

# DESTINATION PERTH

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2023/2024 Annual Report



# Acknowledgement of Country



*Destination Perth acknowledges Aboriginal peoples as the traditional custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians and honour their continuing connection to Country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.*



# Brand Values



Share our  
**knowledge**,  
connecting,  
collaborating  
& supporting.



Act with  
**integrity**,  
respecting our  
people, place  
& partners.



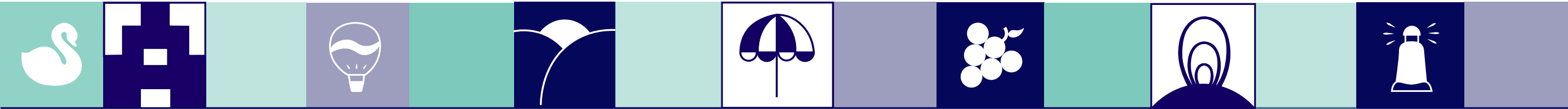
Create a  
culture of  
**passion &  
optimism.**



Explore  
through  
creative thinking  
& **innovation.**

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# Chairperson Report

## MESSAGE FROM OUR CHAIR 2023/2024

*The twelve month period 1 July 2023 to 30 June 2024 was a great year of achievement for Destination Perth as we moved beyond the challenges of the previous years.*

The number of Overnight Visitors to our Region (comprising intrastate, interstate and international visitors) was 5,305,300, slightly down on the previous year but still a 22.5% Compound Annual Growth Rate (CAGR) over the past three years. Most pleasing was the growth in interstate visitors (a total of 1,442,000, up 5.3% over the previous year) and international visitors (a total of 767,300, up 17.5% over the previous year). These figures were the best recorded for the five Regional Tourism Organisations (RTOs).

The Total Spend by visitors was \$7.786 M representing a 13.9% growth on the previous year and 51.8% growth over the past three years. Again this was the best recorded results across the five RTOs. During the year we ran a number of highly successful Campaigns across our region. These included seven Destination Campaigns and five Brand Campaigns. We also ran a couple of Micro Campaigns – ‘See Perth’ and ‘Offer Me Perth’ and a number of Tactical Campaigns such as ‘40 Things to Do this Summer’, ‘Wildflowers’ and our ‘Winter Wakeup’ campaign. In addition we increased our partnerships with many Local Government Authorities including one with the Perth Inner City Group, a voluntary alliance of the Cities of Perth, South Perth, Subiaco & Vincent and the Town of Victoria Park.

Our staff also put us on stage in a range of Trade Shows including South East Asia Marketplace, USA Marketplace, Australian Tourism Export Council (ATEC) Meeting Place & the ATEC WA event, and ATE in May where for the first time the City of Perth joined us and we had 2 appointment schedules, allowing us to meet double the number of buyers. We participated in Tourism WA’s Destination Perth Regional Roadshow in Fremantle in April 2024.

In December our new Website was launched and now drives huge traffic to the site. It was so successful that we won a Gold Award

in the 2024 dotCOMM awards in the Travel Website Category. The dotcomm Awards is an international competition honouring excellence in web creativity and digital communication. In January the digital edition of our Holiday Planner was released and to date we have over 48,000 clicks to read it.

Sonja Mitchell, our Chief Executive Officer, has now been in the position for two years and has elevated our standing and recognition in the industry and with government. Her introduction of our Monthly Member Mingles through the Region has resulted in greater recognition of members and their products and also generated new business partnerships. We had a number of staff leave earlier in the year and I thank them for their contribution. I am pleased to say that they have been replaced and the new team are all doing excellent work.

At our Annual General Meeting last year we welcomed new Board Members Susan Allan – Manager Tourism & Customer Service, Shire of Murray (representing the Peel & Rockingham Precinct); Jon Jessop – Chair, Swan Valley Tourism Alliance (Swan Valley & Darling Range Precinct); and Stephanie Juskiewicz – Senior Vice President Aviation Business Development (Perth Precinct). Three months after being elected to our Board Susan Allan resigned to take up a position at the Shire of Ashburton. In her place we appointed Anita Kane – General Manager, Visit Mandurah. In February longstanding Board Member Deb Carr – Regional Manager, ATEC stood down to concentrate on her growing business responsibilities. In her place we appointed Dario Orsini – General Manager, The Ritz-Carlton, Perth to represent the hotel sector. Thus we have a very strong Board.

Three members are stepping down at this AGM. Amy Stutt – Managing Director, Geronimo Skydive representing the Fremantle & Rottnest Precinct has been our Deputy Chair for the past 3.5 years. During this time she has contributed significantly to our achievements and single handedly put together our Governance Manual. She supported me consistently throughout our time working together and I have been greatly enriched by her contributions to Destination Perth and our members.

Sandra Paskett – Managing Director, Laurelville Manor (Avon Valley Precinct) and Lisa Johns – Senior Account Manager, Keynote Entertainment (Sunset Coast Precinct) are not re-standing at this election. On behalf of the Board I thank them most sincerely for their contributions. Consistent throughout the year are appointed Board Members Leycester Cory – General Manager, Sealink WA and Treasurer, Destination Perth; Meg McGuire – Manager, Go Cultural Aboriginal Tours & Experiences; and Michelle Reynolds – CEO, City of Perth. Christine Ross-Davies is our Ex Officio Representative from Tourism Western Australia and she has proved to be a valuable link for us with the agency. Overall I think that you would agree that we have a very strong Board which is working hard for our members and tourism across the broader Perth urban area and this shows in our results.

I wish to thank my Board Colleagues for their support of our members, our staff and myself throughout the year. I especially wish to thank my two Office Bearers, Amy Stutt (Deputy Chair) and Leycester Cory (Treasurer) for the extra work they undertake on behalf of Destination Perth. This is much appreciated.

Finally, most of all I want to thank you as our members for supporting Destination Perth as we in turn, support your businesses and organisations. As we move towards the close of 2024 and the start of a new year, I look forward to the future of tourism in Perth with much confidence as I am sure we will have even better times ahead.

**Emeritus Professor Ross Dowling AM**  
**Chairperson**



# CEO Report

## MESSAGE FROM OUR CEO 2022/2023

*The 23/24 FY was a very productive year with our focus on building strong marketing foundations, cementing our assets.*

We delivered an engaging new website winning gold at the international dotComm awards for one of the world’s best travel websites. We saw Increased outbound link clicks to members +17.9% and increased visitation to the website + 37.7% on the previous period. Our Marketing Plan focused on results for our members and funding partners and included Destination Marketing Campaigns, tactical campaigns, and (BAU) Business As Usual work to retain our leadership position as the peak destination marketing organisation for Perth and Surrounds.

We produced new membership offerings with marketing bundles and a Marketing Menu. Our paid memberships increased 8% from the previous period and we were pleased to receive 87% positive sentiment from our surveyed members. Learning from the survey feedback, we implemented more face-to-face meetings with members, continued with tactical marketing campaigns and increased our communication.

We delivered 9 Member Mingle networking events throughout the region encouraging collaboration in our industry. These have been super successful with great attendance numbers. These events provide members the opportunity to showcase their businesses across the industry, and many strong relationships have been formed leading to new products being developed.

We launched our Data Insights hub, together with Localis. This is a DP branded website with member logins to access a wide range of up-to-date data enabling partners and members to better plan for events and initiatives, knowing the spend, stay and flight data up to the last 3 weeks and also able to compare back to 2019.

We formed a new strategic partnership with the Perth Inner City Group, an alliance of 5 cites: City of Perth, City of South Perth, City of Vincent, Town of Victoria Park and City of Subiaco, to deliver their Tourism Destination Marketing. This is continuing into the next FY.

A new partnership was formed with Perth Airport. This provides us with funds to deliver international trade engagement, essential to position Perth as a unique Australian leisure destination.

Perth Airport’s support, together with an Austrade grant, allowed us to promote our destination and member’s trade ready product at 7 international trade events. In addition, we created valuable collateral for trade, including the New Product Guide, Luxe Product Guide, Trade and media kit and 5- and 7-day Perth region itineraries. We supported an additional 22 Local Governments who partnered with us to promote their destinations.

Collaborating with the AHA, the Concierge Connect series of events was initiated, which provides our members an opportunity to promote their products to the concierges of Perth’s hotels.

In the Destination Development area, we supported members to grow market-ready products, further embedded our sub regional brands, included a Graphic Design hub for members and worked with WAITOC to bring Aboriginal products into the wider tourism family. We created an accessible tourism landing page plus content pieces showcasing the availability of accessible leisure activities within our region.

In the 4th Quarter of the 23–24 FY, 3 key staff resigned, which was an enormous change for our small organisation of 4.6. A restructuring took place.

- Rachel McGerr was promoted to Industry & Website Lead. (0.6)
- Briana Canny was promoted to Marketing Executive.
- Raani Glink joined us as Marketing, Events and Admin Support
- Kate Naglan joined us as Marketing and Partnerships Lead.

The new team is well settled in at the time of writing this (Oct. 24) and have been proactive in introducing themselves to members and the industry.

We all love our diverse region and are very confident that we will bring value to your businesses and destinations in the coming year.

**Sonja Mitchell**  
CEO

Precinct	Reciprocal	Silver	Gold	Platinum	Total
Avon Valley	0	14	2	0	16
Fremantle & Rottnest Island	1	21	17	11	50
Peel & Rockingham	0	20	13	4	37
Perth	6	61	51	34	151
Sunset Coast	0	19	10	10	39
Swan Valley & Darling Range	0	39	17	10	66
Total	7	173	110	69	360

360 Active Operator Members by end of Jun 2024



Member Mingle Events



# Market Growth

Total Visitation to WA by Tourism Region								
		YE Dec 19	YE Jun 21	YE Jun 22	YE Jun 23	YE Jun 24	% Change	3 year CAGR^
Destination Perth	International Overnight Visitors	953,500	11,300	91,600	653,000	767,300	17.5%	189.4%
	Interstate Overnight Visitors	1,536,000	455,000	471,000	1,370,000	1,442,000	5.3%	75.0%
	Intrastate Overnight Visitors	3,170,000	2,891,000	2,970,000	3,384,000	3,096,000	-8.5%	2.1%
	Total Overnight Visitors	5,659,500	3,357,300	3,532,600	5,407,000	5,305,300	-1.9%	22.5%
	Daytrips Visitors*	16,669,000	13,387,000	13,806,000	15,472,000	14,875,000	-3.9%	3.8%
	Total Visitors	22,328,500	16,744,300	17,338,600	20,879,000	20,180,300	-3.3%	7.9%
Total Spend by Tourism Region (\$M)								
		YE Dec 19	YE Jun 21	YE Jun 22	YE Jun 23	YE Jun 24	% Change	3 year CAGR^
Destination Perth	International Overnight Visitors	\$1,959	\$51	\$246	\$1,672	\$2,017	21.5%	186.5%
	Interstate Overnight Visitors	\$1,710	\$588	\$778	\$2,113	\$2,401	13.6%	75.7%
	Intrastate Overnight Visitors	\$2,195	\$1,784	\$2,356	\$3,062	\$3,368	10.0%	19.6%
	Total Overnight Visitors	\$5,684	\$2,423	\$3,380	\$6,835	\$7,786	13.9%	51.8%
	Daytrips Visitors*	\$1,572	\$1,496	\$1,405	\$2,063	\$2,235	8.3%	26.1%
	Total Visitors	\$7,436	\$3,919	\$4,785	\$8,898	\$10,021	12.6%	44.7%
Leisure Visitation to WA by Tourism Region								
		YE Dec 19	YE Jun 21	YE Jun 22	YE Jun 23	YE Jun 24	% Change	3 year CAGR^
Destination Perth	International Overnight Visitors	794,400	5,000	71,700	526,400	608,100	15.5%	191.2%
	Interstate Overnight Visitors	745,000	299,000	292,000	796,000	746,000	-6.3%	59.8%
	Intrastate Overnight Visitors	2,407,000	2,189,000	2,243,000	2,586,000	2,279,000	-11.9%	0.8%
	Total Overnight Visitors	3,946,400	2,493,000	2,606,700	3,908,400	3,633,100	-7.0%	18.1%
	Daytrips Visitors*	12,407,000	9,950,000	10,378,000	11,710,000	12,005,000	2.5%	7.6%
	Total Visitors	16,353,400	12,443,000	12,984,700	15,618,400	15,683,100	0.1%	9.7%
^CAGR= compound annual growth rate								
* Daytrip visitors defined as: travel a round trip distance of at least 50km, are away for home for at least 4 hours, and do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded as is routine travel such as commuting between work/school and home. Routine shopping is included as is travel for all purposes, not just pleasure. Intraregional travel is included.								
Source: Tourism Research Australia - International and National Visitor Surveys								

# Year Overview (Destination Marketing)



## Website Results (1 Jul – 30 Jun 2024)

● Past FY 22/23 ● Current FY 23/34



### TOTAL PAGE VIEWS:

2,369,584 | 3,807,949  
(+37.7% increase)



### WEBSITE ENGAGEMENT RATE:

51.07% | 63.50%  
(+12.5% increase)



### TOTAL WEBSITE SESSIONS:

1,609,756 | 1,914,322  
(+15.9% increase)



### OUTBOUND LINK CLICKS FROM MEMBER LISTINGS:

94,961 | 114,672  
(+17.2% increase)



### WHAT'S ON EVENTS CALENDAR VIEWS:

330,770 | 386,540  
(+9.8% increase)



### WEBSITE LEADS/ REFERRALS:

78,220  
(comparison unavailable due to new website)



## Monthly EDMs:

2x Consumer EDMS / 1x Member EDMS

### ENGAGED SUBSCRIBERS:

47.8k

### AUDIENCE SEGMENTS:

Intrastate: 26.1k  
Interstate: 20.9k  
Members: 727



## Social Media:



### FACEBOOK:

169.5k

Followers

Reach: 2.8M  
Interstate: 134.3k  
Members: 320.8k



### INSTAGRAM:

113.9k

Followers

Reach: 318.5K  
Interstate: 31.6k  
Members: 7.2K



### TIKTOK:

12.3k

Followers

Reach: 3.2K  
Likes: 133.5k



# Organisation Structure

## PRTO BOARD

CHAIRPERSON: **Ross Dowling** - appointed    DEPUTY CHAIR: **Amy Stutt** - elected    TREASURER: **Leycester Cory** - appointed  
**Stephanie Juskiewicz** - elected    **Lisa Johns** - elected    **Susan Allan** - elected (Oct-Jan),    **Anita Kane** - appointed (April)    **Dario Orsini** - appointed  
**Sandra Plaskett** - elected    **Michelle Reynolds** - appointed    **Deborah Carr** - appointed    **Meg McGuire** - appointed    **Jon Jessop** - elected

## CHIEF EXECUTIVE OFFICER

Sonja Mitchell

## SUBCONTRACTORS

Dean Beaven - Bookkeeper

## INDUSTRY & WEBSITE LEAD

Rachel McGerr

## MARKETING & PARTNERSHIPS LEAD

Kate Naglan

## MARKETING EXECUTIVE

Briana Canny

## MARKETING, EVENTS & ADMIN SUPPORT

Raani Glink



# Destination Perth Staff



FROM LEFT TO RIGHT:

**Raani Glink** – Marketing, Events & Admin Support, **Sonja Mitchell** – CEO, **Kate Naglan** – Marketing & Partnerships Lead, **Brianna Canny** – Marketing Executive, **Rachel McGerr** – Industry & Website Lead



# Destination Perth Board



**CHAIRPERSON**  
Ross Dowling – Appointed

Ross Dowling AM is Emeritus Professor of Tourism at Edith Cowan University. He is Chair, Australian Geoparks Network; Chair, Cruise Western Australia; Chair, Ambassador’s Committee, WA Parks Foundation; Council Member, Royal Automobile Club; and Ambassador, The Bell Tower, Perth. He is a Sir David Brand Medallist and is passionate about marketing and promoting Perth.



**DEPUTY CHAIR**  
Amy Stutt – Elected

Amy is the Owner & Sales Manager at Skydive Geronimo, with a long term personal and financial commitment to tourism on Rottnest Island. An MBA graduate of Murdoch University School of Business & Governance, Amy brings advanced business, governance and marketing skills to the board.



**TREASURER**  
Leycester Cory – appointed

A confident and disciplined business leader with a proven track record in business management, development, and improvement strategies. Extensive experience in corporate management with a focus on developing positive team structures that enable strategic growth and development.



**SANDRA PLASKETT** – Elected

Owner of Laurelvile Manor in York & CEO of Change Warriors, Sandra has a wealth of expertise in areas including contract management and capability development, strategy and tourism business.



**LISA JOHNS** – Elected

Lisa Johns is an experienced leader across the Events & Hospitality sector spanning over 25 years. Lisa has had notable achievements in multiple roles, including Accor, EVT, IHG Hotels and Melbourne leading venues Convention Centre, Melbourne Racing and Tennis Australia. Lisa is proud to be back in WA and particularly the Sunset Coast, where Lisa started her Hospitality career.



**STEPHANIE JUSZKIEWICX** – Elected

Stephanie Juskiewicz is a results-driven Senior Vice President of Aviation Business Development at Perth Airport, specializing in strategic planning, airline partnerships, and market expansion. With a strong focus on relationship building and analytical problem-solving, she drives revenue growth and positions Perth as a premier destination for travel.





# Destination Perth Board



**DARIO  
ORSINI** - Appointed

Dario Orsini is the General Manager of The Ritz-Carlton, Perth, bringing over 30 years of hospitality experience. Dario fosters creativity within teams to achieve exceptional results. Dario has a proven track record in building high-performing teams, driving strong commercial outcomes, and implementing effective management practices.



**MICHELLE  
REYNOLDS** - Appointed

Michelle is an accomplished Chief Executive Officer with extensive experience in governance and administration. Chief Executive Officer of the City of Perth since August 2020. Prior to this, held the positions of Executive Director at Rottnest Island Authority and Chief Executive Officer at WorkCover WA.



**ANITA KANE** - Appointed  
(due to elected member Susan Allan resignation)

Anita Kane is the General Manager of Visit Mandurah, bringing extensive expertise in tourism and community engagement. With a strategic vision and a collaborative approach, she drives sustainable growth and enhances visitor experiences, promoting Mandurah as a premier destination.



**MEG  
MCGUIRE** - Appointed

Co-owner of Go Cultural Aboriginal Tours, Meg's distinctive skillset reflects a long-held belief in the ability of culture to heal and empower Indigenous communities whilst positively impacting non-indigenous experience on country.



**JON JESSOP** - Elected

A visionary tourism operator, Jon owns properties across Kalbarri, Augusta, Exmouth, Cervantes, and the Swan Valley. As chair of the Swan Valley Tourism Alliance he is an advocate for events and marketing. A former Tourism Council WA member, Jon won the Sir David Brand Medal in 2010.



PERTH REGION TOURISM ORGANISATION INC BOARD as at May 2024				ATTENDANCE RECORD    Y= YES    N= NO    N/A= NOT APPLICABLE					
Name	Position	Precinct	Organisation	Aug 23	Oct 23	Dec 23	Feb 24	Apr 24	Jun 24
Ross Dowling	Chairperson Appointed Member	N/A	Emiritus Professor of Tourism School of Business & Law	Y	Y	Y	Y	Y	Y
Amy Stutt	Deputy Chairperson   Elected Member	Fremantle & Rottnest Island	Skydive Geronimo – owner	Y	Y	Y	Y	Y	Y
Nathan Frost	Elected Member 2021	Perth CBD	Area General Manager Operations – WA &General Manager – Novotel Perth Murray Street	Y	Y	N/A	N/A	N/A	N/A
Kate Gibson	Elected Member 2021	Swan Valley and Darling Range	The Hike Collective – Owner	Y	Y	N/A	N/A	N/A	N/A
Jamie Van Jones	Elected Member 2021	Peel & Rockingham	Salt and Bush Eco Tours – Owner	N	N	N/A	N/A	N/A	N/A
Sandra Paskett	Elected Member 2020/2022	Avon Valley	Laurelville Manor – owner	N	N	Y	Y	N	Y
Lisa Johns	Elected Member 2022	Sunset Coast	Director of Sales MICE Rendezvous Hotel, Perth, Scarborough	N	Y	Y	Y	N	N
Deb Carr	Appointed Member 2018	N/A	Regional Manager – WA/VIC/TAS, Australian Tourism Export Council	N	Y	Y	Y	N/A	N/A
Michelle Reynolds	Appointed Member 2021	N/A	CEO – City of Perth	N	Y	Y	N	Y	N
Leycester Cory	Appointed Member 2023	N/A	Sealink WA – General Manager	Y	Y	Y	Y	N	Y
Margaret (Meg) McGuire	Appointed Member 2023	N/A	Go Cultural Tours – Owner	Y	Y	Y	Y	N	Y
Jon Jessop	Elected Member 2023	Swan Valley & Darling Range	Swan valley Station – Owner	N/A	N/A	Y	Y	Y	Y
Dario Orsini	Appointed Member 2024	N/A	The Ritz–Carlton – GM	N/A	N/A	N/A	Y	Y	Y
Susan Allan	Elected member 2023	Peel & Rockingham	Tourism Officer Shire of Murray	Y	Y	N/A	N/A	N/A	N/A
Anita Kane	Appointed Member 2024	Peel & Rockingham	Visit Mandurah – GM	N/A	N/A	N/A	Y	Y	Y
Stephanie Juskiewicz	Elected member 2023	Perth	Perth Airport – Senior VP Aviation Business Development	N/A	N/A	Y	Y	Y	Y

The Chairperson’s Honorarium is \$30,000 per annum.

**Perth Region Tourism Organisation Inc.**

**ABN 52 954 492 460**

**Financial Report 2024**



# **Perth Region Tourism Organisation Inc.**

**ABN 52 954 492 460**

## **Financial Report 2024**

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# Income Statement

for the year ended 30 June 2024

	Note	2024 \$	2023 \$
Revenue	2	1,468,131	1,682,100
Other Income	2	28,452	11,717
<b>Total Income</b>		<b>1,496,584</b>	<b>1,693,817</b>
Audit & Accounting		23,562	14,926
Bad Debts		4,149	-
Bank Charges		51	1,016
Computer Expenses		45,853	47,930
Corporate Governance & HR		6,662	7,728
Depreciation		10,185	6,211
Increase/(Decrease) in Provision for Leave Pay		(15,397)	8,251
Increase in Provision for Long Service Leave		2,661	790
Insurance		2,975	8,855
Marketing & Promotional Expenses	3	688,562	924,102
Meeting Expenses		11,104	26,758
Motor Vehicle Expenses		3,529	3,463
Rent		32,772	43,038
Subscriptions & Memberships		29,059	12,610
Postage, Printing and Stationary		2,068	3,958
Staff Recruitment		-	10,000
Staff Training & Welfare		6,397	6,354
Telephone		3,651	1,949
Travel Expenses		4,278	7,342
Wages & Superannuation	4	552,055	486,213
<b>Total Expenses</b>		<b>1,414,176</b>	<b>1,621,262</b>
<b>(Deficit) / Surplus before income tax</b>		<b>82,408</b>	<b>72,555</b>
Income Tax		-	-
<b>(Deficit) / Surplus for the year</b>		<b>82,408</b>	<b>72,555</b>

The accompanying notes form part of these financial accounts



# Balance Sheet

as at 30 June 2024

	Note	2024 \$	2023 \$
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	5	577,164	572,889
Trade and other receivables	6	37,925	37,503
Prepayments		60,662	2,353
TOTAL CURRENT ASSETS		675,751	612,745
<b>NON CURRENT ASSETS</b>			
Property, plant and equipment	7	25,021	23,562
CMS System	8	18,389	-
TOTAL NON-CURRENT ASSETS		43,410	23,562
<b>TOTAL ASSETS</b>		<b>719,161</b>	<b>636,307</b>
<b>CURRENT LIABILITIES</b>			
Trade creditors and other creditors		21,021	12,244
Income Billed in Advance	9	11,820	-
Superannuation payable		4,829	9,820
PAYG Withholding Payable		8,742	11,166
Provision for Annual Leave		9,055	24,452
Provision for Long Service Leave		16,337	13,676
TOTAL CURRENT LIABILITIES		71,804	71,358
<b>TOTAL LIABILITIES</b>		<b>71,804</b>	<b>71,358</b>
<b>NET ASSETS</b>		<b>647,357</b>	<b>564,949</b>
<b>ACCUMULATED FUNDS</b>			
Retained Surplus		564,949	492,395
Current Year Earnings		82,408	72,555
<b>TOTAL ACCUMULATED FUNDS</b>		<b>647,357</b>	<b>564,949</b>

The accompanying notes form part of these financial accounts

# Notes to the Financial Statements

for the year ended 30 June 2024

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## NOTE 1. STATEMENT OF SIGNIFICANT ACCOUNTING POLICIES

The members of the committee have prepared the financial statements on the basis that the Association is a non-reporting entity because there are no users dependent on general purpose financial statements. The financial statements are therefore special purpose financial statements that have been prepared in order to meet the requirements of the *Associations Incorporation Act 2015*.

No other Accounting Standards, Australian Accounting Interpretations or other authoritative pronouncements of the Australian Accounting Standards Board have been applied.

### a. Basis of Preparation

#### *Reporting Basis and Conventions*

These financial statements have been prepared on an accruals basis and is based on historical costs and does not take into account changing money values or, except where stated, current valuations of non-current assets. Cost is based on the fair values of the consideration given in exchange for assets.

### b. Income Tax

The financial report has been prepared on the basis that the entity of exempt of income tax.

### c. Property, Plant and Equipment

Each class of property, plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation and impairment losses.

#### **Plant and equipment**

Plant and equipment which includes computer equipment, motor vehicles and office furniture & equipment, are measured on the cost basis less depreciation and impairment losses.

The carrying amount of plant and equipment is reviewed annually by the Association to ensure it is not in excess of the recoverable amount from these assets. The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the assets employment and subsequent disposal. The expected net cash flows have been discounted to their present values in determining recoverable amounts.

#### **Depreciation**

The depreciable amount of all fixed assets is depreciated on a straight line or diminishing value basis over their useful lives to the Association commencing from the time the asset is held ready for use.

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at the end of each reporting period.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains or losses are included in the statement of comprehensive income. When revalued assets are sold, amounts included in the revaluation reserve relating to that asset are transferred to retained earnings.

### d. CMS System Costs

CMS System costs are charged as expenses when they are incurred unless they relate to the acquisition or development of an asset when they may be capitalised or amortised. Generally, costs in relation to feasibility studies during the planning phase of a CMS System, and ongoing costs of maintenance during the operating phase are expensed. Costs incurred in building or enhancing a CMS System, to the extent that they represent probable future economic benefits that can be reliably measured, are capitalised and amortised over 5 years.



**e. Impairment of Assets**

At the end of each reporting period, the Association reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets have been impaired. If such an indication exists, the recoverable amount of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the income statement.

**f. Provisions**

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

**g. Employee Benefits**

Provision is made for the Association's liability for employee benefits arising from services rendered by employees to the end of the reporting period. No on-costs have been provided for.

**h. Cash and Cash Equivalents**

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of 12 months or less, and bank overdrafts. Bank overdrafts are shown within current liabilities on the balance sheet.

**i. Revenue**

Revenue from the sale of goods is recognised at the point of delivery as this corresponds to the transfer of significant risk and rewards of ownership of the goods and the cessation of all involvement in those goods.

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

Revenue from the rendering of services is recognised upon the delivery of the service to the customers.

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

**j. Goods and Services Tax ("GST")**

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Tax Office ("ATO"). In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the balance sheet are shown inclusive of GST.

**k. Comparative Figures**

Comparative figures have been adjusted to conform to changes in presentation for the current financial year where required by Accounting Standards or as a result of changes in accounting policy.

**l. Accounting Estimates and Judgements**

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that may have a financial impact on the Association and that are believed to be reasonable under the circumstances. In the process of evaluating the potential impairment of tangible and intangible assets, the Association is required to make subjective judgments in determining the independent cash flows, useful lives, expected future revenue and expenses related to the specific asset groups. Any changes in these estimates based on changed economic conditions or business strategies could result in significant impairment charges or reversal in future years.

**m. Going Concern**

The financial report has been prepared on a going concern basis, which contemplates the continuity of normal business activity and the realisation of assets and the settlement of liabilities in the ordinary course of business. The ability of the Association to continue as a going concern is principally dependent upon ongoing support from the Government through grant funding. Should the funding not be received or significantly decrease, the Association may not be able to continue as a going concern. The Committee believes that the Association will be able to continue as a going concern and that it is appropriate to adopt the going concern basis in the preparation of the financial report.

Should grant funding be decreased or cease, there is significant uncertainty whether the Association will continue as a going concern and therefore whether it will realise its assets and extinguish its liabilities in the normal course of business and at the amounts stated in the financial report.

The financial report does not include any adjustments relating to the amounts or classification of recorded assets or liabilities that might be necessary if the Association is not able to continue as a going concern.

	2024 \$	2023 \$
<b>NOTE 2.</b>		
<b>REVENUE</b>		
Grants Received	871,963	1,163,256
Membership Income	157,765	154,995
Co Operative Marketing	182,797	129,363
Industry Advertising	244,095	232,986
Graphic Design Hub Income	11,511	1,500
Total Revenue	1,468,131	1,682,100
<b>OTHER INCOME</b>		
Interest Received	18,746	118
Sundry Income	9,706	11,599
Total Other Income	28,452	11,717

**NOTE 3. MARKETING & PROMOTIONAL EXPENSES**

Destination Campaigns	163,805	154,909
Digital Marketing and SEO	134,779	109,527
Holiday Planner Production and Distribution	116,264	119,904
Partnership Campaigns	62,634	-
Member Services	46,765	-
Content Creation	45,540	1,714
Website Maintenance, Localis Data Portal	29,200	42,953
ATE	20,480	11,574
Collateral Trade/Media/Membership	13,044	6,555
Familiarisations – Media	11,429	550

<b>NOTE 3. MARKETING &amp; PROMOTIONAL EXPENSES (CONTINUED)</b>	<b>2024</b>	<b>2023</b>
	<b>\$</b>	<b>\$</b>
Domestic Digital Campaign (South West Edge)	10,000	10,000
TA China Marketplace	7,987	-
Intrastate Matched Funding	5,635	235,697
EDMG Processing	5,000	1,500
G'Day Australia	4,683	-
India Travel Mart	3,925	-
TSA USA Marketplace	2,982	2,553
AGM Expenses	1,627	3,439
ATE – Media Marketplace	1,608	-
ATEC WA Expo	862	-
Reopening Grant Expenditure	-	40,910
TA SEA Marketplace	313	10,649
TWA Destination Management Plan	-	146,040
Artwork Production	-	16,471
TWA Walkabout Japan	-	7,457
TWA Other Campaigns	-	1,500
Corroboree East (Trade)	-	200
	<hr/>	<hr/>
	688,562	924,102
	<hr/>	<hr/>

**NOTE 4. WAGES**

Wages & Salaries	468,187	390,690
Superannuation Contribution	50,804	72,513
Chairperson's Fee	33,064	23,010
	<hr/>	<hr/>
	552,055	486,213
	<hr/>	<hr/>

**NOTE 5. CASH AND CASH EQUIVALENTS**

Cash at Bank	177,164	25,661
Term Deposits	400,000	547,228
	<hr/>	<hr/>
	577,164	572,889
	<hr/>	<hr/>

**NOTE 6. TRADE AND OTHER RECEIVABLES**

<b>CURRENT</b>		
Trade debtors	26,972	18,899
Sundry debtors	7,805	1,561
GST	3,148	17,043
	<hr/>	<hr/>
	37,925	37,503
	<hr/>	<hr/>



**NOTE 7. PROPERTY, PLANT AND EQUIPMENT**

	2024	2023
	\$	\$
Motor Vehicles – at cost	28,036	28,036
Accumulated depreciation	(9,769)	(7,159)
	<u>18,267</u>	<u>20,877</u>
Office Furniture & Equipment – at cost	75,615	65,630
Accumulated depreciation	(68,861)	(62,945)
	<u>6,753</u>	<u>2,685</u>
	<u>25,021</u>	<u>23,562</u>

**NOTE 8. CMS SYSTEM**

CMS System Development – at cost	20,048	-
Accumulated amortisation	(1,659)	-
	<u>18,389</u>	<u>-</u>

**NOTE 9. INCOME BILLED IN ADVANCE**

Income received in advance consists of:

Membership income invoiced in advance	4,700	-
Other income received in advance	7,120	-
Rental car cost reduction income	-	-
	<u>11,820</u>	<u>-</u>

**NOTE 10. COMMITMENTS**

The Association did not have any commitments as at 30 June 2024.

**NOTE 11. SUBSEQUENT EVENTS**

No matters or circumstances have arisen since the end of the year which significantly affect, or may significantly affect the state of affairs or operations of the Association subsequent to the year ended 30 June 2024.

## Statement by Members of the Committee

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The Committee has determined that the Association 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.

In the opinion of the members of the committee the financial statements:

1. give a true and fair view of the financial position as at 30 June 2024 and of the performance for the year ended on that date of Perth Region Tourism Organisation Inc. in accordance with the accounting policies disclosed in Note 1.
2. there are reasonable grounds to believe that Perth Region Tourism Organisation Inc. will be able to pay its debts as and when they become due and payable.

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

Signed:



Chairperson

Signed:



Treasurer

DATED at PERTH this 22 day of August 2024

Criterion Audit Pty Ltd

ABN 85 165 181 822

PO Box 233 LEEDERVILLE WA 6902

Suite 2, 642 Newcastle Street  
LEEDERVILLE WA 6007

Phone: 9466 9009

To The Board of Directors

## **Auditor's Independence Declaration under Section 80 of the *Associations Incorporation Act 2015***

As lead audit director for the audit of the financial statements of Perth Region Tourism Organisation Inc. for the financial year ended 30 June 2024, I declare that to the best of my knowledge and belief, there have been no contraventions of:

- the auditor independence requirements of the *Associations Incorporation Act 2015* in relation to the audit; and
- any applicable code of professional conduct in relation to the audit.

Yours faithfully



**CRITERION AUDIT PTY LTD**  
**Director**

**Chartered Accountants**



**ELIZABETH LOUWRENS CA**

**Director**

DATED at PERTH this 10<sup>th</sup> day of September 2024



Criterion Audit Pty Ltd

ABN 85 165 181 822

PO Box 233 LEEDERVILLE WA 6902

Suite 2, 642 Newcastle Street  
LEEDERVILLE WA 6007

Phone: 9466 9009

## **Independent Auditor's Report**

### **To the Members of Perth Region Tourism Organisation Inc.**

#### **Report on the Audit of the Financial Report**

##### **Opinion**

We have audited the financial report, being a special purpose financial report, of Perth Region Tourism Organisation Inc. ("the registered entity"), which comprises the balance sheet as at 30 June 2024 and the income statement for the year then ended, notes to the financial statements, including a summary of significant accounting policies, and the responsible entities' declaration.

In our opinion the financial report of Perth Region Tourism Organisation Inc. has been prepared in accordance with the requirements of the *Associations Incorporation Act 2015*, including:

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

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

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

##### **Emphasis of Matter - Basis of Accounting**

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the registered entity's financial reporting responsibilities under the *Associations Incorporation Act 2015*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

## **Other Information**

The responsible entities are responsible for the other information. The other information comprises the information included in the Association's annual report for the year ended 30 June 2024, but does not include the financial report and our auditor's report thereon.

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

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

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

## **Responsibility of the Responsible Entities for the Financial Report**

The responsible entities of the registered entity are responsible for the preparation of the financial report that gives a true and fair view and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the *Associations Incorporation Act 2015* and the needs of the members. The responsible entities' responsibility also includes such internal control as the responsible entities determine is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

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

The responsible entities are responsible for overseeing the registered entity's financial reporting process.

## **Auditor's Responsibilities for the Audit of the Financial Report**

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

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

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and

appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the registered entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by responsible entities.
- Conclude on the appropriateness of responsible entities' 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 registered 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 registered 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 the responsible entities 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.

*Criterion Audit Pty Ltd*

**CRITERION AUDIT PTY LTD**

*ELIZABETH LOUWRENS*

**ELIZABETH LOUWRENS CA**  
**Director**

DATED at PERTH this 10<sup>th</sup> day of September 2024