

AUSTRALIA'S NORTH WEST

ANNUAL REPORT 2021/22



WESTERN
AUSTRALIA

AUSTRALIA'S NORTH WEST
ACKNOWLEDGES THE
TRADITIONAL CUSTODIANS
THROUGHOUT THE NORTH WEST
OF WESTERN AUSTRALIA AND
THEIR ELDERS PAST, PRESENT
AND EMERGING.

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WESTERN
AUSTRALIA

ABOUT ANW

OUR VISION

For the Kimberley and Pilbara to become a worldwide tourism destination of choice.

OUR PURPOSE

To effectively collaborate with industry and lead the regional community in destination marketing, tourism sustainability and management for positive economic and social outcomes

Australia’s North West is the peak tourism body for the Pilbara and Kimberley regions of Western Australia. We are a not-for-profit organisation, funded by a combination of membership fees and support from Tourism WA, Local Governments and other stakeholders. ANW are the regional tourism conduit to the State Government through Tourism WA. We are industry-led and provide a strong voice for tourism in the North West.

Our areas of responsibility are guided by five key pillars:

- Efficiently and effectively marketing and promoting the North West
- Growing accessibility into and within our region
- Developing our destination
- Driving engagement within our industry
- Performing at a high level as an RTO



“AS THE 2022 PEAK SEASON GOT UNDERWAY IT WAS CLEAR THAT PENT-UP DEMAND WAS STRONG IN THE INTERSTATE MARKETS ...”

ANW CHAIR'S REPORT

I would like to begin my report this year by sincerely thanking and congratulating all of our members, and others in the tourism sector in the Kimberley and Pilbara, for the passion and the resilience they have shown in coming through more than two years of operations during the pandemic. It has been an amazing achievement in extremely challenging circumstances. Thank you also for your support for ANW over this time.

The border uncertainty that so affected travel planning during the year, and the resultant deferral of bookings, cancellations and refunds were a major headache and created huge workload pressures for many. This was particularly the case for those operators who are most reliant on our interstate and international visitors.

Fortunately, intrastate travel continued strongly through to the end of the 2021 season, and many businesses experienced and benefited from the high levels of local demand, as WA residents were still unable to travel out of the state. Tourism WA's Wander Out Yonder campaign continued to drive high numbers of travellers around the state. ANW and the other regional tourism organisations continued to work closely with TWA to maintain this momentum.

Finally, by March 2022, interstate and international borders had re-opened, and the path back to more regular and predictable travel patterns commenced. As the 2022 peak season got underway it was clear that pent-up demand was strong in the interstate markets, and also from WA travellers who had been made aware of just how much there was still to do and see in their home state - particularly 'up north'.

Challenges that have confronted many businesses have been the same as those being experienced nationwide, namely, the shortage of tourism and hospitality workers in general and skilled staff in particular. These are the people who are needed to provide the holiday experiences and deliver the levels of customer service that visitors to the region are expecting. This remains a challenge.

2021/22 was the first year of our five-year contract with TWA. Working with TWA and the other RTOs, ANW's strategic planning and operational planning are now closely aligned under five Strategic Pillars. These form the basis of all our activity throughout the year, and we measure and report on performance in these key areas.

They are:

- Efficient and effective marketing and promotion
- Access to regions and regional dispersal
- Destination development
- Driving industry engagement
- High performing RTOs

The CEO's Report expands on achievements in these areas, which will continue into the future along with the exciting new brand launch and marketing campaigns led by the team at TWA.

I would like to take this opportunity to thank the Board and management at TWA for all their support to ANW and for their leadership during the tough times last year which assisted so many in the industry.



I would also like to thank Tarsh Mahar for the energy and passion she brings to her role as CEO, and her leadership of our marketing team at ANW. Plans are in place and better times ahead will reward so much hard work done in the last two years.

Finally, thank you to my Board at ANW. In person (or on Zoom) they have been great support to Tarsh and to me. Their shared love of the Kimberley and Pilbara, and their commitment to ANW and the tourism industry have benefited all our members and stakeholders.

IAN GAY

Chair, Australia's North West Tourism

ANW BOARD



IAN GAY
CHAIR

Ian's career has been in aviation. He retired from Qantas in 2015 after 45 years' service to the airline. Ian moved to WA in 2000 as the Regional General Manager for the state, overseeing a period of significant growth in route capacity to both the Pilbara and the Kimberley in support of the tourism, resources and community sectors.

Prior to 2000 Ian worked in Sydney, New Zealand and South-East Asia in a range of senior commercial roles including sales, marketing, route planning and alliances. Ian is also a board member of Business Events Perth.

Term expires 2023.



DREW NORRISH
VICE CHAIR

As CEO of Mackerel Islands Pty Ltd, Drew oversees three very unique properties in the Pilbara region including the Onslow Beach Resort and offshore Mackerel Islands (Thevenard and Direction Islands). He also oversees the management of the iconic Karijini Eco Retreat in nearby Karijini National Park on behalf of the Traditional Owners.

Working his way from Island Manager to CEO, he has 14 years' experience both operationally and at an executive level in the ANW region. He also has experience in the management of a well-established marine tourism business in Europe.

Drew holds a Bachelor's degree in Environmental Management, is the Deputy Chair of the Pilbara Tourism Association and is an active participant in the tourism and hospitality industry in Perth and the North West.

Term expires 2023.



CHARLIE SHARPE

Charlie has a lifetime in tourism in the East Kimberley and around the world, with a special attachment to the spectacular Kimberley region where he grew up.

After 17 years working on the redevelopment and expansion of the Lake Argyle Tourist Village, the family made the difficult decision to sell out to the SunSuper-backed G'Day Group early in 2022. After surviving the 2007 Global Financial Crisis and 2020/21 Pandemic, it was time to focus on family and hand over the spectacular site to Australia's biggest tourist park operator who has the capacity to take the spectacular Kimberley tourism icon to the next phase and beyond.

With a passion for Kimberley tourism and a belief that the North West will prove to be one of the most sought-after destinations on the planet, Charlie continues to work with stakeholders across the region to ensure the pandemic recovery is successful and that this potential can be realised.

Term expires 2022.



DARREN BANFIELD

Darren has been a pillar of the tourism industry for the past 30 years, representing Broome as a destination, while creating employment and pathways for Broome locals. Darren actively delivers the North West message to the world, serving on boards including the Broome Visitor Centre, Cruise Broome and Australia's North West Tourism as well as through personal ambassadorship, including participating at five international SKAL congresses.

Darren's association with Willie Creek Pearls has spanned more than 30 years in roles from cleaning toilets to managing staff and more. Darren's collaborative and approachable nature, combined with business acumen and a passion for tourism in the North West sets him apart as a highly regarded role model in the Broome community. This culminated in Darren being awarded Business Person of the Year at the 2020 Broome Business Excellence Awards.

Term expires 2023.



SONJA MITCHELL

Sonja has been part of the fabric of the ANW tourism industry for more than 30 years since beginning as a pilot in Kununurra flying scenic and charter flights. Getting to know the Kimberley and Pilbara landscape and making lifelong friends has instilled in her an enormous passion for Australia's North West.

Her contribution to the development of the Kimberley tourism industry was recognised with the 2006 'Individual Award for Excellence' from Australia's North West Tourism. In 2001 she was the first person from the North West, and the youngest at that time, appointed to the board of the WA Tourism Commission. A strong advocate for the ANW tourism industry through representation on local committees and state boards, Sonja has held positions of General Manager, CEO, Board Chair, Tourism Commissioner and Non-Executive Director. Currently she is self-employed and works as a Business Builder and Tourism/Business consultant.

Term expires 2022.



SIMONE KAPITEYN

Simone has 23 years' investigative experience policing in Victoria and WA, including 10 years at Broome Police Station. A Broome resident since 2001, Simone understands the complexities and diversities unique to the Kimberley region.

Simone has been involved in tourism since 2010. As the sole Managing Director of Adventure Wild Pty Ltd, a small family business, she completes all areas of operational, logistical, HR, marketing, financial and business operations.

Adventure Wild Kimberley Tours offer 29 12-day, all-inclusive tours, supporting accommodation, tours, retail and local industry throughout the region. Simone has established and maintains excellent personal, business and strategic relationships throughout the North West and remains intensely passionate about the Kimberley. She is extremely motivated and objective with a high moral conscience.

Term expires 2022.



MEG COFFEY

Digital marketing strategist Meg Coffey is an award-winning entrepreneur and international keynote speaker.

Texan by birth and Australian by choice, she is managing director of the tourism-focussed social and digital marketing agency Coffey & Tea, developing campaigns and delivering training that enables Australian businesses to compete on the global stage; the founder of State of Social, Australia's favourite social media conference; and #SMPerth, the free knowledge-sharing network and event series. She also sits on the Australia Day Council WA (Auspire) board.

Meg is a regular contributor to media with regular appearances on Sunrise, The Today Show, ABC News, 6PR and the Daily Telegraph. In 2017 Meg was named as one of Australia's Top 50 Small Business Leaders and in 2021 was nominated as a finalist for Campaign Brief's Ad Person of the Year.

Term expires 2023.



JESSIE HORNBLow

Jessie is the Executive Manager for Cygnet Bay Pearl Farm and Pearls of Australia. Her experience in tourism spans more than 14 years in managerial positions across the Pilbara, Broome and the Dampier Peninsula. She has spent the past 10 years with Cygnet Bay Pearl Farm building tourism and managing daily operations of marine, pearling and Indigenous tours, accommodation, and food and beverage. She is now based in Broome with a focus on marketing, trade and strategic business development across the company's operations in WA and NSW, and has helped guide the business through transformational change. She finds fulfillment in working alongside communities and businesses to develop Indigenous tourism projects at Cygnet Bay and the Dampier Peninsula.

Jessie holds a Bachelor of Commerce in Finance & Marketing and graduated the AICD Company Directors course. For the past two years she has also sat on the Broome Visitor Centre Board and Skall Broome Committee. In 2019 she won the Len Taylor Young ATEC Award for Leadership.

Term expires 2022.

“... IT'S REMARKABLE THAT VISITATION RIGHT ACROSS THE NORTH WEST HAS REBOUNDED TO NOW EXCEED PRE-COVID LEVELS IN A VERY COMPETITIVE MARKET AS BORDERS RE-OPENED.”

ANW CEO'S REPORT

Looking back over 2021/22 it's remarkable that visitation right across the North West has rebounded to now exceed pre-Covid levels in a very competitive market as borders re-opened. This is an increase of 70 per cent in visitor numbers from the depths of the pandemic. Encouragingly, interstate spending jumped from \$1M to \$86M. Although this achievement wasn't without considerable pain, cartwheeling and sheer determination from operators. ANW has embraced our new Strategic Plan, with its five key pillars, and set to work to deliver outcomes in each of these areas.

This included six marketing campaigns with an impressive increase of 49 per cent in clicks through to our members' website pages. Most notably, our Webjet Broome campaign delivered an increase in average length of stay from 6 nights to 10.5 nights, and injected an economic impact of \$2.8M. Working with the trade and travel distribution system is more important than ever as consumers rush back to the security of booking travel with agents.

With the ever-changing social media landscape, ANW decided on a new approach. We divided our organic and social media activity between two specialist providers to ensure we utilise the latest developments in this field, overseen by ANW's marketing team. The focus on access and regional dispersal led ANW to work with key partners to pursue regular international flights between Singapore and Broome. While we are not there yet, it's still on the agenda. Our input to affordable airfares programs continues to provide valuable insight to partners negotiating with airlines.

Encouraging dispersal within the region proved successful with the 'Day in Derby' campaign significantly increasing clicks through to Derby-related pages from travellers in the region compared to previous years.

Once again the Northern Australia RTOs - ANW, Tourism Top End and Tourism Tropical North Queensland - collaborated to re-ignite the Savannah Way as a braided route between Broome and Cairns. Expect new initiatives going forward.

Development of ANW's Tourism Destination Management Plan got underway with stakeholder engagement, desktop research and a consumer survey. More than 40 regional stakeholders have been consulted including tourism operators, Local Governments, transport providers, Traditional Owners and State Government departments. More than 70 reports covering strategic direction and related research have been consulted. ANW-specific consumer insight work was also undertaken for interstate and intrastate audiences to help inform the regional direction.

Driving Industry Engagement is our fourth key strategic pillar. We reshaped our organisational structure to include a dedicated position to connect and engage with our members and the trade. This resulted in a revised membership model that has proven popular with members and stakeholders, as evidenced by ANW member survey results. Survey highlights included:

- ANW members are significantly more satisfied with their RTO's destination marketing and the perceived value of their membership.
- ANW performs extremely strongly across all performance metrics. Overall satisfaction across marketing and communication metrics is above that of other RTOs.
- More than 7 in 10 ANW members feel "extremely positive" towards their RTO - more than any other RTO!
- 9 in 10 members are satisfied that ANW is supportive, accessible and always willing to listen.



- ANW members are highly satisfied with the opportunities provided by their RTO. In particular the majority of members are completely satisfied with networking and product promotion opportunities.
- Significantly more members are "completely satisfied" in ANW's understanding of which markets to target (72%) compared to other RTOs (53%). This metric is the strongest driver of value of all performance metrics, and likely contributes to ANW's outstanding membership value result.

Other highlights through the year included an office-sharing arrangement with WAITOC. We also engaged a grants consultant to help access new avenues of funding, and were pleased to raise an additional \$175,000 from the industry. Going forward we are keen to engage more with our LGAs to promote and validate their investment in the visitor economy in conjunction with ANW. With the implementation of our new Customer Relationship Management system, Simpleview, a new website and a solid operational plan, ANW looks forward to working closely with our stakeholders to deliver positive outcomes for the visitor economy throughout the Kimberley and Pilbara.

A big thank you to my ever-faithful team of superstar colleagues and Board members who are a wonderful, fun and supportive bunch of good people.

NATASHA MAHAR

CEO, Australia's North West Tourism

ANW LIFE MEMBERS

The following individuals are recognised for their outstanding service to the organisation and, in turn, to the tourism industry in the North West over a period of years.

FRANK CAMER-PESCI

HEATHER MIDGELY

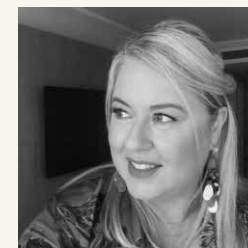
GRAEME MACARTHUR

RON JOHNSTON

MIKE DUNNETT

IAN LAURANCE AM

ANW TEAM



NATASHA MAHAR

CHIEF EXECUTIVE OFFICER

Tarsh manages ANW's operations under the organisation's five key strategic pillars, as well as developing and maintaining relationships across the industry. Tarsh steers the organisation's direction, develops strategy, attends trade and industry events and leads destination marketing. Working with the ANW Chair, she ensures that industry leaders and stakeholders are involved with ANW activities.

After studying tourism and travel, Tarsh's career has taken her around Australia and the world.

She moved to the Kimberley over a decade ago and has managed the Broome Visitor Centre, and marketing and business development for The Great Escape Charter Company. Prior to working for ANW she was both an elected and seconded board member.



NICKY BEXLEY

TRADE & INDUSTRY RELATIONSHIPS MANAGER

Nicky has called Broome home for more than 10 years, and has been in the tourism and hospitality industry for most of her working life.

She owned and operated a holiday complex on the Far South Coast of NSW for more than seven years, and still works in her family's restaurant when visiting on holidays.

Nicky has a Bachelor of Business majoring in Tourism and Hospitality and is passionate about travel, marketing and sales. She is excited to combine these in her role with ANW where she works with trade and consumers to build their knowledge of the Kimberley and Pilbara by designing itineraries, hosting famils, building agents' knowledge of the region, and more.



PAULA O'BRIEN

DESTINATION MARKETING, DIGITAL EXECUTIVE & PROJECTS

Paula supports the implementation of ANW's strategic and operational plan through the planning and delivery of creative campaigns, content and collateral to relevant target markets.

Paula is also responsible for ANW's website, image library and upcoming CRM, and represents ANW and its product in trade and consumer shows. Paula moved to Australia and straight to the North West 10 years ago, working at Cygnet Bay Pearl Farm for four years before taking up her role with ANW.



SIMON PENN

MARKETING & COMMUNICATIONS EXECUTIVE

Simon's role with ANW includes collaborating on strategic and operational marketing planning, delivering creative campaigns, brand management and coordinating media and communications.

He came to ANW in 2019 with an extensive background in media after a career as a journalist, photographer, editor and producer for organisations including The West Australian, Broome Advertiser and ABC Kimberley.

Immediately prior to joining ANW he spent eight years managing media and communications for the Shire of Broome.

Born in Perth, Simon lived in Broome for more than 17 years and has travelled the North West extensively.



PAIGE HURIHANGANUI

ADMINISTRATION

Born and bred in the South West, Paige was drawn to the North West and moved to Broome in 2020.

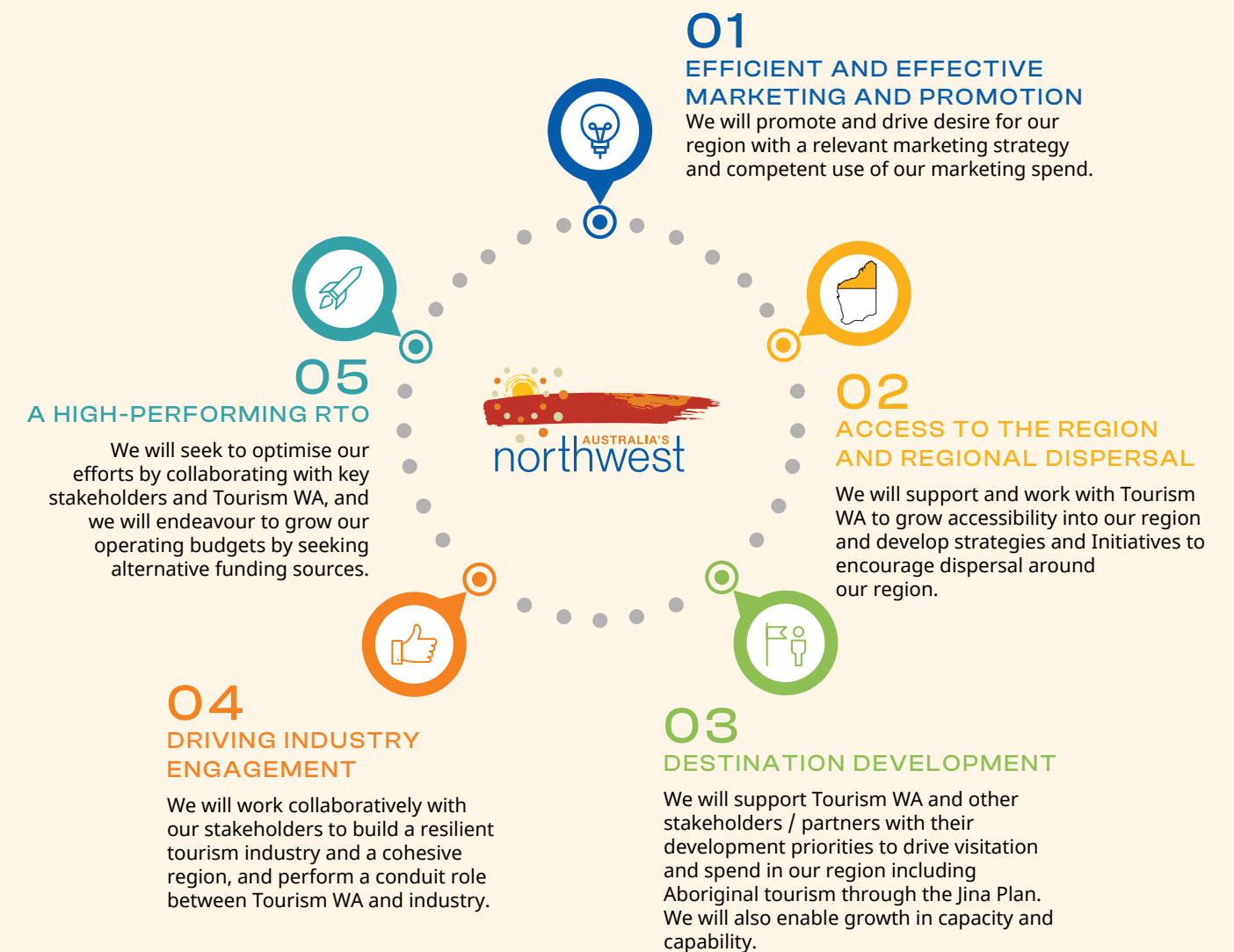
She started her career in bookkeeping with ANW while continuing her studies in Business & Bookkeeping and gaining work experience with several other businesses in Broome.

She enjoys the lifestyle in the North West and can see herself living up here permanently.

2021/22 ANW ACTIVITY REPORT

ANW STRATEGIC PLAN

A significant body of work was undertaken in 2020/21 to develop a new five-year ANW Strategic Plan and membership structure for adoption from 2021/22.





01

EFFICIENT AND EFFECTIVE
MARKETING AND PROMOTION

MARKETING CAMPAIGN HIGHLIGHTS

BROOME'S
TROPICAL SUMMER

ANW's tongue-in-cheek campaign to drive visitation in the shoulder season based on a summer romance novella.



2.2K
Clicks to ANW members



17.7K
Views of the campaign webpage (incl 3.5K member pageviews)



Media inc. thewest.com.au homepage takeover

DIGITAL ACTIVITY



ANW WEBSITE

- 664K sessions (+5% 2020/21)
- 130K ANW member listing referrals (+49% 2020/21)
- 1.4M pageviews (+2% 2020/21)
- 70% of Page Views from Organic Search (+7% 2020/21)



FACEBOOK

- 32.5M Reach (+80% 2020/21)
- 4.29% Engagement Rate (+59% 2020/21);
- 88K Page Likes (+13% 2020/21)



INSTAGRAM

- 9.4M Reach (-54% 2020/21)
- 1.53% Engagement Rate (-47% 2020/21)
- 132K Page Followers (+5% 2020/21)



MAILCHIMP

- 25 EDMs
- 39.7% Unique Open Rate (Benchmark 23.5%)
- 2.7% Unique Click Rate (Benchmark 4.2%)
- 3670 New Subscribers (+1455% 2020/21)

KIMBERLEY
WATERFALL SEASON

After an up-and-down 2021 season, the second iteration of the Kimberley Waterfall campaign gave an early kickstart to 2022.



846
Clicks to ANW member websites



110
Clicks to ANW member travel packages



3.4K
Views of the campaign webpage (incl 3.5K member pageviews)



22K
Views of ANW campaign webpage



Media - PerthNow, The West Australian

WANDER THE
WARLU WAY

Partnership with Australian Traveller to leverage the Warlu Way's inclusion in the magazine's Top 100 Road Trips.



1.3K clicks to member websites



7.6K views of members on ANW website



15K views ANW campaign webpage



530K social media reach



Media - Australian Traveller print & digital; Seven West Media

BROOME WEBJET

Co-operative partnership with Webjet and Broome International Airport offering \$200 off flights to Broome from capital cities



- \$2.6M economic impact
- 937 passengers
- 10 nights avg. stay (up from 6 nights)
- \$2825 avg. spend per person

MARKETING CAMPAIGN HIGHLIGHTS

VENTURE THE
KIMBERLEY

Our hero Kimberley and Broome campaign included new branding, a campaign microsite featuring packages and special offers from ANW members, a downloadable travel e-magazine, seven campaign EDMs and promotion across a range of social media channels.



10K clicks to ANW member websites



50K views of Venture campaign microsite



13K downloads of Venture travel e-magazine



4.4M social media impressions



Shortlisted for Mumbrella Travel Marketing Awards Oct 22



WANDER
OUT
YONDER
IN WA

THE KIMBERLEY
A MAGIC THAT AWAKENS YOU

MEDIA & PR HIGHLIGHTS



OVER \$1M ESTIMATED
ADVERTISING VALUE

- Network 10's The Project live broadcast from Broome
- Showroom X 2021 global fashion campaign #WeWearAustralian shot in Broome and Kununurra
- The Amazing Race Australia 2022 season finale filmed in Broome, to screen October 2022
- More than \$800K in media coverage including The Australian, Australian Financial Review, The West Australian, The Sunday Times, Australian Traveller, RAC Horizons, Qantas Travel Insider, Caravan World and Broome Advertiser



TRADE SHOWS

- ATEC Virtual Meeting Place - 64 appointments
- ATE Live Sydney - 70 Appointments
- Tourism WA Adventure Awaits UK & European Roadshow: 300 presentations to Agents & Product Managers

CONSUMER SHOWS

- Perth 4WD & Adventure Show
- Inspiring Vacations Roadshow online (14 Kimberley bookings)
- Victorian Caravan, Camping & Touring Supershow
- NSW Caravan, Camping & Holiday Supershow



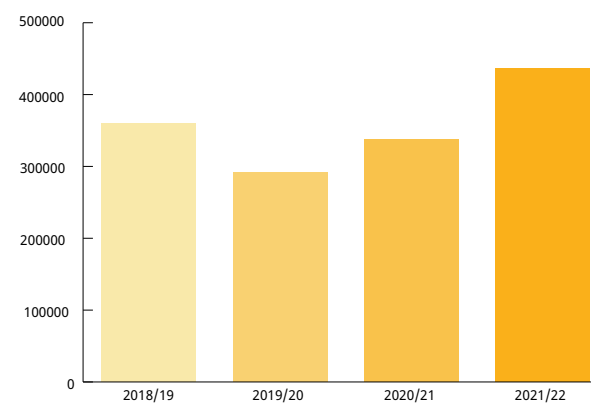
02

ACCESS TO THE REGION AND
REGIONAL DISPERSAL

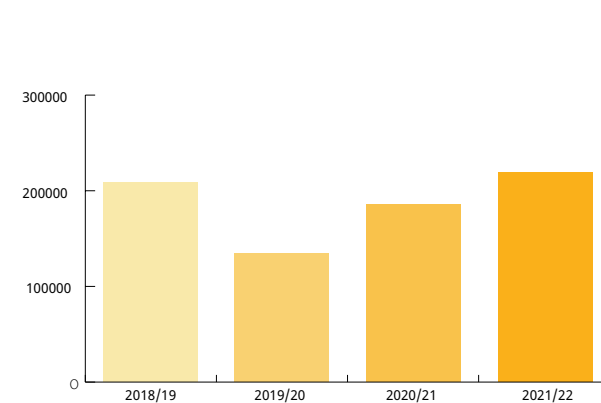
VISITATION TO AUSTRALIA'S NORTH WEST

NORTH WEST – TOTAL DOMESTIC
OVERNIGHT LEISURE VISITORS

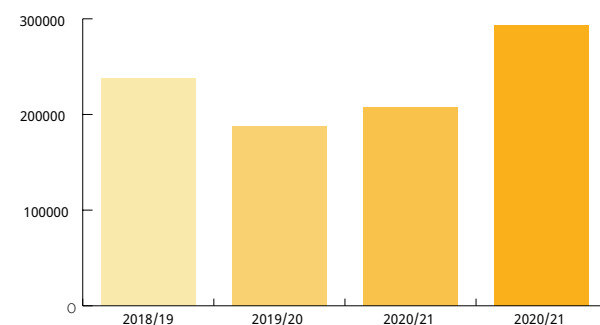
YE 29 Jun 2019	360,000
YE 29 Jun 2020	292,000
YE 29 Jun 2021	337,000
YE 29 Jun 2022	429,000

BROOME - TOTAL DOMESTIC
OVERNIGHT LEISURE VISITORS

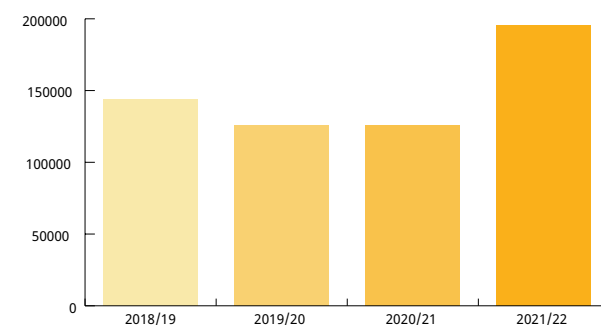
YE 29 Jun 2019	209,000
YE 29 Jun 2020	134,000
YE 29 Jun 2021	186,000
YE 29 Jun 2022	219,000

KIMBERLEY (INC. BROOME) –
TOTAL DOMESTIC OVERNIGHT
LEISURE VISITORS

YE 29 Jun 2019	238,000
YE 29 Jun 2020	188,000
YE 29 Jun 2021	207,000
YE 29 Jun 2022	291,000

PILBARA - TOTAL DOMESTIC
OVERNIGHT LEISURE VISITORS

YE 29 Jun 2019	144,000
YE 29 Jun 2020	126,000
YE 29 Jun 2021	165,000
YE 29 Jun 2022	192,000



Source: Tourism Research Australia, Tourism Western Australia

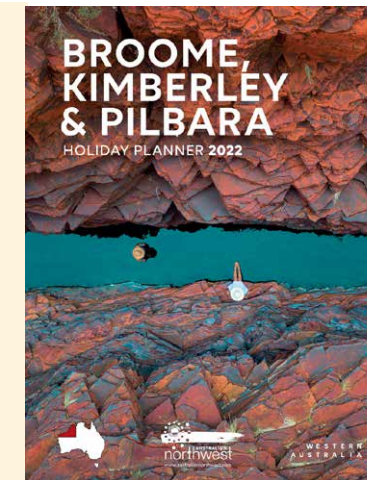
ANW PUBLICATIONS

BROOME, KIMBERLEY
& PILBARA HOLIDAY
PLANNER

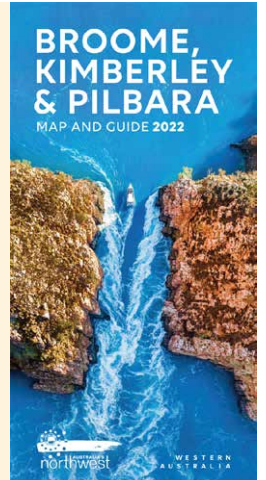
85 Member ads



Hardcopy Distribution 60K

Digital Downloads 2.1K
(+37% 2020/21)BROOME,
KIMBERLEY &
PILBARA MAP &
GUIDE

51 Member ads

Hardcopy Distribution
65K

A DAY IN DERBY CAMPAIGN

With Broome at or near capacity for the 2021 dry season, there was an opportunity to disperse visitors further afield and to consider Derby as a great option for an overnight trip, with bookings directed to the Derby Visitor Centre.



Radio Campaign HIT Broome and Triple M Broome



5.5K Derby pageviews (+35% 2020)



944 Page Clicks (+129% 2020)



OTHER KEY ACHIEVEMENTS

- Continued negotiations with Singapore Airlines for direct flights into Broome in 2023/24
- Savannah Way Collective formed with NT and North Queensland RTOs
- Affordable Regional Airfares programs continued through 2021/22



03

DESTINATION DEVELOPMENT

ANW TOURISM DESTINATION MANAGEMENT PLAN

Consultant appointed by Tourism WA to deliver a Tourism Destination Management Plan, which included;



- Stakeholder Engagement - more than 40 regional stakeholders inc. tourism operators, LGAs, transport providers, Traditional Owners and State Government departments
- Desktop Research - more than 70 informing reports covering strategic direction and related research
- Consumer Survey



04

DRIVING INDUSTRY ENGAGEMENT



ANW MEMBERSHIP 2021/22



262 Members in 2021/22
(+44% 2020/21)



RTO MEMBERSHIP SURVEY

- ANW members significantly more satisfied with RTO destination marketing and the perceived value of their membership.
- Overall satisfaction across marketing and communication metrics highest of WA RTOs.
- More than 7 in 10 ANW members feel “extremely positive” towards their RTO.
- 9 in 10 members are satisfied that ANW is supportive, accessible and always willing to listen.
- ANW members are highly satisfied with the opportunities provided by their RTO, particularly networking and product promotion opportunities.
- Significantly more members are “completely satisfied” in ANW’s understanding of which markets to target (72%) compared to other RTOs (53%).

INDUSTRY NETWORKING AND EVENTS



ANW EVENTS

- ‘Members Mingle’, Kununurra and Karratha
- Tourism Minister Roundtable and one-on-one meetings, Broome and Kununurra
- ANW ‘Blockbuster’ Event, Broome, featuring WA Tourism Minister, Tourism WA Chair and MD, and more



ANW SUPPORTED

- Shinju Matsuri 2021
- Air Mail Centenary Commemoration
- Kimberley Art Prize
- Broome Business Excellence Awards – Tourism Category
- Broome Women’s Leadership Forum



TOURISM WA MEMBER PRESENTATIONS

- 16 ANW Members presented their product to TWA in four sessions



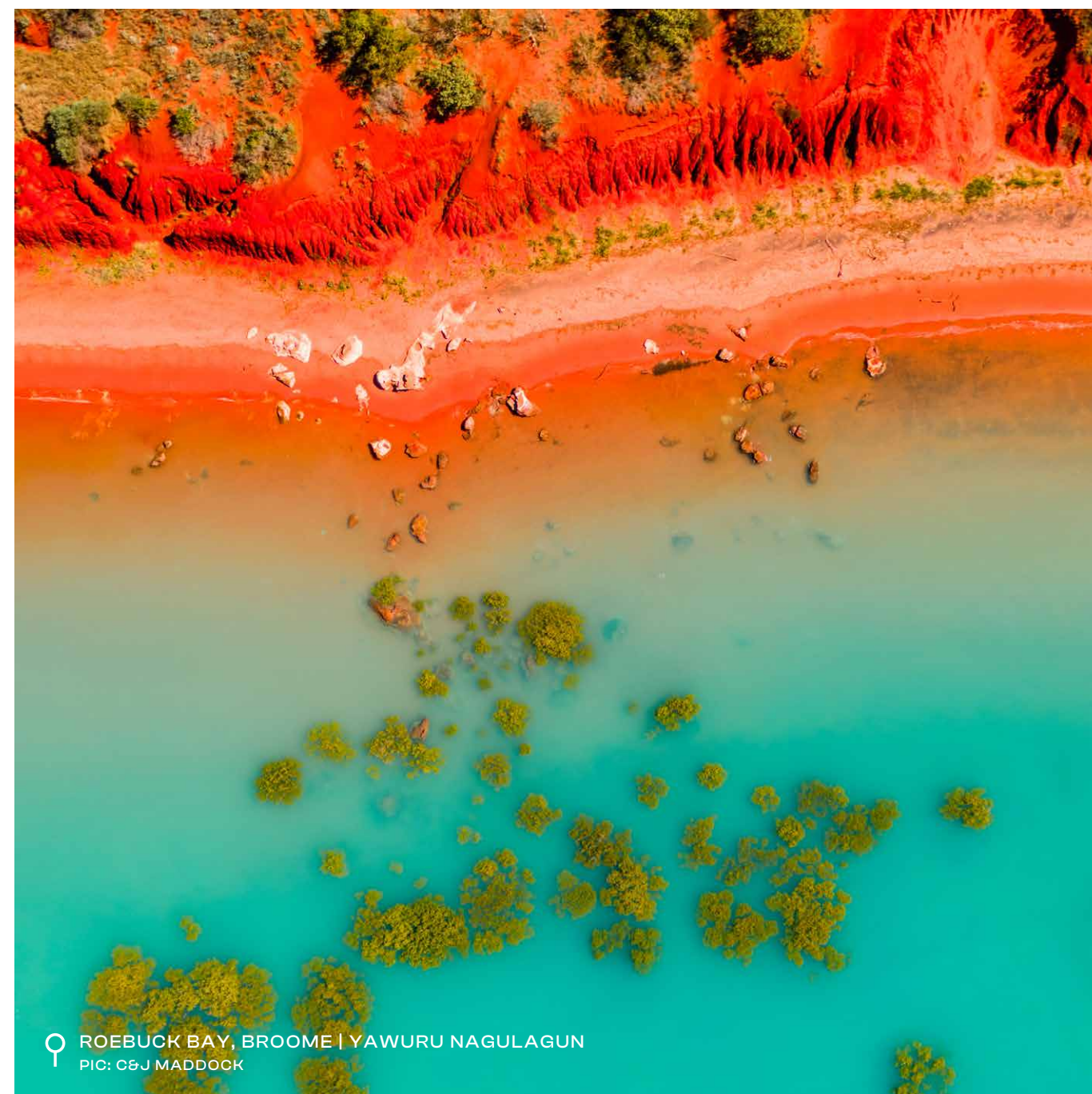
05

A HIGH-PERFORMING RTO



KEY ACHIEVEMENTS

- ANW now office-sharing with WAITOC through a sub-lease.
- ANW Governance Charter under review and Risk and Finance Sub-committee of the Board introduced.
- ANW restructure to introduce new Trade & Industry Relationship Manager position.
- HR consultant engaged to develop new job descriptions and employee performance review process.
- Grants consultant engaged to help explore alternate funding sources.



ROEBUCK BAY, BROOME | YAWURU NAGULAGUN
PIC: C&J MADDOCK

FINANCIAL REPORT

FOR THE YEAR ENDED 30 JUNE 2022

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Tourism North West Incorporated

STATEMENT BY MEMBERS OF COMMITTEE

In the opinion of the Members of the Committee, the Income Statement, Balance Sheet, Trading Statement, Statement of Cash Flows and Notes to the Financial Statements:

- 1. Presents fairly the financial position of Tourism North West Inc. as at 30/06/2022 and its performance for the year ended on that date in accordance with Australian Accounting Standards, mandatory professional reporting requirements and other authoritative pronouncements of the Australian Accounting Standards Board.
- 2. At the date of this statement, there are reasonable grounds to believe that the association will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Members of the Committee and is signed for and on behalf of the Members of the Committee by:

Member : 

Member : 

Dated : 13/09/2022

28/09/2022

Tourism North West Incorporated

INCOME STATEMENT
For the year ended 30 June 2022

	Note	2022 \$	2021 \$
Sales revenue	2	1,170,288	1,057,674
Gross surplus		1,170,288	1,057,674
Marketing and advertising	3	(660,256)	(413,440)
Marketing support	4	(679,573)	(618,393)
DEFICIT FROM ORDINARY ACTIVITIES BEFORE INCOME TAX		(169,541)	25,840

The accompanying notes form part of these financial statements.
These statements should be read in conjunction with the attached compilation report.

Tourism North West Incorporated

BALANCE SHEET As at 30 June 2022

	Note	2022 \$	2021 \$
CURRENT ASSETS			
Receivables	5	12,746	15,246
Cash assets	6	382,592	875,901
TOTAL CURRENT ASSETS		395,338	891,146
NON-CURRENT ASSETS			
Property, plant and equipment	7	97,365	64,461
TOTAL NON-CURRENT ASSETS		97,365	64,461
TOTAL ASSETS		492,703	955,608
CURRENT LIABILITIES			
Payables	8	75,523	98,945
Interest bearing liabilities	9	971	-
Payroll Liabilities	10	6,132	13,811
Tax liabilities	11	(33,066)	(7,833)
Other current liabilities	12	40,000	278,000
TOTAL CURRENT LIABILITIES		89,560	382,924
TOTAL LIABILITIES		89,560	382,924
NET ASSETS		403,143	572,684
EQUITY			
Members Funds	13	403,143	572,684
TOTAL EQUITY		403,143	572,684

The accompanying notes form part of these financial statements.
These statements should be read in conjunction with the attached compilation report.

Tourism North West Incorporated

TRADING, PROFIT AND LOSS STATEMENT For the year ended 30 June 2022

	2022 \$	2021 \$
SALES		
Memberships & Marketing Levies	83,119	5,108
LGA Funding - (Broome)	-	20,000
LGA Funding - (Halls Creek)	-	5,000
LGA Funding - (Wyndham/East Kimberley)	-	20,000
Industry Funding Contribution Support - (Broome Airport)	50,000	-
TWA Contribution	829,579	729,579
TWA SOS Funding	-	50,000
TWA - Regional Grant	50,000	-
Grants - RDA Kimberley	5,000	-
Miscellaneous Campaign Income	14,970	25,593
Rents Received (WAITOC)	4,167	-
Interest Received	453	1,258
Export Market Development Grant	-	65,188
TWA - TDMP Marketing Grant	90,000	-
TWA - EK Consultant	43,000	7,000
ATO Cashflow Boost	-	31,748
ATO Jobkeeper Payments	-	97,200
	<u>1,170,288</u>	<u>1,057,674</u>
GROSS SURPLUS FROM TRADING	1,170,288	1,057,674
EXPENDITURE		
Marketing & Advertising		
Planner & Brochure Distribution	47,086	54,155
Website	126,763	11,668
Visiting Journalists	-	445
Marketing Campaigns	384,432	292,484
Tourism Destination Mgmt Plan expenses	86,565	52,000
Famils	1,663	623
Trade Shows	548	1,748
Consumer Shows	13,200	318
Total Marketing	<u>660,256</u>	<u>413,440</u>
Marketing Support		
Motor Vehicle Expenses	21,276	9,708
Office and Administration Expenses	100,396	93,741
Employee Expenses	497,861	445,901
Travel, Accommodation & Conferences	46,367	52,641
Admin & Marketing Support Expenses	13,673	16,403
Total Marketing Support	<u>679,573</u>	<u>618,393</u>
DEFICIT FROM ORDINARY ACTIVITIES BEFORE INCOME TAX	(169,541)	25,840

These statements should be read in conjunction with the attached compilation report.

Tourism North West Incorporated

BALANCE SHEET As at 30 June 2022

	2022 \$	2021 \$
ASSETS		
Current Assets		
Prepayments & Bonds	11,394	7,268
Trade debtors	1,352	7,978
Petty cash	-	100
Westpac Cheque Account	63,336	236,627
High Interest Account	107,504	427,422
Term Deposit	211,752	211,752
	<u>395,338</u>	<u>891,146</u>
Non-current Assets		
Motor vehicles at cost	71,745	61,025
Less accumulated depreciation	(15,922)	(40,778)
Office equipment at cost	183,774	175,607
Less accumulated depreciation	(143,226)	(132,513)
Furniture and fittings at cost	5,196	5,196
Less accumulated depreciation	(4,202)	(4,075)
	<u>97,365</u>	<u>64,461</u>
TOTAL ASSETS	<u>492,703</u>	<u>955,608</u>
LIABILITIES		
Current Liabilities		
Corporate Credit Card	971	-
Trade creditors	35,430	62,997
Income in Advance	555	-
Accruals - Annual & Long Service Leave	29,559	27,692
Accruals - Wages & Superannuation	9,980	8,257
PAYG withholding payable	6,132	5,738
Superannuation payable	-	8,073
Provision for GST	(33,066)	(7,833)
Unexpended Grants	40,000	278,000
	<u>89,560</u>	<u>382,924</u>
TOTAL LIABILITIES	<u>89,560</u>	<u>382,924</u>
NET ASSETS	<u>403,143</u>	<u>572,684</u>
EQUITY		
Accumulated deficits	(183,523)	(13,982)
Members Funds - Opening Balance	586,666	586,666
TOTAL EQUITY	<u>403,143</u>	<u>572,684</u>

These statements should be read in conjunction with the attached compilation report.

Tourism North West Incorporated

STATEMENT OF CASH FLOWS For the year ended 30 June 2022

	Note	2022 \$	2021 \$
CASH FLOWS FROM OPERATING ACTIVITIES			
Receipts from customers		935,343	1,418,405
Payments to suppliers and employees		(1,360,841)	(1,067,921)
Taxes paid		(25,233)	(47,183)
Net cash provided by operating activities	14	<u>(450,732)</u>	<u>303,301</u>
CASH FLOWS FROM INVESTING ACTIVITIES			
Proceeds from sale of property, plant and equipment		36,364	-
Purchase of property, plant and equipment		(79,913)	-
Net cash provided by investing activities		<u>(43,549)</u>	<u>-</u>
CASH FLOWS FROM FINANCING ACTIVITIES			
Net increase in cash held		(494,280)	303,301
Cash at the beginning of year		<u>875,901</u>	<u>572,600</u>
Cash at end of year		<u>381,621</u>	<u>875,901</u>

These statements should be read in conjunction with the attached compilation report.

Tourism North West Incorporated

NOTES TO THE FINANCIAL STATEMENTS For the year ended 30 June 2022

2022	2021
\$	\$

NOTE 1: STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

This financial report is a special purpose financial report prepared for use by committee of management and members of the association to fulfil the financial reporting requirements under the Tourism North West Incorporated's constitution and the Associations Incorporations Act (WA). The committee have determined that the association is not a reporting entity.

The financial report has been prepared in accordance with the requirements of the following Australian Accounting Standards:

AASB 1031: Materiality
AASB 110: Events Occurring After Reporting Date

No other Australian Accounting Standards, Urgent Issues Group Consensus Views or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

The financial report is prepared on an accruals basis and is based on historic costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The following specific accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this report:

a. Income Tax

The Association has received an exemption from income tax from the Australian Tax Office

b. Leasehold Improvements, Property, Plant and Equipment

Property, plant and equipment are carried at cost, independent of committee's valuation. All assets, are depreciated over their useful lives to the association.

Leasehold improvements are amortised over the shorter of either the unexpired period of the lease or the estimate useful lives of the improvements.

c. Employee Entitlements

Provision is made for the liability for employee entitlements arising from services rendered by wages and salaries, annual leave and sick leave which will be settled after one year, have been measured at their nominal amount. Other employee entitlements payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those entitlements.

Contributions are made by the association to an employee superannuation fund and are charged as expenses when incurred.

d. Cash

For the purpose of the statement of cash flows, cash includes cash on hand and in all call deposits with banks or financial institutions, net of bank overdrafts.

e. Going Concern

The financial statements have been prepared on the going concern basis. The ability of the Association to continue as a going concern is dependent on it being able to attract continuing funding support from the State and Federal governments and the Shires in the Kimberley and Pilbara regions.

These notes should be read in conjunction with the attached compilation report.

Tourism North West Incorporated

NOTES TO THE FINANCIAL STATEMENTS For the year ended 30 June 2022

2022	2021
\$	\$

f. Grants and Sponsorship Income

Operating grants, capital grants and sponsorship funds are recorded as revenues in the income statement to the extent that the funds have been expended. Grant monies not fully expended at year end are recorded as Unexpended Grants.

NOTE 2: SALES REVENUE

ATO Cashflow Boost	-	31,748
ATO Jobkeeper Payments	-	97,200
Export Market Development Grant	-	65,188
Grants - RDA Kimberley	5,000	-
Industry Funding Contribution Support - (Broome Airport)	50,000	-
Interest Received	453	1,258
LGA Funding - (Broome)	-	20,000
LGA Funding - (Halls Creek)	-	5,000
LGA Funding - (Wyndham/East Kimberley)	-	20,000
Memberships & Marketing Levies	83,119	5,108
Miscellaneous Campaign Income	14,970	25,593
Rents Received (WAITOC)	4,167	-
TWA - EK Consultant	43,000	7,000
TWA - Regional Grant	50,000	-
TWA - TDMP Marketing Grant	90,000	-
TWA Contribution	829,579	729,579
TWA SOS Funding	-	50,000
	<u>1,170,288</u>	<u>1,057,674</u>

NOTE 3: MARKETING AND ADVERTISING

Consumer Shows	13,200	318
Famils	1,663	623
Marketing Campaigns	384,432	292,484
Planner & Brochure Distribution	47,086	54,155
Tourism Destination Mgmt Plan expenses	86,565	52,000
Trade Shows	548	1,748
Visiting Journalists	-	445
Website	<u>126,763</u>	<u>11,668</u>
	660,256	413,440

NOTE 4: MARKETING SUPPORT

Admin & Marketing Support Expenses	13,673	16,403
Employee Expenses	497,861	445,901

These notes should be read in conjunction with the attached compilation report.

Tourism North West Incorporated

NOTES TO THE FINANCIAL STATEMENTS For the year ended 30 June 2022

	2022 \$	2021 \$
Motor Vehicle Expenses	21,276	9,708
Office and Administration Expenses	100,396	93,741
Travel, Accommodation & Conferences	46,367	52,641
	<u>679,573</u>	<u>618,393</u>
NOTE 5: RECEIVABLES		
Prepayments & Bonds	11,394	7,268
Trade debtors	1,352	7,978
	<u>12,746</u>	<u>15,246</u>
NOTE 6: CASH ASSETS		
Petty cash	-	100
Westpac Cheque Account	63,336	236,627
High Interest Account	107,504	427,422
Term Deposit	211,752	211,752
	<u>382,592</u>	<u>875,901</u>
NOTE 7: PROPERTY, PLANT AND EQUIPMENT		
Motor vehicles at cost	71,745	61,025
Less accumulated depreciation	(15,922)	(40,778)
Office equipment at cost	183,774	175,607
Less accumulated depreciation	(143,226)	(132,513)
Furniture and fittings at cost	5,196	5,196
Less accumulated depreciation	(4,202)	(4,075)
	<u>97,365</u>	<u>64,461</u>
NOTE 8: PAYABLES		
Trade creditors	35,430	62,997
Income in Advance	555	-
Accruals - Annual & Long Service Leave	29,559	27,692
Accruals - Wages & Superannuation	9,980	8,257
	<u>75,523</u>	<u>98,945</u>
NOTE 9: INTEREST BEARING LIABILITIES		
Corporate Credit Card	971	-
NOTE 10: PERSONNEL-RELATED ITEMS		
PAYG withholding payable	6,132	5,738
Superannuation payable	-	8,073
	<u>6,132</u>	<u>13,811</u>

These notes should be read in conjunction with the attached compilation report.

Tourism North West Incorporated

NOTES TO THE FINANCIAL STATEMENTS For the year ended 30 June 2022

	2022 \$	2021 \$
NOTE 11: TAX LIABILITIES		
GST collected	1,482	19,324
GST paid	(34,548)	(28,561)
GST payments / refunds	-	1,404
	<u>(33,066)</u>	<u>(7,833)</u>
NOTE 12: OTHER LIABILITIES		
Unexpended Grants	40,000	278,000
NOTE 13: MEMBERS FUNDS		
Net income for the year	(169,541)	25,840
Retained earnings	(13,982)	(39,822)
Members Funds - Opening Balance	586,666	586,666
	<u>403,143</u>	<u>572,684</u>
NOTE 14: CASH FLOW INFORMATION		
For the purposes of the statement of cash flows, cash includes cash on hand and in at call deposits with banks or financial institutions, investments in money market instruments maturing within less than two months, net of bank overdrafts		
a. Reconciliation of Cash		
Cash at the end of the reporting period as shown in the statement of cash flows is reconciled to the related items in the statement of financial position as follows :		
Cash on hand	382,592	875,901
Bank overdrafts - secured	(971)	-
	<u>381,621</u>	<u>875,901</u>
b. Reconciliation of CashFlow from Operations with Profit from Ordinary Activities after Income Tax		
Surplus after income tax	(169,541)	25,840
Depreciation	27,199	17,145
Gain/Deficit on disposal of Asset	(16,554)	-
(Increase) / Decrease in trade and other receivables	2,500	3,592
Increase / (Decrease) in trade and other payables	(265,568)	299,466
Increase / (Decrease) in taxes payable	(32,912)	5,170
Increase / (Decrease) in provisions	4,145	(47,912)
Cash flow from operations	<u>(450,732)</u>	<u>303,301</u>

These notes should be read in conjunction with the attached compilation report.

Tourism North West Incorporated

COMPILATION REPORT

Scope

On the basis of information provided by the directors of Tourism North West Incorporated, we have compiled in accordance with APES 315: *Compilation of Financial Information* the special purpose financial report of Tourism North West Incorporated for the period ended 30/06/2022.

The specific purpose for which the special purpose financial report has been prepared is set out in Note 1. The extent to which Accounting Standards and other mandatory professional reporting requirements have or have not been adopted in the preparation of the special purpose financial report is set out in Note 1.

The committee of management are solely responsible for the information contained in the special purpose financial report and have determined that the accounting policies used are consistent with the financial reporting requirements of Tourism North West Incorporated constitution and are appropriate to meet the needs of the committee of management and members of the association.

Our procedures use accounting expertise to collect, classify and summarise the financial information, which the committee of management provided into a financial report. Our procedures do not include verification or validation procedures. No audit or review has been performed and accordingly no assurance is expressed.

To the extent permitted by law, we do not accept liability for any loss or damage which any person, other than the association, may suffer arising from any negligence on our part. No person should rely on the special purpose financial report without having an audit or review conducted.

The special purpose financial report was prepared for the benefit of the committee and members of Tourism North West Incorporated and the purpose identified above. We do not accept responsibility to any other person for the contents of the special purpose financial report.

Name of Firm Male & Co Pty Ltd

Name of Partner


Desiree Male

Male & Co Pty Ltd
C/- Male & Co Pty Ltd PO Box 21
BROOME WA 6725

Dated : 13/09/2022

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF TOURISM NORTH WEST INC.

A.B.N. 24 772 721 131

Opinion

We have audited the financial report of Tourism North West Inc. which comprises the statement of financial position as at 30 June 2022, the statement of comprehensive income, state of cash flows and the statement of changes in equity for the year then ended, including a summary of significant accounting policies.

In our opinion, the accompanying financial report presents fairly, in all material aspects, the financial position of the entity as at 30 June 2022, and its financial performance and its cash flow for the year then ended in accordance with the accounting policies.

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 Entity in accordance with the auditor independence requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* ("the Code") that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

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

Responsibilities of Committee for the Financial Report

Management is responsible for the preparation and fair presentation of the special purpose financial report in accordance with the Australian Accounting Standards and for such internal control as management determines is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

In preparing the special purpose financial report, management is responsible for assessing the Entity'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 management either intend to liquidate the Entity or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

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

**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF TOURISM NORTH WEST INC.**

A.B.N. 24 772 721 131

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 Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the 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 Entity'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 Entity 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 committee 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 committee members 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

Auditors' Opinion

In our opinion, subject to the effects of such adjustments, if any, as might have been determined to be necessary had limitation discussed above not existed, the financial report of Tourism North West Inc. presents fairly the assets and liabilities as at 30 June 2022 and the income and expenditure of the association for the year then ended in accordance with the basis of accounting described in Note 1 to the financial statements.

**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF TOURISM NORTH WEST INC.**

A.B.N. 24 772 721 131

Name of Firm: Letizia Palmer Chartered Accountants

Name of Director:


Vic Letizia

Address: Level 1, 544 Beaufort Street, Mt Lawley WA 6050

Date this 15th day of September 2022

Tourism North West Incorporated

Asset depreciation for the period 1/07/2021 to 30/06/2022

Purchase Date	Description of each unit	Cost of plant	Opening written down value	Opening undeducted cost	Disposals			Decline in value			Deduction for decline in value B _{private} use	Closing written down value	Closing undeducted cost	
					Date	Termination value	Balancing adjustments		Rate %	Prime cost				Diminishing value
							Assessable income	Deductible						
FURNITURE AND FITTINGS														
14/12/2007	1 Typist Chair & Arms	301	33	33					15.00		5	5	28	28
30/06/2020	1 Typist Chair & Arms	180	153	153					15.00		23	23	130	130
14/12/2007	2 x Venus Chairs	257	29	29					15.00		4	4	24	24
14/12/2007	4 x Venus Chairs	515	57	57					15.00		9	9	49	49
4/02/2008	Apollo Typist Chair	181	20	20					15.00		3	3	17	17
4/10/2007	Demountable Shelves	1356	319	319					10.00		32	32	287	287
3/01/1995	Refridgerator	320	1	1					20.00				1	1
27/02/2008	Round Table	450	111	111					10.00		11	11	100	100
22/01/2008	Sideboard	1636	398	398					10.00		40	40	358	358
	FURNITURE AND FITTINGS ▶	5196	1121	1121							127	127	994	994
MOTOR VEHICLES														
29/02/2016	2016 Toyota Prado	61025	20247	20247	11/08/2021	36364	16554		18.75		437	437		
11/08/2021	Prado Diesel Wagon	71745	71745	71745					25.00		15922	15922	55824	55824
	MOTOR VEHICLES ▶	132770	91992	91992		36364	16554				16359	16359	55824	55824
OFFICE EQUIPMENT														
13/02/2009	Canon MP630 Printer KTA	272	1	1					40.00				0	0
30/08/2013	Apple iPad	798	15	15					40.00		6	6	9	9
15/03/2022	Asus Vivobook	2063	2063	2063					40.00		244	244	1819	1819
28/04/2009	Canon Laser Colour Printer	408	1	1					40.00				0	0
20/06/2014	Canon Printer	1817	50	50					40.00		20	20	30	30
19/11/2017	Computer & Software - Admin	2110	344	344					40.00		138	138	206	206
28/09/2018	Computer Monitor	298	75	75					40.00		30	30	45	45
29/04/2020	Computer Monitor	190	106	106					40.00		42	42	64	64
30/06/2020	Computer Monitors x 3 - LG	943	565	565					40.00		226	226	339	339
30/09/2021	HP Probook	2227	2227	2227					40.00		669	669	1558	1558
11/02/2022	HP Probook	2127	2127	2127					40.00		326	326	1800	1800
12/05/2022	HP Probook	1751	1751	1751					40.00		96	96	1655	1655

Tourism North West Incorporated

Asset depreciation for the period 1/07/2021 to 30/06/2022 (Continuation)

Purchase Date	Description of each unit	Cost of plant	Opening written down value	Opening undeducted cost	Date	Disposals			Decline in value			Deduction for decline in value B _{private} use	Closing written down value	Closing undeducted cost
						Termination value	Assessable income	Deductible	Rate %	Prime cost	Diminishing value			
28/02/2020	Laptop - Toshiba	1416	735	735					40.00		294	294	441	441
20/11/2017	Laptops x 3	7773	1269	1269					40.00		507	507	761	761
11/05/2020	Laser Printer	419	237	237					40.00		95	95	142	142
6/05/2011	New Hardware	9091	245	245					30.00		73	73	171	171
20/05/2011	New Office Hardware	6320	172	172					30.00		52	52	121	121
3/01/2014	Panasonic TDA Phone System	3800	568	568					22.50		128	128	440	440
30/06/2005	Phone System	455	8	8					22.50		2	2	6	6
20/05/2011	Software - Microsoft Office	2332	64	64					30.00		19	19	45	45
28/02/2020	Software - Mircrosoft Office	298	188	188					30.00		56	56	131	131
19/01/2011	Webiste Development Costs	5712	559	559					20.00		112	112	447	447
31/08/2011	Webiste Development Costs	6412	717	717					20.00		143	143	574	574
5/09/2002	Website Development Costs	9000	136	136					20.00		27	27	108	108
8/03/2011	Website Development Costs	5382	541	541					20.00		108	108	433	433
28/04/2011	Website Development Costs	5382	558	558					20.00		112	112	446	446
9/05/2011	Website Development Costs	4212	439	439					20.00		88	88	351	351
31/05/2011	Website Development Costs	5382	568	568					20.00		114	114	454	454
31/08/2011	Website Development Costs	1794	201	201					20.00		40	40	161	161
30/06/2014	Website Development Costs	18000	3773	3773					20.00		755	755	3018	3018
31/10/2014	Website Development Costs	2000	454	454					20.00		91	91	364	364

Tourism North West Incorporated

Asset depreciation for the period 1/07/2021 to 30/06/2022 (Continuation)

Purchase Date	Description of each unit	Cost of plant	Opening written down value	Opening undeducted cost	Disposals			Decline in value			Private use %	Deduction for decline in value	Closing written down value	Closing undeducted cost
					Date	Termination value	Assessable income	Deductible	Rate %	Prime cost	Diminishing value			
3/02/2017	Website Development Costs	14250	5363	5363					20.00		1073	1073	4291	4291
24/03/2017	Website Development Costs	14250	5520	5520					20.00		1104	1104	4416	4416
28/07/2017	Website Development Costs	14250	5945	5945					20.00		1189	1189	4756	4756
4/10/2017	Website Development Costs	14250	6217	6217					20.00		1243	1243	4973	4973
20/11/2017	Website Development Costs	16590	7456	7456					20.00		1491	1491	5965	5965
	OFFICE EQUIPMENT	183774	51255	51255							10713	10713	40542	40542
	GRAND TOTAL	321740	144368	144368		36364	16554				27199	27199	97360	97360
			Amount to be returned as income (Do not deduct from Total deduction for decline in value)						Amount to be claimed as a deduction (Do not include in Total deduction for decline in value)			27199		Total deduction for decline in value

Tourism North West Incorporated

STATEMENT BY MEMBERS OF COMMITTEE

In the opinion of the Members of the Committee, the Income Statement, Balance Sheet, Trading Statement, Statement of Cash Flows and Notes to the Financial Statements:

1. Presents fairly the financial position of Tourism North West Inc. as at 30/06/2022 and its performance for the year ended on that date in accordance with Australian Accounting Standards, mandatory professional reporting requirements and other authoritative pronouncements of the Australian Accounting Standards Board.
2. At the date of this statement, there are reasonable grounds to believe that the association will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Members of the Committee and is signed for and on behalf of the Members of the Committee by:

Member : 

Member : 

Dated : 13/09/2022

28/09/2022

Tourism North West Incorporated

COMPILATION REPORT

Scope

On the basis of information provided by the directors of Tourism North West Incorporated, we have compiled in accordance with APES 315: *Compilation of Financial Information* the special purpose financial report of Tourism North West Incorporated for the period ended 30/06/2022.

The specific purpose for which the special purpose financial report has been prepared is set out in Note 1. The extent to which Accounting Standards and other mandatory professional reporting requirements have or have not been adopted in the preparation of the special purpose financial report is set out in Note 1.

The committee of management are solely responsible for the information contained in the special purpose financial report and have determined that the accounting policies used are consistent with the financial reporting requirements of Tourism North West Incorporated constitution and are appropriate to meet the needs of the committee of management and members of the association.


Our procedures use accounting expertise to collect, classify and summarise the financial information, which the committee of management provided into a financial report. Our procedures do not include verification or validation procedures. No audit or review has been performed and accordingly no assurance is expressed.

To the extent permitted by law, we do not accept liability for any loss or damage which any person, other than the association, may suffer arising from any negligence on our part. No person should rely on the special purpose financial report without having an audit or review conducted.

The special purpose financial report was prepared for the benefit of the committee and members of Tourism North West Incorporated and the purpose identified above. We do not accept responsibility to any other person for the contents of the special purpose financial report.

Name of Firm Male & Co Pty Ltd

Name of Partner


Desiree Male

Male & Co Pty Ltd
C/- Male & Co Pty Ltd PO Box 21
BROOME WA 6725

Dated : 13/09/2022

LETIZIA PALMER

CHARTERED ACCOUNTANTS

15 September 2022

TOURISM NORTH WEST INCORPORATED
PO BOX 554
BROOME WA 6728

Dear Committee,

RE: AUDIT – TOURISM NORTH WEST INCORPORATED

We have now completed the audit of the financial statements for the Tourism North West Incorporated for the year ended 30 June 2022.

It should be appreciated that our audit procedures are designed primarily to enable us to form an opinion on the financial statements and therefore may not bring to light all weaknesses in systems and procedures which may exist. However, we aim to use our knowledge of your organisation gained during our work to make comments and suggestions which, we hope, will be useful to you.

We wish to draw your attention to the following items we identified during our Audit:

1. The organisation is showing a net loss of \$169,541 this year, which is primarily due to the following:
 - Marketing and Advertising expenses have increased by 60% (\$246,816).
 - Marketing Support expenses have increased by 10% (\$61,180).

Whilst there are sufficient funds to continue operating, as a going concern we would suggest a general review of expenditure to reduce where possible, and look into options to boost the organisation's income.

We have no issues to report.

The prompt return of the signed documents, together with payment of our invoice, would be appreciated.

Thank you for the opportunity to audit the books this year. If you have any queries please do not hesitate to contact me.

Yours Sincerely
Letizia Palmer



SIMON ESLER
Director

Perth 08 9227 6444
Karratha 08 9144 4100

PO Box 688 Mt Lawley WA 6929
Level 1, 544 Beaufort St Mt Lawley WA 6050

tax@letiziapalmer.com.au
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Male & Co.

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Certified Practising Accountant

2 Short Street,
Broome WA 6725

PO Box 21,
Broome WA 6725

Tel: 08 9192 7010
Fax: 08 9193 5018
Email: desiree@malenco.com.au

12th October 2022

To the Members
Tourism North West Incorporated
PO Box 554
Broome WA 6725

Dear ANW Members

Re: Auditor's management letter

I would like to acknowledge the auditor's note in this year's management letter in relation to the net loss of \$169,541 and provide some re-assurance to members.

For the past two years ANW due to COVID reasons were unable to expend their marketing budget as anticipated and as a result returned a profit for 2020 and 2021 financial years. As a result, the board agreed to a deficit budget for 2022 to be able to spend those funds that had carried forward in retained earnings and hence the loss.

As the auditor has suggested there are sufficient funds to continue the organisation as a going concern and the ongoing financial position of the organisation isn't in question.

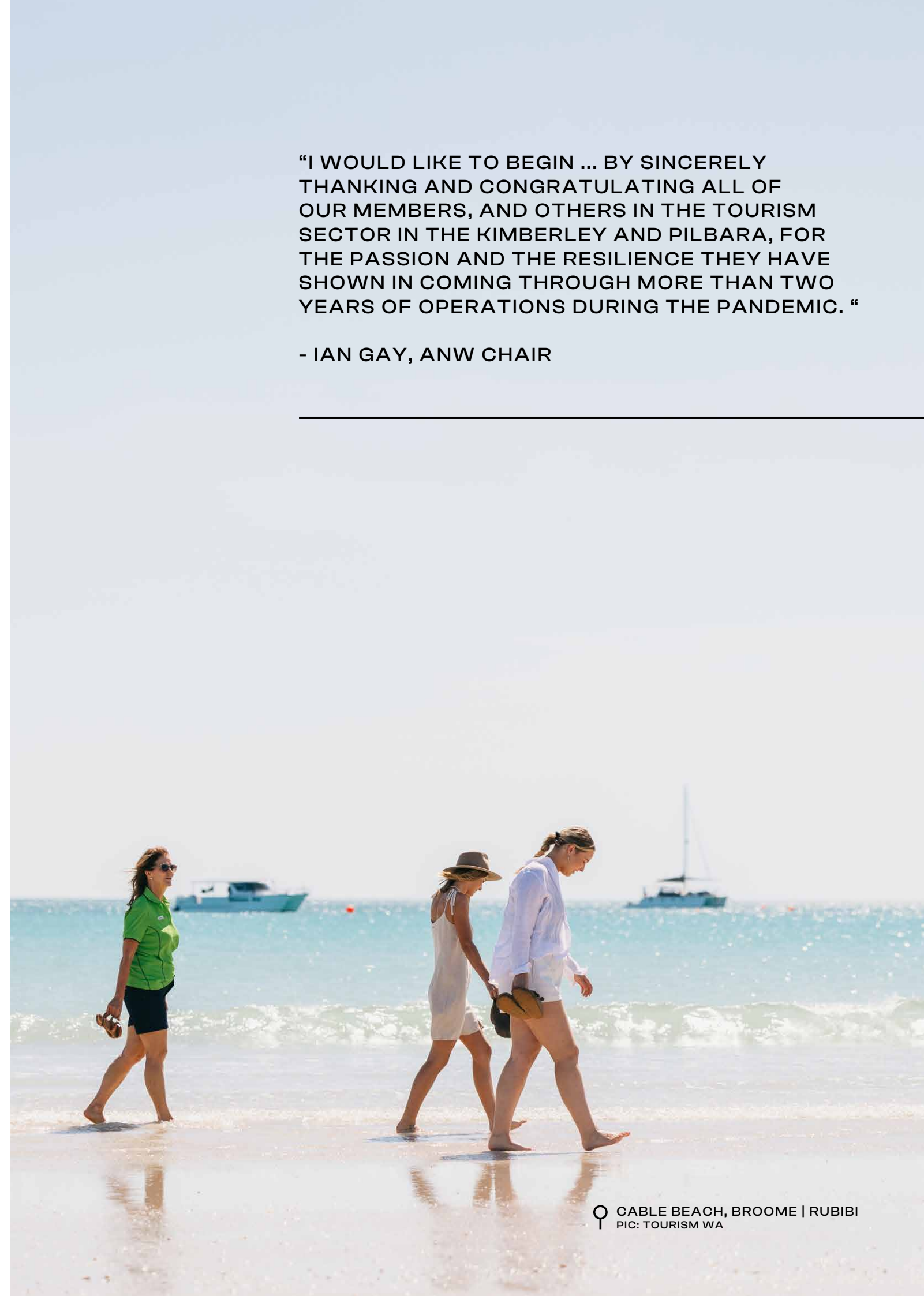
If members have any further questions or clarifications, I am happy to answer those.

Yours sincerely

Desiree Male CPA
Director

"I WOULD LIKE TO BEGIN ... BY SINCERELY
THANKING AND CONGRATULATING ALL OF
OUR MEMBERS, AND OTHERS IN THE TOURISM
SECTOR IN THE KIMBERLEY AND PILBARA, FOR
THE PASSION AND THE RESILIENCE THEY HAVE
SHOWN IN COMING THROUGH MORE THAN TWO
YEARS OF OPERATIONS DURING THE PANDEMIC. "

- IAN GAY, ANW CHAIR





Unit 3/10 Frederick St Broome,
Western Australia 6725

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