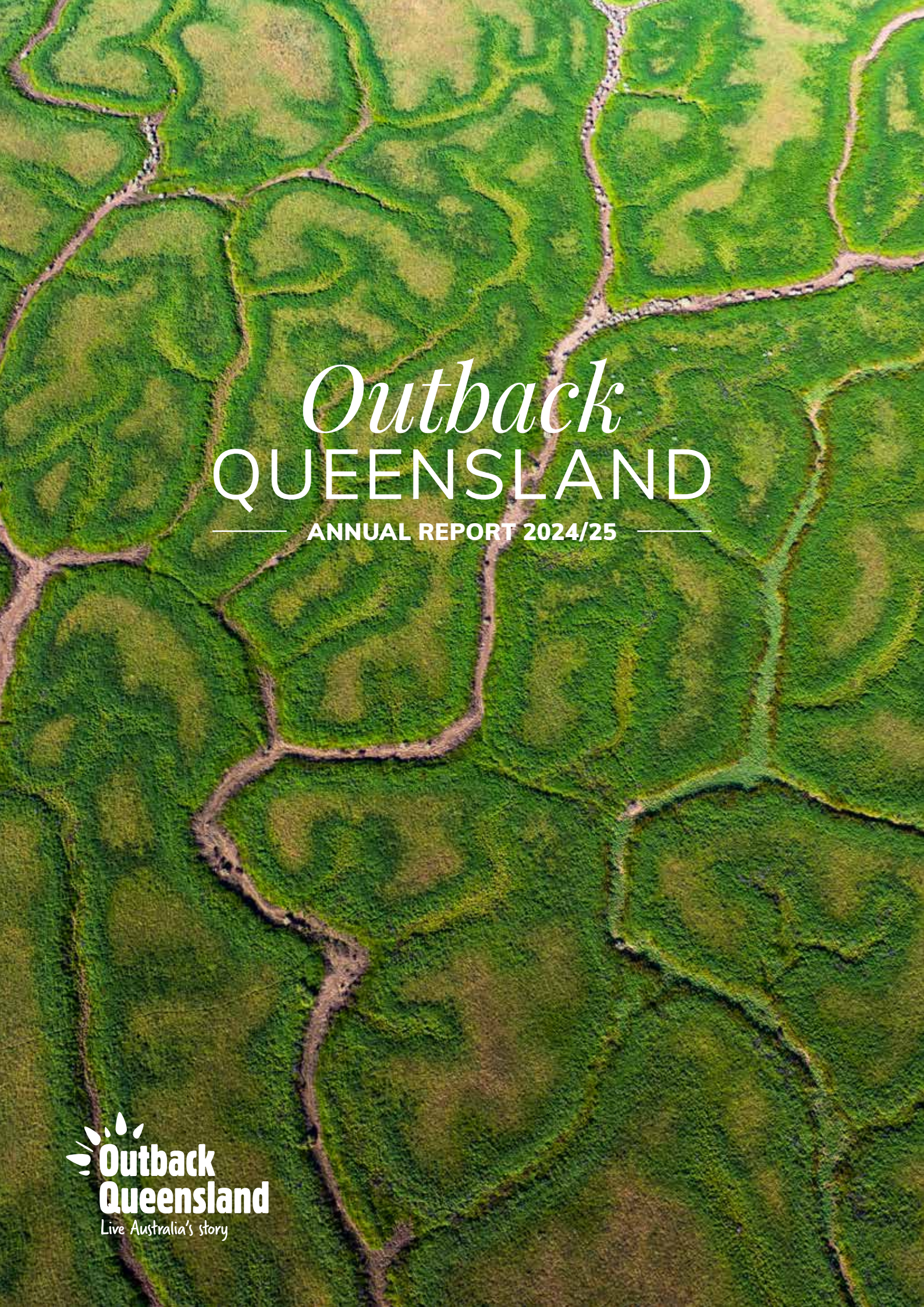




Outback QUEENSLAND

— ANNUAL REPORT 2024/25 —

Contents

Updates and Insights

Our Chair and CEO3

Our Treasurer5

Our Marketing Team7

Advocacy and Industry Development..... 14

Our Regions

Central West, Robyn Stephens OAM..... 21

South West, Corey Richards.....23

North West, Michelle Valinoti.....24

Far West, Sally O'Neil..... 25

Our Financials &

Our Auditor’s Report..... 27

Appendices

Appendix 1: Minutes of the
2024 Annual General Meeting 43

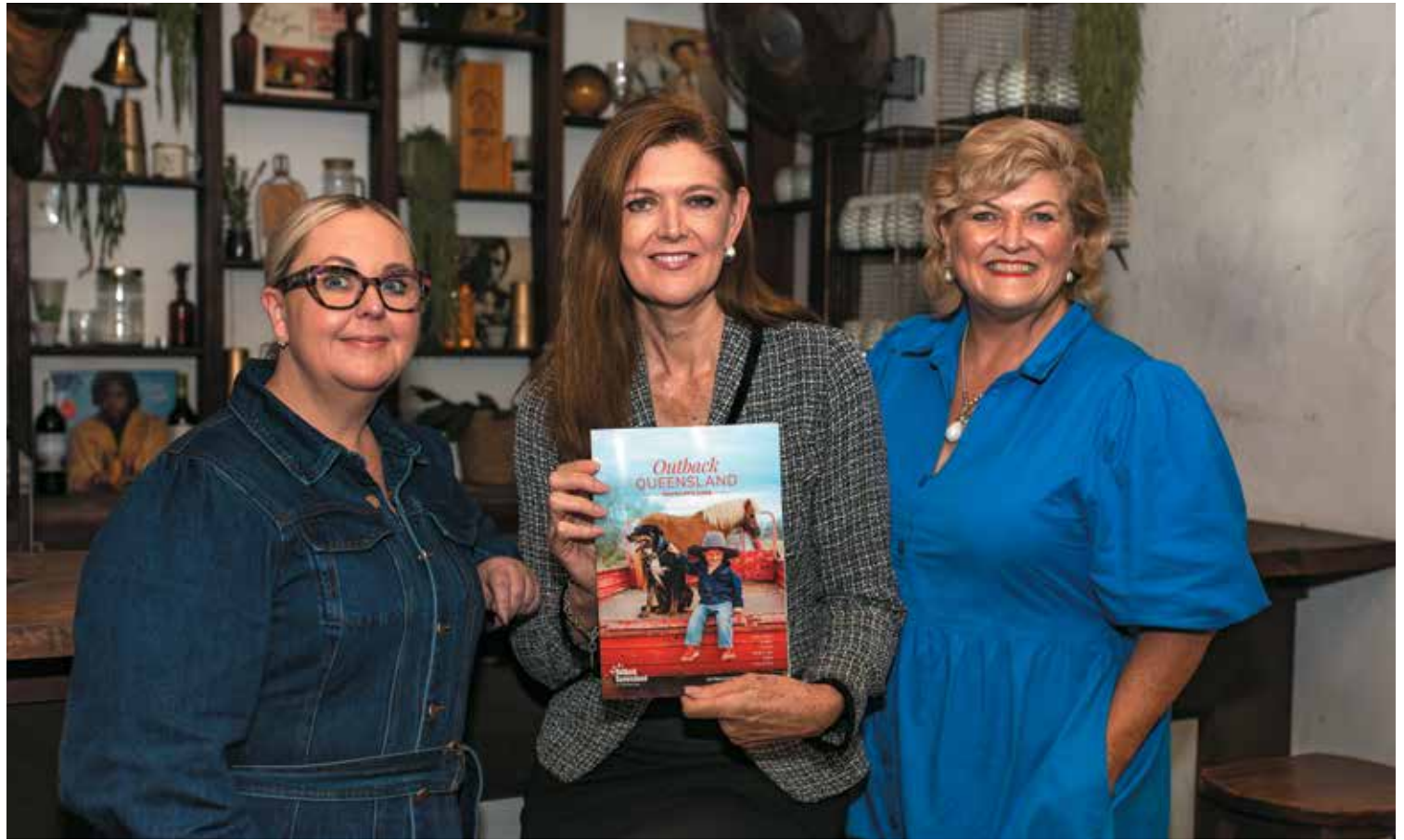
Appendix 2: OQTA Board Meeting
Attendance 2024/25 47
Board of Directors 2024/25..... 47

Appendix 3: Destination
Management Plan48

Acknowledgement of Country

Outback Queensland Tourism Association acknowledges the Traditional Owners of Country and recognises their continuing connection to land, waters, culture, and community. We pay our respects to Elders past, present and future.

We celebrate First Nations tourism and cultural experiences that foster learning, respect and understanding in the telling of Outback Queensland’s story and those of the traditional custodians of this land.



From the Chair and CEO

It has been a year like no other for OQTA and our tourism industry – a year that tested our resilience and demonstrated the true strength and spirit of Outback Queensland.

When devastating floods swept through our region in March, our industry pulled together like never before. Communities, operators, and agencies worked side by side to support one another, protect our tourism assets, and ensure the Outback's recovery remained front of mind at every level.

Throughout this period, OQTA worked hand in hand with the Department of Tourism (DETSI), Tourism and Events Queensland (TEQ), the Queensland Tourism Industry Council (QTIC), and local government partners to co-ordinate a strong and united response. Together, we advocated for immediate assistance, shared critical information, and ensured the unique needs of remote operators were understood and addressed.

Through these partnerships, OQTA helped secure the first tranche of recovery funding and supported the roll-out of communication and recovery programs across affected communities.

We embarked on an extensive and unprecedented media, marketing and PR campaign, underpinned by trade tactical and co-operative strategies, industry workshops and webinars, and in-region famils.

Phase 2 of Flood Recovery activities will continue into next year, including a comprehensive content shoot – in partnership with TEQ – across the nine local government areas impacted by the weather event.

Collaboration with our Regional Organisations of Councils (ROCs) has been key to our efforts this year, as we work to restore confidence and drive demand.

We've prioritised initiatives that build trade readiness, bolster industry and product development, and position the region to encourage longer stays, greater visitor expenditure, and stronger repeat visitation.

We've continued to target key trade events to pitch directly to distribution partners and travel buyers to ensure Outback Queensland's inclusion in more programs and itineraries.



In May we were thrilled to have Outback operators actively participate in the international promotion of the destination and attend the Australian Tourism Exchange (ATE) independently for the first time, with support from TEQ.

Our tactical, social, co-op and always-on marketing efforts continue to raise our destination's profile and drive leads direct to industry and we've worked with operators throughout the year to showcase some of our region's best loved experiences and attractions through trade and media famils.

Stakeholder consultation on our new Destination Management Plan is well underway and we're also rolling out a new Drive campaign, along with a renewed focus on paleo, dark sky tourism and events.

We are confident that our collaborative approach to marketing, advocacy and destination development – combined with the tenacity of our industry – positions us strongly to meet the challenges and opportunities ahead.

We acknowledge Queensland Tourism Minister Andrew Powell, DETSI Director-General Trish O'Callaghan

and the Department's tourism team for their steadfast support during this challenging year.

Our partnership with TEQ is fundamental to OQTA's efforts and we acknowledge Chair Grant Hunt and the TEQ Board, CEO Craig Davidson and the management team for their energy, vision and resolute backing of our industry.

QTIC's collaboration with the Queensland Regional Tourism Network has played a key role in our work this year and we thank CEO Tash Wheeler and her team for their exemplary advocacy.

Our partnerships with Tourism Australia and the Australian Tourism Export Council (ATEC) are also greatly appreciated.

We thank our aviation and transport partners, Rex Airlines and Queensland Rail, for their invaluable support and continued efforts to grow tourism in our region.

To our partner Councils and loyal OQTA members – our sincere thanks for standing with us in our shared mission to build a thriving, sustainable tourism future for our region.

OQTA welcomed two new members to the Board this year, following the AGM last November. We thank outgoing members Cr Andrew Martin and Gary Murray for their invaluable contributions over the years and welcome Cr Cathy White and Michelle Valinoti.

OQTA's Board has demonstrated enduring commitment to supporting and advocating for our industry, and we sincerely thank them for their vision and guidance.

We are so fortunate to have a steady, loyal and committed team and we thank Kelly Hensley, Sam Ireland, Melanie Grevis-James, Susan Maynard, Amanda Kruse and Amanda Munn for their passion and dedication to our region.

Ours is a region that stands together in times of challenge, and continues to welcome visitors with the same warmth, resilience, and pride that define our destination.

We look to the future with optimism and determination, ready to harness Outback Queensland's unique strengths, grow visitation and dispersal, and seize the opportunities that lie ahead for our industry.

Natalie Gardner

Chair – Outback Queensland Tourism Association

Denise Brown (DD)

CEO – Outback Queensland Tourism Association



Treasurer's Report

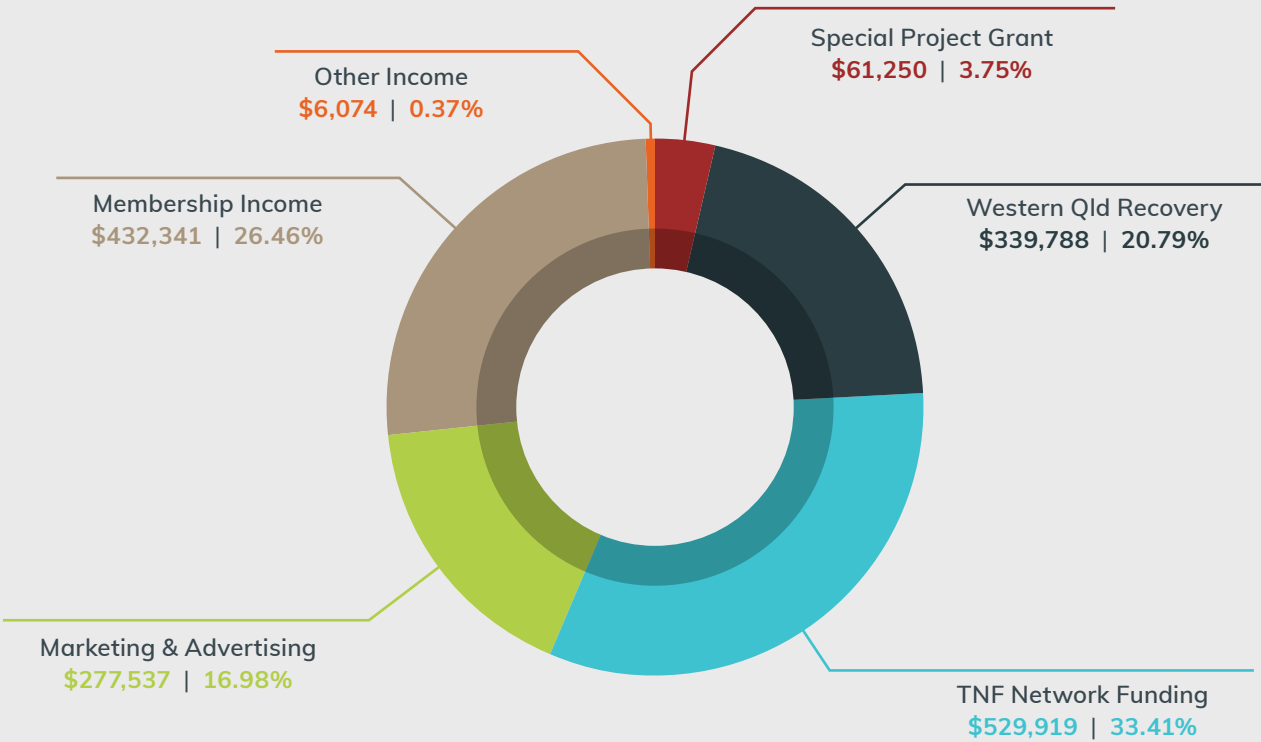
This year we invested 49 per cent of our total income back into our members, with a net operating surplus of \$133,721 for the year. This was made possible through excellent planning, decision making and campaigning by our operational and management teams to get as much benefit as possible for our members, within a tight budget.

Our main income sources this year were our TNF Network Funding, membership income and marketing and advertising income. We were also able to secure some additional funding for the Western Queensland Flood Recovery and special project grant funding. No material issues have been raised by the auditors.

Financial Summary for 2024-25 per the audited financial statements:

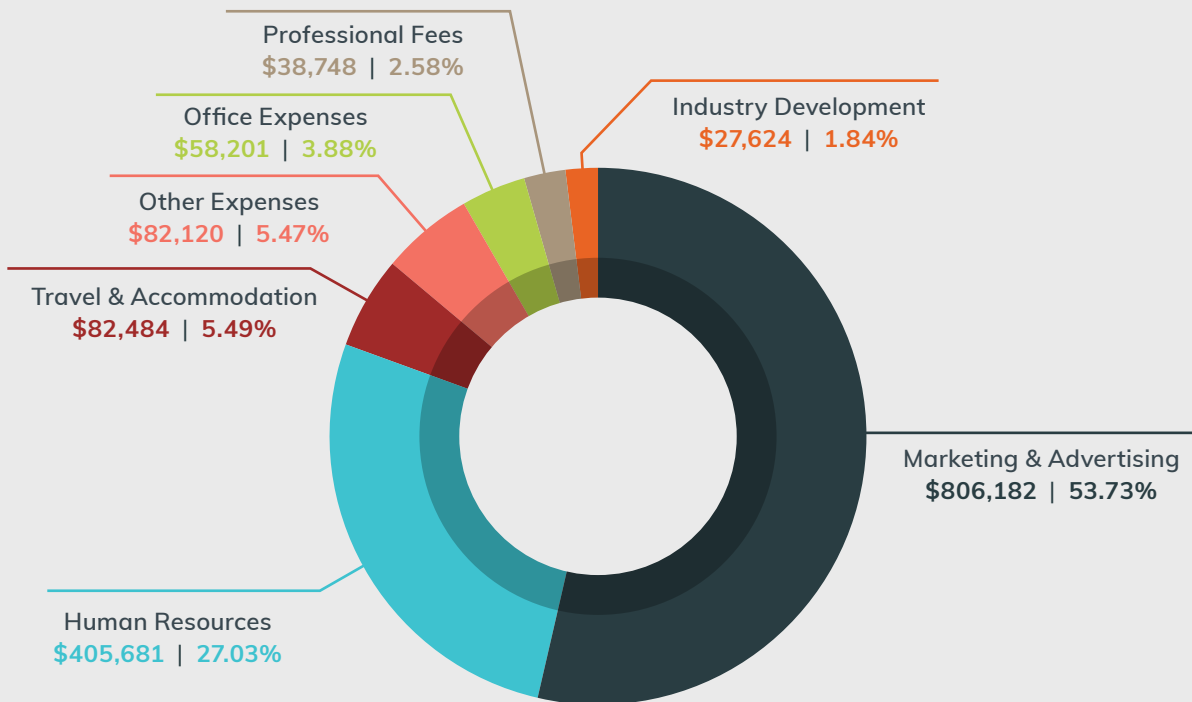
	2024/25	2023/24
Income	1,634,761	1,366,272
Less: Expenses	(1,501,040)	(1,337,442)
Operating surplus/(deficit)	133,721	28,830

2025 INCOME



2025 EXPENSES

This year our investment in marketing amounted to \$806,182 which is 54 per cent of our total expenses.



As at 30 June 2025, we had \$247,056 in our bank account.
Our budgeted income & expense summary for the 2025-26 year is as follows:

Budgeted Income	1,291,431
Budgeted Expenses	(1,270,560)
Budgeted Operating Surplus	20,871

Thank you again to our Operations Team and Management Committee for all your hard work, effort and proactive planning to get us through this year.

ELAINE JACOBIE
Treasurer | 14 October 2025



Our Marketing Team

OQTA has experienced an exceptionally busy marketing year. The latter half of 2024 was largely focused on business-as-usual activities to extend and close out the Outback season. In contrast, the start of 2025 brought an intense period of activity, including the Outback Season Launch event and campaign, the release of the new Traveller's Guide, co-operative campaign initiatives, and a strong calendar of media famils and PR engagement. Added to this, the Outback Flood Event required a rapid escalation of marketing efforts, with new campaigns developed to encourage visitation back to the Outback – most notably the 'Come and Say G'day' campaign delivered in partnership with Tourism and Events Queensland.

The focus for Outback Queensland's marketing continues to be encouraging

our key target markets – including high value drive market travellers, families with school-age children and professional couples - to visit the Outback for a true Aussie adventure holiday.

The following highlights key marketing activities that occurred during the 2024/25 year.

OQTA Co-op Marketing Activities

OQTA launched a co-operative marketing campaign in September 2024, offering year-round and cost-effective 'always-on' marketing opportunities to suit all Outback operators, events, and Councils. In addition, a special Drive co-operative prospectus was distributed to all the Drive Highways and relevant Councils in late 2024.

2025 Traveller's Guide

The 2025 Traveller's Guide was unveiled at our Outback Season Launch event at Lefty's Music Hall in Brisbane in March. This year's cover featured a beautiful image by Laura Gilligan, showcasing Outback life near Quilpie. The guide includes new experiences and events, 20 drive itineraries with QR codes, a detailed events calendar, family holiday suggestions and travel tips, Indigenous experiences, day tours and luxury escapes, dinosaur trails, sections on all regions of the Outback, including our 19 Councils, along with operator ads, and an A3 size map of the Outback. 50,000 hard copies are distributed at all consumer and trade events attended by OQTA, caravan and camping shows, Visitor Information Centres, via other member and trade partners, including regional Councils, and posted out to individual consumer requests which are received via the website or email.



Season Launch Campaign

Our Season Launch marked the start of a \$30,000 co-operative marketing campaign, including LiSTNR radio ads, digital ad and content packages, PR and Queensland.com featured deals and RACQ print and newsletter activities. A number of OQTA members have participated in the co-op marketing activities.

Win an Outback Holiday Competition

This year's Win a Holiday competition offered three holiday vouchers to visit the Outback, valued at \$5,000. A record 20,828 people entered to win the annual competition and were added to our consumer database. The campaign was promoted via RACQ's The Road Ahead magazine and a targeted social and digital media campaign.

OQTA Website

The OQTA website is the core call to action for all our marketing activities. We implemented three new activities this year, available exclusively for OQTA members, to drive website traffic and enhance the overall consumer experience.

■ ATDW DEALS

We launched a new initiative on the website to feature the ATDW-loaded deals on Outbackqueensland.com. OQTA members can load up to three deals on ATDW, which will also appear on Queensland.com, extending the reach of these special offers.

■ BOOKEASY ONLINE BOOKINGS

OQTA partnered with Bookeasy in November 2024 to offer exclusive online travel booking opportunities for members on the OQTA website. Bookeasy connects with all major channel managers and tour management systems, allowing members who opt in to increase their brand visibility and receive instant bookings via Outbackqueensland.com.

■ OUTBACK ONLINE SHOP

We unveiled a new online shop on the OQTA website in December as part of a pilot program to boost online sales for Outback businesses. The program is available exclusively for OQTA members that sell online merchandise, products and gift vouchers.

Consumer Shows

OQTA participated in nine consumer shows, together with other RTO regions, under the Drive Queensland banner:

23 – 25 August 2024

National 4 x 4 Outdoor Show, Melbourne

7-9 February 2025

Let's Go Gold Coast Caravan & Outdoor Expo

19-23 February 2025

Victorian Caravan & Touring Supershow (Melbourne)

26 February -

2 March 2025

Let's Go SA Caravan Camping & Outdoor Show (Adelaide)

29 April - 4 May 2025

Sydney Caravan Camping Holiday Supershow

9-11 May 2025

Cairns Expo

16-18 May 2025

Townsville Expo

23-25 May 2025

Mackay Expo

4 - 8 June 2025

Let's Go Queensland Caravan & Camping Supershow (Brisbane)

Matilda Way Holiday Competition

OQTA launched a giveaway competition to promote the Matilda Way in the lead up to the Paris Olympics in 2024. More than 3,000 entrants vied for Matilda Way experiences and attractions worth over \$1,000, along with 22 exclusive Tambo Teddies, each embroidered with the number of a Matildas soccer team player on their paw. A special shout out to Tambo Teddies and the Matilda Way for supporting this competition.



Key Website Stats:



PAGE VIEWS

1,149,230



SESSIONS

675,782



OPERATOR LEADS FROM WEBSITE

12,462

Top Keywords: Queensland map, Julia Creek, Dinosaur Trail Qld, Longreach, Cunnamulla, Barcaldine, Roma, Things to do in Charleville

Outback Queensland Traveller's Guide

PAGE VIEWS

5,746

DOWNLOADS

1,487

COPIES PRINTED

50,000



Wellness Way Trail Map:



PAGE VIEWS

40,266



DOWNLOADS

4,409



KEY METRICS:

FOLLOWERS:

60,298

TOTAL CONTENT INTERACTIONS:

213,543

TOTAL REACH:

1,582,370

TOTAL IMPRESSIONS:

2,158,922

TOTAL PLAYS (REELS):

2,067,239

TOP POST:

January 2025 (Boulia Shire)
(By Susan Maynard)

INTERACTIONS:

2,253

ACCOUNTS REACHED:

20,745

POST IMPRESSIONS:

23,507

DEMOGRAPHICS:

GENDER BREAKDOWN:

58.4%

Women

41.6%

Men

AUDIENCE LOCATION:

73.7%

Australian

(with the rest primarily from the USA and UK)

AUSTRALIAN AUDIENCE DISTRIBUTION:

42.85%

from South East Queensland

12.89%

from New South Wales

10.14%

from Victoria

TOP REEL:

March 2025 (Quilpie Shire)
(By Emily Green)

PLAYS:

78,200

INTERACTIONS:

2,885

ACCOUNTS REACHED:

57,054

OQTA Instagram

The 2024/25 period for Outback Queensland's Instagram channel demonstrated steady performance with a strong resurgence in follower growth during the second half of the year. While follower numbers plateaued throughout much of 2024, a notable uplift between December and June highlighted the effectiveness of renewed focus on Reels, seasonal campaign activity and targeted content strategies.

Instagram continued to be guided by Outback Queensland's five core content pillars and 25 unique regional experiences. These themes structured content delivery and ensured a balanced mix of inspiration, local storytelling, visitor engagement and regional coverage.

The platform's most effective format remained Reels, contributing substantially to reach and overall engagement. Audience interaction remained consistent, reinforcing Instagram's role as a destination discovery tool and visual storyteller.

OQTA's commitment to regional equity remained intact with each of the 19 Council regions receiving a minimum of one post per month. Members received at least one post annually and additional emphasis was placed on events, seasonal news and special regional announcements.

However, a recurring challenge remains the limited availability of high-quality user-generated content (UGC) in some areas. This constrained visual diversity for certain councils and required increased reliance on creative asset sourcing, direct outreach and repurposing of operator-provided material.

Instagram continues to be a valuable platform for Outback Queensland's regional storytelling and brand positioning. The strong performance of Reels, steady engagement levels, and a successful mid-year growth phase all point to a platform that remains responsive to audience behaviour and aligned with tourism marketing goals.



OQTA Facebook

The 2024/25 year marked another strong performance for Outback Queensland's Facebook presence, with consistent growth, expanded regional storytelling and continued audience engagement.

This year's results underscore the continued effectiveness of our content strategy. The framework, anchored by five key content pillars, ensured variety, consistency and alignment with the Outback Queensland brand. The 25 unique experiences also provided a thematic guide for storytelling across the region.

Despite these successes, one persistent challenge was the limited availability of high-quality user-generated content (UGC) in some Council areas. This impacted content diversity, especially in lower-population or remote areas. To address this, our team intensified efforts to monitor audience interactions and encourage community contributions, which led to improved access to locally sourced content and stronger engagement.

A major highlight of the year was the increased emphasis on event-driven content and real-time updates. From rodeos and festivals to cultural exhibitions and special tourism initiatives, our content calendar was responsive and regionally focused, ensuring that timely, newsworthy posts drove reach and engagement.

The 2024/25 period solidified Facebook's role as a cornerstone of Outback Queensland's digital marketing strategy. With over 129,000 followers and content that reached more than 8.3 million people, the platform continues to deliver outstanding results in awareness, engagement and regional representation.

Looking ahead, our goal will be to build on this momentum by increasing UGC sourcing through campaigns and community outreach, enhancing video content creation and maintaining our region-first storytelling approach. The commitment to equitable Council representation, member promotion and dynamic event coverage will remain central to our approach as we continue to showcase the best of Outback Queensland to an ever-growing audience.



KEY METRICS:

FOLLOWERS:

129,331

LIKES:

114,759

TOTAL CONTENT INTERACTIONS:

693,780

TOTAL REACH:

8,363,561

TOTAL IMPRESSIONS:

9,924,360

TOTAL VIEWS:

12,090,079

(number of times content was played or displayed across all content types)

TOP WATCH TIME:

DECEMBER 2024

(By @4hhelicopters from Richmond, Richmond Shire)

TOTAL WATCH TIME:

159,329

TOTAL REACH:

236,405

TOTAL INTERACTIONS:

15,251

TOTAL IMPRESSIONS:

249,194



TOP VIEWS:

JANUARY 2025

(By Susan Maynard from Boulia, Boulia Shire)

TOTAL VIEWS:

601,076

TOTAL INTERACTIONS:

4,784

TOTAL REACH:

458,240

DEMOGRAPHICS:

GENDER BREAKDOWN:

64%

Women

36%

Men

AUDIENCE LOCATION:

93%

Australian (with the rest primarily from the USA and UK)

AUSTRALIAN AUDIENCE DISTRIBUTION:

42.85%

from South-East Queensland

12.36%

from New South Wales

10.14%

from Victoria



Media and PR

OQTA continuously and proactively reaches out to key travel writers and media outlets to increase coverage of the Outback as a desired travel destination. We also host travel writers, media, and influencers on famils to the Outback, and support TEQ's media content and famils as well.

OQTA famils included freelance travel writers Denise Cullen who visited the Outback in November 2024 and again in February 2025; and Briar Jensen, who also visited the Outback in November 2024. Their articles have appeared in *The Australian Travel + Luxury*, *The Wanderer* magazine, the NRMA's *Open Road* magazine, and *Explore*. OQTA sincerely thanks partner Councils for their great support of these famils.

Numerous media interviews with both CEO Denise Brown and OQTA Chair Natalie Gardner have occurred during the year.

After an extensive recruitment phase in late 2024, Amanda Munn from Lingo PR was contracted as the new PR contractor for the 2025 season.

NUMBER OF MEDIA FEATURES

1,459

PEOPLE REACHED

35 million

PUBLICITY VALUE

\$3,117,007

Outback Events

Events in the Outback are a major drawcard for visitors and contribute considerably to the local economy. The Outback hosts a huge number and variety of events across all regions – from small local community events, racing events, and rodeos, to large events that attract big numbers of attendees and create a real financial boost for Councils and communities.

All key OQTA marketing activities promote events as a core marketing pillar – including event listings and blogs on the OQTA website, in newsletters, on social channels, in campaigns, advertising, and media and PR.

Outback events were also showcased with a four-page feature in OQTA's *Traveller's Guide*.

OQTA again provided assistance and in-kind support to all key 2024/25 Outback events via our social media channels, website, and consumer enewsletter, promoting key events across the year, including: the Big Red Bash, Boulia Camel Races, Outback Queensland Masters, Outback River Lights Festival, Cunnamulla Fella Round Up, Mount Isa Mines Rodeo, Birdsville Races, Cloncurry Beat the

Heat Festival, Festival of Outback Skies, Barcaldine Tree of Knowledge Festival, Easter in the Country Festival, Blackall-Tambo Festival of Circus, 150 Years Winton Celebration, Julia Creek Dirt n Dust Festival, Music in the Mulga, Great Australian Charity Cattle Drive, Vision Splendid Outback Film Festival, Queensland Music Trails (Outback Music Trail), and the Festival of Outback Opera.

Newsletters

Our industry and consumer newsletters are a key communications tool for OQTA.

We sent 32 newsletters throughout the year to our 870 industry subscribers, with information ranging from OQTA events and funding opportunities to industry news and photos.

As at 30 June 2025 we had 64,115 subscribers to our consumer enewsletter with our most popular editions featuring the Win an Outback Queensland Holiday Competition, 2025 *Traveller's Guide*, Outback Events and Experiences, Outback is Open – Come and Say G'day and the St George Region Scavenger Hunt.



Outback Flood Recovery Campaign

OQTA worked in partnership with the Queensland Tourism Department, Tourism and Events Queensland (TEQ) and industry to deliver an Outback Recovery campaign following the significant flooding event that impacted many of our Outback communities in late March.

From April, we embarked on a comprehensive marketing campaign, amplified through broadcast and print media, broadcast video on demand, trade tactical, paid social media marketing, industry workshops and webinars, email marketing, geotargeting at caravan and camping shows, and co-operative campaigns with NewsCorp and RACQ.

HIGHLIGHTS INCLUDE:

- State-wide coverage of our Outback is Open story, including over 515,000 views of the campaign video
- National coverage for our Outback in Bloom story
- National breakfast show crosses on Sunrise and Weekend Today for the Shearer's Shindig
- Multiple stories on Winton, Eromanga, Charleville and Quilpie across Channel 7, Channel 10 and Weekender
- Charleville listed in *The Australian Women's Weekly's* list of Top Australian Towns
- Free ATDW webinars for Outback operators to create compelling deals for Outback.com and Outbackqueensland.com
- Helloworld Tactical Campaign, in partnership with TEQ, to promote packaged Outback holidays and tactical offers through Helloworld's retail and trade channels

We generated more than 1,460 media stories, reaching an audience of more than 35 million people, with a publicity value of over \$3.1 million.

Phase Two of the campaign will run from July through to September 2025 and will feature a content partnership with NewsCorp, in region famils and a co-operative Drive campaign.

Melanie Grevis-James
Marketing Manager
Outback Queensland Tourism Association

Advocacy and Industry Development

Over the past year, OQTA has collaborated with key partners to support industry development, enhance operator capability, build capacity and trade readiness, and ensure strong representation of our members at local, state and federal levels, particularly in the aftermath of the Outback Flood Event.

Highlights of our activities over the 2024/25 year are detailed below:

Trip to Diamantina and Boulia

The OQTA team visited the Far West region in December, meeting with Diamantina Shire Mayor Francis Murray, Boulia Shire Mayor Eric Britton, senior Council officers, and local industry. Partnering with Racheal Klitscher from Tourism and Events Queensland, we emphasised the vital role events play in building itineraries and driving visitation throughout the Outback Queensland tourism season.



Outback Queensland Welcomes You Program

We rolled out the Queensland Welcomes You initiative for Outback Queensland in November - a five-module online learning program created to enhance visitor experiences across the region. The program is funded by the Queensland Government and delivered by the Queensland Regional Tourism Network.

Diamantina Events Strategy

OQTA CEO Denise Brown worked with Diamantina Shire and Big Red Bash founder Greg Donovan to formulate an events strategy for the region, following the decision to rest the Big Red Bash in 2025. Two John Williamson concerts were held on Big Red in July 2025 and Diamantina Shire partnered with OQTA and other regions to create the Outback Camel Trail. The events aim to promote regional dispersal over an extended number of weeks and support circular itinerary planning for the 2025 season.

QRTN Executive

As a member of the executive committee of the Queensland Regional Tourism Network, OQTA CEO Denise Brown worked to elevate key priorities for the tourism industry, in the lead up the state and federal government elections.

Social Media Webinars

We hosted three social media webinars in October, designed to enhance Outback operators' online presence and boost business through strategic social media practices. Free for OQTA members, the webinars offered practical tips to optimise campaigns and create engaging content to drive traffic and bookings.



Agri webinar & workshops

OQTA's Kelly Hensley and Sparrowly Group's Giovanna Lever hit the road in August to deliver free Agritourism Masterclass workshops in Charleville, Cunnamulla, Longreach, and Biloela. The in-region workshops followed an Agritourism 101 webinar held in July.

A key action of the Outback Queensland Agritourism Accelerator Project, the workshops aimed to help primary producers diversify their operations and create sustainable, high-quality, and distinctive agritourism experiences.

Destination 2045 Consultation

Outback Queensland was delighted to welcome Queensland Tourism Minister Andrew Powell and Assistant Tourism Minister Bree James to the Mount Isa, Longreach and Roma consultation workshops for Queensland's new 20-year tourism strategy. A heartfelt thank you to the 150+ industry and community stakeholders who were able to join us for these important discussions and help shape OQTA's whole of region submission to the Queensland Department of Tourism.



RTO Forum Destination Australia

OQTA attended the RTO Forum and Destination Australia in Sydney in March, connecting with tourism leaders from across the country to discuss the future of Australia's visitor economy. Denise was a panel presenter at the national RTO Forum, reinforcing the vital role of strong regional partnerships in driving sustainable growth.

2025 Season Launch

The all-new 2025 Outback Queensland Traveller's Guide was unveiled at our Outback Season Launch event in Brisbane in March by Local Government Association of Queensland CEO Alison Smith. More than 90 Outback operators, industry partners and media attended the event at Lefty's Music Hall, which also featured performances by Opera Queensland and Queensland Music Trails artists.



Outback to the City

Outback operators from across the region pitched their products directly to key TEQ and departmental staff at the Outback to the City event in March, highlighting some of the incredible experiences on offer in Outback Queensland in 2025. The event also featured an overview of the Queensland Brand and Drive Market, followed by roundtable discussions on key topics.



Outback Queensland Education Experience Program

OQTA lobbied the Queensland Government to extend the Outback Queensland Education Experience Program beyond its current term and expand eligible destinations to include Maranoa and Balonne Council areas.



Outback Trade Activities

OQTA secured travel trade expert Amanda Kruse to deliver a comprehensive trade ready program for Outback Queensland this year. Key highlights include:

Southern Outback Famil

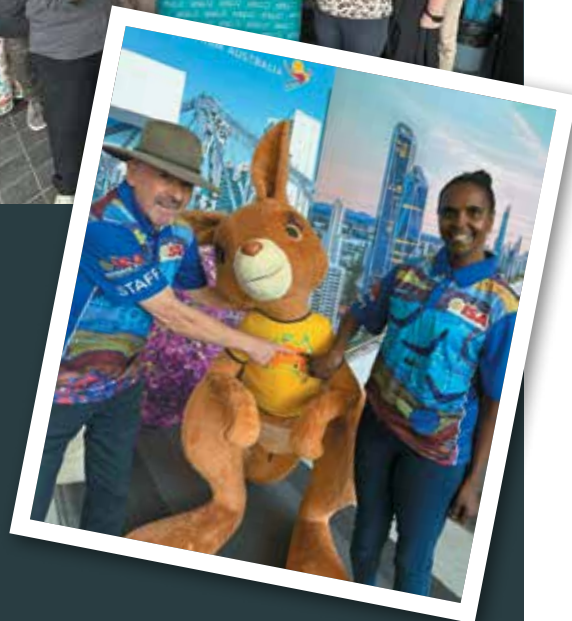
OQTA was thrilled to host six influential travel buyers on a familiarisation tour of South West Queensland in October, with the support of Quilpie, Murweh and Paroo Shire Councils. Designed to expand the product options for inbound tour operators and wholesalers, the itinerary featured a range of experiences and attractions across the three shires.

ATEC Meeting Place

Amanda attended ATEC Meeting Place 2024, meeting with 24 inbound tour operators (ITOs), online travel agents, domestic wholesalers and national tour companies in a series of one-on-one meetings designed to ensure Outback Queensland is included in more programs and itineraries.

Trade Ready Mentoring Program

We secured funding to continue the Trade Ready Mentoring Program in 2025, delivering tailormade mentoring for eight operators including assistance with developing trade-ready promotional materials and creating rate sheets for the 2026/27 season and ITO contracts. Operators were also supported to craft a variety of trade-ready self-drive itineraries and packages across Outback Queensland for presentation at 2025 trade events.



Travel Trade Training Webinars

Amanda conducted training webinars for key ITO wholesale and retail reservation sales agents, along with ITO and wholesale product managers, to promote Outback Queensland products and experiences. Trade ready operators from the mentoring program were also invited to present during these webinars, highlighting the expanding range of trade-ready products now available.

ATEC Queensland New Product Showcase and ATEC B2B Queensland Showcase

OQTA's Kelly Hensley travelled with Amanda to Sydney in March to participate in the ATEC Queensland New Product Showcase, accompanied by eight Outback Queensland tourism operators. Kelly and Amanda also attended the ATEC TEQ Queensland Business to Business Showcase to represent the entire destination and present the new trade-ready itineraries.

The Outback Queensland team met with 38 ITOs, online travel agents, domestic wholesalers, and national tour companies in a series of one-on-one meetings aimed at ensuring Outback Queensland's inclusion in more programs and itineraries.

Thanks to TEQ for sponsoring the following tour operators' registrations to attend:

- Qantas Founders Museum
- Saltbush Retreat
- Outback Pioneers
- Boobook Explore
- Western Queensland Spirit
- Experience Charleville
- Outback at Isa
- Cobbold Gorge



ATE25 Brisbane

The vibrant spirit of Outback Queensland was on full display in Brisbane at the 2025 Australian Tourism Exchange (ATE) in May. Australia's premier annual tourism trade event brought together over 1,600 Australian tourism operators and more than 700 buyers from 31 different countries.

OQTA was thrilled to have Outback operators actively participate in the international promotion of the destination and attend ATE independently for the first time, with support from TEQ.

Outback Queensland featured five booths representing the following participating businesses:

- Boobook Explore
- Maranoa Regional Council
- Western Queensland Spirit
- Qantas Founders Museum
- Australian Stockman's Hall of Fame
- Outback Aussie Tours
- Saltbush Retreat
- Outback Pioneers
- Experience Charleville
- Cobbold Gorge
- Dinosaur Experiences Australia
- Anita Clark Tourism including Mitchell Grass Retreat, Ranglands, Red Dirt Tours, Toogunna Plains and Eromanga Natural History Museum

Outback at Isa's Martin Turner and Nikiya Kynuna also met with key distribution and Indigenous tourism contacts from Tourism Australia, TEQ and the Australian Tourism Export Council, as part of a guided Indigenous ATE walkthrough.



European Wholesalers Famil

We supported a select group of European wholesale agents, who already sell extended self-drive itineraries in Australia, to experience Outback Queensland's South West and Central West regions firsthand in April. With support from TEQ, the pre-ATE25 famil aimed to enhance agents' product knowledge and explore options for international self-drive itineraries that link Outback Queensland with their existing beach and reef coastal offerings.

ATE25 Media Famil

OQTA worked with TEQ and Tourism Australia to showcase Charleville's

signature tourism experiences and wellness products in Eulo and Cunnamulla on an ATE25 famil for international media. TEQ staff attended the famil alongside media from the UK and Switzerland.

Outback luxury in the spotlight

Outback Queensland was thrilled to host Flight Centre Travel Group's Luxury Brand House, The Luxury Travel Collection, in Longreach in March.

The Outback Soiree saw 80 global business owners travel via private jet to experience a specially curated itinerary showcasing the region's bespoke luxury experiences, world-class museums and authentic Outback hospitality.



Murweh Queensland Rail Package

OQTA worked with Murweh Shire Council and Charleville's Cobb & Co Caravan Park to create a new trade ready package for inclusion within the Viva Holidays Queensland Rail brochure for 2025/2026.

The five-day package includes all key Charleville experiences and has been receiving bookings since the brochure launch in February.



Outback Queensland Award Winners

We congratulate all our Outback Queensland winners!

2024 QUEENSLAND TOURISM AWARDS

GOLD

Unique Accommodation
Mitchell Grass Retreat

GOLD

Tour and Transport Operators
Fun Over 50 Holidays

GOLD

Visitor Information Services
Quilpie Visitor Information
Centre, Museum and Gallery

GOLD

Festivals and Events
Big Red Bash

SILVER

Festivals and Events
Outback Queensland Masters

SILVER

Tourism Wineries,
Distilleries & Breweries
Western Queensland Spirit

SILVER

Tourist Attractions
Cobbold Gorge Tours

SILVER

Tourism Marketing
& Campaigns
St George Region

SILVER

Ecotourism
Fun Over 50 Holidays

BRONZE

Cultural Tourism
WWII Secret Base & Tour

2024 AUSTRALIAN TOURISM AWARDS

GOLD

Tour & Transport Operators
Fun Over 50 Holidays

GOLD

Festivals & Events
Big Red Bash

SILVER

Visitor Information Services
Visit Quilpie Shire

FINALIST

Unique Accommodation
Mitchell Grass Retreat

QUEENSLAND TOURISM INDUSTRY COUNCIL 2025 TOP TOURISM TOWN AWARDS

BRONZE

Top Tiny Town category
Hughenden





Representations and Delegations

- Drive North West Queensland Campaign Launch
- ATEC Meeting Place, Gold Coast
- ART Conference, Mackay
- DTIS Tourism Innovation Forum
- Mount Isa Mines Rodeo
- QRTN Executive
- New ways of Working Tourism Review – Consultation session
- TEQ South West Dino Famil – Quilpie & Eromanga
- TEQ Central West Dino Famil – Longreach, Muttaborra & Winton
- North West Minerals Province Stakeholder Advisory Committee
- WQAC Assembly, Mount Isa
- TEQ Strategic Update, Brisbane
- QDEP Events Strategy and QDEP Review Consultation
- QTIC World Tourism Day
- Meeting with Qantas Senior Executives – Qantas Founders Museum
- QTIC AGM
- Friends of RAPAD
- Meeting with Assistant Ministers Sean Dillon MP and Bree James MP
- Future Brisbane 2024
- MITEZ General Meeting
- Destination IQ
- Destination Q
- Presentation to Flinders Shire Council Meeting
- Destination 2045 Consultations, Mount Isa, Longreach and Roma
- TEQ Global Market Briefing
- TEQ RTO Business Planning Day
- Outback Qld Welcomes You Virtual Workshop
- Murweh Mingle
- ATEC New Product Showcase
- Flight Centre Famil
- QRTN Industry Collab
- RTO Forum, Sydney
- Destination Australia, Sydney
- QTIC Tourism Leaders Breakfast
- Outback to the City, Brisbane
- Outback Tourism Disaster Network Meeting
- Increasing Tourism for the Australian Fossil Mammal Sites Forum
- Winton 150 Celebrations
- Roma's Easter in the Country
- Outback Music Trails, Roma
- Outback Sounds, Charleville
- Queensland Tourism Futures
- SWQROC Tourism Recovery Information Session
- ATE25, Brisbane
- Festival of Outback Opera
- Longreach Stakeholder Meeting
- Mount Isa Destination IQ
- Brisbane 2032 Vision Statement Workshop – presenting ideas for Outback representation
- Destination 2045 Tourism Plan Launch
- Adventure Way Promotions Group
- All Roads to Mount Isa Tourism Event
- ATDW Webinar
- 2025 Top Tourism Town Awards
- Helloworld Agent Training Webinar



Central West

The 2025 tourism season was certainly one with a difference. The rain event which hit Western Queensland during March turned much of the state into an inland sea, with flood recovery expected to extend into months, if not years.

Western Queenslanders are resilient and it was inspiring to see the determination of flood-affected residents and operators look out for each other, roll up their sleeves and never give up.

Once roads and isolated communities were open, it was the perfect time for travellers to visit, with a kaleidoscope of colours unfolding across the landscape.

Outback Queensland's major events across the Central West are still the big drivers for visitation as travellers look to tick unique Outback experiences off their bucket list.

The Festival of Outback Opera kickstarted the season in May, with record crowds touring Winton and Longreach for a world-class program of outdoor concerts including the spectacular Dark Sky Serenade at the Australian Age of Dinosaurs. The success of the Festival of Outback Opera is testament to how deeply this event is rooted in the heart of these Outback communities.

Winton celebrated 150 years of settlement this year, marking a significant milestone in the town's history. Celebrations and events were staged from 11 to 13 April with many ex-locals and visitors attending events to honour

the town's rich heritage while embracing its vibrant future.

The Outback Writers Festival celebrated its tenth year in 2025, while the Vision Splendid Outback Film Festival saw movie buffs enjoy nine days of film at the 107-year-old Royal Open-Air Theatre. The annual Winton Opal Festival attracted opal miners and international gem traders, with the Queen of Gems Design Awards held at the Waltzing Matilda Centre Outback Regional Gallery garnering national and international entries.

The 28th biennial Outback Festival concluded in September with over 4,500 visitors making their way to Winton to celebrate five days of unique events, live entertainment and the pride and resilience of country communities. The Outback Festival strengthened the back end of the tourist season following the delayed start to the year, offering over 37 deals with operators across the region in a new Outback Mates initiative.

The 2025 Outback Queensland Masters, Australia's most remote and richest amateur golf series spanning 1,900+ kilometres across Queensland's Outback, saw the grand finale played at Karumba Golf Club as the sun set for the final time on this epic event.

This year's Better in Blackall Festival featured a four-day program jam-packed with multiple events and the best Blackall has to offer. The Federal Government





also announced funding of \$14.96 million for the Blackall Cultural Precinct – the project is dedicated to preserving and showcasing Blackall's rich heritage and culture.

Tambo's long awaited transportation museum officially opened this year to celebrate the history of the region and the historic past of the transport era.

The Tree of Knowledge Festival held over the May Day long weekend was another fantastic week for the Barcaldine community and visiting tourists alike, while the Longreach Yellowbelly Fishing Classic was once again a popular event for anglers on the Thomson River.

The Central West region's major tourist attractions reported mixed outcomes for the 2025 tourist season, with some operators noting visitation down 25 – 40 per cent below the previous reporting period. The delayed start to the season due to the extensive flooding across the region was cited as the main reason.

Qantas Founders Museum reported lower numbers for March, April and May due to the large wet season, with June visitation numbers down by 700. Approximately 24,000 have visited the attraction for the 2025 calendar year, against a forecast of 28,000. The museum unveiled a suite of immersive new experiences this year, bringing aviation history to the digital age and making its iconic exhibition more accessible and engaging for all visitors.

The Australian Stockman's Hall of Fame reported similar results, advising 2025 was a challenging year for tourism following the late start to the season. Visitors enjoyed the many immersive and interactive experiences as the re-imagined galleries brought to life an impressive collection of heritage objects along with the popular Outback Stockman's Live Show.

The Waltzing Matilda Centre has reported similar visitation numbers across the board for the season, with approximately 20,000 visiting this nationally significant attraction. High profile events held during the year included the annual John Villiers Outback Art Prize, attracting over 250 entries nationwide, including local artists. The gallery also hosted the Children's Art Project, a newly established social well-being and early invention visual arts project for children aged 5-14 years across the RAPAD region.

The Australian Age of Dinosaurs Museum of Natural History reported a late start to the season due to the rain event, however the months of June, July, August and September recorded strong visitation, with 38,301 visitors to the attraction. The Dinosaur Stampede at Lark Quarry, situated 110km south-west of Winton, recorded a year-to-date total of 12,420 in visitation, down 500 on last year.

The weather event had a significant impact on bookings for Outback Aussie Tours, particularly for the Thomson River experiences and the longer Gulf and Corner tours, which were hindered by widespread flooding, infrastructure inundation and then misleading reporting once roads began to open. July and August saw solid bookings for the train/boat experience, as events and the changing colours of the landscape drew tourists to the Central West region.

Outback Pioneers has reported similar, with floodwaters completely inundating the Starlight's Cruise river camp in late February. Once the late season started, visitors enjoyed unforgettable holidays, experiencing the unique sights, sounds and tastes of the Outback.

Red Dirt Tours, a Winton-based, locally owned tour operation providing small group day tours, reported tourist numbers

considerably down during April to June and again this is a continued pattern across the Outback region. A downturn of around 750 visitors on tour at the end of September resulted in significant losses for the business.

Motels, hotels and B&B's reported an extra slow start to the tourism season, again due to the rain event. Caravan park operators advised figures were down for the season, however June saw larger numbers of visitors travelling throughout the region, attending key events.

It was noted many visitors were corporate or commercial groups visiting on business stints. It was pleasing to note the September school holiday period was better than expected due to the many visitors with young families travelling along the highways and byways to attend Winton's Outback Festival.

Group bookings were strong in the later part of this year with Longreach's Mitchell Grass Retreat reporting they had outstanding bookings, with forward bookings also looking promising.

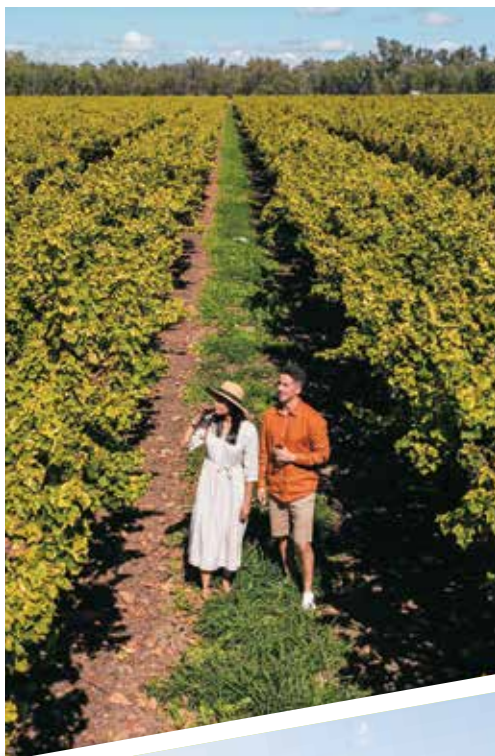
Rangelands Outback Camp also reported a positive year for 2025. Guests included the Lexus Melbourne Cup group who stayed for five nights during September's Outback Festival in Winton.

In closing, I would like to take this opportunity to thank our valued members for their resilience during these extraordinary times and I look forward to working with you all for a positive year in 2026.

Our strength lies in our collective efforts to deliver the best outcomes to grow business, extend the shoulder period and give every visitor an amazing Outback Queensland experience.

Robyn Stephens OAM
Central West OQTA Board Representative
Event Manager, Outback Festival Winton

South West



I'm pleased to say that we, as a region, made it! After what can only be described as a season for the history books, our 2025 tourist season was filled with unforeseen challenges. Yet, witnessing the resilience of the Outback and the South West, I believe you'd be hard-pressed to find another region that can bounce back and support each other the way we do.

Some communities faced particularly tough conditions – notably the Quilpie and Bulloo Shires – with towns like Adavale and Thargomindah heavily impacted by severe flooding. The stoic and tough nature of our operators and Councils is nothing short of inspiring. I'm in awe of Cristina from Elegant Emu in Adavale, who was sweeping out mud, back to baking, and delivering a top-notch visitor experience within weeks of the floods. That kind of grit and hospitality is what makes our region so special.

I'm incredibly proud to represent our South West shires and the fantastic tourism products we offer. It's remarkable to hear that many of our operators reported visitor numbers on par with last year – a testament to the outstanding efforts of OQTA, local Councils, and the Queensland Government. Recovery packages and extensive media coverage during and after the floods played a vital role. It truly put to the test the old saying, "all media is good media", and

we're hopeful we can continue to hold our share of the spotlight over the next 12 months.

Excitingly, the South West has been steadily establishing itself in the trade market over the past five years, and we're now seeing that groundwork pay off. Some of the biggest group bookings to date have come through our facilities, and visitors are increasingly drawn to our lesser-known gems. Many were eager to witness the phenomenon of the Channel Country in flood, with a surge in private and charter flights in and out of the region. With any luck, the wildflowers and birdlife will continue to attract our FIT (Free Independent Traveller) market into a later season this year and an early start to 2026.

I commend our entire region – and the Outback more broadly – for the resilience and determination shown throughout this season. It hasn't gone unnoticed by government, and with investment beginning to trickle in, we're well-positioned to continue offering exceptional experiences and developing new products in line with the 2045 state tourism priorities.

I wish everyone a very relaxing end to the year and hope our business leaders and staff find time to refresh and feel reinvigorated for what's shaping up to be a fantastic 2026.

Corey Richards
South West OQTA Board Representative
General Manager Operations, Eromanga
Natural History Museum

North West

What a year it's been for the North West! Despite initial fears that the Mount Isa Mines Rodeo might not proceed, it ultimately enjoyed a very successful comeback under a revitalised committee – demonstrating strong community resilience and reinvigoration of this iconic event. The successful return of the rodeo reflects strong community pride and promising potential. With growing local interest in sponsorship, ongoing support, and effective marketing, anticipation is already building for an even bigger and better event in 2026.

Glencore's underground copper operations – including Enterprise, X41, Black Rock and the concentrator – are closing in the second half of 2025. While the underground mine has now ceased, smelting continues – ensuring continuity of some mining-related activity, preserving industrial heritage, and reinforcing Mount Isa's identity as both a mining and tourism town. Glencore has also donated another truck for display at Outback at Isa. Organisations like Commerce North West and MITEZ continue to champion economic development, tourism, and regional publicity – providing supportive infrastructure for Mount Isa's tourism ambitions.

Flood events in the state's South West in late March impeded tourist travel to the north, temporarily affecting visitor numbers to Mount Isa – an important consideration in understanding recent tourism downturns. Enhanced marketing and promotional activity from OQTA

has paid dividends, drawing tourists despite broader economic and logistical headwinds. We just need to work on getting the information to the tourist as early as possible when roads re-open.

Mount Isa City Council (MICC) produced a fantastic new visitor information guide in 2025, featuring our region's attractions, events, tours and towns, along with a handy business directory. The MICC tourism team also worked closely with the Tourism Recovery and Resilience Officer for Mount Isa and Cloncurry, celebrating regional recovery milestones, highlighting collaboration, and strengthening resilience in tourism in Mount Isa, Cloncurry and Camooweal. The team's fresh energy and strategic co-ordination bode well for the tourism future of North West Queensland.

Outback at Isa has introduced new events which we hope to enjoy on an annual basis, including the Maltha Waru Arts Celebration Fashion Show.

While tours and visitor numbers to the North West were down this year, our operators have highlighted the vital role of community hospitality in encouraging longer visitor stays and deeper engagement with the region.

Michelle Valinoti
North West OQTA Board Representative
Company Secretary,
Sunset Top Tourist Park



Far West

The Far West region – Barcoo, Boulia and Diamantina Shires – has once again provided a memorable Outback experience for visitors.

The late wet season of March 2025 brought torrential rain and devastating flooding to parts of the region. Although severely impacting the livelihoods of those in the agricultural industry, the event brought about new life to the landscape offering once-in-a-lifetime tourism experiences.

The flooding delayed the season by a couple of months, with events being cancelled and postponed. Once word got out that roads were open, we began to see curious tourists wanting to see the spectacular landscapes the rains had brought. By mid-2025, the season was back on track.

I proudly present a summary of the year from our tourism representatives and their respective shires.

Cr Sally O'Neil
Far West OQTA Board Representative
Mayor, Barcoo Shire Council

Barcoo Shire

Tourists discover or revisit the Barcoo Shire to embrace the nature, culture and pastoral heritage of the region, as well as its plentiful attractions. The local people, the magical night sky, cultural experiences and events are always special memories for first time and returning visitors.

The significant weather event in Western Queensland in late March brought an amazing change to the landscape with acres of wildflowers of many varieties for tourists to experience. Fat shiny cattle were also a welcome sight for graziers and tourists alike.

Despite a slow start to the tourist season due to flooding and impassable roads, the Barcoo Shire continued to introduce new experiences to showcase the truly unique landscape of the Channel Country.

Some events were rescheduled to later in the year, however changes to the Big Red Bash event did impact tourist numbers to the shire due to reduced traffic flow. Stonehenge, Windorah and Jundah conducted successful horse and motorbike gymkhanas, campdrafts, and rodeo events, with Jundah again hosting the exciting camel races.

The always successful Simpson Desert Racing Carnival in the Diamantina

Shire during September increased Barcoo tourist numbers and the region also welcomed charity and specialist car and motorbike rallies.

A substantial volume of tourists continued to visit Barcoo Shire's National Parks to experience the spectacular natural environment and associated flora and fauna. Social media has been a key element in the growing number of photographers, birdwatchers and environmental appreciation groups visiting the area.

Helen Kidd
Tourism Manager
Barcoo Shire Council





Diamantina Shire

Tourism in the Diamantina Shire remained strong throughout 2024/25, despite weather events in July 2024 and again in late March to early April 2025. Visitor numbers were robust across the region, reflecting the continued appeal of the Channel Country and its unique Outback experiences.

A key highlight for the year was the launch of the Birdsville Courthouse Experience, which opened in March 2025. This new attraction adds a historical and immersive dimension to the tourism offerings in Birdsville, further enhancing the region's appeal.

Throughout the year, the shire hosted 13 events across Bedourie, Birdsville and Betoota. These ranged from iconic favourites such as the Bedourie Camel Races to exciting new additions like the inaugural Betoota Rodeo, held on the eve of the Betoota Races.

The 2024 Big Red Bash once again proved to be a major drawcard, bringing approximately 10,000 visitors to Birdsville and the wider Channel Country in early July.

The 2024 Simpson Desert Racing Carnival continued its proud legacy, with the 142nd edition of the Birdsville Races thrilling audiences over three weekends across August and September.

In addition to organised events, the Munga-Thirri–Simpson Desert National Park remained an extremely popular destination, with many adventurers embracing the challenge of crossing the iconic desert landscape.

Patrice Brandenburg-Wallace
Tourism Manager
Diamantina Shire Council

Boulia Shire

Boulia Shire had another very slow start to the year with many roads closed for an extended time due to extreme weather events. Going into June numbers remained soft but July saw a very welcome increase in tourists throughout the region.

For the second year running our horse racing event was cancelled due to weather and our rodeo also was postponed until the end of June.

The new Camel Trail encouraged many people to travel the Outback, with excellent visitor numbers recorded despite the Big Red Bash being rested in 2025.

August was very busy with higher than usual visitor numbers to the Min Min Encounter and Heritage Complex. The Outback Way was a very popular route this year, especially during the colder months, and we received many compliments about the condition of the Donohue Highway.

The Channel Country Open Golf Tournament was also held with everyone having a thoroughly enjoyable time, thanks to the hard work of the committee.

Karen Savage
Tourism Officer
Boulia Shire Council



Our Financials

and our auditor's opinion

Audited 2025 Financial Statements

Outback Queensland Tourism Association

ABN 46 805 356 912

FOR THE YEAR ENDED 30 June 2025

Prepared by Ringrose Button Chartered Accountants

Income and Expenditure Statement	29
Balance Sheet	31
Statement of Cash Flows – Direct Method	33
Notes to the Financial Statements	34
Statement by Members of Committee	37
Independent Auditor's Report	38
Depreciation Schedule	40
Disposal Schedule	42

Audited 2025 Financial Statements

Outback Queensland Tourism Association

ABN 46 805 356 912

For the year ended 30 June 2025

Prepared by Ringrose Button Chartered Accountants

Income and Expenditure Statement

Outback Queensland Tourism Association For the year ended 30 June 2025

	NOTES	2025	2024
Income			
Grant Funding		930,957	643,219
Marketing & Advertising		277,537	248,735
Membership Income		432,341	443,898
Total Income		1,640,835	1,335,852
Other Income			
Other Income		6,862	30,419
Profit or (Loss) on sale of Non Current Assets		(12,935)	-
Total Other Income		(6,074)	30,419
Gross Income		1,634,761	1,366,272
Expenditure			
Accounting Fees		6,750	6,250
Auditor's Remuneration		5,000	8,900
Bank Charges		1,122	1,025
Board Expenses		28,751	16,664
Bookkeeping Fees		26,998	22,514
Borrowing Costs		263	192
Computer & Software Expenses		19,947	17,752
Consumables		746	689
Depreciation		13,761	21,259
Freight & Cartage		2,384	2,396
Industry Development Expenses		27,624	28,599
Insurance		7,856	8,052
Marketing			
Advertising & Marketing		603,273	391,228
Consultants & Contractors Fees	4	187,870	305,643
Website Expenses		15,038	15,084
Total Marketing		806,182	711,956
Motor Vehicles		13,324	18,913
Printing, Stationery & Office Expenses		5,525	11,842
OQTA Awards		190	-
Rent		28,429	27,689
Staff Recruitment, Training, Welfare & Amenities		14,417	8,670
Subscriptions		9,171	5,529
Sundry Expenses		4,553	3,037
Superannuation Contributions		39,461	35,895
Telephone		4,300	4,073
Travel and Accommodation	5	82,484	56,657
Wages		344,932	327,996

The accompanying notes form part of these financial statements.

	NOTES	2025	2024
Wages - Annual & Long Service Leave		5,167	(10,634)
WorkCover Insurance		1,705	1,528
Total Expenditure		1,501,040	1,337,442
Current Year Surplus/(Deficit) Before Income Tax		133,721	28,830
Net Current Year Surplus After Income Tax		133,721	28,830

The accompanying notes form part of these financial statements.

Balance Sheet

Outback Queensland Tourism Association As at 30 June 2025

	NOTES	30 JUNE 2025	30 JUNE 2024
Assets			
Current Assets			
Bank Accounts			
NAB Gen. Trading Acc 0834		247,056	45,312
Total Bank Accounts		247,056	45,312
YOOT & JAGA Funding Projects			
NAB YOOT / JAGA 3953		7,347	7,347
YOOT Unspent Funds		(9,302)	(9,302)
Total YOOT & JAGA Funding Projects		(1,954)	(1,954)
GST		3,456	25,746
Prepaid Borrowing Expenses		237	499
Prepayments		3,824	3,663
Trade receivables		6,367	1,202
Total Current Assets		258,985	74,468
Non-Current Assets			
Property, Plant and Equipment	3	39,682	61,780
Localis Technologies Australia Pty Ltd - Option Shares		250,000	250,000
Total Non-Current Assets		289,682	311,780
Total Assets		548,667	386,247
Liabilities			
Current Liabilities			
Bank Overdraft			
NAB Qantas Business Card		11,888	2,058
Total Bank Overdraft		11,888	2,058
Chattel Mortgages			
2022 Toyota Prado		23,360	21,837
Total Chattel Mortgages		23,360	21,837
Accounts Payable			
PAYG Tax Withheld		9,260	10,902
Super Liabilities		15,779	9,006
Trade creditors		44,179	13,771
Total Accounts Payable		69,218	33,679
Provision for Annual Leave		35,089	36,138
Total Current Liabilities		139,555	93,711

The accompanying notes form part of these financial statements.

	NOTES	30 JUNE 2025	30 JUNE 2024
Non-Current Liabilities			
Provision for Long Service Leave		24,428	18,214
Chattel Mortgages			
2022 Toyota Prado		6,090	29,450
Total Chattel Mortgages		6,090	29,450
Total Non-Current Liabilities		30,519	47,664
Total Liabilities		170,074	141,375
Net Assets		378,593	244,873
Equity			
Retained Earnings		378,593	244,873
Total Equity		378,593	244,873

The accompanying notes form part of these financial statements.

Statement of Cash Flows - Direct Method

Outback Queensland Tourism Association For the year ended 30 June 2025

	2025	2024
Operating Activities		
Receipts From Grants	925,169	643,219
Payments to Employees	(379,262)	(358,734)
Cash Receipts From Other Operating Activities	717,934	721,538
Cash Payments From Other Operating Activities	(1,042,693)	(1,000,256)
Net Cash Flows from Operating Activities	221,147	5,766
Investing Activities		
Payment for Property, Plant and Equipment	(4,599)	-
Net Cash Flows from Investing Activities	(4,599)	-
Financing Activities		
Repayment of Borrowings (net of drawdowns)	(24,636)	(24,636)
Net Cash Flows from Financing Activities	(24,636)	(24,636)
Net Cash Flows	191,913	(18,870)
Cash and Cash Equivalents		
Cash and cash equivalents at beginning of period	50,602	69,471
Cash and cash equivalents at end of period	242,515	50,602
Net change in cash for period	191,913	(18,870)

Notes to the Financial Statements

Outback Queensland Tourism Association For the year ended 30 June 2025

1. Basis of Preparation

In the opinion of the Committee of Management, the association is not a reporting entity since there are unlikely to exist users of the financial statements who are not able to command the preparation of reports so as to satisfy specially all of their information needs. These special purpose financial statements have been prepared in order to satisfy the reporting requirements of the *Associations Incorporation Act 1981 (QLD)*.

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

2. Significant Accounting Policies

Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. For this purpose, deferred consideration is not discounted to present values when recognising revenue.

Interest revenue is recognised using the effective interest method, which for floating rate financial assets is the rate inherent in the instrument. Dividend revenue is recognised when the right to receive a dividend has been established.

Grant and donation income is recognised when the entity obtains control over the funds, which is generally at the time of receipt.

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

Cash and Cash equivalents

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

Property, Plant and Equipment (PPE)

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

Property, plant & equipment is depreciated on a straight-line basis over the asset's useful life to the Association, commencing when the asset is ready for use.

The carrying value of plant and equipment is reviewed annually by the committee to ensure it is not in excess of the recoverable amount. The recoverable amount is assessed on the basis of the expected net cash flows that will be received from the asset's employment and subsequent disposal. The expected net cash flows have not been discounted in determining recoverable amounts.

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 Taxation Office (ATO). Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the Balance Sheet.

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. Employee benefits that are expected to be wholly settled within one year have been measured at the amounts expected to be paid when the liability is settled.

Trade Receivable

Trade receivables are initially recognised at fair value and subsequently measured at amortised cost using the effective interest method. Trade receivables are generally due for settlement within 30 days.

Trade Payables

These amounts represent liabilities for goods and services provided to the association prior to the end of the financial year and which are unpaid. Due to their short-term nature they are measured at amortised cost and are not discounted. The amounts are unsecured and are usually paid within 30 days of recognition.

Investments and other financial assets

Investments and other financial assets are measured at cost.

	2025	2024
3. Plant and Equipment, Motor Vehicles		
Plant and Equipment		
Plant and Equipment at Cost	392	392
Accumulated Depreciation of Plant and Equipment	(181)	(158)
Total Plant and Equipment	211	234
Motor Vehicles		
Motor Vehicles at Cost	78,671	125,720
Accumulated Depreciation of Motor Vehicles	(43,027)	(65,251)
Total Motor Vehicles	35,643	60,469
Website Development		
Website Development	-	22,250
Accumulated Depreciation of Website Development	-	(22,250)
Total Website Development	-	-
Computer Equipment		
Computer Equipment	13,516	12,417
Accumulated Depreciation of Computer Equipment	(9,688)	(11,341)
Total Computer Equipment	3,828	1,077
Total Plant and Equipment, Motor Vehicles	39,682	61,780

	2025	2024
4. Consultants & Contractors Fees		
CONSULTING SPECIALISTS:Marketing Strategist	65,540	47,870
CONSULTING SPECIALISTS:Other	1,802	1,332
CONSULTING SPECIALISTS:Product Development	38,848	189,033
CONSULTING SPECIALISTS:Trade	15,245	18,192
CONSULTING SPECIALISTS:QTIC - Service Level Agreement	3,300	-
CONSULTING SPECIALISTS:Social Media Marketing	37,525	36,400
CONSULTING SPECIALISTS:Comms (External & Internal)	25,611	12,815
Total Consultants & Contractors Fees	187,870	305,643
	2025	2024

5. Travel and Accommodation

TRAVEL EXPENSES:Vehicle Hire	7,455	3,090
TRAVEL EXPENSES:Accommodation & Ground Expenses	32,951	28,479
TRAVEL EXPENSES:Airfares	31,604	14,720
TRAVEL EXPENSES:Meals	10,474	10,368
Total Travel and Accommodation	82,484	56,657

Statement by Members of Committee

Outback Queensland Tourism Association For the year ended 30 June 2025

Statement by Members of Committee

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 outlined in Note 2 to the financial statements.

In the opinion of the committee, the financial report:

1. Presents fairly the financial position of Outback Queensland Tourism Association as at 30 June 2025 and its performance for the year ended on that date.
2. At the date of this statement, there are reasonable grounds to believe that Outback Queensland Tourism 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 committee and is signed for and on behalf of the committee by:

Signed:  _____

(President)

Signed:  _____

(Treasurer)

Dated: 14/10/2025

Independent Auditor's Report

Outback Queensland Tourism Association For the year ended 30 June 2025

Independent Auditor's Report to the members of Outback Queensland Tourism Association Inc

Opinion

We have audited the accompanying financial report, being a special purpose financial report, of Outback Queensland Tourism Association Inc (the association), which comprises the Balance Sheet as at 30 June 2025, the Income and Expenditure statement for the year then ended, the Statement of Cashflows, notes comprising a summary of significant accounting policies and other explanatory information, and the certification by members of the committee on the annual statements giving a true and fair view of the financial position and performance of the association.

In our opinion, the financial report presents fairly, in all material respects, the financial position of Outback Queensland Tourism Association Inc as at 30 June 2025 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1 to the financial statements, and the requirements of the *Associations Incorporation Act 1981*.

In addition, I have sighted the association's financial records and the financial records show that the association has bookkeeping processes in place to adequately record the association's income and expenditure and dealings with its assets and liabilities.

Basis of Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditors's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our 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 statements, which describes the basis of accounting. The financial report has been prepared to assist Outback Queensland Tourism Association Inc to meet the requirements of the *Associations Incorporation Act 1981*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Responsibilities of the Directors for the Financial Report

The directors of Outback Queensland Tourism Association Inc are responsible for the preparation and fair presentation of the financial report in accordance with the financial requirements of the *Associations Incorporations Act 1981* and for such internal control as the directors determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

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

Auditor's Responsibilities for the Audit of the Financial Report

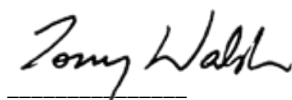
Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an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

if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with 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 association's internal control.
- Evaluate the appropriateness of accounting policies used in the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the director'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 association'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 association to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

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



Tony Walsh CPA

Walsh Accounting

Auditor's address:

68 Ash Street

Barcaldine QLD 4725

Dated: 14/ 10 /2025

Depreciation Schedule

Outback Queensland Tourism Association For the year ended 30 June 2025

NAME	ASSET NUMBER	RATE	PURCHASED	DISPOSED	COST	OPENING VALUE	PURCHASES	DISPOSALS	DEPRECIATION	CLOSING VALUE
Computer Equipment										
Dell Laptop (CEO)	FA-0013	100.00%	18 Sept 2019		2,038	-	-	-	-	-
Dell Latitude 3500 Laptop	FA-0021	100.00%	24 Apr 2020		1,311	-	-	-	-	-
Dell Latitude 3500 Laptop	FA-0022	100.00%	24 Apr 2020	1 July 2024	1,311	-	-	-	-	-
Apple iPad - Keyboard	FA-0029	100.00%	23 Jan 2021	1 July 2024	535	-	-	-	-	-
OQTA iPad - for Denise Brown use.	FA-0028	100.00%	23 Jan 2021	1 July 2024	1,654	-	-	-	-	-
OQTA iPad for Kelly Hensley	FA-0031	100.00%	11 June 2021		1,225	-	-	-	-	-
iPad	FA-0043	50.00%	2 June 2023		1,798	863	-	-	432	432
iPad Keyboard	FA-0042	50.00%	2 June 2023		445	213	-	-	107	107
Laptop	FA-0044		26 June 2023		2,100	-	-	-	-	-
Lenovo Thinkbook 14 (Denise Brown)	FA-0049	100.00%	3 Oct 2024		1,699	-	1,699	-	1,261	437
Lenovo Thinkbook 16	FA-0051	100.00%	25 June 2025		2,900	-	2,900	-	48	2,852
Total Computer Equipment					17,016	1,077	4,599	-	1,847	3,828
Motor Vehicles										
2019 Toyota Fortuner	FA-0015	25.00%	13 Dec 2019	1 July 2024	45,068	12,302	-	12,294	8	-
Two Way Radio & Cel-Fi Go - Fortuner	FA-0027	25.00%	28 July 2020	1 Jan 2025	1,981	642	-	642	-	-
2022 Toyota Prado	FA-0036	25.00%	20 Sept 2022		78,671	47,526	-	-	11,881	35,644
Total Motor Vehicles					125,720	60,470	-	12,935	11,890	35,644
Plant & Equipment										
Desk - Denise Brown	FA-0014	10.00%	7 Aug 2019		392	234	-	-	23	211
Total Plant & Equipment					392	234	-	-	23	211

Depreciation Schedule

NAME	ASSET NUMBER	RATE	PURCHASED	DISPOSED	COST	OPENING VALUE	PURCHASES	DISPOSALS	DEPRECIATION	CLOSING VALUE
Website Development										
Rebuild New Website	FA-0003		8 June 2018	1 July 2024	22,250	-	-	-	-	-
Total Website Development					22,250	-	-	-	-	-
Total					165,377	61,781	4,599	12,935	13,761	39,683

Disposal Schedule

Outback Queensland Tourism Association For the year ended 30 June 2025

NAME	PURCHASED	DISPOSED	SALE PRICE	COST	ASSET VALUE	LOSS	DEP RECOVERED	CAPITAL GAIN
Computer Equipment								
Apple iPad - Keyboard	23 Jan 2021	1 July 2024	-	535	-	-	-	-
Dell Latitude 3500 Laptop	24 Apr 2020	1 July 2024	-	1,311	-	-	-	-
OQTA iPad - for Denise Brown use.	23 Jan 2021	1 July 2024	-	1,654	-	-	-	-
Total Computer Equipment			-	3,500	-	-	-	-
Motor Vehicles								
2019 Toyota Fortuner	13 Dec 2019	1 July 2024	-	45,068	12,294	12,294	-	-
Two Way Radio & Cel-Fi Go - Fortuner	28 July 2020	1 Jan 2025	-	1,981	642	642	-	-
Total Motor Vehicles			-	47,049	12,935	12,935	-	-
Website Development								
Rebuild New Website	8 June 2018	1 July 2024	-	22,250	-	-	-	-
Total Website Development			-	22,250	-	-	-	-
Total			-	72,799	12,935	12,935	-	-

Appendix 1

Minutes of the 2024 Annual General Meeting

23rd October 2024 – Online & Newstead

Meeting Commenced: 6.34pm

Natalie Flecker – Chair opened the meeting and thanked everyone for attending online and in person.

PRESENT:

Natalie Flecker Isa Rodeo
Denise Brown Outback Queensland Tourism Assoc
Andrew Martin Blackall-Tambo Regional Council
Janene Fegan McKinlay Shire Council
Robyn Stephens Outback Festival
Elaine Jacobie Ringrose Button Chartered Accountants
Shaun Radnedge Murweh Shire Council
Steve Jones REX
Barry Weare Cooee Traveller
Corey Richards Eromanga Natural History Museum
Gary Murray North West Tours
Sally O'Neil Barcoo Shire Council
Kelly Hensley Outback Queensland Tourism Assoc
Sam Ireland Outback Queensland Tourism Assoc
Will Fellowes Western Queensland Spirit
Jane Vincent Maranoa Regional Council
Peta MacRae Mount Isa City Council
Simone Doczkal Opera Queensland
Kim Wildman Balonne Shire Council
Patrice Brandenburg-Wallace Diamantina Shire Council
Cathy White Winton Shire Council
Ann Greaves Winton Shire Council
Ben Casey Royal Carrangarra Hotel
Ian Stone Paroo Shire Council
Tony Cullen Qantas Founders Museum
Glenda Daly Cobbold Gorge
Michelle Ballard Longreach Regional Council
Melanie Grevis-James Planet Marketing
Michelle Valinoti Sunset Tourist Park
Krista Hauritz Krista Hauritz Tourism + Events
Graham Reid Travelwest
Deb Reid Travelwest
Kristy Brooker Outback Aussie Tours
Racheal Klitscher Tourism and Events Queensland
Kai Davidson Cunnamulla Hot Springs
Bree Jiggins Great Artesian Spa
Venkata Peteti Banana Shire Council
Jennifer Tasker Flinders Shire Council
Paul Bawdon Boulia Shire Council
Meryl Eddie Boobook Explore
Susan Maynard Connect Tourism
Stuart Mackenzie Eromanga Natural History Museum
Robyn Mackenzie Eromanga Natural History Museum

APOLOGIES:

Veronica and Mark Hampel Outback Date Farm
Jess Tully Quilpie Shire Council
Peieta Mills Club Boutique Hotel
Lloyd Mills Australian Stockmans Hall of Fame

Moved: Corey Richards **Seconded:** Gary Murray that the apologies be accepted.

RATIFICATION OF MINUTES: AGM 2023

Moved: Corey Richards **Seconded:** Gary Murray
Minutes of the AGM 2023 are a true and accurate record.

CARRIED

CONSTITUTIONAL CHANGES

Changes to how incorporated associations resolve internal grievances began on 1 July 2024. OQTA must incorporate the grievance procedure in the model rules that comply with section 47A of the Associations Incorporation Act 1981 into its constitution. Members resolved to adopt the model rules for the OQTA Constitution to include the Grievance Procedure.

CHAIRPERSON'S REPORT

Natalie Flecker presented her report for 2023/2024.

- **Acknowledgment of Members and Partners:** The Chairperson extended sincere thanks to OQTA's members and partner Councils for their steadfast support throughout the year, noting that their commitment has been crucial to the association's efforts and success in promoting Outback Queensland.
- **Industry Partnerships:** The Chairperson expressed appreciation for OQTA's valued partnerships with industry bodies, including Tourism Australia, Tourism and Events Queensland (TEQ), the Queensland Tourism Industry Council (QTIC), the Department of Tourism and Sport, Rex Airlines, and Queensland Rail. Their collaboration has been instrumental in delivering positive outcomes for the region and supporting tourism initiatives.
- **Board Members' Contributions:** Thanks were given to Board members for their expertise, guidance, and advocacy, which have greatly benefited the industry. Special recognition was extended to Treasurer Elaine for her diligent stewardship of OQTA's financials throughout the year.
- **Welcoming New Board Members:** This year, OQTA welcomed two new members to the Board, following the March local government elections. SWQROC Deputy Chair and Murweh Mayor Shaun (Zoro) Radnedge was nominated to the Board, alongside McKinlay Shire Mayor Janene Fegan who was appointed as the new MITEZ representative.
- **Farewell and Thanks to Outgoing Board Members:** The Chairperson acknowledged and thanked outgoing members, including Stuart Mackenzie OAM, Cr Greg Campbell, former Ambassador Tania Kernaghan, North West representative Gary Murray, and RAPAD appointee and former OQTA Chair Cr Andrew Martin, noting their vision, dedication, and years of service have been invaluable to Outback Queensland.
- **Appreciation for OQTA Team:** The Chairperson commended the enthusiasm and dedication of the OQTA team – Denise, Kelly, Sam, Mel, and Susan – whose hard work has been essential to the association's continued success.
- **Reflections on Strong Partnerships:** The Chairperson concluded by reflecting on the importance of strong partnerships, emphasizing that these collaborations remain a constant amidst the changes in the industry. They provide a solid foundation as OQTA navigates future challenges and opportunities, fostering resilience and growth for Outback Queensland tourism in the years ahead.

CEO REPORT

Denise Brown presented her report as outlined in the Annual Report for 2023/2024.

CEO noted the following:

- **Industry Unity and Partnership:** The CEO expressed pride in Queensland's united tourism industry, with a shared commitment to growth, sustainability, and commercial success. Engagement with grassroots operators and trade and distribution partners was a strong focus this year.
- **Advocacy Efforts:** OQTA actively advocated for increased tourism investment and support, especially in the lead-up to the upcoming state government election.
- **Key Focus Areas:** This year's activities were centred on building trade readiness, developing the industry and experiences, and enhancing reasons for visitors to stay longer, spend more, and return.
- **2024 Season Launch and Marketing:**
 - OQTA launched the 2024 season, the new Traveller's Guide, and the Wellness Way at Lefty's Music Hall in February, attended by over 90 operators, partners, and media representatives.
 - Marketing efforts, including tactical, social, co-op, and continuous marketing, have driven significant destination exposure.
 - The PR strategy secured 129 positive media features, reaching 37 million people and generating \$950,000 in publicity.
- **Social Media Growth:** OQTA's social platforms saw considerable growth, reaching 124,000 on Facebook and 59,000 on Instagram.

- **Trade and Media Engagement:** Participation in key trade events (ATEC, ATE, BOTG famils) and collaborations with over 70 operators helped showcase Outback Queensland through trade and media famils.
- **Experience Programs and Accessibility:**
 - With TEQ support, OQTA implemented the Best of Outback Experiences and the Transformational Experiences Mentoring Program, with a record 92 operators named Best of Queensland Experiences.
 - The Outback Queensland Agritourism Accelerator Project, in partnership with Sparrowly Group, highlighted strong engagement with stakeholders.
 - Accessible tourism offerings were enhanced via the Accessible Tourism Elevate Fund and highlighted on the OQTA website.
- **Looking Ahead:**
 - Next year, OQTA will focus on Drive and paleo tourism, offer new co-op opportunities, and develop a new Destination Management Plan.
 - An Outback Online Shop pilot and Bookeasy project will be launched to boost sales and enhance consumer experience.
- **Appreciation for Partnerships and Board Members:**
 - The CEO thanked OQTA's 19 partner Councils, TEQ, the Department of Tourism and Sport, Tourism Australia, ATEC, QTIC, and Opera Queensland, as well as Rex Airlines and Queensland Rail for their support.
 - OQTA welcomed three new Board members: Corey Richards, Cr Shaun Radnedge, and Cr Janene Fegan. Thanks, were also extended to outgoing members Meryl Eddie, Stuart Mackenzie, Cr Greg Campbell, and former Ambassador Tania Kernaghan.
- **Recognition of OQTA Team and Board:**
 - The CEO commended the OQTA Board for their support, and thanked team members Kelly Hensley, Sam Ireland, Melanie Grevis-James, Susan Maynard, and contractors for their dedication.

Looking forward with optimism, OQTA is focused on leveraging Outback Queensland's unique strengths, increasing visitation, and ensuring a sustainable tourism future.

FINANCIAL REPORT

Elaine Jacobie, OQTA Treasurer presented the financial report for 2023/2024. Treasurer noted the following:

This year we invested 52 per cent of our total income back into our members, with a net operating surplus of \$28,830 for the year. This was made possible through excellent planning, decision making and campaigning by our operational and management teams to get as much benefit as possible for our members, within a tight budget.

Our main income sources this year were our TNF Network Funding, membership income and marketing and advertising income. We were also able to secure some contestable grant funding for our trade, wellness and agritourism programs, along with an Access Starter Grant to enhance our website's accessibility content.

- No material issues have been raised by the auditors.
- As at 30 June 2024, we had \$45,312 in our bank account.
- Our budgeted income & expense summary for the 2024-25 year is as follows:
 - Budgeted Income \$1,197,550
 - Budgeted Expenses (\$1,104,950)
 - Budgeted Operating Surplus \$92,600

Thank you again to our operations team and management committee for all your hard work, effort and proactive planning to get us through this year.

Moved: Andrew Martin **Seconded:** Janene Fegan

CARRIED

APPOINTMENT OF AUDITOR:

Walsh Accounting to be nominated as the auditor for 2024/2025.

Moved: Elaine Jacobie **Seconded:** Andrew Martin

CARRIED

RESULTS OF NOMINATIONS FOR MANAGEMENT COMMITTEE REPRESENTATIVE POSITIONS

The Chair announced the results of the Nominations for Management Committee Representative Positions.

NORTH WEST:

The Chair announced the results received from the Returning Officer Tracey Mayhew from Crowe of the nominations for the North West Management Committee Representative Position.

Michelle Valinoti elected. Members thanked outgoing North West representative Gary Murray.

FAR WEST:

Sally O'Neil duly elected unopposed.

CENTRAL WEST:

Robyn Stephens duly elected unopposed.

GENERAL BUSINESS:

■ Nil raised.

AGM Closed: 6.59pm

Natalie Flecker
Chairperson
23 October 2024

Robyn Stephens
Secretary
23 October 2024

Appendix 2

OQTA Board Meeting Attendance 2024/25

DATE & LOCATION		Natalie	Andrew	Robyn	Elaine	Gary	Sally	Steve	Barry	Corey	Shaun	Janene	Michelle	Cathy
27/8/2024	Online	✓	✗	✓	✓	✗	✗	✓	✓	✓	✓	✗	N/A	N/A
16/10/2024	Online	✓	✗	✓	✓	✗	✗	✓	✗	✓	✗	✓	N/A	N/A
23/10/2024	AGM Online and Brisbane	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
15/11/2024	Post AGM Online and Brisbane	✓	Guest	✓	✓	N/A	✓	N/A	N/A	✓	✓	✓	✓	✓
29/11/2024	Closed Camera Online	✓	N/A	✓	✓	N/A	✓	✓	✓	✓	✓	✗	✓	✓
21/1/2025	Brisbane	✓	N/A	✓	Online	N/A	✓	✓	✓	✓	✓	✓	✓	✓
7/4/2025	Online and Brisbane	✓	N/A	✓	✓	N/A	✗	✗	✗	✓	✓	✓	✓	✓
27/5/2025	Online	✓	N/A	✓	✗	N/A	✗	✓	✓	✓	✗	✓	✓	✓

Board of Directors 2024/25

NATALIE GARDNER

CHAIR and SKILLS-BASED REPRESENTATIVE

Founder, The Gardner and Co

CR SHAUN RADNEDGE

DEPUTY CHAIR (from Oct 2024) and SWQROC REPRESENTATIVE

Mayor, Murweh Shire Council

CR ANDREW MARTIN

DEPUTY CHAIR and RAPAD REPRESENTATIVE (Jul – Oct 2024)

Mayor, Blackall-Tambo Regional Council

ELAINE JACOBIE

TREASURER

Partner, Ringrose Button
Chartered Accountants

ROBYN STEPHENS OAM

CENTRAL WEST REPRESENTATIVE

Event Manager, Outback Festival

COREY RICHARDS

SOUTH WEST REPRESENTATIVE

General Manager Operations, Eromanga
Natural History Museum

CR SALLY O'NEIL

FAR WEST REPRESENTATIVE

Mayor, Barcoo Shire Council

GARY MURRAY

NORTH WEST REPRESENTATIVE (Jul – Oct 2024)

Managing Director, North West Tours

MICHELLE VALINOTI

NORTH WEST REPRESENTATIVE (from Oct 2024)

Company Secretary,
Sunset Top Tourist Park

CR CATHY WHITE

RAPAD REPRESENTATIVE (from Oct 2024)

Mayor, Winton Shire Council

CR JANENE FEGAN

MITEZ REPRESENTATIVE

Mayor, McKinlay Shire Council

STEVE JONES

SKILLS BASED REPRESENTATIVE

State Manager, Rex Airlines

BARRY WEARE

SKILLS BASED REPRESENTATIVE

Director of Operations, Cooee Traveller

APPENDIX 4

Destination Management Plan

Destination Management Plan

The Destination Management Plan (DMP) has been designed to respond to the immediate challenges and opportunities presented by COVID-19 and to set in place the fundamental destination building blocks needed to generate the momentum for sustainable growth.

The plan contains three defined implementation phases which guide where energy and resources need to be channelled:

- Immediate response to changing COVID-19 conditions (-12 months)
- Establishing a recovery platform which sets in place the building blocks for destination management and marketing (12-18 months)
- Consolidation and longer-term planning (18 months-3 years)

The DMP is underpinned by the following principles and implementation drivers:

- **Be flexible and responsive to changing COVID-19 market threats and opportunities**
- **Embrace digital technology and link with face-to-face service outcomes**
- **Build on existing signature experiences and supporting product and service infrastructure**
- **Leverage regional economic, investment and diversification plans**
- **Quality experience delivery and a customer first service mentality**
- **Formalise new partnership agreements with Local Government**
- **Disperse visitors and deliver economic return to the local community**

The three implementation phases are grouped into five core strategy pillars.

1. Destination stewardship (leadership and sustainable tourism)
2. Destination marketing
3. Product development and experience delivery
4. Visitor services and trade readiness
5. Enabling environment (advocacy, investment in access, transport and service infrastructure, etc.)

IMPACTS OF COVID-19

COVID-19 has created multiple impacts on the tourism and hospitality sector but it has also created an array of opportunities and possibilities. This includes fundamentally changing the way in which destinations need to engage with a new world of consumers.

As borders reopen there is an opportunity to capture the imagination of a domestic market seeking escape from being confined at home and seeking a revived connection with family and friends, the great outdoors and life's simple pleasures.

Visitors are selecting destinations and experiences that are trusted, clean, safe and welcoming.

In order to successfully deliver the actions identified, to build momentum in the region and to ensure that Outback Queensland gains its fair share of the market in a COVID-recovery market, a new partnership approach is needed.

Key support from stakeholders across the tourism network and supply chain is required to deliver transformational experiences and disperse the benefits that tourism can bring to regional Queensland.

Throughout the Year of Outback Tourism, the region benefited from the investment and development of a wide range of new and refreshed infrastructure and visitor experiences.

Now is the time to leverage off these investments to bring the Outback story to life.

The full **Destination Management Plan 2021-2024**
is available online at www.outbackqueensland.com.au



Outback Queensland Tourism Association

T +61 400 812 350 E admin@outbackqueensland.com.au
PO Box 506, Longreach QLD 4730, Australia

outbackqueensland.com.au