

Outback QUEENSLAND

ANNUAL REPORT 2025/26

Outback Queensland

Live Australia's story

Contents

Updates and Insights

From the Chair and CEO 3
Treasurer's Report 6
Marketing & PR 8
Advocacy and Industry Development 14
Outback Queensland Award Winners 20
Representations and Delegations 21

Our Financials & Our Auditor's Report 22

Appendices

Appendix 1: Minutes of the 2025 Annual General Meeting 37
Appendix 2: OQTA Board of Directors 2025/26 40
OQTA Board Meeting Attendance 2025/26 41

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 and present.

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

The 2025/26 year has been one of resilience, renewed momentum and strong collaboration for the Outback Queensland Tourism Association (OQTA) and our tourism industry. While our region continued to recover from the March 2025 floods, new challenges emerged, reminding us of the importance of strong partnerships, effective advocacy and a united approach to supporting our communities and tourism businesses.

Throughout the year, OQTA remained focused on rebuilding confidence, driving visitation, strengthening industry capability and positioning Outback Queensland for long-term, sustainable growth. We are proud of what has been achieved through the collective efforts of our members, partner councils, tourism operators, government agencies and industry partners.

The ongoing recovery from the floods required a sustained commitment to promoting the region, supporting affected businesses and reassuring travellers that Outback Queensland was open and ready to welcome visitors. A significant grant, jointly funded by the Australian and Queensland Governments under the Disaster Recovery Funding Arrangements (DRFA), enabled an intensive program of marketing, public relations and industry development, delivered in close partnership with Tourism and Events Queensland (TEQ).

Our *Outback in Bloom* campaign generated more than 188 national media stories, while the major *Outback Queensland. It's Something Else.* campaign delivered fresh creative assets and compelling content to promote the destination well beyond the immediate recovery period. Across the year, OQTA generated 2,426 media stories, reached an estimated 42.3 million people through media coverage and delivered more than $3.5 million in public relations value. These results demonstrate the strength of our storytelling and the enduring appeal of Outback Queensland's landscapes, experiences, events and communities.









This year also saw significant progress in trade development. Outback Queensland was represented at international trade events in the UK and Europe, participated in ATE 2026 in Adelaide with a record number of regional operators, and expanded its range of trade-ready products and itineraries. Our work with distribution partners, travel wholesalers and online booking platforms is helping businesses access new markets and create more opportunities for domestic and international visitation. We also celebrated the success of our multi-year partnership with Opera Queensland, building on the growing profile of the Festival of Outback Opera and the important role of arts and cultural experiences in our destination.

However, the season has not been without its challenges. Rising business costs, uncertainty around fuel security, transport accessibility and the ongoing pressures associated with operating in remote regions continue to influence both industry confidence and visitor travel decisions. For a destination where drive tourism is fundamental to the visitor economy and alternatives can be limited, these issues have significant implications for our operators and communities.

OQTA has continued to advocate strongly on behalf of our region. In response to the National Fuel Security Campaign, we wrote to the Prime Minister and key federal ministers and shadow ministers, highlighting the potential unintended consequences for regional tourism and calling for a balanced approach that recognises the importance of maintaining visitor confidence and supporting regional businesses.

We remain committed to ensuring that the opportunities and challenges facing Outback Queensland are understood at all levels of government. Reliable transport connections, investment in tourism infrastructure, support for regional events and continued industry development will be critical to sustaining growth across our vast and diverse region.

A major milestone this year has been the development of the Outback Queensland Destination Management Plan 2030. Shaped through extensive consultation, including workshops in Longreach, Mount Isa and Roma, more than 450 stakeholder discussions and a working group representing all 19 local government areas, the DMP sets a clear direction for the region's tourism future.

Aligned with the Queensland Government's *Destination 2045: Delivering Queensland's Tourism Future*, the plan provides a roadmap for sustainable growth, stronger collaboration and targeted investment, bringing councils, government, industry and communities together to unlock Outback Queensland's full tourism potential.

The focus now is on turning the plan into action – supporting new experiences, expanding market opportunities and encouraging visitors to stay longer and explore more of our region. Our strong partnerships will be essential to translating this vision into lasting benefits for tourism businesses and communities.

We extend our sincere appreciation to Queensland Tourism Minister Andrew Powell, DETSI Director-General Trish O'Callaghan and the Department's tourism team for their continued support and engagement with Outback Queensland throughout a challenging year.

Our partnership with TEQ remains integral to OQTA's work. We thank the TEQ Board, CEO Craig Davidson and the management team for their leadership and collaboration in strengthening tourism across our region.

We also thank QTIC CEO Tash Wheeler and her team for their strong advocacy on key issues affecting Queensland's tourism industry, particularly regional businesses and communities.

Our relationships with Tourism Australia, the Australian Tourism Export Council, the Queensland Regional Tourism Network and our Regional Organisations of Councils continue to strengthen our collective voice and create valuable opportunities for the region.

We acknowledge our aviation and transport partners, Rex Airlines and Queensland Rail, for their ongoing efforts to improve access and support tourism growth across Outback Queensland.

To our 19 partner councils and OQTA members, we extend our sincere thanks for their continued investment, local knowledge and dedication to growing tourism across the region.

To our Board, thank you for your guidance, leadership and commitment to OQTA's strategic direction. We also acknowledge outgoing members Natalie Gardner and Corey Richards for their invaluable contribution.

Our dedicated team continues to make a real difference for Outback Queensland and we thank Kelly Hensley, Sam Ireland, Susan Maynard, Amanda Kruse and Amanda Munn for their professionalism, energy and commitment to our industry.

As we look towards the 2027 season, we do so with optimism and determination. The challenges of recent years have demonstrated the resilience of our tourism industry and the strength of the communities that make Outback Queensland such a remarkable place to visit. We have compelling new content, stronger trade connections, an expanding portfolio of experiences and, through the DMP, a shared roadmap to guide our future. There is much to look forward to.

By continuing to work together, championing our unique destination and advocating for the support our region needs, we are confident Outback Queensland can build on this momentum, grow visitation and deliver lasting benefits for our tourism businesses and communities.

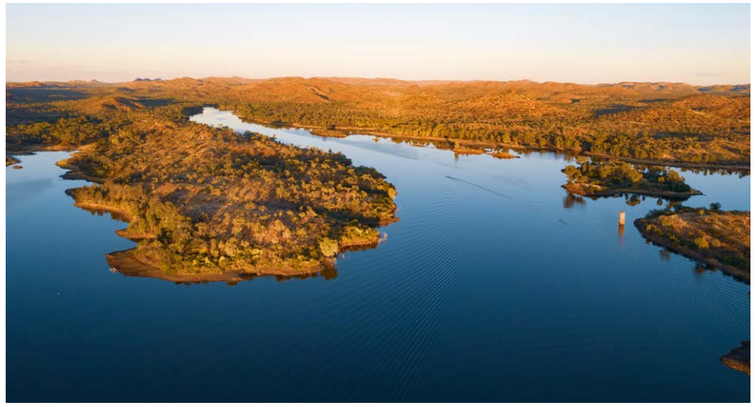
Cr Shaun "Zoro" Radnedge

Chair – Outback Queensland Tourism Association

Denise Brown (DD)

CEO – Outback Queensland Tourism Association







Treasurer's Report

This year we invested 47 per cent of our total income back into our members, with a net operating deficit of $102,673 for the year. The deficit is due to unspent funds from 2024-25 that were carried forward in our bank account and spent in 2025-26.

Total income increased by 20 per cent to $1,965,484. Our main income sources this year were our Tourism Network Funding (TNF), membership income and marketing and advertising income. We also received additional grant funding of $512,012, being the DRFA grant ($478,262), First Nations Tourism Action Plan ($31,250) and Digital Adaptation ($2,500) grants.

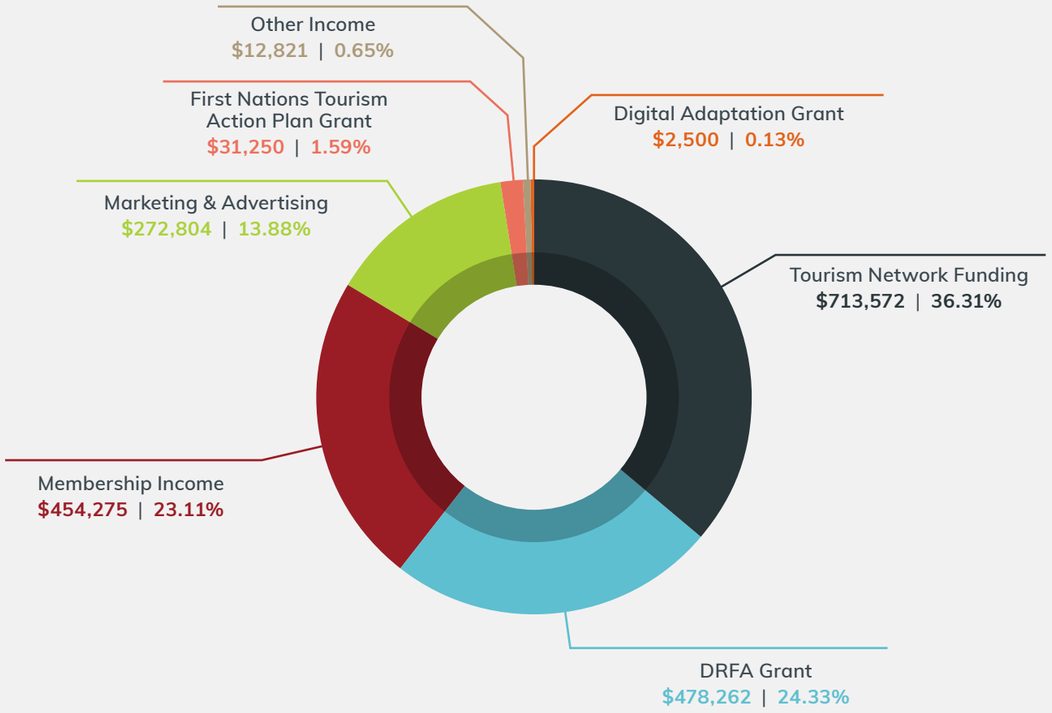
Total expenses increased by 38 per cent to $2,068,156. The largest increase was in Industry Development expenses, which were $387,644 (2024-25: $27,624) and include the DRFA programs.

The auditors have issued an unmodified audit opinion.

Financial Summary for 2025-26 per the audited financial statements:

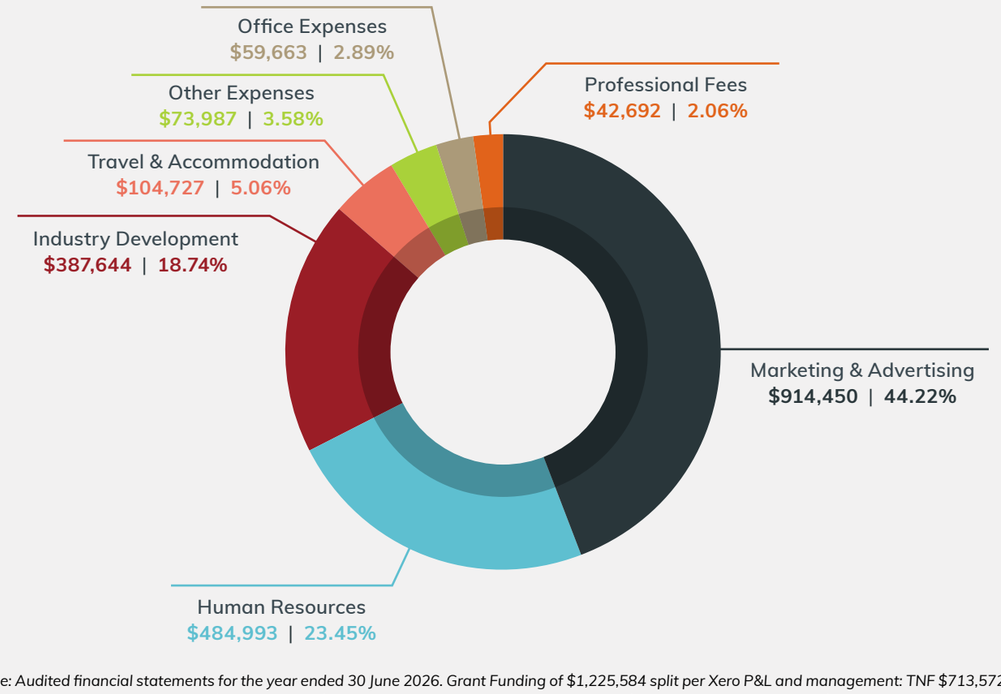
	2025-26	2024-25
Income	1,965,484	1,634,761
Less: Expenses	(2,068,156)	(1,501,040)
Operating surplus/(deficit)	**(102,673)**	**133,721**

2026 INCOME



2026 EXPENSES

This year our investment in marketing amounted to $914,450, which is 44 per cent of our total expenses.



Source: Audited financial statements for the year ended 30 June 2026. Grant Funding of $1,225,584 split per Xero P&L and management: TNF $713,572, QRA Conversion $343,262, TRP $135,000, First Nations Tourism Action Plan $31,250, Digital Adaptation $2,500.

Rounding: Other Income and Other Expenses include whole-dollar rounding adjustments ($1 and $2) so the amounts add to the audited totals.

As at 30 June 2026, we had $100,232 in our bank account.

Our budgeted income & expense summary for the 2026-27 year is as follows:

Budgeted Income	1,317,080
Budgeted Expenses	(1,334,938)
Budgeted Operating Surplus	**(17,858)**

Thank you again to our Operations Team and Management Committee for all your hard work and effort throughout the year.



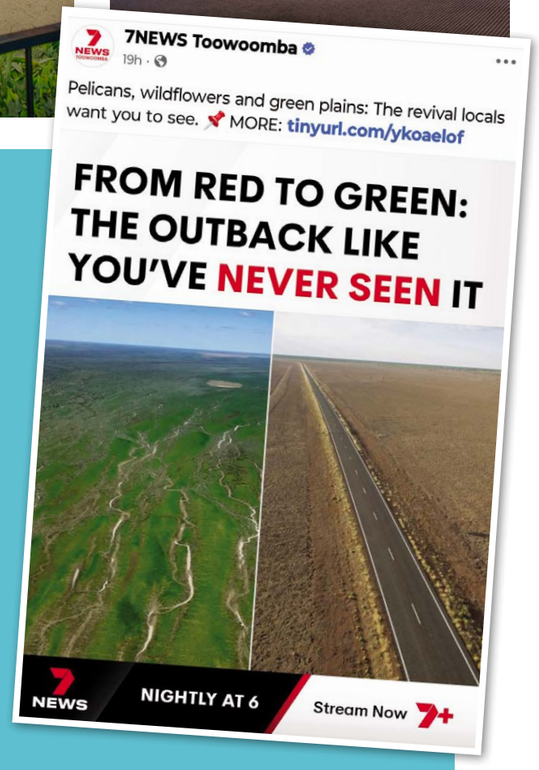
ELAINE JACOBIE
Treasurer | 12 November 2026



Marketing and PR







A year of campaigns, content and connection

The 2025/26 year was a significant one for OQTA, with a strong emphasis on delivering impactful marketing campaigns, developing compelling content and building awareness through strategic public relations activity.

Significant flood recovery funding enabled an intensive program of activity, backed by a refreshed marketing plan and a clear focus on investing in initiatives that deliver value for the region and its tourism operators.

From showcasing the Outback's post-flood landscapes to building a stronger library of marketing assets and securing national media exposure, the team worked closely with our partners and Tourism and Events Queensland (TEQ) to profile the region on a national scale.

Here are some of the highlights from 2025/26:

Outback in Bloom

Building on the success of the *Say G'Day* flood recovery campaign from early 2025, OQTA launched *Outback in Bloom* in July 2025 with the goal of shining a spotlight on the Outback's spectacular landscapes as they burst into life after the floods. Our message was compelling – travel now to see the Outback like never before.

The campaign generated more than 188 national media stories and reached an estimated 5,030,111 people through public relations coverage.





DRFA: It's Something Else

In 2026, OQTA launched its first co-operative marketing campaign of significant scale with TEQ. Designed with the future in mind, the initiative aimed to build legacy content and campaign assets that would support Outback Queensland over multiple years.

The project delivered a suite of fresh photography, video, marketing materials, typography and taglines which were used in 2026 and will also be rolled into 2027 and beyond.

TEQ guided the strategy and creative direction. OQTA was entrusted with delivering a comprehensive conversion and PR program, which included attendance at International Media Marketplace (IMM) in Sydney, media pitching, an ABC Brisbane partnership to profile events, copy for RACQ *The Road Ahead* and RACQ online articles as well as delivery of conversion campaigns with TripAdvisor, Luxury Escapes and Expedia.

The DRFA-funded campaign was the largest OQTA has delivered to date. The team is proud of the results achieved so far, with further activity planned for the 2027 season.

Content was king

In 2026, OQTA worked closely with council partners to address content gaps and build a stronger bank of high-quality imagery and video for future marketing. This included:

- Working with TEQ to develop the shot list and locations for the DRFA shoot with Rumble
- Developing video content to use for the *Outback in Bloom* campaign
- Content creation with Wish You Were Here across Banana, Biloela, Roma, Tambo, Barcaldine, Longreach, Winton, Boulia, Betoota, Birdsville, Windorah, Eromanga, Toogunna Plains and Thargomindah
- Working with Krista Eppelstun to develop content libraries for Maranoa, Balonne and the Overlanders Way

2026 Traveller's Guide Campaign

To extend the reach of the 2026 Traveller's Guide, OQTA used targeted Meta advertising to put the guide in front of audiences interested in caravan and camping across Australia. This provided

Consumer Shows

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

25 – 27 July 2025
Toowoomba Outdoor Adventure Expo

22 – 24 August 2025
National 4x4 Outdoors Show (Melbourne)

6 - 8 February 2026
Let's Go Caravan & Outdoor Expo (Gold Coast)

18 - 22 February 2026
Victorian Caravan & Camping Supershow (Melbourne)

25 February - 1 March 2026
Let's Go Caravan & Outdoor Expo (Adelaide)

13 -15 March 2026
National 4X4 Outdoor Show (Brisbane)

19 - 22 March 2026
Perth Caravan & Camping Show

28 April - 3 May 2026
NSW Caravan & Camping Supershow (Sydney)

3 - 7 June 2026
Let's Go Caravan & Camping Supershow (Brisbane)



a cost-effective way to reach prospective Outback travellers in markets where attending each event in person would have been cost-prohibitive.

The campaign targeted audiences around the Sunshine Coast Caravan and Camping Show, Toowoomba Outdoor Expo, Brisbane Caravan and Camping Show, NSW Caravan and Camping Show, Perth Caravan and Camping Show, Brisbane 4x4 Show, Adelaide Caravan and Camping Show, Gold Coast Caravan and Camping Show, and Newcastle Caravan and Camping Show.







Drive campaigns

Drive tourism remained a major focus in 2025/26. The Matilda Way and Overlanders Way were key priorities, supported by editorial, digital activity and fresh video content designed to inspire travellers to explore the region at their own pace.

To support our drive campaign activity, we also refreshed the Drive Outback brochure which has proven to be a practical trip-planning resource for road travellers.

- An 11-page Matilda Way feature in *The Road Ahead* (Summer 2026)
- RACQ online articles: "Five hidden gems along the Matilda Way" and "Experience Matilda Way – from boujee to budget"
- Support for TEQ weather crosses with Nine News in Charleville, Longreach and Winton
- A two-page Overlanders Way feature in *The Road Ahead* (Winter 2026)
- A dedicated Overlanders Way landing page on the OQTA website
- Overlanders Way native campaign run across Meta
- Supply of imagery and content for RACQ's Inland Way feature in March 2026
- On-location content creators producing native video content for both Overlanders Way and Matilda Way
- 15,000 Drive Outback brochures printed and distributed

Media and famil activity

OQTA hosted a record number of media familS and broadcasts in the region over the past 12 months. These opportunities showcased Outback Queensland destinations and experiences to audiences through respected publications and national television programs.

MEDIA ENGAGEMENTS

- OQTA attended IMM in Sydney in February
- 2026 Media Pack pitched out to over 250 media contacts at start of season

MEDIA FAMILS

- Pauline Webber, *The Sydney Morning Herald* – Roma, Longreach and Winton
- Ricky French – Winton and Longreach
- Luxury Escapes – Longreach and Winton
- Matthew Westwood, *The Australian* - Winton

Goal Kicking – The Numbers

2,426 media stories generated by OQTA

42.3 million people reached through media coverage

More than **$3.5 million** in PR value

40,000 Traveller's Guides printed and distributed nationally through Visitor Information Centres, consumer travel shows, tourism operators and direct to consumers by request and via RACQ stores

12,292 Traveller's Guides viewed online

15,000 Drive Outback brochures printed and distributed

Consumer EDMs (51,805 subscribers)

- 10 Things You Never Knew You Could Do Outback
- A roarsome invitation to Dinosaur Week
- You'll never get better Outback deals
- Station Stays to Soothe the Soul
- Don't miss the Festival of Outback Opera
- Outback Queensland. It's Something Else.
- Mark Your Maps – Outback Queensland 2026 Awaits
- Hit the Road Jack – Drive Outback
- Green Views, Wildflowers and Wide-Open Roads
- We Got Hooked – And You Will Too

MEDIA BROADCASTS

- Seven Weekender – St George, Roma, Charleville and Cunnamulla
- The Today Show – Roma
- Creek to Coast – St George, Nindigully, Tambo and Winton
- Seven Weekender – Tambo
- Channel 10 Weather – Blackall
- Channel 9's Travel Guides – Mount Isa, Longreach and Winton
- Seven Weekender – Longreach
- Sunrise – Better in Blackall Festival

Embracing AI

In 2026, OQTA began adapting its website for the changing search landscape, including the growing role of AI-powered search. The team introduced structured data (schema markup), itineraries and campaign landing pages to make destination information easier to discover and to better support promotions such as Overlanders Way.

The next phase is an AI-focused website refresh in partnership with Traveloris. Planned enhancements include additional structured data, an AI itinerary planner and booking functionality. This next phase will be launched in January/February 2027.

KEY WEBSITE STATS

WEBSITE SESSIONS:
568,638

WEBSITE USERS:
406,468

WELLNESS WAY PAGE VIEWS:
21,244

ATDW OPERATOR LEADS:
66,837

NEW WEBSITE BLOGS ADDED

- The Ultimate Road Trip: 10 Unforgettable Days in the Heart of Outback Queensland
- 5 Star Finds in the Outback
- Icons of the Outback: 5 Must Do Experiences
- Outback Flavours to Savour
- Outback Queensland is Set To Roar for Dino Week
- Hit The Road With Queensland Music Festivals
- That's not a truck. THIS is a truck.
- Get Hooked on the St George Region
- Swap Busy For Bliss









OQTA Facebook

The 2025/26 financial year delivered another strong performance for Outback Queensland's Facebook presence, reinforcing its position as a valuable platform for inspiring travel, showcasing regional experiences and connecting with audiences.

Our Facebook community grew by 4.8% to 135,514 followers, while content generated an impressive 9.2 million views, with 84% achieved organically. Video storytelling was a particular highlight, attracting 1.6 million three-second views and more than 297 days of combined watch time.

Authentic regional storytelling continued to resonate strongly with audiences. From spectacular natural events and breathtaking landscapes to quirky Outback experiences and local characters, our content showcased the diversity and personality of Outback Queensland.

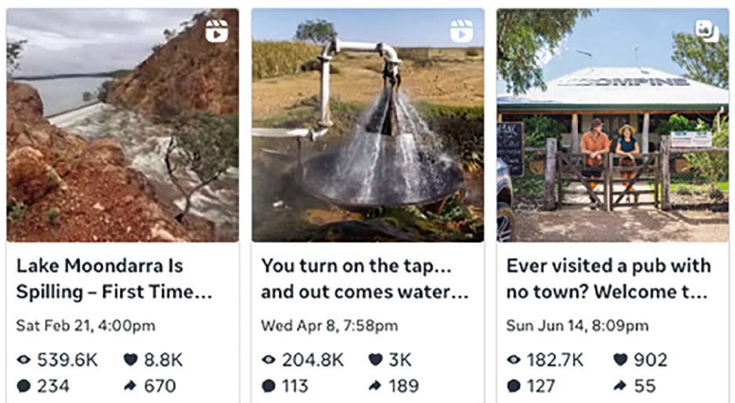
The year's standout content featured Lake Moondarra's spectacular first spill since 2011, attracting more than 539,000 views. Other popular posts included a humorous water-themed Reel and a unique Outback pub experience, reinforcing the appeal of timely, entertaining and relatable content.

Facebook continued to attract a predominantly Australian audience, with strong representation among women and travellers aged 45 and over. Content interactions remained steady at approximately 100,200, while increased video consumption highlighted the growing value of engaging visual storytelling.

While sourcing quality user-generated content (UGC) from remote destinations remains an ongoing challenge, collaboration with regional operators, local communities and visitors continues to play an important role in maintaining fresh and engaging content.

Looking ahead, our focus will remain on strengthening authentic regional storytelling, encouraging greater audience participation and showcasing the diverse experiences that make Outback Queensland unique. Through engaging video, community collaboration and shareable content, Facebook will continue to inspire travellers to explore more of the region.

Top content by views



KEY METRICS:

FOLLOWERS:
135,514

FOLLOWER GROWTH:
+4.8%

TOTAL CONTENT VIEWS:
9,198,061

ORGANIC VIEWS:
7,709,095

PAID VIEWS:
1,488,966

CONTENT INTERACTIONS:
100,200

3-SECOND VIDEO VIEWS:
1.6 million

TOTAL WATCH TIME:
297 days, 16 hours

TOP-PERFORMING CONTENT:
Lake Moondarra's first spill since 2011

VIEWS:
539,600

INTERACTIONS:
9,700 approx

DEMOGRAPHICS:

GENDER BREAKDOWN:

63.2% Women
36.8% Men

AUDIENCE LOCATION:
89.4% Australian
(with the rest primarily from the USA, UK and New Zealand)

AUSTRALIAN AUDIENCE DISTRIBUTION:

8.0% from Brisbane
3.5% from Gold Coast
4.7% from Sydney
2.9% from Townsville
4.1% from Melbourne
2.8% from Sunshine Coast

AGE DEMOGRAPHICS:

Facebook's audience is concentrated among people aged 45 and over, with the 65+ age group representing the largest segment.

KEY METRICS:

FOLLOWERS:
60,576

FOLLOWER GROWTH:
+0.5%

TOTAL INSTAGRAM VIEWS:
2,093,982

ORGANIC VIEWS:
2,027,511

PAID VIEWS:
66,471

CONTENT INTERACTIONS:
58,400

REACH:
177,300

CHANGE IN REACH:
-21.6%

TOP-PERFORMING CONTENT:
Outback sunset Reel

VIEWS:
250,100

INTERACTIONS:
5,500 approx

DEMOGRAPHICS:

GENDER BREAKDOWN:

58.4% Women
41.6% Men

AUDIENCE LOCATION:
74.7% Australian
(with the rest primarily from the USA, UK and Germany)

AUSTRALIAN AUDIENCE DISTRIBUTION:

10.1% from Brisbane
4.3% from Gold Coast
4.4% from Sydney
2.0% from Townsville
4.2% from Melbourne
3.5% from Sunshine Coast

AGE DEMOGRAPHICS:

Instagram attracts a younger audience than Facebook, with the strongest representation among people aged 25–44, particularly the 35–44 age group.

OQTA Instagram

Instagram continued to strengthen Outback Queensland's digital storytelling throughout 2025/26, delivering impressive results in content consumption and audience engagement.

Our Instagram community reached 60,576 followers, while content generated more than 2.09 million views, doubling the previous comparison period's result. Importantly, approximately 97% of views were organic, demonstrating the ability of compelling content to connect with audiences without relying heavily on paid promotion.

Content interactions increased by an impressive 834.2% to 58,400, highlighting the effectiveness of visually engaging storytelling and experience-led content.

Reels continued to be a key component of our Instagram strategy, bringing the region's spectacular landscapes, unique attractions and unforgettable experiences to life. From breathtaking Outback sunsets and red sand dunes to larger-than-life dinosaurs and unexpected discoveries, content captured the sense of adventure that makes Outback Queensland such a distinctive destination.

The year's most viewed content featured a spectacular Outback sunset, attracting more than 250,000 views. A playful dinosaur-themed Reel and an adventurous sand dune experience also performed strongly, demonstrating the appeal of visually striking, entertaining and shareable content.

Instagram continued to attract a younger audience than Facebook, particularly among those aged 25 to 44, providing valuable opportunities to inspire future visitors and introduce new audiences to the region.

While overall reach declined by 21.6%, the significant increase in content interactions and views demonstrated strong audience engagement. Access to quality user-generated content remains a challenge, particularly across remote destinations, reinforcing the importance of collaboration with regional operators and local content creators.

Looking ahead, our focus will remain on engaging Reels, authentic storytelling and showcasing lesser-known destinations. Strengthening regional partnerships, encouraging visitor-generated content and maintaining a consistent visual presence will help inspire new audiences and reinforce Outback Queensland's position as a must-visit destination.

Combined social media achievements

COMBINED FOLLOWERS:
196,090 +3.4% year-on-year

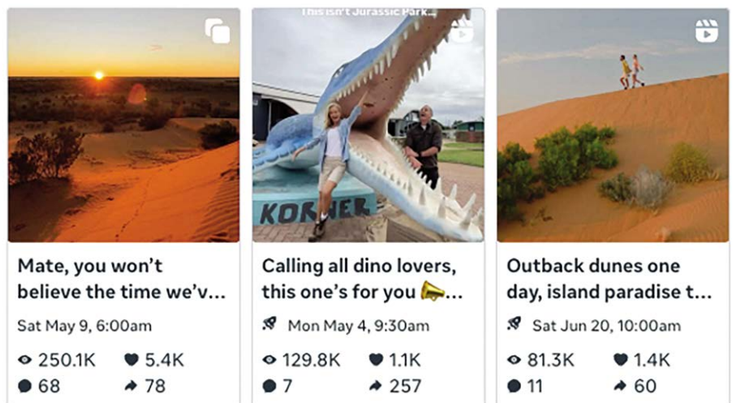
TOTAL CONTENT VIEWS:
11.29M across both platforms

ORGANIC CONTENT VIEWS:
86.2% of combined views

CONTENT INTERACTIONS:
158.6K across both platforms

Amanda Munn
PR and Marketing Lead
Outback Queensland Tourism Association

Top content by views





Advocacy and Industry Development

Throughout 2025/26, OQTA worked with government, industry partners, local councils and tourism operators to strengthen industry capability, advance regional tourism priorities and expand trade opportunities for Outback Queensland. Following the March 2025 floods, advocacy, recovery support and trade development remained key priorities, helping businesses rebuild resilience, improve market access and position the region for future growth.

Highlights of our activities over the 2025/26 year are detailed below:

Big Red Concert Series

OQTA visited Birdsville in July for the Big Red John Williamson Concert Series and Birdsville Camel Festival, alongside TEQ Group Executive Events Richard Clarke and Events Director Victoria Scott. The group had valuable conversations with Diamantina Shire Mayor Francis Murray and Director of Communities Patrice Brandenburg-Wallace, Big Red Bash Founder Greg Donovan and local operators.

OQTA Board meets in Murweh

The OQTA Board held its meeting in Charleville in July, meeting with local stakeholders and gaining firsthand insight into tourism developments and opportunities across Murweh Shire. Sincere thanks to Murweh Shire Council and local tourism operators for their generous hospitality and for sharing valuable insights.

WQAC Assembly

OQTA CEO Denise Brown and Board Chair Natalie Gardner attended the Western Queensland Alliance of Councils (WQAC) event in St George in August, where Denise joined a panel to discuss Olympic tourism opportunities for Outback Queensland.





Outback Queensland Destination Management Plan 2030

OQTA progressed the development of the Outback Queensland Destination Management Plan (DMP) 2030, establishing a shared roadmap for sustainable tourism growth across the region.

Commencing in August, the project involved extensive consultation including:

- visioning workshops in Longreach, Mount Isa and Roma
- 200+ discussions with community members, visitors and regional stakeholders
- 91 small-group and one-on-one discussions
- 78 survey responses
- 20 participants in an online workshop
- a DMP Working Group representing all 19 local government areas

Developed in alignment with the Queensland Government's *Destination 2045: Delivering Queensland's Tourism Future*, the DMP provides a framework to align industry, communities, councils and government behind a shared vision and co-ordinated priorities for Outback Queensland.



QTIC Boardroom Lunch

OQTA CEO Denise Brown joined industry and government leaders for a QTIC Boardroom Lunch with Federal Tourism Minister Senator the Hon Don Farrell in September. The event was an opportunity to raise key issues directly with the Minister following the Outback flood event in March.

OQTA's Kelly joins ART Board

OQTA Operations Manager Kelly Hensley was appointed to the Board of Australian Regional Tourism. Kelly's appointment provides a strong voice for Outback Queensland tourism at a national level, helping to shape future policy and advocacy across Australia's regional visitor economy.

Outback welcomes TEQ

Outback Queensland welcomed Tourism and Events Queensland's Chair Grant Hunt, CEO Craig Davidson and Group Executive of Marketing Kim McConnie to Longreach, Winton, Quilpie, Eromanga and Charleville in September to connect with operators and tour some of our region's world-class experiences.



Central West Round Tables

OQTA was delighted to welcome the Queensland Tourism Department's new Deputy Director-General Bridget Woods and General Manager Darcy Slattery to Outback Queensland's Central West region in December. Bridget and Darcy met with local stakeholders in both Longreach and Winton at roundtable discussions to share ideas, challenges and opportunities.

First Nations Action Plans

Consultation sessions were held in Barcaldine and Longreach in August, inviting First Nations operators, stakeholders, and community members to help shape the next Queensland First Nations Tourism Plan and contribute to the inaugural Outback Queensland First Nations Tourism Action Plan.

Opera Queensland Partnership

OQTA signed a multi-year partnership agreement with Opera Queensland in January. Building on the success of previous collaborations, the partnership strengthens the profile of Outback Queensland through access to promotional content and exclusive hosting opportunities for industry partners, stakeholders and visiting media. The agreement supports greater destination exposure while leveraging the growing success and reach of the Festival of Outback Opera.











2026 Traveller's Guide

We unveiled our new 2026 Outback Queensland Traveller's Guide in February. The guide features more than 40 new Outback events and experiences, along with regional highlights, operator ads, drive itineraries, events listing guide, visitor information and the ever-popular A3 size Queensland map.

Fuel Crisis Advocacy

Following the launch of the National Fuel Security Campaign, OQTA wrote to the Prime Minister and key federal ministers and shadow ministers to express concerns about the campaign's impact on regional Australia.

While supporting the campaign's intent, we highlighted drive tourism's role as the backbone of the Outback Queensland visitor economy, with few viable alternatives. We called for a more balanced approach that recognises the importance of regional tourism, aligns with state tourism initiatives, and supports visitation and regional businesses.

New campaign launch

With Queensland Tourism Minister Andrew Powell, we launched the *Outback Queensland. It's Something Else* tourism campaign in February at Brisbane's Breakfast Creek Hotel.

Australian country music legend Lee Kernaghan also took to the stage to perform and announce two Queensland Music Trails shows in Charleville and Longreach, alongside three pop-up gigs in Jundah, Quilpie and Thargomindah.

Jointly funded under the Disaster Recovery Funding Arrangements (DRFA), the $2.14 million campaign, delivered in partnership with Tourism and Events Queensland, aimed to drive visitation and support communities impacted by the 2025 Western Queensland floods.

Industry Pulse Survey

OQTA, in partnership with the Queensland Tourism Industry Council, Regional Tourism Organisations and industry associations, launched a co-ordinated Industry Pulse Survey in April to build a clear, real-time picture of the pressures facing our sector.

Focusing on key indicators including bookings, cashflow, cost pressures and business outlook, the feedback is being used to track changes in conditions, identify emerging risks early, and strengthen the case for timely and targeted support.

Tourism Plan Forum

OQTA CEO Denise Brown attended the Destination 2045 Tourism Forum in Brisbane in April. The event provided an opportunity for industry and government to discuss key priorities, challenges and opportunities for Queensland's visitor economy.

TEQ Board visits Central West

We welcomed the TEQ Board and Executive team to Outback's Central West in May, where they were able to connect with local businesses and Councils and see first-hand some of the current challenges facing our industry. The team was joined by Queensland Tourism Minister Andrew Powell, Assistant Minister for Western Queensland Sean Dillon, Tourism Department Director-General Trish O'Callaghan, QTIC CEO Tash Wheeler and local operators at a stakeholder engagement event at Qantas Founders Museum.

68 letters of support

38 Industry Newsletters

907 Industry subscribers

Bush Councils Panel

CEO Denise Brown was a panel presenter at the 2026 LGAQ Bush Councils Convention in Longreach in May. Denise was joined by Diamantina Shire Mayor Francis Murray, Mount Isa Mayor Peta MacRae and Tourism Department Director-General Patricia O'Callaghan to discuss the challenges and opportunities for major events in regional communities.



Outback Trade Activities

OQTA secured travel trade expert Amanda Kruse to spearhead an integrated program of trade engagement, campaign development and conversion activity for Outback Queensland this year. Key highlights include:

QUEENSLAND IS CALLING: UK & EUROPE TRADE MISSION

For the very first time, Outback Queensland was represented in-market at TEQ's Queensland is Calling: UK & Europe trade events. OQTA and Longreach Regional Council jointly funded the Outback Queensland Collective, represented by Australia Stockman's Hall of Fame CEO Lloyd Mills and comprising Qantas Founders Museum, Outback Aussie Tours, Saltbush Retreat, Boobook Explore and Dinosaur Experiences Australia. The trade mission saw Queensland destinations and products engage and train influential UK and European Product Managers, wholesaler staff and retail agents, including Aussie Specialists.

INTERNATIONAL TRADE DEVELOPMENT

We worked closely with international wholesalers and travel trade partners to position Outback Queensland for long-term export growth. Operators received mentoring, developed trade-ready packages and secured new distribution opportunities. Packages and itineraries were developed with the following distribution partners:



- Australie Tours (France)
- Australia a la carte (France)
- Australia Tours Germany
- Best of Travel Group (Germany)
- Boomerang Reisen – Germany
- ERLEBE REISEN – Germany
- Diverse Travel
- Expanding Horizons
- Australia Geographic Travel
- Across Australia



INBOUND TRADE MISSION

In March, OQTA and regional operators connected with key travel trade partners in Sydney and Melbourne through TEQ's Inbound Queensland program and an Outback Queensland-led trade roadshow, showcasing the region and building future itinerary opportunities.

Representing the region were Alan Smith (Outback Aussie Tours), Glenda Daly (Cobbold Gorge), Anita Clark (AC Tourism), Georgia Nicholls (Maranoa Regional Council), Meryl Eddie and Marina Gobbi (Boobook Explore), along with OQTA's Amanda Kruse and Kelly Hensley.





Tourism Australia and TEQ - promoting our authentic Outback Queensland experiences and products.

Special thanks to the following council partners and operators who helped showcase our region to the world:

- Diamantina Shire Council
- Longreach Regional Council
- Murweh Shire Council
- North Gregory Hotel
- Dinosaur Experiences Australia
- Charlotte Plains
- Opera Queensland
- Western Queensland Spirit
- Maranoa Regional Council
- Boobook Explore
- Australian Stockman's Hall of Fame
- Qantas Founders Museum
- Saltbush Retreat
- Anita Clark Tourism

New Far West Itineraries and Packages

OQTA developed new trade-ready Far West itineraries and off-road self-drive experiences, strengthening Outback Queensland's position as a leading 4WD adventure destination. A strategic partnership with Adventure Rentals Australia introduced one-way 4WD and off-road camper hire across key routes via Outback Queensland, removing barriers to self-drive touring and creating new opportunities to showcase the region's remote landscapes and experiences.

ATE 2026

Outback Queensland made a strong impression at ATE 2026 in Adelaide in May. Australia's premier annual tourism trade event brought together over 1,400 Australian tourism operators and 730 international buyers and travel agents from 32 countries.

With a record number of Outback Queensland operators represented this year, we powered through over 600 one-on-one meetings with key international wholesalers and retailers - along with international managers from

Southern Outback Adventure Expansion

Building on the success of the Southern Outback Adventure group touring program, OQTA developed a suite of trade-ready Free Independent Traveller (FIT) products for domestic and international markets. Through operator mentoring and product development, new commissionable accommodation, touring and experience packages were created, opening opportunities for year-round distribution. Products were contracted or prepared for listing on major platforms, including Viator, Experience Oz, GetYourGuide and Rezdy, expanding market access for Southern Outback tourism businesses.



New Trade Product Manual

We were thrilled to launch our new 140-page Trade Product Manual, featuring a record 54 trade-ready products, along with more than 20 drive itineraries, charter and special group options, and fly in and rail itineraries. More than 25 new accommodation options, tours and attractions were added to the manual in 2026, along with a newly created Outback Station Stays Route and 10 new self-drive itineraries connecting through to the East Coast.

TravelEssence Famil

OQTA secured a three-week post-ATE TravelEssence product development famil, bringing together a diverse cross-section of tourism businesses, providing one-on-one mentoring, product development support and direct international trade engagement. A key outcome was the development of four new international-ready fly-drive itineraries, created exclusively for the European and UK markets and scheduled to launch through a joint TravelEssence and TEQ campaign.

- Cairns – Undara – Cobbold Gorge: 4 days / 3 nights
- Longreach – Ilfracombe – Winton: 5 days / 4 nights
- Roma and the Carnarvon Ranges: 5 days / 4 nights and 6 days / 5 nights
- Charleville – Cunnamulla – Quilpie – Eromanga: 5 days / 4 nights and 6 days / 5 nights

The initiative also supported operators to develop commissionable, trade-ready experiences, introduce new accommodation, touring and dining inclusions, and pursue international wholesale partnerships, including first-time contracting opportunities.



Queensland Regional Activation Program

The Queensland Regional Activation Program was established as part of Outback Queensland's post-flood recovery strategy to strengthen the trade capability, commercial readiness and long-term resilience of tourism operators across South West and Central West Outback Queensland.

Delivered across nine Outback Queensland council regions, the program combined face-to-face workshops, one-on-one meetings, online mentoring and collaboration between tourism operators and local councils. This region-wide approach increased operator confidence and commercial capability, expanded online distribution and market access, and strengthened collaboration across the destination.

Importantly, the program moved operators beyond awareness and into implementation, supporting businesses to engage with wholesalers, inbound tour operators (ITOs), online travel agents (OTAs), TEQ and national tourism distribution channels.

Outcomes included new multi-regional trade-ready itineraries, fly-drive and self-drive packages, and trade famil programs, creating opportunities for sustainable commercial partnerships and increased domestic and international visitation.

These outcomes have been embedded in the OQTA Trade Manual, B2B Trade Presentation Toolkit and sales resources, supporting operator participation in key industry initiatives and trade events, and OQTA trade famils.





HIGHLIGHTS

- 46 tourism businesses and councils engaged
- 40+ new trade-ready products and packages developed
- 26 new trade products added to the OQTA 2026/27 Trade Product Manual
- Commissionable products developed for domestic and international markets
- Trade toolkits, rate sheets and fact sheets produced for participating operators
- 52 ATDW deals loaded – the highest number recorded for Outback Queensland
- 37 tours and attractions promoted through the Experience Oz Regional Rewards Campaign, generating more than 1,500 bookings

MAJOR CAMPAIGNS

Luxury Escapes

- 23 new experience listings contracted
- 17 Always On offers
- 6 Tactical Flash Sale offers
- 5 accommodation packages included
- Fly-in package booked for the Birdsville Races

Tripadvisor/Viator

- Dedicated Outback Queensland destination hub launched
- 27 new experience listings live
- New trade-ready experiences developed and promoted

Expedia

- New operator onboarding and 48 operators participating in national campaign opportunities



Outback Queensland Award Winners

We congratulate all our Outback Queensland winners!

Congratulations to all our Outback Queensland winners and finalists at the 2025 Queensland Tourism Industry Council Queensland Tourism Awards

2025 Queensland Tourism Awards

GOLD
The Steve Irwin Award for Ecotourism
Fun over 50 Holidays

GOLD
Cultural Tourism
Fun over 50 Holidays

GOLD
Visitor Information Services
St George Region Explore Centre

GOLD
Major Tour & Transport Operators
Fun over 50 Holidays

SILVER
Cultural Tourism
Qld Music Trails: The Outback Trail

SILVER
Major Tour & Transport Operators
Outback Aussie Tours

SILVER
Unique Accommodation
Mitchell Grass Retreat

BRONZE
Tour & Transport Operators
Queensland Helicopters

BRONZE
Tourism Wineries, Distilleries and Breweries
Western Queensland Spirit Distillery & Cellar Door

BRONZE
Festivals and Events
Festival of Outback Skies, Hughenden

BRONZE
Visitor Information Services
Quilpie Visitor Information Centre, Museum & Gallery

BRONZE
Tourism Retail and Hire Services
Drive Queensland

2025 Australian Tourism Awards

SILVER
Major Tour & Transport Operators
Fun Over 50 Holidays

BRONZE
Ecotourism
Fun Over 50 Holidays

BRONZE
Visitor Information Services
St George Region Explore Centre

Queensland Tourism Industry Council 2026 Top Tourism Town Awards

SILVER
Top Tiny Town category
Hughenden









Representations and Delegations

- Big Red Concert Series, Birdsville
- Camel Festival, Birdsville
- Quilpie Shire Council presentation
- Bulloo Shire Council presentation
- Barcoo Shire Council presentation
- Blackall-Tambo Regional Council presentation
- OQTA Board Meeting Charleville
- Mount Isa City Council presentation
- Mount Isa Mines Rodeo
- Better in Blackall Festival
- WQAC Assembly, St George
- Tourism in the House, Brisbane
- QTIC Boardroom Luncheon, Brisbane
- Queensland Tourism Futures, Brisbane
- TEQ Visit – Charleville and Quilpie
- ART Convention, Adelaide Hills
- QRTN Industry Collaboration, Gold Coast
- OQTA DEA Networking Lunch, Richmond
- OQTA AGM, Julia Creek
- DMP Consultations – Roma, Longreach and Mount Isa
- Destination IQ
- Destination Q
- Queensland Tourism Awards
- MITEZ Tourism Forum
- Friends of RAPAD
- Longreach Regional Council presentation
- DETSI visit – Longreach and Winton
- Winton Trade 101 Workshop
- RAPAD Air Services Meeting
- Cloncurry Economic Recovery Subgroup
- TEQ Brisbane Global Market Briefing, Brisbane
- TEQ RTO Business Planning Day
- TMR Regional Air Services Engagement Meeting
- Friends of QMF Launch, Brisbane
- Creative Kickstarter Workshop, Brisbane
- Outback Queensland Campaign Launch
- International Media Marketplace, Sydney
- Inbound Queensland, Sydney
- Desert Champions Way Stakeholder Group
- QRTN Executive
- Tourism Disaster Network Group
- Queensland Dinosaur Week Launch
- RTO Forum, Melbourne
- Destination Australia, Melbourne
- Nature-based Tourism QRTN Sub-group
- Birdsville Business Group Catch Up
- Lee Kernaghan Spirit of the Bush Concert, Quilpie
- Lee Kernaghan Spirit of the Bush Concert, Longreach
- Adavale Product Famil
- Destination 2045 Forum, Brisbane
- Fuel Crisis Briefing with Senator Green
- QTIC 25-year anniversary event
- TEQ Outback Networking Event, Longreach
- A Global Palaeo Conversation, Brisbane
- ATE26, Adelaide
- Adventure Way Promotions Group
- ATEC AI Accelerator Program
- Festival of Outback Opera
- LGAQ Bush Councils Tourism Panel, Longreach
- QTIC Future Ready Webinar Series
- Dirt n Dust Festival, Julia Creek
- TravelEssence Product Development Famil
- Global Sustainable Tourism Summit 2026
- 2026 Top Tourism Town Awards
- Outback Queensland Regional Tourism and Transport Action Plan
- Arival 360 Conference, Brisbane

Our Financials

and our auditor's opinion

Audited 2026 Financial Statements

Outback Queensland Tourism Association

ABN 46 805 356 912

FOR THE YEAR ENDED 30 June 2026

Prepared by Ringrose Button Chartered Accountants

Income and Expenditure Statement 24
Appropriation Statement 26
Balance Sheet 27
Statement of Cash Flows – Direct Method 29
Notes to the Financial Statements 30
Statement by Members of Committee 33
Independent Auditor's Report 34
Depreciation Schedule 36



Ringrose Button
chartered accountants

Audited 2026 Financial Statements

Outback Queensland Tourism Association
ABN 46 805 356 912
For the year ended 30 June 2026

Prepared by Ringrose Button Chartered Accountants

Income and Expenditure Statement

Outback Queensland Tourism Association
For the year ended 30 June 2026

	NOTES	2026	2025
Income			
Grant Funding	7	1,225,584	930,957
Marketing & Advertising		272,804	277,537
Membership Income		454,275	432,341
Total Income		**1,952,663**	**1,640,835**
Other Income			
Other Income		12,820	6,862
Profit or (Loss) on sale of Non Current Assets		-	(12,935)
Total Other Income		**12,820**	**(6,074)**
Gross Income		**1,965,484**	**1,634,761**
Expenditure			
Accounting Fees		6,356	6,750
Auditor's Remuneration		5,000	5,000
Bank Charges		1,389	1,122
Board Expenses		24,127	28,751
Bookkeeping Fees		31,336	26,998
Borrowing Costs		194	263
Computer & Software Expenses		23,713	19,947
Consumables		664	746
Depreciation		14,188	13,761
Freight & Cartage		4,690	2,384
Industry Development Expenses	4	387,644	27,624
Insurance		8,280	7,856
Marketing			
Advertising & Marketing		770,273	603,273
Consultants & Contractors Fees	5	139,693	187,870
Website Expenses		4,484	15,038
Total Marketing		**914,450**	**806,182**
Motor Vehicles		15,736	13,324
Printing, Stationery & Office Expenses		7,270	5,525
OQTA Awards		-	190
Rent		23,808	28,429
SGC Charge & Fees		155	-
Staff Recruitment, Training, Welfare & Amenities		26,170	14,417
Subscriptions		11,023	9,171
Sundry Expenses		3,000	4,553
Superannuation Contributions		46,766	39,461
Telephone		4,872	4,300
Travel and Accommodation	6	104,754	82,484

The accompanying notes form part of these financial statements.

	NOTES	2026	2025
Wages		387,515	344,932
Wages - Annual & Long Service Leave		22,471	5,167
WorkCover Insurance		1,916	1,705
YOOT Unspent Funds		(9,302)	-
Total Expenditure		**2,068,183**	**1,501,040**
Current Year Surplus/(Deficit) Before Income Tax		**(102,700)**	**133,721**
Net Current Year Surplus After Income Tax		**(102,700)**	**133,721**

The accompanying notes form part of these financial statements.

Appropriation Statement

Outback Queensland Tourism Association
For the year ended 30 June 2026

	NOTES	2026	2025
Retained Earnings after Appropriation			
Retained Earnings at Start of Year		378,593	244,873
Profit/(Loss) Before Taxation		(102,700)	133,721
Retained Earnings After Appropriation		275,893	378,593

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

Balance Sheet

Outback Queensland Tourism Association
As at 30 June 2026

	NOTES	30 JUNE 2026	30 JUNE 2025
Assets			
Current Assets			
Bank Accounts			
NAB Gen. Trading Acc 0834		100,232	247,056
Total Bank Accounts		**100,232**	**247,056**
YOOT & JAGA Funding Projects			
NAB YOOT / JAGA 3953		7,347	7,347
YOOT Unspent Funds		-	(9,302)
Total YOOT & JAGA Funding Projects		**7,347**	**(1,954)**
GST		38,786	3,456
Prepaid Borrowing Expenses		43	237
Prepayments		3,833	3,824
Trade receivables		49,500	6,367
Total Current Assets		**199,740**	**258,985**
Non-Current Assets			
Property, Plant and Equipment	3	27,492	39,682
Localis Technologies Australia Pty Ltd - Option Shares	8	250,000	250,000
Total Non-Current Assets		**277,492**	**289,682**
Total Assets		**477,232**	**548,667**
Liabilities			
Current Liabilities			
Bank Overdraft			
NAB Qantas Business Card		8,165	11,888
Total Bank Overdraft		**8,165**	**11,888**
Chattel Mortgages			
2022 Toyota Prado		6,090	29,450
Total Chattel Mortgages		**6,090**	**29,450**
Accounts Payable			
PAYG Tax Withheld		10,960	9,260
Super Liabilities		11,824	15,779
Trade creditors		82,311	44,179
Total Accounts Payable		**105,095**	**69,218**
Provision for Annual Leave		41,118	35,089
Total Current Liabilities		**160,469**	**145,646**

The accompanying notes form part of these financial statements.

	NOTES	30 JUNE 2026	30 JUNE 2025
Non-Current Liabilities			
Provision for Long Service Leave		40,871	24,428
Total Non-Current Liabilities		**40,871**	**24,428**
Total Liabilities		**201,339**	**170,074**
Net Assets		**275,893**	**378,593**
Equity			
Retained Earnings		275,893	378,593
Total Equity		**275,893**	**378,593**

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 2026

	2026	2025
Operating Activities		
Receipts From Grants	1,084,570	925,169
Payments to Employees	(434,912)	(379,262)
Cash Receipts From Other Operating Activities	832,584	717,934
Cash Payments From Other Operating Activities	(1,598,709)	(1,042,693)
Net Cash Flows from Operating Activities	**(116,467)**	**221,147**
Investing Activities		
Payment for Property, Plant and Equipment	(1,998)	(4,599)
Net Cash Flows from Investing Activities	**(1,998)**	**(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	**(143,101)**	**191,913**
Cash and Cash Equivalents		
Cash and cash equivalents at beginning of period	242,515	50,602
Cash and cash equivalents at end of period	99,414	242,515
Net change in cash for period	**(143,101)**	**191,913**

Notes to the Financial Statements

Outback Queensland Tourism Association
For the year ended 30 June 2026

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.

Ringrose Button chartered accountants

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.

	2026	2025
3. Plant and Equipment, Motor Vehicles		
Plant and Equipment		
Plant and Equipment at Cost	392	392
Accumulated Depreciation of Plant and Equipment	(202)	(181)
Total Plant and Equipment	**189**	**211**
Motor Vehicles		
Motor Vehicles at Cost	78,671	78,671
Accumulated Depreciation of Motor Vehicles	(51,939)	(43,027)
Total Motor Vehicles	**26,732**	**35,643**
Computer Equipment		
Computer Equipment	14,203	13,516
Accumulated Depreciation of Computer Equipment	(13,633)	(9,688)
Total Computer Equipment	**570**	**3,828**
Total Plant and Equipment, Motor Vehicles	**27,492**	**39,682**

	2026	2025
4. Industry Developement		
INDUSTRY DEVELOPMENT:Industry Development / Stakeholder Engagement	43,936	27,624
INDUSTRY DEVELOPMENT: QRA Conversion	177,283	-
INDUSTRY DEVELOPMENT: TRP	166,425	-
Total Industry Developement	**387,644**	**27,624**

	2026	2025
5. Consultants & Contractors Fees		
CONSULTING SPECIALISTS:Marketing Strategist	23,153	65,540
CONSULTING SPECIALISTS:Other	-	1,802
CONSULTING SPECIALISTS:Product Development	29,867	38,848
CONSULTING SPECIALISTS:Trade	11,700	15,245
CONSULTING SPECIALISTS:QTIC - Service Level Agreement	3,503	3,300
CONSULTING SPECIALISTS:Social Media Marketing	33,620	37,525
CONSULTING SPECIALISTS:Comms (External & Internal)	37,851	25,611
Total Consultants & Contractors Fees	**139,693**	**187,870**

	2026	2025
6. Travel and Accommodation		
TRAVEL EXPENSES:Vehicle Hire	7,578	7,455
TRAVEL EXPENSES:Accommodation & Ground Expenses	41,826	32,951
TRAVEL EXPENSES:Airfares	41,113	31,604
TRAVEL EXPENSES:Meals	14,236	10,474
Total Travel and Accommodation	**104,754**	**82,484**

7. Economic Dependency

The Association received grant funding of $1,225,584 (2025: $930,957) during the year, representing 63% (2025: 57%) of total income. The Association's ongoing operations are dependent on the continuation of this funding from Tourism Events Queensland. Should this funding cease or reduce, the Association's ability to continue its current level of activities may be affected.

8. Investment in Localis Technologies Australia Pty Ltd

The Association holds an investment of $250,000 (2025: $250,000) in option shares in Localis Technologies Australia Pty Ltd, an unlisted entity. In accordance with the accounting policy set out in Note 2, this investment is carried at cost as no active market exists for these shares.

Statement by Members of Committee

Outback Queensland Tourism Association
For the year ended 30 June 2026

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 2026 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: Shaun Radnedge 75BF0000-908A-4612-A7CD-08DF3EB5A3E6

(President)

Signed: Elaine Jacobie 75BF0000-908A-4612-A7B6-08DF3EB5A3E6

(Treasurer)

Dated: / / 10/11/2026 75BF0000-908A-4612-A7C2-08DF3EB5A3E6

Independent Auditor's Report

Outback Queensland Tourism Association
For the year ended 30 June 2026

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 2026, 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 2026 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 responsibilites 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 make 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 disclosured 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

Ringrose Button
chartered accountants

Depreciation Schedule

Outback Queensland Tourism Association
For the year ended 30 June 2026

NAME	ASSET NUMBER	RATE	PURCHASED	DISPOSED	COST	OPENING VALUE	PURCHASES	DISPOSALS	DEPRECIATION	CLOSING VALUE
Computer Equipment										
Dell Laptop (CEO)	FA-0013	100%	18 Sept 2019		2,038	-	-	-	-	-
Dell Latitude 3500 Laptop	FA-0021	100%	24 Apr 2020	30 June 2026	1,311	-	-	-	-	-
OQTA iPad for Kelly Hensley	FA-0031	100%	11 June 2021		1,225	-	-	-	-	-
iPad	FA-0043	50%	2 June 2023		1,798	432	-	-	216	216
iPad Keyboard	FA-0042	50%	2 June 2023		445	107	-	-	53	53
Laptop	FA-0044		26 June 2023		2,100	-	-	-	-	-
Lenovo Thinkbook 14 (Denise Brown)	FA-0049	100%	3 Oct 2024		1,699	437	-	-	437	-
Lenovo Thinkbook 16	FA-0051	100%	25 June 2025		2,900	2,852	-	-	2,852	-
iPad (Denise Brown)	FA-0052	100%	25 Aug 2025		1,998	-	1,998	-	1,697	301
Total Computer Equipment					**15,514**	**3,828**	**1,998**	**-**	**5,256**	**570**
Motor Vehicles										
2022 Toyota Prado	FA-0036	25%	20 Sept 2022		78,671	35,644	-	-	8,911	26,733
Total Motor Vehicles					**78,671**	**35,644**	**-**	**-**	**8,911**	**26,733**
Plant & Equipment										
Desk - Denise Brown	FA-0014	10%	7 Aug 2019		392	211	-	-	21	189
Total Plant & Equipment					**392**	**211**	**-**	**-**	**21**	**189**
Total					**94,577**	**39,683**	**1,998**	**-**	**14,188**	**27,493**

Appendix 1

Minutes of the 2025 Annual General Meeting

30th October 2025 – Online & Julia Creek QLD

Meeting Commenced: 10.11am

Natalie Gardner – Chair opened the meeting and thanked both online and in-person attendees. The Chair also thanked Julia Creek for a wonderful evening, and Richmond Shire for hosting the Dinosaur Collective joint lunch yesterday. It was noted how valuable it has been spending time in region in the North West.

PRESENT:

Natalie Gardner ..... Gardner and Co
Denise Brown ..... Outback Queensland Tourism Assoc
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
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
Simone Doczkal ..... Opera Queensland
Tony Cullen ..... Qantas Founders Museum
Melanie Grevis-James ..... Planet Marketing
Venkata Peteti ..... Banana Shire Council
Jennifer Tasker ..... Flinders Shire Council
Susan Maynard ..... Connect Tourism
Jess Tully ..... Quilpie Shire Council
Robyn Richen ..... Murweh Shire Council
Lloyd Mills ..... Australian Stockmans Hall of Fame
Naomi Miles ..... Australian Age of Dinosaurs
Kate Peddle ..... Flinders Shire Council
Peta MacRae ..... Mount Isa City Council
Wayne Clift ..... The Tourism Group
Travis Crowther ..... Mount Isa City Council
Erica Shaw ..... Mount Isa City Council
Patrice Brandenburg-Wallace ..... Diamantina Shire Council
Tanya Johnson ..... Longreach Regional Council
Cathy White ..... Winton Shire Council
Natassia Wheeler ..... Queensland Tourism Industry Council
Oriana Wyrozebska ..... Queensland Music Festival
Karen Hanna ..... Dinosaur Experiences Australia
Amanda Munn ..... Lingo PR
Emily Ridder ..... Outback Queensland Tourism Assoc
Claire Collins ..... McKinlay Shire Council
Fiona Malone ..... McKinlay Shire Council
Kalan Lococo ..... McKinlay Shire Council
Kristyn Akacich ..... Cloncurry Shire Council

APOLOGIES:

Kim Wildman ..... Balonne Shire Council
Justin Hancock ..... Quilpie Shire Council
Racheal Klitscher ..... Tourism and Events Queensland

Moved: Cathy White **Seconded:** Sally O'Neil that the apologies be accepted.

CARRIED

RATIFICATION OF MINUTES: AGM 2024

Moved: Shaun Radnedge **Seconded:** Barry Weare
Minutes of the AGM 2024 are a true and accurate record.

CARRIED

CONSTITUTIONAL CHANGES

The Chair advised members that a constitutional review is currently underway, and this was included as an agenda item for today's meeting. The proposed new constitution for OQTA is still being finalised by the governance consultant.

It is intended that the proposed constitution will be presented to members for adoption at a future General Meeting, with a draft provided to members beforehand. The new constitution is being prepared to align with the amended Associations Incorporation Act 1981 and reflect current best practice. Once adopted, it will replace the existing constitution and be registered with the Queensland Office of Fair Trading.

CHAIRPERSON'S REPORT

Natalie Gardner presented her report for 2024/2025.

It has been a very challenging year right across the region. I hope the back end of the season has felt a little lighter for you and that it ended strongly. That is certainly the feedback I have been hearing, which is great to see. This year tested everyone's resilience and showed the true strength and spirit of Outback Queenslanders. When the floods swept through in March, it was incredible to see the industry pull together. From Local Governments, the Tourism Department, Tourism and Events Queensland and QTIC, there was genuine unity and support. I hope you felt that we were all wrapped around you during that difficult period.

We have now seen the first tranche of funding flow from TEQ with QRA support. Our focus from here is to make sure next season starts strong and sets you up for a bumper year with additional marketing activity and support.

I'd like to sincerely thank the OQTA team. They have worked around the clock this year, not only delivering our core work as a marketing organisation but also the additional load with flood recovery. I also want to thank the Board for their support and guidance in helping steer the organisation through such a tough year.

CEO REPORT

Denise Brown presented her report as outlined in the Annual Report for 2024/2025.

The CEO provided an update and shared apologies for not attending in person due to personal circumstances.

The CEO acknowledged this year has been one of the most challenging the Outback tourism industry has faced. The floods in March tested the resilience of the region and highlighted the value of a unified, whole-of-industry approach. From the outset of the flood event, OQTA worked closely with the Board, Local Government, the Tourism Department, TEQ, QTIC and other partners to ensure Outback Queensland remained front of mind and support was mobilised across all levels.

The CEO noted strong and ongoing support from TEQ, including the first tranche of QRA flood recovery funding, with phase two to follow. The focus now is on setting the region up for a strong 2025 season, rebuilding confidence and market momentum, and supporting the nine LGAs most affected.

OQTA delivered significant media, cooperative marketing activity and industry recovery support programs throughout the year. These efforts helped reinforce the message that Outback Queensland is open and ready for visitors. Social media audiences and trade representation continue to grow, and repeat visitation remains strong. The CEO encouraged members to read the Annual Report which outlines the achievements and results in more detail.

Key strategic work continues, including development of the Destination Management Plan, First Nations Plan and alignment to Destination 2045. Drive tourism remains a priority in partnership with TEQ, and paleo tourism continues to present significant opportunity for the region.

The CEO acknowledged the support of TEQ leadership, the Minister, QTIC and other national partners, as well as Rex Airlines, Queensland Rail, Councils and OQTA members.

The CEO thanked the Board for strong leadership throughout the year and acknowledged the OQTA team for their commitment, workload and support across both core business and flood recovery work.

The CEO closed by noting that OQTA stands united with industry and looks forward to building a strong season ahead.

That the CEO and Chair Reports, as presented in the Annual Report, be accepted.

Moved: Robyn Stephens **Seconded:** Janene Fegan

CARRIED

FINANCIAL REPORT

Elaine Jacobie, OQTA Treasurer presented the financial report for 2024/2025.

The Treasurer acknowledged it has been a challenging year, however the operational and management team have done a strong job navigating through these challenges. OQTA ended the financial year in a solid position, with a surplus of $133,000 as at 30 June 2025. Total income for the year was $1.6 million, with 20 percent of income attributed to flood recovery funding. The closing bank balance was $247,000, largely linked to the recovery funding.

The Treasurer advised the audit has been completed with no material issues raised by the auditors. Looking ahead to next financial year, the organisation is forecasting a budget surplus.

The Treasurer thanked Denise, Kelly, Sam and the Board for their assistance in managing the financials.

Moved: Corey Richards **Seconded**: Sally O'Neil

CARRIED

APPOINTMENT OF AUDITOR:

It was proposed that Walsh Accounting in Barcaldine continue as auditors. They have completed the audit for the past two years and this would be their third.

Moved: Corey Richards **Seconded:** Barry Weare

CARRIED

RESULTS OF NOMINATIONS FOR MANAGEMENT COMMITTEE REPRESENTATIVE POSITIONS

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

SOUTH WEST:

Corey Richards has stepped down from the Board. The Board thanked Corey for the enthusiasm and fresh perspective he has brought over the past two years and wished him well with his future endeavours.

Cr Jane Vincent (Maranoa Regional Council) has been elected unopposed.

GENERAL BUSINESS:

The Chair advised the membership at the close of the meeting that she will be standing down from the Board and her role as Chair and will not be putting herself forward for re-election. She noted she has thoroughly enjoyed her time with Outback Queensland over the past 10 to 11 years and is grateful for the opportunities and experiences during her tenure. She thanked members and confirmed she will continue to be a strong supporter and advocate for the region moving forward.

AGM Closed: 10.28am

Natalie Flecker
Chairperson
23 October 2024



Robyn Stephens
Secretary
23 October 2024



Appendix 2



Board of Directors 2025/26

CR SHAUN RADNEDGE
CHAIR and SWQROC REPRESENTATIVE
Mayor, Murweh Shire Council

NATALIE GARDNER
CHAIR and SKILLS-BASED REPRESENTATIVE (Jul – Oct 2025)
Founder, The Gardner and Co

BARRY WEARE
DEPUTY CHAIR and SKILLS-BASED REPRESENTATIVE
Director of Operations, Cooee Traveller

ELAINE JACOBIE
TREASURER
Partner, Ringrose Button Chartered Accountants

ROBYN STEPHENS OAM
CENTRAL WEST REPRESENTATIVE
Event Manager, Outback Festival

CR JANE VINCENT
SOUTH WEST REPRESENTATIVE (from Oct 2025)
Councillor, Maranoa Regional Council

COREY RICHARDS
SOUTH WEST REPRESENTATIVE (Jul – Oct 2025)
General Manager Operations, Eromanga Natural History Museum

CR SALLY O'NEIL
FAR WEST REPRESENTATIVE
Mayor, Barcoo Shire Council

MICHELLE VALINOTI
NORTH WEST REPRESENTATIVE (resigned Feb 2026)
Company Secretary, Sunset Top Tourist Park

CR CATHY WHITE
RAPAD REPRESENTATIVE
Mayor, Winton Shire Council

CR JANENE FEGAN
MITEZ REPRESENTATIVE
Mayor, McKinlay Shire Council

STEVE JONES
SKILLS-BASED REPRESENTATIVE
State Manager, Rex Airlines

OQTA Board Meeting Attendance 2025/26

DATE & LOCATION		Natalie	Robyn	Elaine	Sally	Steve	Barry	Corey	Shaun	Janene	Cathy	Michelle	Jane
24/7/2025	Charleville	✓	✓	Online	✓	✓	✓	✓	✓	✓	✓	Online	
8/9/2025	Online	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓	✗	
29/10/2025	Pre AGM -Julia Creek and Online	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	
30/10/2025	AGM -Julia Creek and Online	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	
30/10/2025	Post AGM - Julia Creek and Online	✓	✓	✓	✓	✓	✓		✓	✓	✗	✗	✓
11/12/2025	Online		✓	✓	✓	✓	✓		✓	✓	✗	✓	✗
13-Feb-26	Online		✓	✓	✓	✓	✓		✓	✓	✓		✓
15/4/2026	Online		✓	✓	✗	✓	✓		✓	✓	✓		✓
30/6/2026	Online		✓	✗	✓	✓	✓		✓	✓	✓		✗



Outback Queensland
Live Australia's story

Outback Queensland Tourism Association

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