

Destination
PORT STEPHENS

PORT STEPHENS TOURISM LTD.

**ANNUAL REPORT
2024-25**



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Destination Port Stephens

acknowledges the original custodians of the land and waterways on which we work and live - Worimi Barray (Country). As modern day custodians it is our responsibility to embrace and respect the history, connection and knowledge held by the Worimi and walk in their footsteps to nurture and build on the relationships forged over thousands of years.





DESTINATION PORT STEPHENS

Destination Port Stephens (DPS) is a non-profit, incorporated organisation supported by Port Stephens Council (PSC) and governed by a Board of nine industry representatives. Funding is derived from an annual Council investment, Partner contributions, strategic alliances, and competitive grant funding.

The organisation exists to lead, coordinate and grow the Port Stephens visitor economy. This is achieved through the collective investment and collaboration of industry Partners, whose support underpins the sustainability and impact of DPS's programs and activities.

DPS is responsible for developing and implementing a range of strategic projects and marketing programs designed to build brand awareness, drive demand, and increase overnight visitation across key domestic and international markets.

Working in partnership with industry, DPS also delivers tactical campaigns to convert awareness into bookings and stimulate year-round visitation.

In addition to marketing, DPS plays a critical advocacy and leadership role within the visitor economy. The organisation represents Partner and industry interests in matters relating to policy, infrastructure, planning and regional development, and works collaboratively to strengthen networks, foster innovation, and support the growth of new and existing tourism products.

Through its leadership in destination marketing, management and development, DPS contributes to increased overnight visitor spend, a stronger local economy, and a more resilient, sustainable tourism industry for Port Stephens.

VISION

To be one of Australia's most successful and sustainable tourism destinations.

PURPOSE

To lead an innovative and collaborative tourism industry and deliver destination marketing to drive a strong visitor economy creating an attractive environment for tourism investment.

GOAL

To increase visitor expenditure to \$1 billion annually by 2025.

OUR TEAM

JO THOMAS

Chief Executive Officer

MEL TURNER

Manager, Industry Engagement

LILY O'BRIEN

Marketing Coordinator



REPORT FROM CHAIR, **MATT BORGER**

The tourism industry continues to evolve in response to shifting visitor preferences, global trends, and regional challenges. Insights from Destination NSW show growing demand for regional, nature-based, and sustainable experiences, a clear strength for Port Stephens. With the growth of Newcastle Airport and the opening of its international terminal, our region is positioned to capture new markets and broaden our global reach. These investments represent a transformative opportunity for Port Stephens to welcome more international visitors and strengthen our place on the world stage.

At the same time, our community and industry have faced the ongoing impacts of persistent rainfall and natural disasters, which have tested resilience. Despite these challenges, Destination Port Stephens has worked to ensure operators and stakeholders remain supported, connected, and optimistic about the future.

A key milestone this year has been the appointment of our new CEO, Jo Thomas. Jo has hit the ground running, introducing a refreshed Partnership Program designed to re-build and grow industry engagement, delivering greater value to our partners, and strengthening the foundations of collaboration.

Together with the Board, Jo and her team are driving the development of a new four-year Strategic Plan. This plan sets a clear direction across four pillars: strong leadership and advocacy, demand-driving destination marketing, deeper industry engagement, and organisational sustainability. Our focus is on growing the visitor economy through strategic advocacy, data-driven marketing, enhanced partnerships, and robust governance.

Destination Port Stephens recognises the vital role tourism plays in our community. It not only delivers significant economic benefits and creates local jobs but also enhances the lifestyle and experiences available to our residents. Our organisation remains committed to achieving the best possible tourism outcomes, supporting our partners while ensuring the long-term prosperity and vibrancy of our region.

I would like to sincerely thank my fellow Board Directors for their commitment, guidance, and vision over the past year. As we look ahead, our priority is to deliver a thriving, sustainable visitor economy that benefits our industry, our community, and our region. With the momentum we have built, I am confident Port Stephens is well positioned for long-term success.



Matt Borger
Chair



REPORT FROM CEO, **JO THOMAS**

As we reflect on the 2024-25 financial year, I am proud of what we have achieved together in building the profile, resilience, and long-term strength of the Port Stephens visitor economy. Despite the ongoing challenges of rising operational costs, changing traveller behaviours, and a highly competitive tourism landscape, Destination Port Stephens (DPS) has continued to deliver results that drive visitation, stimulate investment, and create community benefit.

Key Achievements in 2024-25

This year, Port Stephens welcomed 1.72 million visitors, generating \$822 million in expenditure and supporting over 2,200 local jobs. These numbers highlight the continued strength of our sector and its importance to the broader regional economy.

Some of the standout highlights of the year include:

- **National Recognition:** Port Stephens was named Wotif's 2025 Aussie Town of the Year, an accolade that elevated our brand nationally and instilled pride across the community.
- **Marketing Success:** The Awaken Winter's Wild campaign marked our first large-scale winter initiative, positioning the destination as a year-round choice and achieving strong industry collaboration and measurable impact across digital, media, and visitor engagement.
- **Digital Growth:** With refreshed social media and digital strategies, we achieved a 180% uplift in engagement and expanded our

reach to new audiences, showcasing the power of storytelling under the "Incredible by Nature" brand.

- **Industry Capability:** The introduction of LevelUp Workshops provided valuable networking and skills development for our Partners, strengthening the capacity and resilience of our industry.
- **International Markets:** The launch of the Inbound Market Strategic Plan 2025-27 has already delivered early conversions in the UK and Southeast Asia, supported by trade missions, a strong famil program, and a clear focus on high-value overnight travellers.
- **Business Events:** By positioning ourselves as a Destination Conference, not a Conference Destination, we leveraged our boutique venues, natural assets, and premium experiences to attract executive retreats and incentive programs, creating high-value opportunities for operators.

Looking Ahead

The future of Port Stephens tourism is full of opportunity. The opening of Newcastle Airport's international terminal in 2025 will be a game-changer, unlocking new markets and greater connectivity. Our focus on sustainable growth, immersive experiences, and export-ready product will ensure we capitalise on this momentum.

Guided by our Strategic Plan, in the year ahead DPS will:

- Build on our international trade relationships to secure more conversions and partnerships in priority markets.
- Expand our business events strategy to target executive retreats and incentives, working with Sydney and Melbourne-based conference organisers.
- Continue to tell new stories of Port Stephens, highlighting immersive, authentic, and environmentally sustainable experiences that drive longer stays and higher visitor spend.
- Strengthen advocacy for investment in tourism infrastructure, ensuring our region can meet growing demand sustainably.

Closing Acknowledgements

These achievements are only possible through the dedication of our small team, Partners, our Board, and Port Stephens Council, who share our vision of a thriving, sustainable visitor economy. Thank you for your ongoing commitment, collaboration, and passion for showcasing the best of Port Stephens.

Together, we are ensuring that Port Stephens is not only Incredible by Nature, but also a destination of choice for domestic and international travellers well into the future.



Jo Thomas
Chief Executive Office

BOARD OF DIRECTORS

PORT STEPHENS TOURISM LIMITED
2024-25

The board of Destination Port Stephens consists of nine Directors. Five positions are open to all members of the organisation. These positions are held for a period of two years and are contested at the Annual General Meeting. Two positions are appointed for a period of two years and two positions are retained for Port Stephens Council Executive Staff.

MATT BORGER

Chair

**Senior Airlines and Partnership Manager
Newcastle Airport Pty Ltd**

Matthew is responsible for overseeing the Aviation Growth Strategy and partnership management for Newcastle Airport, servicing the Greater Hunter and neighbouring regions in NSW.

He brings extensive tourism industry experience to the DPS Board and skills in working in partnership with trade partners as well as relationship management and stakeholder engagement including government.

Prior to joining Newcastle Airport, Matthew worked for Mantra Group as Group Director of Trade Sales, overseeing 135 hotels in Australia, New Zealand, Bali and Hawaii. He has also held senior Director roles in sales and marketing at Accor Hotels and Mirvac.



JAMES MCARTHUR

Deputy Chair

General Manager, Moonshadow-TQC Cruises

James McArthur brings extensive leadership and industry experience to his role as General Manager of Moonshadow-TQC Cruises one of Port Stephens' leading marine tourism operators. With a strong focus on customer experience, operational excellence, and sustainable practices, James oversees the day-to-day management of the fleet and crew, ensuring guests enjoy world-class cruising experiences. Passionate about showcasing the natural beauty of Port Stephens and its marine life, James is committed to growing Moonshadow-TQC's reputation as a premier tourism provider while supporting the local community and protecting the marine environment.

James continues to represent the Port Stephens industry in the Commercial vessel and Maritime Tourism Industry - Port Stephens Great Lakes Marine Park Advisory Committee, New South Wales Regional Safety Committee representative for the Australian Maritime Safety Authority and Committee and member for Australian Commercial Marine Group.





TRACY PEREIRA

**Treasurer
Financial Director and Co-Owner
Irukandji Shark and Ray Encounters**

Tracy Pereira, Financial Director and Co-Owner of Irukandji Shark and Ray Encounters, brings extensive expertise in financial management and governance to Destination Port Stephens. With a Bachelor of Commerce and CPA qualification, she has successfully overseen end-to-end accounting operations, ensured compliance with regulatory requirements, and implemented strategies to optimize resources and drive profitability.

Tracy is deeply committed to the Port Stephens region and values the important role Destination Port Stephens plays in promoting tourism and supporting local operators. She looks forward to contributing her financial acumen and strategic insight to strengthen the tourism industry and its positive impact on the community, while collaborating with fellow board members to achieve shared goals.



STEVE PEART

**Director Community Futures
Port Stephens Council**

Steve joined Port Stephens Council in 2018 and has been the Director of Community Futures for the past 5 years.

During his time with Port Stephens Council, Steve has led a broad range of teams including planning, communications, commercial property, and holiday parks.

Over the past 18 years, Steve has held senior leadership positions in local government, environmental and engineering consulting firms, and major mining companies. He holds a Bachelor of Environmental Science (Management) from the University of Newcastle.

Steve is focused on building a team culture of innovation and excellence to create the best outcomes for our customers while respecting our broader community and the environment.



BOARD OF DIRECTORS

CONTINUED



JAI BOICOS

**Operations Manager
4WD Tours R Us**

Jai Boicos, Operations Manager at 4WD Tours R Us, is passionate about creating unforgettable visitor experiences and bringing people together through tourism.

With a decade of experience in the tourism industry, Jai has cultivated a deep passion for both the family's business and the Port Stephens region. This commitment drives his desire to contribute meaningfully to the board of DPS where he aims to leverage his insights and knowledge to enhance our collective mission as a region.

Time spent in the industry has equipped Jai with a wealth of fresh ideas and best practices of which he is eager to share. Jai understands the challenges the region faces, from seasonal fluctuations to evolving traveler preferences. Jai is committed to finding innovative solutions that will strengthen our tourism offerings.



JANELLE GARDNER

**Communications Section Manager
Port Stephens Council**

Janelle has a comprehensive understanding of the Port Stephens Visitor Economy collected from varied roles including marketing and management roles for hotels, resorts, events and local government to consulting on a number of tourism and event projects. Janelle was previously CEO of Destination Port Stephens and has been a long-term advocate for the organisation, its goals and the members it represents.

In her role as Communications Section Manager at Port Stephens Council, Janelle's role manages the delivery of community engagement, public relations, marketing and customer experience including the Nelson Bay Visitor Information Centre. Janelle continues to work closely with DPS and with industry stakeholders to ensure a cohesive approach to the future growth and success of the Port Stephens Visitor Economy.





KATIE NICHOLAS

**Founder
Wedding Road**

Katie Nicholas is the founder of Wedding Road, a specialist sales and marketing business that partners with wedding venues to grow their bookings and deliver exceptional customer experiences. With over seven years of experience and more than 750 weddings managed across Port Stephens and beyond, Katie brings both strategic insight and hands-on knowledge of the events and tourism industry.

Passionate about showcasing the region as a premier destination for weddings and luxury experiences, she is committed to driving sustainable growth and strengthening Port Stephens' reputation as a sought-after location for both visitors and couples planning their special day.



DAVID BROWN

**Team Leader Visitor Experience
Hunter Central Coast Branch NSW
National Parks & Wildlife Service**

David has been working in the Hunter Region tourism industry for over 20 years working for local Councils, State Government agencies and the private sector. Roles have centred around destination development, marketing, visitor services and business development.

David has experience in Board management serving in roles for national tourism industry bodies and local tourism associations.

David holds a Bachelor of Social Science (Recreation & Tourism) from the University of Newcastle.



SARAH SMITH

**Owner
Crest Birubi Beach**

Sarah currently owns and operates Crest Birubi Beach. Crest is a beachfront cafe located at Birubi Point, overlooking the incredible Worimi Conservation Lands. Sarah has worked in the hospitality industry for over 30 years including the last 15 years in Port Stephens and has a focus on training and career pathways in the hospitality industry to provide quality experiences for visitors. With a wide range of industry experience, Sarah is committed to the future of Port Stephens as a major tourism destination and will continue to work with all businesses to promote their own offering and the entire Port Stephens region.





KEY PERFORMANCE INDICATORS

PORT STEPHENS VISITOR ECONOMY

VISITATION AND TOURISM SNAPSHOT

In 2024, Port Stephens continued to shine as one of Australia's favourite coastal destinations, welcoming **1.72 million** visitors from across the globe. This included **820,000** domestic overnight guests, **873,000** day-trippers, and **23,000** international visitors, together generating an impressive **\$822 million** in visitor expenditure.

Domestic overnight travellers led the way, contributing **\$688 million** to the local economy, while day-trippers added **\$125 million** and international visitors **\$9 million**. Collectively, visitors enjoyed **2.71 million nights** in our region, with average spends of **\$839** per domestic overnight trip, **\$143** per day trip, and **\$381** per international visit.

These results underscore the vital role tourism plays in driving economic prosperity for Port Stephens, reflecting both the growing demand for our nature-based experiences and the region's appeal as a must-visit destination.

Source:

* National and International Visitor Survey, Tourism Research Australia (TRA), YE December 2024.

**Australian Bureau of Statistics National Accounts Tourism Satellite Account.

TOTAL EXPENDITURE

\$822
MILLION

TOTAL VISITATION

1.7
MILLION

TOTAL VISITOR NIGHTS

2.71
MILLION

AVERAGE SPEND PER TRIP

\$450

AVG LENGTH OF STAY

4.2
NIGHTS

TOURISM SUPPORTS

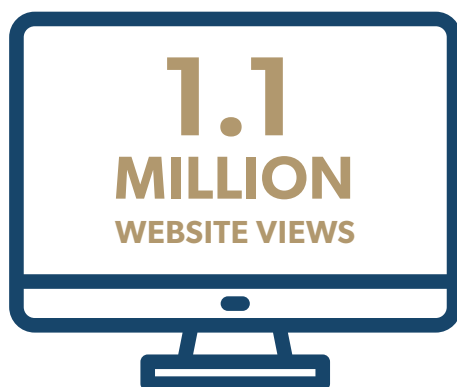
2,296
JOBS

7.4%
TOTAL
EMPLOYMENT
IN PORT STEPHENS



DESTINATION MARKETING

PORTSTEPHENS.ORG.AU WEBSITE RESULTS



During this period, several improvements were made to enhance the user experience and engagement on the Port Stephens website. Following the announcement of Port Stephens as 'Aussie Town of the Year', the accolade was added to the homepage. Seasonal banners were also introduced to keep the homepage consistently updated with new content. These updates, alongside ongoing content optimisation, have helped maintain strong engagement, particularly on the See & Do page, which remains the most visited section of the website. Refreshed digital advertising strategy has seen an increase in traffic acquisition to our website via paid advertising from **3.7%** in 23-24 to **22.6%** this financial year.

TOTAL USERS

339k

DEMOGRAPHICS

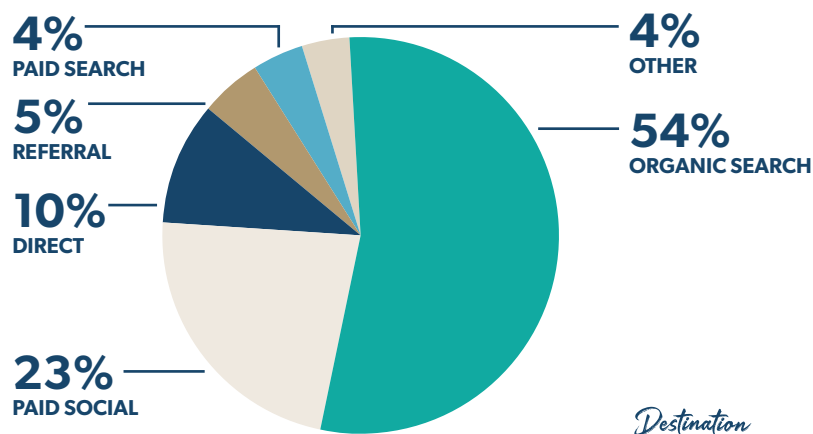
59% FEMALE

MALE 42%

TOP 5 PAGES

- 1 See & Do
- 2 Homepage
- 3 Events
- 4 Stockton Sand Dunes
- 5 Stay – Accommodation

TRAFFIC SOURCE



Destination
PORT STEPHENS

DESTINATION MARKETING

This year placed Port Stephens firmly in the spotlight, crowned Wotif’s 2025 Aussie Town of the Year, an accolade that elevated the region’s profile nationally and instilled immense pride across our community and industry. Building on this momentum, DPS delivered its first large-scale winter campaign, Awaken Winters Wild, showcasing Port Stephens as a must-visit year-round destination and uniting operators under a bold, collaborative vision. DPS appointed ELY Marketing to enhance digital and social media advertising, whilst also welcoming Lily O’Brien as Marketing Coordinator, leading stakeholder and marketing initiatives to further grow the region’s profile. Together, these efforts sharpened our storytelling, expanded our reach to new audiences, and positioned Port Stephens as a destination that can be visited all year round.

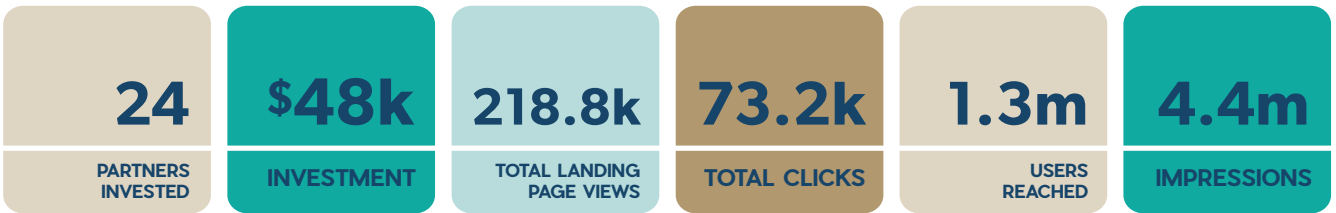


INCREDIBLE SUMMER CAMPAIGN

‘Incredible Summer’ mini-campaign in collaboration with Port Stephens Council was delivered over the peak season to help boost visitor safety messaging across social media and email marketing.

AWAKEN WINTERS WILD CAMPAIGN

A 4-month marketing campaign utilising social media, paid digital advertising, magazine advertising, television commercials, influencers and email marketing to position Port Stephens as a must-visit winter destination and delivered the following results.



SOCIAL MEDIA

The introduction of a refreshed content strategy has delivered a significant uplift, driving a combined 180% increase in content interactions. This shift reflects deeper engagement with our channels and a highly considered audience, demonstrating the growing impact and resonance of our storytelling.



TOP 5 POSTS



Recently crowned Best Seafood Restaurant...

11 February 2025
Reach: 166,587
Interactions: 1,542



As the weather cools, it's the perfect time...

23 April 2025
Reach: 163,893
Interactions: 1,298



There's nothing quite like a day out...

20 February 2025
Reach: 74,350
Interactions: 541



When's the last time you visited...

9 Nov 2024
Reach: 69,344
Interactions: 818



Step back in time at the historic...

25 January 2025
Reach: 61,264
Interactions: 531

LEVELUP WORKSHOPS

In FY2024–25, Destination Port Stephens introduced LevelUp Workshops, a quarterly initiative designed to build capability and foster collaboration across our partners in the local tourism industry. The first workshop, held on 19 February 2025 with 19 partners in attendance, focused on unlocking growth for tourism businesses and standing out in a crowded digital landscape. Led by Elysha Stephens from ELY Marketing, the session also featured insights from presenting partner Port Stephens Examiner.

The second workshop, held on 21 May 2025, attracted 66 attendees and unveiled Destination Port Stephens' new Partnership Program for FY2025–26. With strong attendance, the presentation of the updated partnership model was both highly successful and engaging.

These workshops continue to build connections between partners, helping them gain practical skills, share ideas, and grow stronger together as a resilient tourism industry.

INTERNATIONAL MARKETS



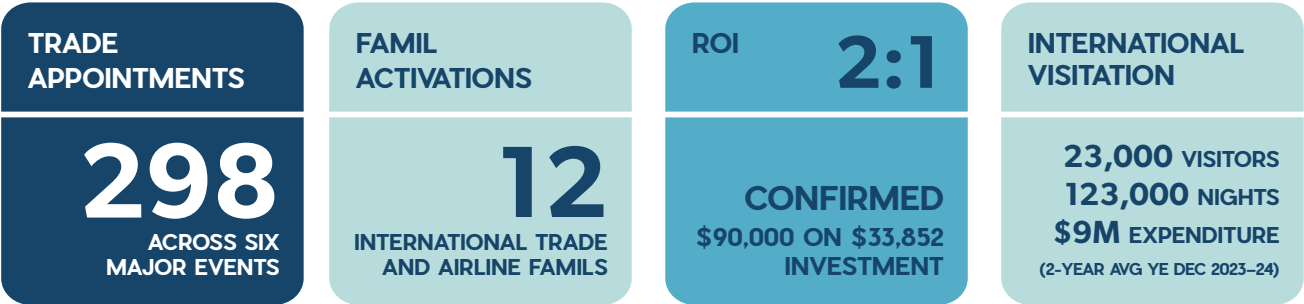
In 2024–25, Destination Port Stephens strengthened its international trade engagement, securing new partnerships and positioning the region for future growth. With the support of the Export Market Development Grant for FY26 (\$24,000, matched by DPS), we will continue to expand our global footprint across priority markets including the UK, North America, South-East Asia, and emerging destinations such as the Philippines, Indonesia, and Vietnam.

The launch of the *Inbound Market Strategic Plan 2025–27* was a significant milestone, aligning with Tourism Australia’s THRIVE 2030 framework and targeting high-value travellers through cost-efficient delivery, enhanced trade relationships, and export-ready support for local operators. Early conversions include new series and FIT programs with partners from Singapore, Indonesia, and the UK, already delivering tangible bookings and room nights.

Investment of \$33,852 in trade activity has secured a confirmed ROI of \$90,000 (2:1), with further conversions expected over the next 12–18 months. Supported by an extensive famil program, these initiatives ensure Port Stephens is consistently represented as *Incredible by Nature* in the global marketplace.

KEY METRICS SNAPSHOT 2024–25

International Markets





BUSINESS EVENTS

Port Stephens continues to carve out a niche as a *Destination Conference, not a Conference Destination*. While infrastructure limits the region’s ability to host large-scale conferences, our boutique venues, coastal beauty, and unique experiences make us highly attractive for executive retreats, board meetings, incentive programs, and leadership gatherings

Our strengths lie in delivering premium, tailored experiences such as dolphin cruises, sand dune adventures, and fine dining. This year, we focused on targeted marketing to attract incentive and executive groups, collaboration between operators to create multi-venue packages, and advocacy for scalable infrastructure investment.

Looking ahead, DPS will strengthen relationships with professional conference organisers in Sydney and Melbourne, continue to attend key networking events, and leverage Newcastle Airport’s expanded connectivity to attract high-value small and mid-sized business events to the region.

KEY METRICS SNAPSHOT 2024–25

Business Events

TARGET MARKET	VENUE CAPACITY	STRENGTHS	STRATEGIC PRIORITY
EXECUTIVE RETREATS BOARD MEETINGS INCENTIVES	BEST SUITED TO GROUPS <200 DELEGATES	PREMIUM BOUTIQUE VENUES NATURE-BASED TEAM-BUILDING HIGH-TOUCH SERVICE	INFRASTRUCTURE ADVOCACY MULTI-VENUE PACKAGING

DIRECTORS REPORT

PORT STEPHENS TOURISM LIMITED FOR THE YEAR ENDED 30 JUNE 2025

The directors present their report on Port Stephens Tourism Ltd for the financial year ended 30 June 2025.

1. GENERAL INFORMATION

Information about the Board of Directors

The names of each person who has been a director during the year and to the date of this report are:

Matthew Borger (Chairperson)

James McArthur (Deputy Chair)

Tracy Pereira (Treasurer)

Janelle Gardner

Steven Peart

David Brown

Sarah Smith

Jai Boicos

Katie Nicholas

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

Principal Activities

As outlined in the introduction to this annual report, Port Stephens Tourism and the Destination Port Stephens brand was established to sustain and further develop the strong visitor economy in Port Stephens and to ensure ongoing economic and community benefits from tourism in the region. With support from Port Stephens Council and the local business community the board of Port Stephens Tourism Limited are working to sustain and grow the local tourism from both domestic and international markets.

No significant changes in the nature of the Company's activity occurred during the financial year.

2. OPERATING RESULTS AND REVIEW OF OPERATIONS FOR THE YEAR

Operating results

The loss of the Company after providing for income tax amounted to \$ (112,731) (2024: \$ (14,101)).

3. OTHER ITEMS

Significant changes in state of affairs

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

Events 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 affairs of the Company in future financial years.

Auditor's independence declaration

The lead auditor's independence declaration in accordance with section 307C of the Corporations Act 2001, for the year ended 30 June 2025 has been received and can be found on page 3 of the financial report.

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



Director
Matt Borger

Dated: 30 October 2025



Director
Tracy Pereira

Dated: 30 October 2025

AUDITOR'S INDEPENDENCE DECLARATION

KELLY+PARTNERS

CHARTERED ACCOUNTANTS

Auditor's Independence Declaration under Section 307C of the Corporations Act 2001 to the Directors of Port Stephens Tourism Ltd

I declare that, to the best of my knowledge and belief, during the year ended 30 June 2025, there have been:

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

Kelly Partners Hunter Region Partnership



Brad Crooks

Senior Partner

Date: 03 October 2025

SINGLETON

Kelly Partners Hunter Region Partnership ABN 64 934 535 226
130 Dowling Street Dungog, NSW 2420 Australia
PO Box 103 Dungog, NSW 2420 Australia
+61 2 4995 7300 hunterregion@kellypartners.com.au
kellypartners.com.au

Liability limited by a scheme approved under Professional Standards Legislation



PROFIT & LOSS

PORT STEPHENS TOURISM LIMITED FOR THE YEAR ENDED 30 JUNE 2025

	Note	2025 \$	2024 \$
INCOME			
Council Investment		400,000	400,000
Grants Income		31,183	7,877
Membership Income		8,212	31,518
Marketing & Visitor Guide Income		10,500	110,134
ATE Revenue		7,000	-
Winter Campaign Revenue		42,000	-
Business Events Marketing Income		9,000	6,400
Partnership		8,000	4,799
Total Income		515,895	560,728
LESS DIRECT COSTS			
Membership Costs		(33,091)	(13,480)
Marketing		(193,918)	(219,543)
Winter Campaign expenses		(11,762)	-
GROSS PROFIT		277,124	321,023
Add: Other income		12	2,022
LESS: OPERATING EXPENSES			
Accounting fees		(19,544)	(21,552)
Bank fees		(318)	(930)
Insurance		(4,851)	(5,055)
Cleaning		(2,408)	(3,817)
Rent Paid		(5,423)	(11,948)
Telephone and the internet		(15,856)	(6,180)
Wages and Salaries		(270,795)	(246,145)
Superannuation		(31,626)	(27,072)
Meeting and travel expenses		(18,608)	(10,880)
Staff Recruitment Expense		(20,654)	-
Other expenses		(5,423)	(3,925)
Provision for annual leave		5,637	(3,298)
Loss before income taxes		(112,733)	(11,074)
Income tax expense		-	-
Loss from continuing operations		(112,733)	(11,074)
Loss for the year		(112,733)	(11,074)

Kelly Partners Hunter Region Partnership ABN 64 934 535 226

130 Dowling Street Dungog, NSW 2420 Australia
PO Box 103 Dungog, NSW 2420 Australia
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kellypartners.com.au

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BALANCE SHEET

PORT STEPHENS TOURISM LIMITED FOR THE YEAR ENDED 30 JUNE 2025

	Note	2025 \$	2024 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	4	132,145	217,292
Trade and other receivables	5	73,178	4,675
Other assets		9,247	4,304
TOTAL CURRENT ASSETS		214,570	226,271
NON-CURRENT ASSETS			
Intangible assets- patents and trademarks		1,200	1,200
TOTAL NON-CURRENT ASSETS		1,200	1,200
TOTAL ASSETS		215,770	227,471
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	6	51,606	51,543
Employee benefits	8	6,336	11,972
Membership received in advance	7	106,605	-
TOTAL CURRENT LIABILITIES		164,547	63,515
NON-CURRENT LIABILITIES			
TOTAL LIABILITIES		164,547	63,515
NET ASSETS		51,223	163,956
EQUITY			
Retained earnings		51,223	163,956
TOTAL EQUITY		51,223	163,956

Kelly Partners Hunter Region Partnership ABN 64 934 535 226
 130 Dowling Street Dungog, NSW 2420 Australia
 PO Box 103 Dungog, NSW 2420 Australia
 +61 2 4995 7300 hunterregion@kellypartners.com.au
kellypartners.com.au

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STATEMENT OF CHANGES IN EQUITY

PORT STEPHENS TOURISM LIMITED FOR THE YEAR ENDED 30 JUNE 2025

2025

	Retained Earnings	Total
	\$	\$
Balance at 1 July 2024	163,956	163,956
Profit/ (Loss) for the Year	(112,733)	(112,733)
Balance at 30 June 2025	51,223	51,223

2024

	Retained Earnings	Total
	\$	\$
Balance at 1 July 2023	175,030	175,030
Loss for the Year	(11,074)	(11,074)
Balance at 30 June 2024	163,956	163,956

STATEMENT OF CASH FLOWS

PORT STEPHENS TOURISM LIMITED FOR THE YEAR ENDED 30 JUNE 2025

	Note	2025	2024
		\$	\$
CASH FLOWS FROM OPERATING ACTIVITIES:			
Receipts from customers		570,799	555,929
Payments to suppliers and employees		(655,958)	(611,255)
Interest received		12	22
Net cash provided by/(used in) operating activities		(85,147)	(55,304)
CASH FLOWS FROM INVESTING ACTIVITIES:		-	-
CASH FLOWS FROM FINANCING ACTIVITIES:		-	-
Net increase/(decrease) in cash and cash equivalents held		(85,147)	(55,304)
Cash and cash equivalents at beginning of year		217,292	272,596
Cash and cash equivalents at end of financial year	4	132,145	217,292



NOTES TO THE FINANCIAL STATEMENTS

PORT STEPHENS TOURISM LIMITED FOR THE YEAR ENDED 30 JUNE 2025

The financial report covers Port Stephens Tourism Ltd as an individual entity. Port Stephens Tourism Ltd is a for non-profit proprietary Company, incorporated and domiciled in Australia.

The functional and presentation currency of Port Stephens Tourism Ltd is Australian dollars.

Comparatives are consistent with prior years, unless otherwise stated.

1. BASIS OF PREPARATION

The directors have prepared the financial statements on the basis that the company is a non-reporting entity because there are no users dependent on general purpose financial reports. This financial report is therefore a special purpose financial report that has been prepared in order to meet the requirements of the Corporations Act 2001 and its members.

The financial report has been prepared in accordance with the mandatory Australian Accounting Standards applicable below to entities reporting under the Corporations Act 2001, and the significant accounting policies disclosed below which the directors have determined are appropriate to meet the needs of members. Such accounting policies are consistent with the previous period unless stated otherwise.

These financial statements have been prepared in accordance with the recognition and measurement requirements specified by the Australian Accounting Standards and Interpretations and the disclosure requirements of AASB 101 Presentation of Financial Statements, AASB 107 Statement of Cash Flows, AASB 108 Accounting Policies, Changes in Accounting Estimates and Errors, and AASB 1054 Australian Additional Disclosures.

The financial statements 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.

Material accounting policies adopted in the preparation of these financial statements are presented below and are consistent with prior reporting periods unless otherwise stated.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

a. Revenue and other income

Revenue from contracts with customers

The core principle of AASB 15 is that revenue is recognised on a basis that reflects the transfer of promised goods or services to customers at an amount that reflects the consideration the Company expects to receive in exchange for those goods or services.

Generally, the timing of the payment for sale of goods and rendering of services corresponds closely to the timing of satisfaction of the performance obligations, however where there is a difference, it will result in the recognition of a receivable, contract asset or contract liability.

None of the revenue streams of the Company have any significant financing terms as there is less than 12 months between receipt of funds and satisfaction of performance obligations.

b. Income tax

The Association is exempt from income tax under Division 50 of the Income Tax Assessment Act 1997.

c. Goods and services tax (GST)

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payable are stated inclusive of GST.

Cash flows in the statement of cash flows are included on a gross basis and the GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.

d. Volunteer services

No amounts are included in the financial statements for services donated by volunteers.

e. Cash and cash equivalents

Cash and cash equivalents comprise cash on hand, demand deposits and short-term investments which are readily convertible to known amounts of cash and which are subject to an insignificant risk of change in value.

f. Employee benefits

Provision is made for the Association's liability for employee benefits, those benefits that are expected to be wholly settled within one year have been measured at the amounts expected to be paid when the liability is settled.

Employee benefits expected to be settled more than one year after the end of the reporting period have been measured at the present value of the estimated future cash outflows to be made for those benefits. In determining the liability, consideration is given to employee wage increases and the probability that the employee may satisfy vesting requirements. Cashflows are discounted using market yields on high quality corporate bond rates incorporating bonds rated AAA or AA by credit agencies, with terms to maturity that match the expected timing of cashflows. Changes in the measurement of the liability are recognised in profit or loss.

NOTES TO THE FINANCIAL STATEMENTS

PORT STEPHENS TOURISM LIMITED FOR THE YEAR ENDED 30 JUNE 2025

3 Other Revenue and Income

Revenue from continuing operations

	2025	2024
	\$	\$
Revenue from contracts with customers (AASB 15)		
- Membership Income	8,212	31,518
	<u>8,212</u>	<u>31,518</u>
Revenue recognised on receipt (not enforceable or no sufficiently specific performance obligations - AASB 1058)		
- Council Investment	400,000	400,000
- Grants Income	31,183	7,877
- Marketing and Guide Income	10,500	110,134
- ATE Revenue	7,000	-
- Winter Campaign Revenue	42,000	-
- rental revenue for property investment	17,012	13,222
	<u>507,695</u>	<u>531,233</u>
Total Revenue	<u>515,907</u>	<u>562,751</u>

4 Cash and Cash Equivalents

Cash at bank and in hand	132,145	217,292
	<u>132,145</u>	<u>217,292</u>

5 Trade and Other Receivables

CURRENT

Trade receivables	73,178	4,675
	<u>73,178</u>	<u>4,675</u>
Total current trade and other receivables	<u>73,178</u>	<u>4,675</u>



NOTES TO THE FINANCIAL STATEMENTS

PORT STEPHENS TOURISM LIMITED FOR THE YEAR ENDED 30 JUNE 2025

6 Trade and Other Payables

	2025	2024
	\$	\$
CURRENT		
Trade payables	51,606	51,543

7 Membership fees received in advance

CURRENT		
Amounts received in advance	106,605	-

8 Employee Benefits

Current liabilities		
Provision for employee benefits	6,336	11,972
	<u>6,336</u>	<u>11,972</u>

9 Related Parties

(a) The Company's main related parties are as follows:

Other related parties include close family members of key management personnel and entities that are controlled or significantly influenced by those key management personnel or their close family members.

10 Events After the End of the Reporting Period

7th October 2025

The financial report was authorised for issue on _____ by the Board of Directors.

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

11 Statutory Information

The registered office and principal place of business of the association is:

Port Stephens Tourism Ltd
60 Victoria Parade,
Nelson Bay NSW 2315



DIRECTORS DECLARATION

PORT STEPHENS TOURISM LIMITED

ABN: 96 080 458 733

The directors have determined that the Company is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies described in Note 1 to the financial statements.

The directors of the Company declare that:

1. The financial statements and notes, as set out on pages 3 to 11, are in accordance with the Corporations Act 2001 and:
 - a. comply with Accounting Standards as stated in Note 1; and
 - b. (b) give a true and fair view of the Company's financial position as at 30 June 2025 and of its performance for the year ended on that date in accordance with the accounting policies described in Note 1 to the financial statements.
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:



Director
Matt Borger

Dated: 30 October 2025



Director
Tracy Pereira

Dated: 30 October 2025



INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF PORT STEPHENS TOURISM LIMITED

KELLY+PARTNERS

CHARTERED ACCOUNTANTS

Opinion

We have audited the financial report of Destination Port Stephens (the Company), which comprises the statement of financial position as at 30 June 2025, the statement of profit or loss and other comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including material accounting policy information, and the directors' declaration.

In our opinion, the accompanying financial report presents fairly, in all material respects, the financial position of Destination Port Stephens as at 30 June 2025, and its financial performance and its cash flows for the year then ended in accordance with the accounting policies described in Note 1 to the financial report.

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 ethical requirements of the Accounting Professional & 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 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 distribution to the members for the purpose of fulfilling the directors' financial reporting requirements. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Responsibilities of the Directors for the Financial Report

The directors of the Company are responsible for the preparation and fair presentation of the financial report in accordance with the accounting policies described in Note 1 to the financial report, and have determined that the accounting policies described in Note 1 to the financial report are appropriate to meet the directors' financial reporting requirements and are 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 and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the Company's ability 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.

Kelly Partners Hunter Region Partnership ABN 64 934 535 226
130 Dowling Street Dungog, NSW 2420 Australia
PO Box 103 Dungog, NSW 2420 Australia
+61 2 4995 7300 hunterregion@kellypartners.com.au

kellypartners.com.au

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INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF PORT STEPHENS TOURISM LIMITED

KELLY+PARTNERS

CHARTERED ACCOUNTANTS

Auditor's Responsibilities for the Audit of the Financial Report

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

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

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

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

Kelly Partners Hunter Region Partnership



Brad Crooks
Senior Partner
RCA 488544

Dated:

Kelly Partners Hunter Region Partnership ABN 64 934 535 226

130 Dowling Street Dungog, NSW 2420 Australia
PO Box 103 Dungog, NSW 2420 Australia
+61 2 4995 7300 hunterregion@kellypartners.com.au

kellypartners.com.au

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FINANCIAL PARTNERS

2024-25

4WD Tag-Along & Passenger Tours
 4WD Tours R Us
 Aerologistics Helicopters
 Aimee's at Anna Bay
 AquaMarine Adventures
 Aquila Cruises
 Australian Reptile Park
 B Farm by Murray's
 Balloon Aloft
 Bannisters Port Stephens
 BATTLEZONE LASER TAG
 Bay Escapes
 Bay FM Port Stephens
 Bay Harbour Cafe
 Bay Helicopters
 Bay Living and Garden
 Bay Sailing Centre
 Bay Scoot and Wheels
 Bays Holiday Park
 Beaches Serviced Apartments
 Bella Kate Luxury Picnics
 BIG4 Ingenia Holidays Soldiers Point
 Big4 Karuah Jetty Holiday Park
 Blue Water Sailing
 Boab Boat Hire Port Stephens
 Boomerang Bikes
 Bricks n Things
 Brochure Express
 Bucketts Way Camp n Stay
 Business Port Stephens
 By the Beach Getaways
 Central Motel Nelson Bay
 Charli Blue Collective
 Cookabarra Restaurant & Function Centre
 Cote D Azur Resort
 Crest Birubi Beach
 d'Albora Marina
 David Grahams Golf Complex
 DelaneyDavidson
 Destination Port Stephens
 Dolphin Swim Australia
 Ducati's Bed and Breakfast
 Easy Iv Pty Ltd
 Econetwork Port Stephens
 E-Go-Try-Bikes
 Feet First Dive
 Fighter World
 Fingal Bay Bowls, Sports & Rec Club
 Fingal Bay Holiday Park
 Fish Port Stephens Estuary Charters
 Florent Vidal Photography
 Freedom Trike Tours
 Go Karts Go
 Haddad Baker
 Halifax Holiday Park

Heavenly Tours
 Holberts Oyster Supplies
 Holiday in the Bay
 Hotel Nelson
 Hunter Region Botanic Gardens
 Ilanga Nelson Bay
 Imagine Cruises
 Ingenia Holidays Middle Rock
 Ingenia Holidays One Mile Beach
 Irukandji Shark & Ray Encounters
 Island Leisure Village
 Judy Rickard
 Kin Cafe and Bar
 Koala Shores Port Stephens Holiday Park
 Lakeside Tavern Raymond Terrace
 Laze
 Little Beach Boathouse
 LJ Hooker Nelson Bay
 LOFT
 Lucky Dog Tours
 Mantra Nelson Bay
 Mark Vaughan
 Medowie Bull 'n' Bush Hotel
 Melaleuca Surfside Backpackers
 Moonshadow-TQC
 Neil Gordon (BG Unicus)
 Nelson Bay Boat Hire
 Nelson Bay Bowling & Recreation Club Ltd
 Nelson Bay Breeze Holiday Apartments
 Nelson Bay Cinema
 Nelson Bay Golf Club
 Nelson Towers Motel & Apartments
 Newcastle Airport
 Newy Tour Co
 NSW National Parks & Wildlife Service
 Oakfield Ranch Camels Pty Ltd
 Oaks Lure Apartments
 Oakvale Wildlife Park
 O'Meara Property Pty Ltd T/as McGrath Port Stephens
 One Bahia Shoal Bay Accommodation
 Palmer Australia Group (Nelson Palms)
 Parallel Hospitality Group T/A Mavericks
 Pinnacle Team Events
 Pirate Coffee
 Port Stephens 4WD Tours
 Port Stephens Accommodation
 Port Stephens Animal Adventures
 Port Stephens Coaches
 Port Stephens Community Arts Centre
 Port Stephens Great Lakes Marine Park
 Port Stephens Koala Sanctuary
 Port Stephens Packaging Pty Ltd
 Port Stephens Paddlesports
 Port Stephens Self Storage

Port Stephens Shell Museum
 Port Stephens Splashbacks
 Port Stephens Surf School
 Port Stephens Toyota
 Quad Bike King
 Ramada Resort by Wyndham Shoal Bay
 Readers Retreat
 Red Neds Gourmet Pie Shop
 Reflections Holiday Parks Hawks Nest
 Reflections Holiday Parks Jimmys Beach
 Restaurant 2317 Pty Ltd
 RRR Tours
 Sahara Trails Horse Riding
 Sahara Trails Horse Riding
 Salamander Bay Recycling
 Saltwater Fingal Bay
 Samurai Beach Bungalows
 Sand Dune Adventures
 Sand Dune Safaris
 Sandpipers restaurant
 Seaside Holiday Resort
 Shoal Bay Country Club Hotel
 Shoal Bay Holiday Park
 Shoal Bay Shuttle Service
 Shoal Bay SUP
 Soldiers Point Bowling Club
 Soldiers Point Marina
 Squids Dive Co
 Stay Port Stephens
 Sunset & Vine Hospitality Pty Ltd
 Tanilba House
 The Anchorage Port Stephens
 The Bay Holidays
 The Landmark Nelson Bay
 The Little Tin Shed
 The Lolly Bug
 The Nelson Way Restaurant & Bar
 The Oasis at One Mile Beach
 The Original Tea Gardens Ferry Service
 The Salamander Hotel
 The Wood Oven
 Thou Walla Sunset Retreat
 Toboggan Hill Park
 Tynan Wines
 Urban Connection Life Skills
 Vue Nelson Bay
 Wanderers Retreat
 WANGI QUEEN
 Wedding Road
 Women Embrace Adventure
 Y Knot Cruises
 Zone Out Arcade



Destination
PORT STEPHENS

02 4981 2964

portstephens.org.au

info@portstephenstourism.com.au

ABN: 96 080 458 733

Some images provided by NSW National Parks & Wildlife Service
(Remy Brand/ DCCEEW, Daniel Parsons/ DCCEEW)