which will offer local indigenous activities and a marine citizen science experience focusing on whale and dolphin research.

A Tread Lightly Noosa brochure for members is available to help inform their guests about the program's activities and links to a dedicated microsite to showcase the calendar of activities that visitors and locals can join.

See visitnoosa.com.au/tread-lightly

PLASTIC FREE NOOSA

Tourism Noosa manages the Plastic Free Noosa program on behalf of Noosa Council. We work with member businesses, community groups, schools, event organisers and individuals, including visitors, to adopt more sustainable practices throughout the region, particularly by phasing out single-use plastics and reducing waste. Activities and initiatives delivered in 2023-24 under this program include:

- Beach clean-ups
- Plastic Free July
- Community engagement and education
- Waste Warriors at tourism events
- Youth Ambassadors

We have included a snapshot of activity from the year – the full Plastic Free Noosa Annual Highlights report for 2023-2024 is available at:

plasticfreenoosa.org/our-story



\$220,000
Total media value



38,000+
Website views



13,000+
Social media reach



188
Plastic Free members



68
Plastic Free Champions



26,968kg
of plastic avoided



33,704
Plastic water bottles eliminated

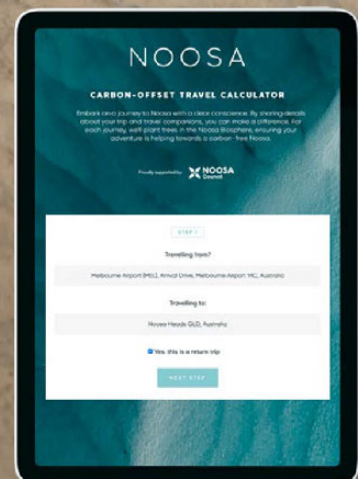


CARBON-FREE NOOSA TRAVEL CALCULATOR

Supported by a Noosa Council grant, Tourism Noosa developed a carbon emission offset travel calculator available for visitors on the Visit Noosa website.

The carbon travel calculator asks visitors to identify their mode and distance of travel to Noosa and calculates the carbon dioxide produced. The calculator provides options for visitors on how to help offset part of their travel emissions by donating to the Trees for Tourism program.

It also features sustainable transport options for visitors to further help reduce their carbon emissions when in-region.



VISITOR SERVICES

NOOSA VISITOR INFORMATION CENTRE

The award-winning Noosa Visitor Information Centre in Hastings Street is the vital hub of destination information and knowledge that links Tourism Noosa's members and visitors.

The centre is run by a small team of paid staff and 60+ dedicated, trained volunteer ambassadors who provide relevant information about local tourism operators and experiences. It drives greater dispersal across the whole Noosa region, providing increased revenue for local businesses through its accommodation and tour bookings desk.

Each month the centre welcomes thousands of visitors from across Australia and the world, along with locals who are inspired to plan and book the best Noosa holiday and experiences.

The centre plays an important part in extending visitors' length of stay in the Noosa region and visitor expenditure. Open 7 days a week, 364 days a year, the centre;

- Delivers unbiased, accurate information for visitors at all stages of their holiday journey
- Represents and promotes members' products
- Acts as a regional showcase for local provenance and artisans
- Is a centre of excellence of which the whole Noosa community can be proud.

In 2023-24, approximately 200,000 people came through the doors of the centre. Staff and volunteers also answered thousands of phone and email inquiries for information on what to see and do and to make bookings.

This year, more than \$350,000 worth of accommodation and experiences was booked directly through the Visitor Information Centre.

Activation displays promote members

The Visitor Information Centre is a prime location for members to display and promote their products and experiences.

Members are welcome to set-up free activations or attractive displays which elevate their exposure but also strengthen the product knowledge of the centre's volunteers and booking staff. Activations during the year included:

- Doggy Vibes event display
- Karla the Koala book signing
- Noosa Regional Gallery
- Noosa Civic Shopping Centre
- Peregian Beach Village Vibes
- Frida's Sip 'n' Paint Noosa
- Sensaura Day Spa
- Noosa Open Studios
- Stratus Outdoors
- Eco Christmas gifting.



Noosa Visitor Information Centre volunteers experience member products on a local famil.

CELEBRATING INDIGENOUS CULTURE

Complementing the existing nightly audio-visual presentation of the Indigenous Kabi Kabi are new cultural activities at the Noosa Visitor Information Centre.

Kabi Kabi art tells Oyster Festival story:

New Kabi Kabi artwork at the Noosa Visitor Information Centre, titled Pathway to the Oyster Festival, tells the story of the pathways that Aboriginal people, including Kabi Kabi, used for thousands of years as they travelled to the area now known as Tewantin on the banks of the Noosa River.


The painting is by Kabi Kabi artist Melissa Bond and an information panel explains the cultural values of the river and the work being done to restore the oyster reefs through a project by The Nature Conservancy, Kabi Kabi, Noosa Council, The Thomas Foundation and Noosa Parks Association.

Kabi Kabi Kids:

A new children's book and colouring sheet is available at the Noosa Visitor Information Centre, helping children learn about the culture of the local Indigenous Kabi Kabi. The book, Kabi Kabi Kids, written by Kabi Kabi man Kerry Neill and illustrated by Jessica Foulds, takes children on an adventure as they explore how life has changed since the time of their ancestors.



VIC accreditation

The Noosa Visitor Information Centre maintained its accredited status. A comprehensive training, planning and auditing process throughout the year ensures the centre retains the right to display the nationally recognised yellow on blue italicised .

The audit report stated that the Noosa VIC is an exemplar in the provision of visitor services, showcasing an ideal balance between visitor services, community inclusion, enhanced member opportunities, and the dedicated and professional team of staff and volunteers.

Our journey towards providing accessible services to all visitors and locals was also noted as being advanced compared to many across the State.



Wayne Clifford from The Tourism Group (left) with volunteers and staff at the centre's accreditation audit.

Inspiring future generations

The centre regularly welcomes students from Noosa and the Sunshine Coast as part of their studies, presenting to them so they gain valuable insights into the tourism industry. They learn about visitor services, destination management, marketing activities and visitor trends, as well as impacts of tourism on the local environment and Tourism Noosa's role in delivering sustainability initiatives to help counter these – inspiring them to consider a career in tourism.



School students learn about Tourism Noosa's sustainable tourism practices and other activities.

Visitors donate to save koalas

The Noosa Visitor Information Centre is a collection point for donations to Queensland Koala Crusaders, to help save at-risk koala populations. Visitors support the non-profit organisation through a donation box on the counter. Tourism Noosa also promotes online donations to the charity.

Meghan Halverson from Queensland Koala Crusaders (centre) accepts Noosa Visitor Information Centre donations from centre volunteer Neil Tomlinson and former Tourism Noosa Visitor Services Manager Anna Macklin.



National Volunteers Week

We celebrated National Volunteers Week in May as we recognised our team of more than 60 volunteers who are the friendly face of Noosa, welcoming over 200,000 visitors to the Noosa Visitor Information Centre annually. We sincerely appreciate and thank all our volunteers for their time, commitment, care and passion for Noosa, our members and for creating memorable holiday experiences for our guests.

Collectively, our volunteers cover 728 4-hour shifts each year and generously commit extra time for training and familiarisations to ensure they are up to date with the latest experiences and offerings from our members.



VOLUNTEER PRODUCT KNOWLEDGE

Familiarisation tours: Exploring member experiences

Familiarisations of Tourism Noosa member businesses are an important way for our volunteers to keep up to date with the latest as they talk to thousands of visitors at the centre each week about what to do in Noosa. Thank you to the members who take the time to host our volunteers and staff.

'Famils' and training across the region during the year included:

BAY VILLAGE AND BOATS: Famil to Bay Village in Hastings Street and the nearby Boardwalk Boat Hire and Gondolas of Noosa, experiencing boat hire and cruises, along with Bay Village businesses.

SEABOURNE DISTILLERY: A site inspection and tour of this award-winning distillery and venue in the Noosaville Industrial Estate.

SKYDIVING: Site inspection and briefing with Skydive Noosa, including free skydives for three lucky winners. This is a very popular experience for the adventure sector.

RIVER CRUISING: All aboard M.V. Catalina Noosa river cruise to experience the new menu.

NOOSA BOTANICAL GARDENS: Met the Friends of Noosa Botanical Gardens volunteers and went for a walk through and discussion on the Gardens' master plan.

HASTINGS STREET PRECINCT: Visited multiple properties along Hastings Street including but not limited to properties such as 71 Hastings St (Netanya), On the Beach and Tingirana.



Triballink Director Kerry Neill, pictured above left, presented a Cultural Awareness Training workshop, attended by volunteers, which was organised by Noosa Council's Community Development team.

NOOSA EVERGLADES ECO SAFARIS: All new volunteers were invited to join the Serenity Cruise with Eco Safaris at Habitat Noosa.

DISCOVER K'GARI ADVENTURES: Currently in discussions with operator to have volunteers go on their tour when seats are available.

GREAT 4WD BEACH DRIVE: Volunteers asked to join tours when spare seats are available.

CULTURAL AWARENESS TRAINING: Volunteers attended a Triballink Cultural Awareness Training workshop to learn more about Aboriginal and Torres Strait Islander peoples, histories and cultures.

BUZZ NIGHTS

Tourism Noosa members and event organisers are invited to present to our volunteers at the Noosa Visitor Information Centre. Held regularly, 'Buzz Nights' help keep the volunteers well informed and up to date with the latest in and around Noosa. This year presentations were delivered by:

- StretchLab Noosa
- Noosa Junction Association and BackstrEATS Bush and Botanical weekend events
- Noosa Dreamboats (new owner)
- NOOSA alive! festival
- K'gari Fraser Island Adventures
- Noosa Triathlon
- Noosa Eat & Drink Festival





Honours for our volunteers

Two Noosa Visitor Information Centre volunteers, Dianne Lindsay and Nicole Appleton were honoured at the Noosa Queensland Day Awards for their volunteer services. They have a combined 15 years of service as volunteers. Congratulations to Dianne and Nicole on receiving this formal recognition.

ACCESSIBILITY AT THE VIC

Tourism Noosa embraced the extension of the Year of Accessible Tourism into 2024 with activities and initiatives to improve accessibility for all visitors and locals. Activities at the Visitor Information Centre in 2023-24 included:

New audio-based technology platform, Vacayit:

The centre was the first Sunshine Coast listing on the Vacayit platform, which provides sensory visitor information to capture sights, sounds, smells, textures and tastes in storytelling. Five audio guides with information on local highlights such as the Noosa National Park and Noosa Everglades, the Visitor Information Centre, history of Noosa and the traditional Kabi Kabi custodians make trip planning and in-person holiday experiences more engaging. There are also tips for travellers with mobility issues on how to move around the region.

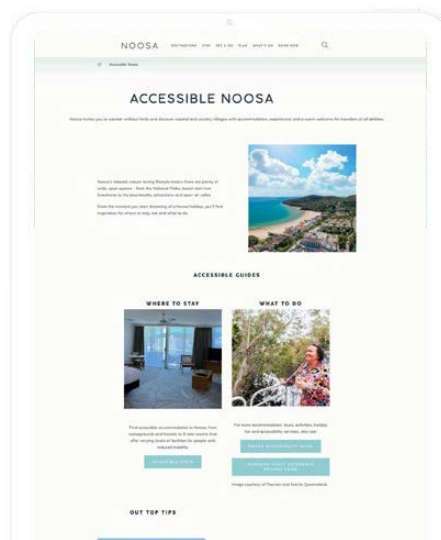
The Vacayit app is available to download, or go to vacayit.com/sunshine-coast or to the Australian Visitor Centre app.

Access Accelerator: Tourism Noosa was accepted to take part in the Access Accelerator program with Cerge and Spinal Life Australia to improve the centre's facilities and customer service for people with disability.

Staff took part in immersive disability awareness training; an online orientation session and the centre is now featured on an access and inclusion digital platform to provide venue accessibility information for anyone planning a visit to Noosa. This features a:

- 360-degree virtual tour
- Visual story and sensory guide
- Audio guide

See visitnoosa.com.au/accessible-noosa-holiday



OUR VOLUNTEERS

20 YEARS +

Bernardine Devereux
 Heidi Schum
 Joan Laney
 Tonya Hubbard
 John Robinson
 Sue Havilah
 Rosemary Luyendyk

15-19 YEARS

Neil Tomlinson
 Jeff Kitchen
 Kay Goatham
 Wendy Cutting
 Margot McKellar

10-14 YEARS

Judy Alexander
 Helen Williams
 Lynda O'Donnell
 Nicole Appleton

5-9 YEARS

Shelley Dell
 Jenny Whitehead
 Geraldine Daddow
 Liz Bennet
 Robyn Riley
 Merran Spring
 Narelle Love
 Sue Craig
 Bev Byrne
 Jenny Watson
 Carole Moynihan
 Amanda Dray
 Vicki Neich
 Andrew Burns
 Dianne Lindsay
 Shane Rayner
 Geoff Preston

UP TO 4 YEARS

Ruth Whittaker
 Peta Mackay
 Christine Casken
 Susan Anderson
 Maigen Broose
 Rosie Smith
 Peter Barfoot
 Sue Dengate
 Merridy King
 Wendy Clewett
 Fiona Ewington
 Shane Johnston
 Margot Walter
 Wendy Wessling
 Rosita O'Keefe
 Tim Brosnan
 Kristin Taylor
 Jim Kennedy

Sally Walker
 Patrizia Henrichs
 Sue Parkinson
 Jennifer MacFarlane
 Heather McCarthy
 Leigh Hyland
 Peter Chalmers
 Angela Crowley
 Debbie Taylor
 Susan Hales
 Sandy Hudson
 Hilary Grant
 Rowland Pocock
 Pam Robertson

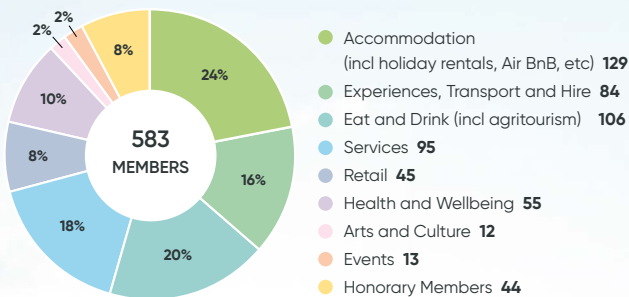


MEMBERSHIP

Tourism Noosa is widely regarded as one of Queensland's strongest tourism membership organisations. In 2023-24, our 583 members came from core tourism businesses and those who service the tourism industry across the accommodation, retail, food and beverage, tours and experiences, weddings, health and wellness, transport and hire, arts and culture, and event sectors.

Members engage with Tourism Noosa and each other through networking, industry development, sector focus groups and other activities.

Tourism Noosa Member Sectors 2023-24



MEMBER SURVEY

Our annual membership survey provided rich information regarding the make-up of member businesses, business confidence and outlook, and feedback regarding Tourism Noosa membership and services. Survey results included a Net Promoter Score for Tourism Noosa of 28 (a score between 0 and 30 is a good range to be in, but there is still room for progress)..

The results enable us to evolve our activities and services to better support members and remain effective as Noosa's destination management organisation.

NOOSA TRAVEL INSIGHTS HUB FOR MEMBERS

Our exclusive Noosa Travel Insights Hub for members was enhanced with the addition of spend data. The on-line dashboard, tailored for Tourism Noosa and our members, offers valuable insights into accommodation occupancy, forward bookings, benchmarking against competitor regions and flight searches to aid in business planning.



NETWORKING EVENTS

The members' networking calendar including evening and breakfast events is a popular feature of our membership program, offering a variety of opportunities to meet other members, learn from engaging experts from the wider tourism industry, experience venues around the region, and hear the latest updates and events news from Tourism Noosa.

Networking events were held across the region including Noosa Heads, Noosa Junction, Tewantin, in conjunction with the Noosa Festival of Surfing at the event's Beach Bar, and a joint celebration of the Noosa Triathlon's 40th anniversary.

While these events enable members to showcase their business to others, we appreciate the additional effort required to deliver these functions – in many cases, often after regular operating hours. We extend our thanks to this year's host venues for their hospitality and support in staging our Member Networking Events.

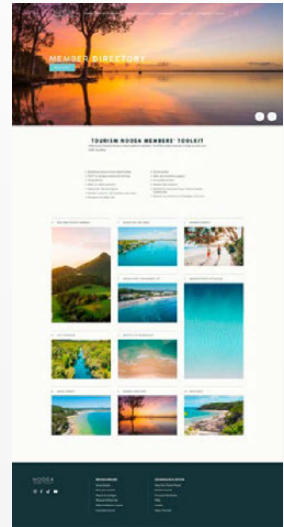


Networking events are a popular feature of our membership program.

MEMBERS' ONLINE TOOLKIT

Members have access to a wealth of information through our online resources toolkit to help businesses and their staff with:

- Marketing assets and advertising opportunities
- Image library
- Membership directory
- Member Connect news from members
- Research and data hub
- Noosa guides
- Sustainability programs
- Skills and workforce support
- Accessible tourism
- Reports, documents and strategies
- Member events and training.



The toolkit is regularly updated with information, resources and opportunities from Tourism Noosa and other credited regional, state and national tourism organisations.



TOURISM NOOSA'S OBLIGATIONS AND PERFORMANCE MEASURES AS PER NOOSA COUNCIL FUNDING DEED

Priority	Obligations and Performance Measures	Outcomes (Combined Q1-Q4)	Status
1. Destination Management Plan (DMP)	(a) TN acknowledges that Council is developing a DMP that will inform TN's strategy for managing the visitor economy in the Noosa region.	TN reviewed and provided input into the DMP draft. Workshops were held with the TN Board on 29 September, and the industry workshop was held 16 October. The formal response to the DMP was submitted on 31 October, 2023	Awaiting endorsement of DMP by Noosa Council
	(b) TN will implement aspects of the DMP identified by Council after consultation.	The Council-endorsed Tourism Noosa Destination Strategy will be reviewed after the DMP process to consider aspects for future incorporation and funding implications.	Awaiting endorsement of DMP by Noosa Council
	(c) TN agrees to a variation of the Deed to include agreed obligations related to the DMP.	Agreed that a full review of the Deed may be recommended once the DMP is completed.	Awaiting endorsement of DMP by Noosa Council
2. Workforce Planning	TN acknowledges that the funding supports TN staff wages and benefits.	Infographic created to show the source and quantum of income and expenditure in 2023-24. Staff Culture Survey results were shared with management. Staff performance and Director reviews were completed.	Complete
3. Finance Efficiencies & Viability	By June 2024, TN will undertake an efficiency review.	TN reviewed operational systems and processes, resulting in efficiency gains from realigned team resources and reduced costs in systems and suppliers.	Complete
4. Additional Revenue Streams	TN will explore revenue diversification, including a tiered membership program and greater revenue generation from the VIC.	Member Marketing Prospectus introduced new co-op marketing and advertising opportunities. Various grants were submitted, including Accessible Tourism Elevate Fund, Business Capability Fund and Workforce Development Fund. New partnerships and strategies for enhancing VIC revenues were explored.	Ongoing

Priority	Obligations and Performance Measures	Outcomes (Combined Q1-Q4)	Status
5. Industry Stakeholder Collaboration	TN will engage with industry bodies such as Visit Sunshine Coast and Tourism & Events Queensland and provide quarterly reports.	Collaboration with industry stakeholders, including quarterly stakeholder reports to Council. Joint campaigns and marketing initiatives with Visit Sunshine Coast, TEQ and others were executed.	Complete
6. Marketing	TN will develop an annual marketing plan to attract high-value travellers, detailing marketing activations and member co-op opportunities.	TN's annual marketing plan targeting domestic and international visitors was presented to Council in January 2024.	Complete
7. Regional Dispersal	TN will implement a regional dispersal strategy, promoting visitation to less-visited areas.	The "Where We Roam" initiative promoted sustainable travel beyond Noosa's high traffic areas over the Summer. The initiative succeeded in raising awareness and shifting consumer perceptions of Noosa as an environmentally conscious holiday destination and encouraged visitors to explore new areas of the region.	Complete
8. Business Events	TN will develop and implement a marketing program for business events (MICE) to attract corporate visitors.	A business events re-engagement plan was implemented. Over 40 proposals were submitted with an economic value exceeding \$10million. The Business Events database grew by 70% due to digital advert activity and trade show attendance. 3D Virtual venue walkthroughs and marketing materials were developed to increase enquiry and conversion.	Complete
9. Events	TN will develop a strategy with Council to attract and retain tourism events, avoiding duplication of funding.	<p>TN collaborated with Noosa Council to support twelve key events. Sponsorship recommendations for events running in 2024-25 were provided to Council for feedback including two new events – Noosa International Surfilm Festival and Solar Fields Music Festival aimed at diversifying the event portfolio.</p> <p>The Noosa Shire Events Strategy is being delivered as a jointly funded project by TN and NC in the 2024-25 financial year.</p>	Deferred to 2024-25

Priority	Obligations and Performance Measures	Outcomes (Combined Q1-Q4)	Status
10. Visitor Information Centres (VIC)	TN will increase revenue through VIC activities and explore potential Hinterland VIC partnerships.	<p>Merchandise and service reviews improved sales. New VIC staff were appointed with sales targets in place. Expanding commercial revenue streams and optimising tour and accommodation bookings slated for 2024-25.</p> <p>Expanding visitor services into the hinterland currently on hold until a shire-wide Visitor Services Review can be delivered to determine customer needs and best practise solutions.</p>	In progress
11. Sustainability	TN will develop a sustainability program aligned with "Noosa values," focusing on regenerative tourism and monetising sustainability initiatives.	TN's sustainability programs continued, including Trees for Tourism and Plastic Free Noosa. A new Carbon Calculator was developed, and the sustainable events guide "50 Shades of Green" were launched.	Ongoing
12. Sunshine Coast Airport Collaboration	TN will collaborate with Sunshine Coast Airport on destination marketing and product development.	TN partnered with Sunshine Coast Airport on campaigns, with successful joint promotions to drive interstate and international visitors. A new 3-year MOU with Sunshine Coast Airport was signed.	Complete
13. Product Development and Industry Training	TN will report on sustainable product development and industry training activities.	TN provided training sessions and industry workshops to support sustainable tourism in the region.	Complete
14. TN's leadership role with local stakeholders	TN will meet from time to time with business associations and other representative bodies within the LGA to identify initiatives for the visitor economy and opportunities for collaboration and will report to Council upon request in respect of these activities and outcomes.	TN has met with all major representative bodies in the region.	Complete
15. Value of Tourism Sustainability, visitor experience, high value/low volume tourism	TN will focus on high-value, low-volume tourism while improving the visitor experience.	TN set the direction for Noosa's tourism industry, aligning marketing strategies to attract high-value visitors.	Complete & ongoing

2023-2024 MEMBERS

1Eight Pty Ltd (Boreen Point, Noosa North Shore, Noosa River Caravan Parks)	Busy at Work	Eumundi Service Station
20 20 Distillery	Café VinCino	Eumundi Trading Pty Ltd
Accom Noosa	Calile Malouf Investments	Face Of Noosa
Adventure Sports Kite Surf Australia	Callula Investments – 9 Ravenswood	Fairhill Native Botanic Gardens & Nursery
Airguides	CAN Properties Noosa	Fancy and Free Weddings
Alba Noosa	Canvas and Marine Covers Noosa	Faticare Pty Ltd
Aloha Active	Caribbean Noosa Resort	Feet First Footwear
Alsahwa	Catalina Noosa	Fiona's Fancies
Altum Property Group Pty Ltd	Cayman Quays Waterfront Apartments	Firefly Solutions Pty Ltd
Amaze World	Cérge	Fireup Coaching
Amrita Park Meadery	Chez Noosa Resort Motel	First Batch Coffee Roasters
Anchor Motel Noosa	City Cave Noosa	First Point Marketing and Communications Pty Ltd
Andari Apartments	CL Weddings and Events	First Point Security
Apollonian Hotel	Clarity Accounting Solutions	Flashpackers Noosa
Aquaduck Sunshine Coast	Classic Malibu	Fraser Island Adventure Tours
Aromas Noosa	Clo Studios	Fraser Island Boat Charters
At the Sound	Club Noosa Timeshare Resort	Frenchies Brasserie Noosa
Athletic & Lifestyle Endeavour	Clubb Coolum Beach Resort	Frenzy Van Noosa
Aussie World	Coast to Hinterland Tours	Frida's Sij n Paint Noosa
Australia Zoo	Coastal Dry Cleaners and Launderers	Fried Mudd Studio, Gallery and Workshops
Australian Working Adventures / Visitoz	Coastal Vintage	Gallery one93
Balance Noosa	Coco Bay Resort	Gelatissimo Noosa
Bali Hai Noosa	Colonial Resort Noosa	Gibsons Homewares and Espresso Bar
Bandita	Con-X-ion Airport Transfers	Go Ride A Wave
Bay Village on Hastings	Coogee Australia	Golden Breed Surf Store
BCS (Body Corporate Services)	Cooloola Berries	Gondola Noosa
Beach Breakers Resort	Coolum Beach SLS Supporters Assoc. Inc	Good 2 Eat Catering
Beach Road Holiday Homes	Coolum Holidays	Graeme Passmore Photography
Beam Mobility Australia Pty Ltd	Cooroy Golf Club	Grant Holloway
Bella Casa Noosa	Cooroy Hotel	Great Beach Drive 4wd Tours
Bells Fitness	Cooroy RSL and Citizens Club Inc	Green Guard Window Tinting
Belmondos Group (Cafe Le Monde, El Capitano)	Corporate Challenge Events	Gridley Homestead Bed and Breakfast
Belmondos Markets	Costa Nova Holiday Apartments	Gull Design Bespoke Joinery + Interiors
Bendigo Bank	Creative Tours	Gusto Riverfront Restaurant
Bespoke Noosa Car Rentals	CSTM – Sound Body Corporate Management	Dare Enterprises
Bettys Burger & Concrete Co.	Culgoa Beach Resort	Happy Pops – Innovative Foods Pty Ltd
Big Kart Track	Day Spa Noosa	Harbour Wine Bar
BIG4 Breeze Holiday Parks – Rainbow Beach	Deep Sea Fishing Co Noosa	Hastings Street Bakery
Bike On	Di Henshall Interior Design	Heads of Noosa Brewing Company
Bin Boss Noosa	Diablo	Health In Perspective and Alaya Verde BrnB
Bistro C	Dingo Creek Wines	Helen Peel Artist
Biz Build Noosa	Discovery Fraser Island	Henry Buck Pty Ltd
Bli Bli Watersports Complex	Dolphins Beach House	Hinter-Coast Transport
Blink Living	East Coast Insurance Brokers Pty Ltd	HiRUM Software Solutions
Blue Dolphin Marine Tours	Eastwell Farms	Holiday in Nature
Boardwalk Bistro on Hastings	Eclectic Style	Holiday Noosa Accommodation Utopia Rentals
Boardwalk Boat Hire	Eco Noosa River Adventures	HolidayHomes@Noosa
Boiling Pot Brewing Company	ecoQLD – Habitat Noosa and Everglades Eco Safaries	Holistic Health Noosa
Bombetta	Ecotekk Electric Bikes, Trikes & Scooters	Home Scouts
Bones Plumbing	Ecovia Commercial Cleaning	Host Angel Noosa
Booking.com	Embassy XO	Hotel Laguna
Bookme	Emu Holiday Hire	Humble on Duke
Boomerang Bus Hire	Endota Spa Noosa	Ikatan Spa
Borumba Deer Park	Entity Coffee	Imperial Hotel Eumundi
Bosssdog Films	Epic Ocean Adventures	IN Noosa Magazine
Bounce Noosa	Equathon Horse Riding Adventures	Independent Rural Publishers
Brown and Co Realty	Eumarella Shores Noosa Lake Retreat	Indian River Pty Ltd
	Eumundi Mountain Retreat	

Ingenia Holidays Noosa	Madill Motor Group	Noosa Golf Club
Ingenia Holidays Noosa North	Maison Noosa Luxury Beachfront Resort	Noosa Harbour Fish Market
Integrated Rehab Centre	Makepeace Island	Noosa Harbour Resort
Intender Digital Pty Ltd	Maleny Botanic Gardens and Bird World	Noosa Heads Jazz Club Inc
Ironman	Mantra French Quarter	Noosa Heads Surf Lifesaving Club
IT One	Mary Valley Adventure Trails	Noosa Heads Thai Massage
Ivory Palms Resort	Mary Valley Rattler	Noosa Hill Resort
Jacaranda Apartments	Massage and Wellbeing.com	Noosa Hills Par 3 Golf Course
Janus Co Pty Ltd	McGrath Real Estate	Noosa Hinterland Brewing Co
Jensen Fine Brews & Chews	Mensroom Clothing by Cottonworx	Noosa Holiday Rentals
Jesca Maas	Metzo Noosa Resort	Noosa Junction Association
Joel's Journeys	Mile Productions	Noosa Juniors
JUCY Cars and Campers	Milk Bar	Noosa Lakes Resort
Julia Carter Studio Gallery	Miss Money Penny's	Noosa Learn to Surf
Jungle and Co	Mitchell Creek Rock and Blues Festival	Noosa Longboards
K'Gari Explorer Tours	Momentum Moto	Noosa Malibu Club
K'gari Fraser Island Adventures	Mr Drifter	Noosa Marina
Kaali Indian Restaurant	Mr Jones and Me	Noosa North Shore Ferries
Kanu Kapers Australia	MV Noosa Queen	Noosa North Shore Retreat
Karla Enterprises	Myuna Holiday Apartments	Noosa Oceanrider
Katja Anton Photography	Nannies Of Noosa	Noosa Open Studios Inc
Kim Wallace Ceramics	Narrows Escape Rainforest Retreat	Noosa Outrigger Canoe Club Inc
Kin Kin Depot	National Hotel Supplies	Noosa Pacific Resort
Kin Kin General Store	Nautilus Noosa Holiday Resort	Noosa Parade Holiday Inn
Kindred Tourism	Netanya Noosa	Noosa Party Hire
Kinetic (Sunbus)	Newsroom PR	Noosa Place Resort
Kiwi Fish Pty Ltd (Lamington, Cook Noosa, The Spit Van)	Niche Luxury Accommodation	Noosa Premium Transfers
Knock Knock Noosa	Niche Luxury Transfers	Noosa Quad Bike Tours
L'Auberge Noosa	Nikki Ind	Noosa Quays
La Bouquet	No 1 Hastings	Noosa Radio
La Mer Beachfront Apartments	Nomads Noosa	Noosa Reds
La Vida Restaurant	Noosa Alive	Noosa Reef Hotel
La Vie Noosa	Noosa And Hinterland Solar Advisers	Noosa Relocations
Lady Bird Noosa	Noosa Arts Theatre	Noosa Residences
Lady Elliot Island Eco Resort	Noosa Beach Cafe	Noosa River and Canal Cruises
Lady Musgrave Experience	Noosa Beach Surf Hire	Noosa River Fishing Safaris
Laguna Jacks Cellar and Bar	Noosa Beach Yoga	Noosa River Retreat
Laguna Pest Control	Noosa Beauty and Tanning	Noosa Secret Destinations
Laguna Real Estate	Noosa Blue Resort	Noosa Shores Resort
Laguna Services group of properties	Noosa Boathouse	Noosa Social Espresso and Wine Bar
Lake Borumba Caravan and Camping Grounds	Noosa Body and Skin Care	Noosa Sound Resort
Lake Cootharaba Motel	Noosa Boutique Apartments	Noosa Sport Fishing Lodge
Lake Escapades	Noosa Car Spa	Noosa Springs Golf Resort and Spa
Land and Sea Brewery	Noosa Cartel	Noosa Sun Motel
Las Rias Apartments	Noosa Chiropractic	Noosa Swimwear Collective
Lawrence Public Relations	Noosa Chocolate Factory	Noosa Thriller (Seawind Charters)
Leanne Holman Consulting	Noosa Civic Shopping Centre	Noosa Today (Star News Group Ltd)
Linen House Outlet Noosa	Noosa Crest Resort	Noosa Transfers + Tours
Little Cove Coffee Co	Noosa District Rugby Union Club	Noosa Tropicana Resort
Little Critters Pest Control	Noosa DMC	Noosa Van Lines
Little Seed Theatre Company	Noosa Dreamboats Classic Boat Cruises	Noosa VIP Limousines
Locale	Noosa Eco Retreat	Noosa Waterfront Restaurant and Bar
Localis	Noosa Eco-Holidays	Noosa Wave
Look Now Training	Noosa Elite Cleaning	Noosa Yacht and Rowing Club
Lovebird Weddings	Noosa Entrance Waterfront Resort	Noosa4Sale Pty Ltd
Lucio's Marina	Noosa Fair Shopping Centre	Noosaville Fish Market
Luxe Coastal Property Buyers	Noosa Farmers Markets	Noosaville Holiday Accommodation
LUXICO	Noosa Ferry & Cruise Co	Notch Noosa
Macquarie Lodge	Noosa Furniture Upholstery	Nowak Migration
	Noosa Getaways	Nudge Nudge Wink Wink
	Noosa Gift Co.	Nutworks

NuYou Natural Beauty Day Spa
 O Boat Hire
 Oakberry Acai Noosa
 Oasis Noosa
 Ocean Breeze Resort
 Oceanview Helicopters
 Offshore Fishing / Bayeno Pty Ltd
 Offshore Noosa Resort
 Oggy E-Scooter
 Okanui
 On the Beach Noosa
 Opals Downunder
 Organika
 Oz Ski Resort
 Panga Productions
 Paradise Seaplanes
 Parer and Co Design
 Pelican Boat Hire
 Peppers Noosa Resort and Villas
 Peregian Beach Hotel
 Peregian Court Resort
 Performance Matters
 Pete Goodlet
 Picture Point Terraces
 Pitchfork Restaurant
 Plantation Resort Rainbow Beach
 Platinum Tax Solutions
 Pomona Distilling Co
 Portside Noosa Waters
 Pottery For The Planet
 Power Plate Studio Noosa
 Pucca Restaurants Pty Ltd
 Qld Holiday Brochure Distribution
 Queensland Festivals & Events
 Queensland Value Pty Ltd
 RACV Noosa Resort
 Rapt in a Box
 Ray White Commercial Noosa & Sunshine Coast North
 Regional Training Services QLD
 Releaf Noosa Pty Ltd
 Resly
 Resort Solutions
 Revive Interior Design
 RG Strategic
 Ricky's River Bar and Restaurant
 Ride On Mary – Kayak and Bike Bush Adventures
 Rimini Holiday Apartments
 Riverside Beauty
 Robert James Realty
 Rococo Noosa
 Rosecliffe Boutique Farm Cottages
 Royal Copenhagen
 Safeguard Self Storage
 Sails Beach Restaurant
 Saks on Hastings
 Salt Air Aviation
 Salt Magazine
 Sandcastles No 1 On Hastings Street
 Sandy Beach Resort
 Scooter Mania
 SEA LIFE Sunshine Coast
 Seafood City Mooloolaba Pty Ltd
 Seahaven Noosa Beachfront Resort
 Season Restaurant
 Sensaura Day Spa
 Signarama Sunshine Coast
 Signature on Hastings
 Skydive Australia
 Slow Food Noosa
 Social Tap
 Sofitel Noosa Pacific Resort
 Somedays Pizza Pty Ltd
 South Pacific Resort Noosa
 Spicers Retreats
 Spirit House Restaurant and Cooking School
 Splash Events
 Spoke N Trail
 Stephanies Ocean Spa
 Stratus Outdoors
 Studio One Noosa
 Studio Untitled
 Style Media Pty Ltd
 Success Marketing
 Sun Lagoon Resort
 Sun Med
 Sundancer Holiday Apartments
 Sunny Coast Photos
 Sunprint Pty Ltd
 Sunreef Mooloolaba
 Sunrover Expeditions
 Sunseeker Holiday Apartments
 Sunset Cove Noosa Resort
 Sunshine and Sons
 Sunshine Beach Real Estate
 Sunshine Beach Surf Life Saving Club
 Sunshine Coast Airport
 Sunshine Coast Ballooning
 Sunshine Coast Brochure Display
 Sunshine Commercial Laundry
 Super Simple Noosa Elopements
 Surf Club Restaurant Noosa Heads
 Susan Schmidt Art
 Sushi Wave
 SUV Select
 Sykes Pearson Miller
 TABI Hire
 tamdrewsocial
 Tasman Venture
 Tasty Tours
 Tea Shop Pty Ltd
 Team BnB
 Terella Brewing
 Terrace Marina
 Tewanin Noosa Bowls Club
 Tewanin Noosa RSL and Citizens Memorial Club Inc
 The Australian Eucalyptus Oil Company
 The Bartenders
 The Beet Retreat
 The Brazilian Hut
 The Facialist Noosa
 The Gallery Eumundi
 The Ginger Factory
 The Hastings Beach Houses
 The Islander Noosa Resort
 The J
 The Kin Kin Hotel
 The Lookout Resort
 The Noosa Apartments
 The Noosa Collection
 The Noosa Forager
 The Noosa Spa
 The Ohana Group
 The Original Eumundi Markets
 The Pressure Project
 The Produce Wholesaler
 The Property Baron
 The Queenslander Holiday Home
 The Retreat Beach Houses
 The Rise Noosa
 The Sebel Noosa
 The Shoosh Group
 The Space Noosa
 The Steamed Bun Company
 The White House Noosa
 Time Out Internet
 Tingirana Noosa
 Tiny Tavern Mobile Bar
 Tom Offermann Real Estate
 Tourism Brokers
 Trail 518
 Travello
 Tree Top Challenge
 Tri Adventure
 Twin Quays Resort
 Two on Hastings
 Vanilla Foods
 Verano Resort
 Verve Noosa
 Villa Aqua
 Villa Noosa Hotel
 Village Bicycle
 Wanda Jardine
 Wandering Noosa Tour Co
 Wide Bay
 Wildlife HQ
 Williamson & Co Property Management
 Wine Press #1
 With Style Weddings and Events
 Wolngarin Holiday Resort
 World Series Swims
 World Surfariis – Noosa Festival of Surfing
 YHA Ltd
 Your Local Lifestyle Newsmag
 Zachary's Gourmet Pizza Bar
 Zephyr
 Zinc 96 and Hot 91
 Zinc Properties Noosa

AUSTRALIAN TOURISM AWARD WINNERS

QUEENSLAND TOURISM AWARD WINNERS

Australian Tourism Awards

- Hosted Accommodation | Silver | [Narrows Escape Rainforest Retreat](#)

Queensland Tourism Awards

- Tour and Transport Operators | Gold | [Creative Tours](#)
- Hosted Accommodation | Gold | [Narrows Escape Rainforest Retreat](#)
- Excellence in Food Tourism | Gold | [Creative Tours](#)
- Unique Accommodation | Silver | [Lady Musgrave Experience](#)
- Self Contained Accommodation | Silver | [RACV Noosa Resort](#)
- The Richard Power Award for Tourism Marketing and Campaigns | Bronze | [Tourism Noosa – Find Your Inner Noosa Winter Campaign](#)
- Tourism Retail and Hire Services | Bronze | [Pelican Boat Hire](#)

*We acknowledge and celebrate the many members who have won other prestigious industry awards this year.

TOURISM NOOSA LTD

ABN 45 097 924 199

FINANCIAL REPORT FOR THE YEAR ENDED 30 JUNE 2024



Tourism Noosa Limited

ABN 45 097 924 199

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Tourism Noosa Ltd

ABN 45 097 924 199

Directors' Report

Your Directors present their report together with the financial statements of Tourism Noosa Ltd ("the Company") for the financial year ended 30 June 2024.

Directors

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

Alan Golley	
Jeanette Allom-Hill	
Leigh McCready	
Ryan Rae	(Appointed 24 October 2023)
Maryanne Edwards	(Appointed 26 October 2023)
Kathleen Swalling	(Appointed 22 October 2024)
Phil Harman	(Appointed 22 October 2024)
Max Webberley	(Resigned 22 October 2024)
Liam Kennedy	(Resigned 25 September 2024)
Craig McGovern	(Resigned 14 September 2023)
Louise Formosa	(Resigned 26 October 2023)

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

Principal activities

The principal activities of the Company during the year were the management and marketing of Noosa as a tourism destination.

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

Operating Results and Review of Operations

The surplus of the Company for the financial year amounted to \$73,418 (2023: \$57,514). A review of the operations of the Company during the financial year and the results of those operations show an increase in revenue of \$21,081 to \$3,290,823.

Significant Changes in the State of Affairs

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

Members' Guarantee

The Company is incorporated under the *Corporations Act 2001* and is a Company limited by guarantee. If the company is wound up, the constitution states that each member is required to contribute a maximum of \$10 each toward meeting any outstanding obligations of the Company. The total amount that members of the Company are liable to contribute if the Company is wound up is \$10 (2023: \$10).

Company Secretary

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

Tourism Noosa Ltd

ABN 45 097 924 199

Directors' Report

Meetings of the Directors

Director	No. eligible to attend	No. attended
Alan Golley	8	8
Jeanette Allom-Hill	8	8
Max Webberley	8	8
Leigh McCready	8	8
Liam Kennedy	8	4
Ryan Rae	5	5
Maryanne Edwards	4	4
Louise Formosa	4	4
Craig McGovern	2	1

Proceedings on behalf of the Company

No person has applied for leave of Court to bring proceedings on behalf of the Company or intervene in any proceedings to which the Company is a party for the purpose of taking responsibility on behalf of the Company for all or any part of those proceedings.

The Company was not a party to any such proceedings during the year.

There have been no significant changes in the state of affairs of the Company during the year.

Events subsequent to the end of the reporting period

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

Auditor's Independence Declaration

A copy of the auditor's independence declaration as required under s 307C of the *Corporations Act 2001* is set out on page 4 of the financial report.

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



Alan Golley

Chair

Date: 22/10/24

Brisbane, Queensland

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

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2024, there have been no contraventions of:

- (a) the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- (b) any applicable code of professional conduct in relation to the audit.



A B Narayanan
Partner

Brisbane, Queensland
22 October 2024

hlb.com.au

HLB Mann Judd (SE Qld Partnership)

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Liability limited by a scheme approved under Professional Standards Legislation.

Tourism Noosa Ltd

ABN 45 097 924 199

Statement of Profit or Loss and Other Comprehensive Income

For the year ended 30 June 2024

	Note	2024 \$	2023 \$
Revenue	4	2,669,690	2,682,381
Other income	4	621,133	587,361
Total income		3,290,823	3,269,742
Auditor fees		(19,193)	(24,706)
Depreciation and amortisation expense		(120,057)	(125,784)
Employee benefits expense		(1,425,928)	(1,284,662)
Marketing expense		(1,086,935)	(1,097,014)
Rental expense		(5,563)	(4,018)
Motor vehicle expense		(17,656)	(10,872)
Staff training and development expense		(11,487)	(3,519)
Sundry expense		(501,766)	(569,108)
Special projects expense		(27,007)	(90,536)
Utilities expense		(1,813)	(2,009)
Total expenses		(3,217,405)	(3,212,228)
Surplus before income taxes		73,418	57,514
Income tax expense		-	-
Surplus for the year		73,418	57,514
Total comprehensive income for the year		73,418	57,514

The accompanying notes form part of these financial statements.

Tourism Noosa Ltd

ABN 45 097 924 199

Statement of Financial Position

As at 30 June 2024

	Note	2024 \$	2023 \$
Assets			
Current assets			
Cash and cash equivalents	7	341,510	406,107
Financial assets	8	272,603	265,254
Trade and other receivables	9	307,520	138,874
Inventories	10	20,946	40,033
Other assets	11	10,193	7,517
Total current assets		952,772	857,785
Non-current assets			
Property, plant and equipment	12	246,703	280,424
Intangible assets	13	42,110	42,110
Other assets	11	17,805	16,730
Right-of-use assets	13	271,012	343,109
Total non-current assets		577,630	682,373
Total assets		1,530,402	1,540,158
Liabilities			
Current liabilities			
Trade and other payables	14	325,381	368,299
Provisions	16	88,891	64,493
Unexpended grants and receipts in advance		228,146	252,657
Lease liabilities	17	71,736	64,273
Total current liabilities		714,154	749,722
Non-current liabilities			
Provisions	16	24,269	-
Lease liabilities	17	221,877	293,752
Total non-current liabilities		246,146	293,752
Total liabilities		960,300	1,043,474
Net assets		570,102	496,684
Equity			
Accumulated surpluses		570,102	496,684
Total Equity		570,102	496,684

The accompanying notes form part of these financial statements.

Tourism Noosa Ltd

ABN 45 097 924 199

Statement of Changes in Equity

For the year ended 30 June 2024

	Accumulated Surpluses \$	Total Equity \$
Balance at 1 July 2023	439,170	439,170
Surplus for the year	57,514	57,514
Other comprehensive income for the year	-	-
Total comprehensive income for the year	57,514	57,514
Balance at 30 June 2023	496,684	496,684
Balance at 1 July 2023	496,684	496,684
Surplus for the year	73,418	73,418
Other comprehensive income for the year	-	-
Total comprehensive income for the year	73,418	73,418
Balance at 30 June 2024	570,102	570,102

The accompanying notes form part of these financial statements.

Tourism Noosa Ltd

ABN 45 097 924 199

Statement of Cash Flows

For the year ended 30 June 2024

	Note	2024 \$	2023 \$
Cash flows from operating activities:			
Receipts from customers		3,438,133	3,509,471
Payments to suppliers and employees		(3,409,278)	(3,254,576)
Interest received		12,837	1,005
Net cash flows from operating activities	18	41,692	255,900
Cash flows from investing activities:			
Purchase of property, plant and equipment		(14,239)	(1,998)
Payment for financial assets		(8,424)	(275,925)
Net cash used in investing activities		(22,663)	(277,923)
Cash flows from financing activities:			
Payment of lease liabilities		(83,626)	(118,961)
Net cash used in financing activities		(83,626)	(118,961)
Net decrease in cash and cash equivalents		(64,597)	(140,984)
Cash and cash equivalents at beginning of year	7	406,107	547,091
Cash and cash equivalents at end of year		341,510	406,107

The accompanying notes form part of these financial statements.

Tourism Noosa Limited

ABN 45 097 924 199

Notes to the Financial Statements

For the year ended 30 June 2024

1. Basis of preparation

General Information

The financial statements cover Tourism Noosa Ltd as an individual entity, incorporated and domiciled in Australia. Tourism Noosa Ltd is a company limited by guarantee.

The financial statements were authorised for issue by the Board of Directors of Tourism Noosa Ltd at the meeting on the date shown on the Declaration by the Board of Directors attached to the Financial Statements.

New or amended Accounting Standards and Interpretations adopted

The Company has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period.

Any new or amended Accounting Standards or Interpretations that are not yet mandatory have not been early adopted.

2. Material accounting policy information

The principal accounting policies adopted in the preparation of the financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

a. Basis of Preparation

The Directors have prepared the financial statements on the basis that the Company is not a reporting entity because there are no users dependent on general purpose financial statements. The financial statements are therefore special purpose financial statements that have been prepared in order to meet this requirement of the *Corporations Act 2001*. The Company is a Not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

The financial statements, except for the cash flow information, have been prepared on an accruals basis and are based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities.

Critical accounting estimates

The preparation of the financial statements requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the company's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements, are disclosed in Note 3.

Tourism Noosa Limited

ABN 45 097 924 199

Notes to the Financial Statements

For the year ended 30 June 2024

2. Material accounting policy information (continued)

b. Revenue Recognition

The Company recognises revenue as follows:

Revenue from contracts with customers

Revenue is recognised at an amount that reflects the consideration to which the Company is expected to be entitled in exchange for transferring goods or services to a customer. For each contract with a customer, the Company: identifies the contract with a customer; identifies the performance obligations in the contract; determines the transaction price which takes into account estimates of variable consideration and the time value of money; allocates the transaction price to the separate performance obligations on the basis of the relative stand-alone selling price of each distinct good or service to be delivered; and recognises revenue when or as each performance obligation is satisfied in a manner that depicts the transfer to the customer of the goods or services promised.

Variable consideration within the transaction price, if any, reflects concessions provided to the customer such as discounts, rebates and refunds and any other contingent events. Such estimates are determined using either the 'expected value' or 'most likely amount' method. The measurement of variable consideration is subject to a constraining principle whereby revenue will only be recognised to the extent that it is highly probable that a significant reversal in the amount of cumulative revenue recognised will not occur. The measurement constraint continues until the uncertainty associated with the variable consideration is subsequently resolved. Amounts received that are subject to the constraining principle are recognised as a refund liability.

Membership fees

Membership Fees are recognised over the life of the membership.

Grant revenue

Non-reciprocal grant revenue is recognised in profit or loss when the entity obtains control of the grant and it is probable that the economic benefit is gained from the grant will flow to the entity and the amount of the grant can be measured reliably.

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

When grant revenue is received whereby the entity incurs an obligation to deliver economic value directly back to the contributor, this is considered a reciprocal transaction and the grant revenue is recognised in the statement of the financial position as a liability until the service has been delivered to the contributor, otherwise the grant is recognised as income on receipt.

Donations and bequest revenue

Revenue from donations and bequests are recognised when received.

Tourism Noosa Limited

ABN 45 097 924 199

Notes to the Financial Statements

For the year ended 30 June 2024

2. Material accounting policy information (continued)

b. Revenue Recognition (continued)

Interest revenue

Interest received is recognised using effective interest rate method, which is floating rate financial assets is the rate inherent in the instrument.

All revenue is stated net of the amount of Goods and Services Tax (GST).

c. Income Tax

No provision for income tax has been raised as the entity is exempt from income tax under Div 50 of the *Income Tax Assessment Act 1997*.

d. Current and Non-current Classification

Assets and liabilities are presented in the statement of financial position based on current and noncurrent classification.

An asset is classified as current when: it is either expected to be realised or intended to be sold or consumed in the Company's normal operating cycle; it is expected to be realised within 12 months after the reporting period; or the asset is cash or cash equivalent unless restricted from being exchanged or used to settle a liability for at least 12 months after the reporting period. All other assets are classified as non-current.

A liability is classified as current when: it is either expected to be settled in the Company's normal operating cycle; it is due to be settled within 12 months after the reporting period; or there is no unconditional right to defer the settlement of the liability for at least 12 months after the reporting period. All other liabilities are classified as non-current.

e. Cash and Cash Equivalents

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

f. Plant and Equipment

Each class of plant and equipment is measured on the cost basis (costs include expenditure that is directly attributable to the acquisition of the item) and are therefore carried at cost less accumulated depreciation and any accumulated impairment losses.

Tourism Noosa Limited

ABN 45 097 924 199

Notes to the Financial Statements

For the year ended 30 June 2024

2. Material accounting policy information (continued)

f. Plant and Equipment (continued)

In the event the carrying amount of plant and equipment is greater than its estimated recoverable amount and impairment losses are recognised either in profit or loss or as a revaluation decrease if the impairment losses relate to a revalued asset. A formal assessment of recoverable amount is made when impairment indicators are present.

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

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

Depreciation

The depreciable amount of all fixed assets is depreciated on a straight-line basis over the asset's useful life to the Company commencing from the time the asset is available for use.

The depreciation rates used for each class of depreciable assets are:

Class of Fixed Assets	Depreciation Rate
Building Renovations	6.7%
Furniture & Equipment	10%
IT Equipment	25%

The asset's residual values and useful lives are reviewed and adjusted if appropriate, at each balance date. An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing the net proceeds with the carrying amount. These gains or losses are included in the Statement of Comprehensive Income when the item is derecognised.

Tourism Noosa Limited

ABN 45 097 924 199

Notes to the Financial Statements

For the year ended 30 June 2024

2. Material accounting policy information (continued)

g. Intangible Assets

Intangible assets acquired are initially recognised at cost. Indefinite life intangible assets are not amortised and are subsequently measured at cost less any impairment. Finite life intangible assets are subsequently measured at cost less amortisation and any impairment. The gains or losses recognised in profit or loss arising from the derecognition of intangible assets are measured as the difference between net disposal proceeds and the carrying amount of the intangible asset. The method and useful lives of finite life intangible assets are reviewed annually. Changes in the expected pattern of consumption or useful life are accounted for prospectively by changing the amortisation method or period.

h. Right-of-use assets

A right-of-use asset is recognised at the commencement date of a lease. The right-of-use asset is measured at cost, which comprises the initial amount of the lease liability, adjusted for, as applicable, any lease payments made at or before the commencement date net of any lease incentives received, any initial direct costs incurred, and, except where included in the cost of inventories, an estimate of costs expected to be incurred for dismantling and removing the underlying asset, and restoring the site or asset.

Right-of-use assets are depreciated on a straight-line basis over the unexpired period of the lease or the estimated useful life of the asset, whichever is the shorter. Where the company expects to obtain ownership of the leased asset at the end of the lease term, the depreciation is over its estimated useful life. Right-of-use assets are subject to impairment or adjusted for any remeasurement of lease liabilities.

The Company has elected not to recognise a right-of-use asset and corresponding lease liability for short-term leases with terms of 12 months or less and leases of low-value assets. Lease payments on these assets are expensed to profit or loss as incurred.

i. Impairment of Assets

At the end of each reporting period, the Company assesses whether there is any indication that an asset may be impaired. The assessment will include considering external sources of information and internal sources of information. If such an indication exists, an impairment test is carried out on the asset by comparing the recoverable amount of the asset, being the higher of the asset's fair value less costs of disposal and value in use, to the asset's carrying amount. Any excess of the asset's carrying amount over its recoverable amount is recognised immediately in profit or loss, unless the asset is carried at a revalued amount in accordance with another Standard (e.g. in accordance with the revaluation model in AASB 116: Property, Plant and Equipment). Any impairment loss of a revalued asset is treated as a revaluation decrease in accordance with that other Standard.

Tourism Noosa Limited

ABN 45 097 924 199

Notes to the Financial Statements

For the year ended 30 June 2024

2. Material accounting policy information (continued)

j. Investments and other financial assets

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

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

Financial assets at fair value through profit or loss

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

Financial assets at fair value through other comprehensive income

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

Impairment of financial assets

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

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

Tourism Noosa Limited

ABN 45 097 924 199

Notes to the Financial Statements

For the year ended 30 June 2024

2. Material accounting policy information (continued)

j. Investments and other financial assets (continued)

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

k. Employee Benefits

Short-term employee benefits

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

Other long-term employee benefits

Long-term employee benefits are measured at the present value of the expected future payments to be made to employees. Expected future payments incorporate anticipated future wage and salary levels, durations of service and employee departures, and are discounted at rates determined by reference to end-of-reporting-period market yields on government bonds that have maturity dates approximating the terms of the obligations. Any re-measurements of other long-term employee benefit obligations due to changes in assumptions are recognised in profit or deficit in the periods in which the changes occur.

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

l. Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office (ATO).

Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the Statement of Financial Position.

Cash flows are presented in the Statement of Cash Flows on a gross basis. The GST component of cash flows arising from investing and financing activities which are recoverable from, or payable to, the ATO are presented as operating cash flows included in receipts from customers or payments to suppliers.

Tourism Noosa Limited

ABN 45 097 924 199

Notes to the Financial Statements

For the year ended 30 June 2024

2. Material accounting policy information (continued)

m. Accounts Receivable and Other Debtors

Accounts receivable and other debtors include amounts receivable from customers for services in the ordinary course of business. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets.

All other receivables are classified as non-current assets. Accounts receivable are initially recognised at fair value and subsequently measured at amortised cost using the effective interest method, less any provision for impairment.

n. Lease Liabilities

A lease liability is recognised at the commencement date of a lease. The lease liability is initially recognised at the present value of the lease payments to be made over the term of the lease, discounted using the interest rate implicit in the lease or, if that rate cannot be readily determined, the company's incremental borrowing rate. Lease payments comprise of fixed payments less any lease incentives receivable, variable lease payments that depend on an index or a rate, amounts expected to be paid under residual value guarantees, exercise price of a purchase option when the exercise of the option is reasonably certain to occur, and any anticipated termination penalties. The variable lease payments that do not depend on an index or a rate are expensed in the period in which they are incurred.

Lease liabilities are measured at amortised cost using the effective interest method. The carrying amounts are remeasured if there is a change in the following: future lease payments arising from a change in an index or a rate used; residual guarantee; lease term; certainty of a purchase option and termination penalties. When a lease liability is remeasured, an adjustment is made to the corresponding right-of-use asset, or to profit or loss if the carrying amount of the right-of-use asset is fully written down.

o. Provisions

Provisions are recognised when the Company has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result, and that outflow can be reliably measured. Provisions recognised represent the best estimate of the amounts required to settle the obligation at the end of the reporting period.

p. Accounts Payable and Other Payables

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the Company during the reporting period that remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

Tourism Noosa Limited

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Notes to the Financial Statements

For the year ended 30 June 2024

2. Material accounting policy information (continued)

q. Economic Dependence

Tourism Noosa Ltd is dependent on the provision of funding from the Noosa Council for the majority of its revenue to operate the business.

r. Fair Value Measurement

When an asset or liability, financial or non-financial, is measured at fair value for recognition or disclosure purposes, the fair value is based on the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date; and assumes that the transaction will take place either: in the principal market; or in the absence of a principal market, in the most advantageous market.

Fair value is measured using the assumptions that market participants would use when pricing the asset or liability, assuming they act in their economic best interests. For non-financial assets, the fair value measurement is based on its highest and best use. Valuation techniques that are appropriate in the circumstances and for which sufficient data are available to measure fair value, are used, maximising the use of relevant observable inputs and minimising the use of unobservable inputs.

s. Contract liabilities

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

t. Comparative Figures

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

Tourism Noosa Limited

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Notes to the Financial Statements

For the year ended 30 June 2024

3. Critical Accounting Judgements, Estimates and Assumptions

The Directors evaluate estimates and judgements incorporated into the financial statements based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within the Company.

Allowance for expected credit losses

The allowance for expected credit losses assessment requires a degree of estimation and judgement. It is based on the lifetime expected credit loss, grouped based on days overdue, and makes assumptions to allocate an overall expected credit loss rate for each group. These assumptions include recent sales experience and historical collection rates.

Estimation of useful lives of assets

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

Employee benefits provision

The liability for employee benefits expected to be settled more than 12 months from the reporting date are recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at the reporting date. In determining the present value of the liability, estimates of attrition rates and pay increases through promotion and inflation have been taken into account.

Impairment of non-financial assets other than goodwill and other indefinite life intangible assets

The Company assesses impairment of non-financial assets other than goodwill and other indefinite life intangible assets at each reporting date by evaluating conditions specific to the company and to the particular asset that may lead to impairment. If an impairment trigger exists, the recoverable amount of the asset is determined. This involves fair value less costs of disposal or value-in-use calculations, which incorporate a number of key estimates and assumptions.

Lease Term

The lease term is a significant component in the measurement of both the right-of-use asset and lease liability. Judgement is exercised in determining whether there is reasonable certainty that an option to extend the lease or purchase the underlying asset will be exercised, or an option to terminate the lease will not be exercised, when ascertaining the periods to be included in the lease term. In determining the lease term, all facts and circumstances that create an economical incentive to exercise an extension option, or not to exercise a termination option, are considered at the lease commencement date. Factors considered may include the importance of the asset to the company's operations; comparison of terms and conditions to prevailing market rates; incurrence of significant penalties; existence of significant leasehold improvements; and the costs and disruption to replace the asset. The company reassesses whether it is reasonably certain to exercise an extension option, or not exercise a termination option, if there is a significant event or significant change in circumstances.

Tourism Noosa Limited

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Notes to the Financial Statements

For the year ended 30 June 2024

3. Critical Accounting Judgements, Estimates and Assumptions (continued)

Incremental borrowing rate

Where the interest rate implicit in a lease cannot be readily determined, an incremental borrowing rate is estimated to discount future lease payments to measure the present value of the lease liability at the lease commencement date. Such a rate is based on what the company estimates it would have to pay a third party to borrow the funds necessary to obtain an asset of a similar value to the right-of-use asset, with similar terms, security and economic environment.

4. Revenue and other income

	Note	2024 \$	2023 \$
REVENUE			
Grant income		149,690	162,381
Council Funding		2,520,000	(2,520,000)
Total revenue		2,669,690	2,682,381
OTHER INCOME			
Booking Centre		47,741	49,085
Destination marketing		182,567	126,081
Interest received		12,837	1,004
Membership income		178,885	179,152
Noosa Eat & Drink revenue	6	15,000	-
Special projects		93,596	104,755
Visitor Information Centre		98,507	127,285
Total other income		621,133	587,362
Total revenue		3,290,823	3,269,742

Tourism Noosa Limited

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Notes to the Financial Statements

For the year ended 30 June 2024

5. Surplus for the Year

Surplus for the year has been determined after:

	Note	2024 \$	2023 \$
SUNDRY EXPENSES			
Accessibility		16,000	-
Sustainability		103,918	116,846
Visitor Information Centre		88,188	122,867
Membership		31,915	33,805
Interest paid on lease liabilities		19,214	20,842
Legal and compliance fees		11,109	69,099
Currency loss		1,662	4,875
Other corporate costs		229,760	200,774
		<u>501,766</u>	<u>569,108</u>
DEPRECIATION AND AMORTISATION			
Furniture and equipment		47,960	39,513
Right-of-use assets		72,097	86,271
		<u>120,057</u>	<u>125,784</u>
MARKETING EXPENSES			
Events sponsorship		238,727	330,904
Noosa Food and Drink	6	28,550	28,736
Media / PR		131,628	139,019
Digital		112,816	128,720
Campaign		510,433	448,313
International Marketing		64,781	21,322
		<u>1,086,935</u>	<u>1,097,014</u>
STAFF DEVELOPMENT AND TRAINING			
Marketing & operations staff training		99	700
Board & staff professional development		11,388	2,819
		<u>11,487</u>	<u>3,519</u>

Tourism Noosa Limited

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Notes to the Financial Statements

For the year ended 30 June 2024

6. Noosa Eat and Drink

	Note	2024 \$	2023 \$
EVENT INCOME			
Grant received	4	15,000	-
EVENT EXPENDITURE			
Operation expenses	5	28,550	28,736
Net event deficit		(13,549)	(28,736)

7. Cash and cash equivalents

	2024 \$	2023 \$
Cash at bank	340,159	404,442
Cash floats	400	400
Undeposited funds	951	1,265
	341,510	406,107

8. Financial assets

	2024 \$	2023 \$
Term deposit maturity > 3 months	272,603	265,254
	272,603	265,254

9. Trade and other receivables

CURRENT	2024 \$	2023 \$
Accounts Receivable	183,927	107,302
Sundry Debtors	95,175	6,200
GST Refundable	28,418	25,372
	307,520	138,874

10. Inventories

CURRENT	2024 \$	2023 \$
Inventory at cost	20,946	40,033
	20,946	40,033

Tourism Noosa Limited

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Notes to the Financial Statements

For the year ended 30 June 2024

11. Other assets

CURRENT	2024 \$	2023 \$
Prepayments	10,193	7,517
	<u>10,193</u>	<u>7,517</u>

12. Property, plant and equipment

	2024 \$	2023 \$
Plant and equipment - at cost	220,856	206,616
Less: Accumulated depreciation	(173,514)	(151,193)
	<u>47,342</u>	<u>55,423</u>
Visitor Information Centre assets - at cost	130,203	130,203
Less: Accumulated depreciation	(113,570)	(108,772)
	<u>16,633</u>	<u>21,431</u>
VIC - Renovation 2021 - at cost	8,498	8,498
Less: Accumulated depreciation	(1,662)	(1,095)
	<u>6,836</u>	<u>7,403</u>
Renovated marina office 2019 - at cost	30,969	30,969
Less: Accumulated depreciation	(13,499)	(11,258)
	<u>17,470</u>	<u>19,711</u>
Extension VIC 2018-19 - at cost	244,962	244,962
Less: Accumulated depreciation	(91,827)	(74,234)
	<u>153,135</u>	<u>170,728</u>
Renovation of office - at cost	6,603	6,604
Less: Accumulated depreciation	(1,316)	(876)
	<u>5,287</u>	<u>5,728</u>
Total property, plant and equipment	<u>246,703</u>	<u>280,424</u>

Tourism Noosa Limited

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Notes to the Financial Statements

For the year ended 30 June 2024

13. Rights-of-use assets

	2024	2023
	\$	\$
Right of use assets - at cost	429,380	429,380
Less: Accumulated amortisation	(158,368)	(86,271)
	<u>271,012</u>	<u>343,109</u>

14. Trade and other payables

CURRENT	2024	2023
	\$	\$
Trade payable	194,215	245,580
Sundry payable and accrued expenses	56,316	60,578
PAYG and superannuation payable	73,517	58,564
Credit cards payable	1,333	3,577
	<u>325,381</u>	<u>368,299</u>

15. Grant unexpended and receipts in advance

CURRENT	2024	2023
	\$	\$
Unearned revenue	177,016	188,500
Grant unexpended	32,875	34,464
Forward bookings	18,255	29,693
	<u>228,146</u>	<u>252,657</u>

16. Provisions

	2024	2023
	\$	\$
CURRENT		
Employee entitlements	88,891	64,493
NON-CURRENT		
Employee entitlements	24,269	-
	<u>113,160</u>	<u>64,493</u>

Tourism Noosa Limited

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Notes to the Financial Statements

For the year ended 30 June 2024

17. Leases liabilities

	2024	2023
	\$	\$
CURRENT		
Lease liabilities - Buildings	62,257	55,076
Lease liabilities - Office equipment	9,619	9,197
	<u>71,876</u>	<u>64,273</u>
NON-CURRENT		
Lease liabilities - Buildings	211,676	274,072
Lease liabilities - Office equipment	10,061	19,680
	<u>221,737</u>	<u>293,752</u>
Total lease liabilities	<u>293,613</u>	<u>358,025</u>

18. Cash flow information

Reconciliation of cash flow from operations to surplus for the year:	2024	2023
	\$	\$
Surplus for the year	<u>73,419</u>	<u>57,514</u>
Non-cash flows in surplus/(deficit):		
Depreciation and amortisation	120,058	125,784
Interest paid on lease liabilities	19,214	20,842
Changes in provisions	48,666	(19,462)
Changes in assets and liabilities:		
(Increase)/decrease in receivables	(165,600)	(82,103)
(Increase)/decrease in inventories	19,088	6,035
(Increase)/decrease in other current assets	(2,676)	14,630
Increase/(decrease) in payables	(45,966)	(69,270)
Increase/(decrease) in income in advance	(24,511)	201,930
Cash flows from operations	<u>41,692</u>	<u>255,900</u>

19. Events occurring after the reporting 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 future financial years.

Tourism Noosa Limited

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Notes to the Financial Statements

For the year ended 30 June 2024

20. Contingencies

As at 30 June 2024 the Company had no Contingent Liabilities (2023: nil).

21. Members' Guarantee

The Company is incorporated under the *Corporations Act 2001* and is a Company limited by guarantee. If the company is wound up, the constitution states that each member is required to contribute a maximum of \$10 each toward meeting any outstanding obligations of the company.

Tourism Noosa Ltd

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Directors' Declaration

The directors have determined that the Company is not a reporting entity because there are no users dependent on a general purpose financial report. This is a special purpose financial report that has been prepared to meet the requirements of the *Corporations Act 2001*.

The directors of the Company declare that:

1) The financial statements and notes, as set out on pages 5 to 25, are in accordance with the *Corporations Act 2001* and

- a) comply with Australian Accounting Standards, the *Corporations Regulations 2001* and other mandatory professional reporting requirements as detailed in Note 1 to the financial statements; and
- b) give a true and fair view of the financial position as at 30 June 2024 and of its performance for the year ended on that date.

2) In the directors' opinion there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors, pursuant to section 295(5)(a) of the *Corporations Act 2001*, on behalf of the Directors



Alan Golley

Chair

Date: 22/10/24

Brisbane, Queensland

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

REPORT ON THE AUDIT OF THE FINANCIAL REPORT

Opinion

We have audited the financial report of Tourism Noosa Ltd ("the Company"), which comprises the statement of financial position as at 30 June 2024, the statement of profit or loss and other comprehensive income, the statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of material accounting policies, and the directors' declaration.

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

- (a) giving a true and fair view of the Company's financial position as at 30 June 2024 and of its financial performance for the year then ended; and
- (b) complying with Australian Accounting Standards to the extent described in Note 1 and the *Corporations Regulations 2001*.

Basis for Opinion

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

We confirm that the independence declaration required by the *Corporations Act 2001* has been given to the directors of the Company.

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

Emphasis of Matter - Basis of Accounting

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

Information Other than the Financial Report and Auditor's Report Thereon

The directors are responsible for the other information. The other information comprises the information included in the Company's annual report for the year ended 30 June 2024, 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.

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In connection with our audit of the financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial report or our knowledge obtained in the audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Responsibilities of Management and the Board for the Financial Report

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

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

The directors are responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

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

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

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

audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

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

We also provide the Board with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

HLB Mann Judd

HLB Mann Judd
Chartered Accountants

Brisbane, Queensland
22 October 2024

A handwritten signature in black ink, appearing to read 'Adrian'.

A B Narayanan
Partner

