

A U S T R A L I A N
REGIONAL
TOURISM
L T D

Annual Report 2024/25



TABLE OF CONTENTS



ABOUT

A message from the Chair	3
Board of Directors	4
Membership in 2024/25	5
Strategic priorities	6

SOCIAL IMPACT 9

AGRITOURISM 10

ART IN 2024/25

Tourism & Ministerial Advocacy	11
THRIVE 2030 – Consolidation Phase (2025-2027)	12
Future Tourism Cooperative Research Centre application	12
Local Government Professional Development Program	12
AITO funds for Tourism Hub upgrade	13
ART launched new website	13
The Tourism Hub	13
Webinar Program	14
RTO Forum - Destination Australia Sydney 2025	14
AICD partnership	14
Regionalisation Ambition 2032 - Year 2 Progress Report	14

AMBASSADORS 15

ART CONVENTION

2024 Wrap up	15
Annual General Meeting	16
2025 Convention	17

SUMMARY 19

TREASURER'S REPORT 19

FINANCIALS 19





FROM THE CHAIR



It is with great pride that I present the Chairperson's Report for the 2024–25 financial year on behalf of the Board of Australian Regional Tourism (ART).

This year has been one of continued growth, innovation, and resilience for regional tourism across Australia. As the sector navigates a complex economic landscape, ART has remained steadfast in its mission to support and empower regional communities through advocacy, collaboration, and strategic leadership.



Among the year's highlights was the successful delivery of the 2024 ART Convention in Mackay, Queensland, our first in the state since 2016. With over 160 delegates and a strong focus on agritourism, social impact, and regenerative tourism, the Convention reaffirmed ART's role as a convener of ideas and catalyst for change. We also proudly launched our new ART website and enhanced the Tourism Hub, ensuring regional members across Australia have access to timely and practical resources.

Our advocacy efforts have remained strong, with continued engagement in the THRIVE 2030 strategy Consolidation phase, a pre-budget submission for agritourism funding, and support for the Future Tourism Cooperative Research Centre bid. ART's voice has been instrumental in shaping national conversations around regional dispersal, sustainability, workforce development, and infrastructure investment.

This year also marked the beginning of a new ART Strategic Plan (2025–28), developed in consultation with members and stakeholders. The plan is anchored in three pillars; Advocacy, Collaboration, and Regional Empowerment, and outlines clear priorities and actions to guide our work into the future.

This year we saw a 7% increase in membership, reflecting the growing value placed on ART's work. Our partnerships with organisations such as the Australian Institute of Company Directors, along with the delivery of relevant webinars, have further enhanced our ability to deliver meaningful outcomes for our members.

I would like to extend my sincere thanks to our dedicated Board of Directors, whose expertise and commitment continue to shape ART's strategic direction. To our CEO, Lauren Douglass, and the ART team, thank you for your tireless efforts and unwavering passion. Your work ensures that regional tourism remains not only a national priority but a thriving, sustainable force for good.

Finally, to our members, partners, and supporters, thank you for your continued trust and collaboration in ART. Together, we are building a stronger, more inclusive, and more resilient regional tourism sector.

I look forward to the year ahead with optimism and determination as we continue to champion the regions and the people who make them extraordinary.

Joel Chadwick
Chair
Australian Regional Tourism



BOARD OF DIRECTORS



Joel Chadwick
Chair



Lori Modde
Deputy Chair



Hamish Fell
Treasurer



Carolyn Childs
Director



Marcus Falconer
Director



Sarah Gardiner
Director



Tanya Jarman
Director



Kate Shilling
Director



Rose Wright
Director

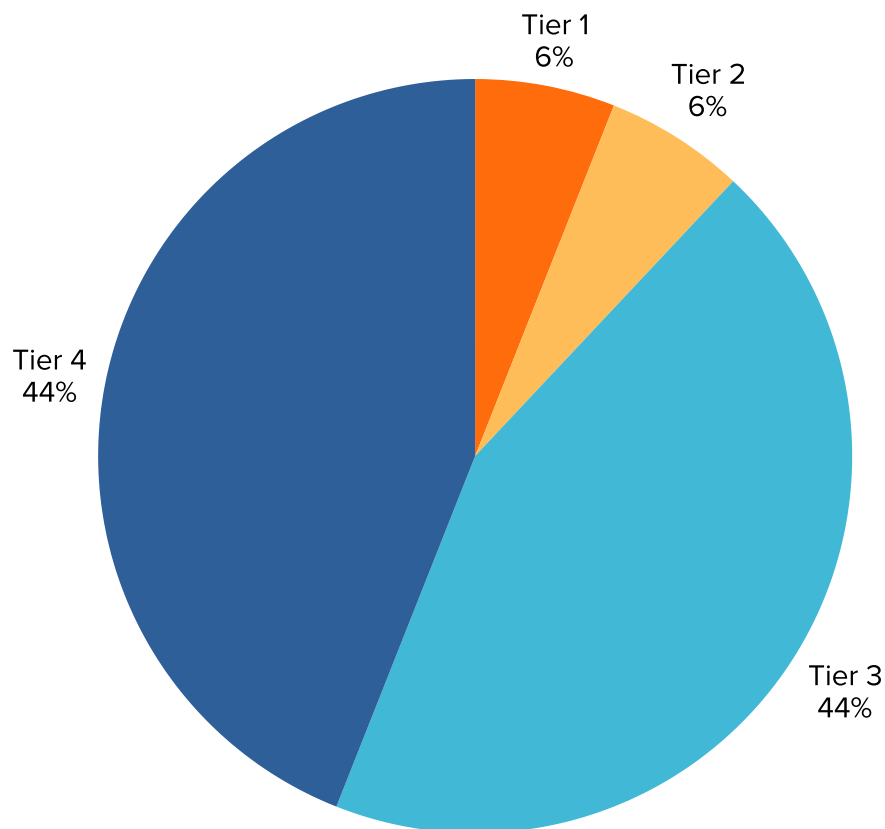
We acknowledge the valuable contributions of Ian Mason and Ryley Heap to the Board in 2024. Their efforts have played an important role in guiding the continued growth and success of ART.

In 2025, a policy proposal on Board Director Resignation and Re-election processes was presented to the Board. This policy ensures a clear and consistent process for handling instances where a Board Director's employment status changes. It provides clarity for Directors wishing to re-nominate and transparency for the Board to make decisions about appointments.



Member contributions enable us to continue representing the needs of regional tourism and promoting sustainable regional development. ART maintained a stable membership base throughout 2024-25, reflecting the strong value members place on its work. Sustaining consistent membership is vital to ART's long-term viability and provides a valuable channel for targeted feedback and engagement. Overall, ART Membership has increased by 7% compared with 2023-24.

Summary of ART Membership in 2024-25:



Tier 1: State Tourism Organisations

Tier 2: Large Organisations

Tier 3: Local Government Organisations

Tier 4: Small Regional Tourism Organisations / Consultants



STRATEGIC PLAN



Development of the ART Strategic Plan 2025–28 commenced in late 2024. The strategic plan builds on the ART advocacy strategy, which is centred around three key pillars, and eight national regional tourism priorities as agreed by the regional tourism community.

Following an initial draft, the Strategic Plan was reviewed and feedback provided from the Board and membership. The national regional priorities were updated to nine, and an action plan was developed to outline specific project initiatives aligned with each key pillar of the strategy.

Key pillars



Advocacy

Elevate the national regional tourism priorities to shape policies that support and develop the visitor economy.



Collaboration

Build and nurture partnerships among stakeholders to foster unity and strengthen the regional tourism industry.



Regional Empowerment

Strengthen regional capabilities and support sustainable growth to boost tourism and build industry resilience.





National Tourism Priorities



Strategic Advice

ART plays a pivotal role in ensuring that the voices and needs of regional areas are heard and addressed in national tourism policy. By advocating for policies that reflect the diverse challenges and opportunities specific to regional tourism, ART can ensure regional tourism destinations are properly represented.



Regional Data

Accurate, timely and affordable data is required to provide a clear understanding of visitor demographics and behaviours in regions.



Product Experience

Regional Australia needs to build unique and high-quality visitor products and experiences that will influence visitors to travel regionally. To enable this, especially in sectors like agritourism, a focused approach is crucial. For example, upskilling regional operators through targeted online programs and workshops will ensure suitable skill development.

Additionally, government grant programs must acknowledge the unique challenges of operating in regional and remote areas, providing incentives for operators to improve their offerings and infrastructure.



Skills and Workforce Shortages

The regional tourism industry faces several challenges related to skills and workforce issues. Difficulties retaining skilled staff, limited training and development opportunities, negative perceptions about career stability, and an ageing workforce are among the challenges.

Addressing these challenges requires collaboration to develop strategies that support skills development, improve workforce retention, and promote tourism careers as viable and rewarding options in regional Australia.



Insurance

Factors such as remote locations, exposure to environmental risks, and seasonal fluctuations exacerbate the difficulty in securing affordable policies that effectively mitigate region-specific tourism risks. By enhancing access to suitable insurance products, we can improve the resilience of the sector.



Enabling Infrastructure

In Australia, regional tourism infrastructure faces significant challenges due to inadequate funding and investment. Key issues include transportation networks, accommodation availability, visitor facilities and digital connectivity.

Poor infrastructure impacts visitor experiences and accessibility, limiting the potential reach of tourism activities in regional areas.



Regional Dispersal of Key International Markets

The regional dispersal of key international markets in Australia remains a critical issue. Factors contributing to this challenge include limited regional awareness among international tourists, inadequate accessibility and infrastructure in regional areas, seasonal variations affecting travel, and varying levels of readiness among regional operators to cater to international visitors.

Currently, Australia lacks a cohesive strategy aimed at guiding visitors from key growth markets towards regional destinations, impacting the potential economic benefits to Australia's appeal as a tourism destination.



Sustainability

Sustainability has been identified as a top priority for the regions. The process for destinations to become certified is expensive and time consuming. As several organisations are actively engaged in promoting sustainability within this space, ART aims to support efforts to streamline the process by aligning with established programs where possible.



Resilience & Wellbeing

Being crisis ready and resilient is vital to the wellbeing of local communities and destinations to ensure a thriving tourism industry. ART will continue to ensure preparedness within our industry is a priority so we can manage and work through crisis' situations in our regions.

Action Plan

The action plan outlines specific project initiatives and actions aligned with each strategic pillar. It designates responsible leads for each project to ensure accountability and effective execution and aims to facilitate structured progress and achieve our strategic priorities.



As tourism grows, it's becoming increasingly important to not only measure economic benefits but also to understand how tourism impacts local communities—the people, culture, and the region's liveability that make a destination unique. In October 2024, ART announced an opportunity for regional tourism organisations (RTOs) and local government areas (LGAs) to embark on their social impact assessment journey.

Following the program launch, interest to participate in the social impact assessment program was received by various RTOs and LGAs around Australia. ART and project partner, Nourish Group, commenced work with regions to develop a social impact framework that helps regions assess how tourism is contributing to local wellbeing and community engagement. Informed by preliminary findings and further research undertaken to develop the program, a discussion paper was shared with the regional tourism community.

The paper looks at the rise of social impact reporting and why measuring community wellbeing matters. Tourism metrics beyond visitor counts is explored, and tools and methodologies that can be used to quantify social value is discussed. The paper explores eight key dimensions that can be applied to regional tourism. Real-world applications, including case snapshots, are discussed to demonstrate both success stories and lessons learned. Social impact reporting presents both opportunities and challenges, further explored in the discussion paper and a key focus of the program.

While a National Framework for social impact has not yet been developed, we have made strong progress by establishing a methodology to measure and quantify social impact in dollar terms using the Australian Social Value Bank. By capturing and giving rise to the full range of benefits that tourism offers, we can build stronger, more inclusive destinations that stand the test of time. We invite councils, DMOs, and local businesses to join us as we continue this journey toward a more sustainable, community-driven tourism future.

[DISCUSSION PAPER: GROWING MOMENTUM FOR SOCIAL IMPACT REPORTING IN AUSTRALIAN REGIONAL TOURISM](#)





AGRITOURISM



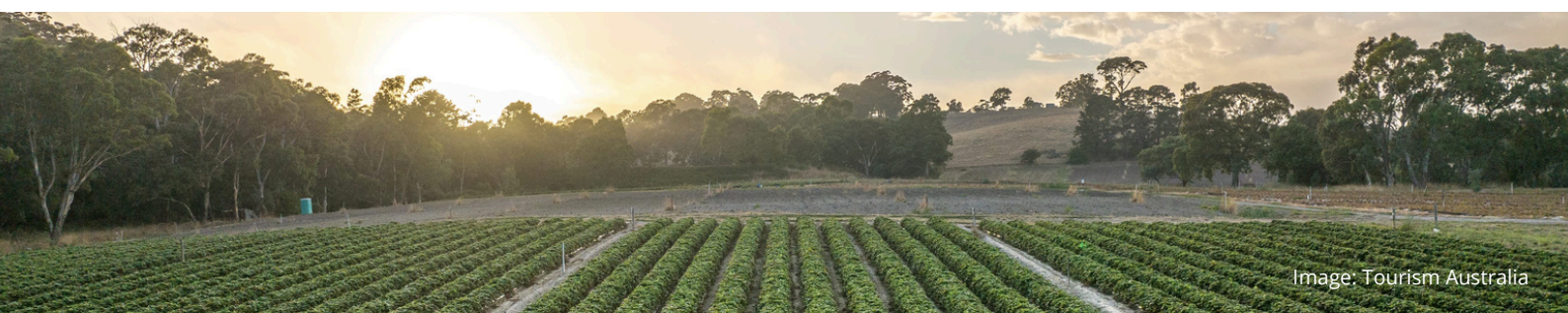
ART has continued to champion agritourism, submitting a pre-budget proposal seeking \$14 million (\$10m in direct-to-farm grant funding + \$4m in industry development) over four years to support farmers to diversify into tourism, increase high-yield export ready product, strengthen Australia's regional economies, and grow on-farm agritourism from \$7.4B to \$18.6B by 2030.

Since the proposal was submitted, the sector continues to present a great opportunity for RTOs, STOs, and Tourism Australia (TA) to build on their food and drink pillar by focusing on the growers and producers in regions; the festivals, events and farm gate markets; the chefs and restaurants that hero them and the specialist tour operators that package experiences on-farm and off-farm for both international and domestic visitors.

With over 6000 agritourism aligned operators tagged in ATDW, TA has taken a primary role with a plan for the sector implemented to leverage the size of the industry, scoping the work to be done to scale opportunities across multiple marketing platforms, from media and PR to brand, content, business events and distribution development.

ART recognises that agritourism is a sector perfectly placed to drive regional dispersal, a key focus for government. Building on ART's National Strategic Framework, TA has supported sector development to:

- Help identify at least 25 regions across the country who consider themselves “food bowls” with a well-rounded range of experiences on-farm and off-farm.
- Build demand by creating an agritourism “manifesto”, based on insights from the Consumer Demand Project.
- Curation of key categories of agritourism experiences to enable a content development plan that enables agritourism to be easily integrated on digital, social media and PR platforms at all levels.
- Working to understand all the major milestones in the consumer (and operator) journey. This will inform the distribution development plans for agritourism and drive conversion.
- Integrated ART as a key participant at the annual RTO Forum.
- Created a platform to showcase agritourism in a panel at Destination Australia
- Created an agritourism activation at ATE. A showcase for the diverse range of produce for which Australia is famous. Collaborated with the states to connect farm experiences and bring their hero regional “food bowls” to life. The activation was a promotion channels for the 75 agritourism-aligned export-ready sellers who attended ATE.
- Worked with ART to develop a strategic partnership plan to establish the National Agritourism Forum.
- Secured support from the SA Government and key farming and agricultural associations, the NAF works hand in hand with ART as a precursor to the Annual Convention.





ART IN 2024-25

A U S T R A L I A N
REGIONAL  **TOURISM**
L T D

Tourism & Ministerial Advocacy

In May 2025, ART congratulated Senator the Hon Don Farrell on his reappointment as Minister for Trade and Tourism. ART also welcomed the appointment of Senator the Hon Nita Green as Assistant Minister for Tourism, noting it demonstrated the growing importance of tourism within the Trade portfolio.

Advocacy

ART continues to communicate with relevant government bodies and Ministers to advocate for the sectors' growth and prosperity. ART meets regularly with key stakeholders to raise key issues and continue advocacy efforts.

Australian Chamber of Commerce and Industry (ACCI)

ART maintains a partnership with Australian Chamber of Commerce and Industry (ACCI), ensuring tourism continues to be a top priority.

Austrade

ART continues to work closely with Austrade to advocate for better outcomes for regional tourism.



ART IN 2024-25



THRIVE 2030 - Consolidation Phase (2025 - 2027)

THRIVE 2030 sets out Australia's long-term strategy for the visitor economy, providing a coordinated framework to guide growth and resilience across the sector.

The current Recovery Phase action plan concludes in 2025, after which Austrade will implement the Consolidation Phase (2025–2027). ART continues to contribute to the development of this strategy where possible, ensuring the priorities of regional tourism are well represented.

Future Tourism Cooperative Research Centre Application

The Future Tourism CRC is a national consortium of universities and industry partners that are proposing the establishment of a national Cooperative Research Centre (CRC) to re-imagine a sustainable and regenerative tourism, hospitality and events future for Australia.

Launched at the March QTIC Tourism Leaders Breakfast, the Next-Gen Visitor Economy Cooperative Research Centre (CRC) is currently in the first stage of the bid process through the Australian Government Program – with an opportunity to secure substantial multi-million-dollar funding, collaboratively supported by business, industry, university and government levels.

ART supports the CRC and, through its provision of in-kind support, has submitted a request to become a partner organisation. For more information on the Future Tourism CRC, visit their [website](#).

Local Government Training Program

The comprehensive online professional development program for anyone in the regional tourism industry remains available. The program continues to be a success with registrants having completed, or continuing to progress through the program.

Consisting of 12 modules specifically tailored for regional destinations, the program provides insight into the role of the visitor economy in regional communities and best practice industry planning and development. This outcome has exceeded what we anticipated and reinforces the value of online training for our industry.



ART IN 2024-25



RTO Forum - Destination Australia Sydney 2025

In March 2025, ART supported Tourism Australia in shaping part of the RTO Forum program for Destination Australia Sydney 2025, helping to deliver an agenda that reflected the evolving needs of regional tourism. The program featured sessions on social impact, including the launch of the Social Impact White Paper, alongside discussions on AI applications for RTOs, the effective use of LGA visitation data, and a panel on strengthening collaboration between RTOs and LGAs. These sessions aimed to highlight the sector's shift from profit-driven outcomes to a broader focus on people, place, and long-term value.

ART launched new website

Ahead of the 2024 Australian Regional Tourism Convention in Mackay, QLD, ART announced the launch of their new website. The ART website was redesigned to enhance user functionality, with a refreshed look, expanded resources, and full integration with the Tourism Hub. This integration means Tourism Hub users can now access both platforms in one place.

The Tourism Hub, developed through collaboration between government and the private sector, remains a free online platform delivering regular news, events, and opportunities tailored to regional tourism. With its focus on providing relevant, practical content for regional Australia, the platform is now easily accessible through the ART website.

The provision of podcasts and webinars also feature on the website, offering resources specifically designed for the regional tourism community. The updated website affords ART the ability to improve and automate other aspects in the future, such as linking course & convention discounts for ART Members to access more easily.

The Tourism Hub

The Tourism Hub remains a free, online platform which provides regular regional tourism news, events and opportunities. The Tourism Hub is a collaboration between the government and private sector to develop a central platform to access tourism research, news and opportunities. The platform's primary focus is to engage with its users by providing relevant content for regional Australia.



ART IN 2024-25



Regionalisation Ambition 2032 - Year 2 Progress Report

The National Alliance for Regionalisation brings together more than 30 CEOs from leading peak bodies to advance the Regionalisation Ambition 2032, with ART CEO Lauren Douglass contributing as a member. ART continues to support this initiative, using the framework to guide its strategy. In November 2024, a Year 2 Progress report measuring progress on the Regionalisation Ambition framework was released. View the report [here](#).

Webinar Program

ART delivered a series of webinars throughout the year, providing members and industry stakeholders with opportunities to learn, share experiences, and explore emerging issues. Topics and presenters included:

- **Social Impact: Measuring the True Value of Regional Tourism** with Dana Ronan, Nourish Group and Lauren Douglass, Australian Regional Tourism
- **Regenerative tourism** with Dave Hockly, Datastory
- **Agritourism Sip & Chat** with Regionality Pty Ltd

Australian Institute of Tourism Officers funds for Tourism Hub upgrade

After more than 30 years of service, AITO members voted to wind up the organisation in 2024, with residual funding of approximately \$60,000 provided to ART, supporting an upgrade of ART's Tourism Hub. The investment has enhanced the platform's tech infrastructure, ensuring it remains a vital resource hub for the industry.

Australian Institute of Company Directors (AICD) partnership

ART announced their partnership with the AICD to strengthen governance and professional development within regional tourism. Through this collaboration, ART members receive a significant discount for the AICD Company Directors Course™, tailored specifically to the tourism industry. Additionally, they will receive 12 months of complimentary AICD membership, supporting the sector to build capability and leadership across a broad range of areas.



The Regional Tourism Ambassador team continues to provide invaluable support and advice to ART. Their diverse skills bring varied perspectives while maintaining a shared vision for growing regional tourism together. The Ambassadors ran a notable workshop at the ART Convention for the third year and regularly contribute to the Tourism Hub through blog posts.



Alysia Brandenburg
Director
Alysia Brandenburg



Carolyn Childs
Futurist, Strategist, CEO
MyTravelResearch.com



Katrina Denoux
Postgraduate Academic & Lecturer
Agritourism & Culinary Tourism



Peter Freeman
Managing Director & Digital
Strategist, WOOF Media



Giovanna Lever
Founder & Managing Director
Sparrowly Group



Janet Mackay
Director
TRC Tourism



Lori Modde
Managing Director
Lorick Management



Kate Shilling
Agritourism Project Manager
Tourism Australia



Ryan Smith
Chief Access Officer
The Access Agency



Hannah Statham
Founder and Director
Media Mortar



Linda Tillman
Managing Director
Tilma Group

2024 Convention Wrap Up

The ART Convention 2024 was held in Mackay, Queensland with the main convention program running from Wednesday 9 October to Friday 11 October. This was the first time the convention had been held in Queensland since 2016.

Overall, there were 163 attendees with the largest proportion of delegates being from Queensland. While registrations and sponsorship were lower than in previous years, the survey responses, delegate comments and financial result were favourable, exemplifying the success of the convention.

The convention kicked off with the Welcome Reception at the Red Dog Brewery. The remainder of the convention, held at the Mackay Entertainment and Convention Centre, included 8 keynote addresses, 5 panel sessions and 9 breakout sessions. The convention dinner at the Harrup Park Country Club was held on Thursday 10 October.

This year, ART partnered with Tourism Australia to deliver an Agritourism Forum which took place prior to the convention, on Wednesday 9 October and consisted of 8 sessions and 11 speakers. The forum was attended by approximately 100 delegates.

ART acknowledges the incredible work of King Events who were contracted to coordinate and manage the convention. Due to the success of the convention, King Events has been appointed to deliver the 2025 event.

Annual General Meeting

The ART Annual General Meeting (AGM) was held on Thursday 10 October in Mackay, QLD. The AGM saw the following five board directors elected to fill vacancies:

- Hamish Fell, Founder/CEO, Smarter Tourism Technology (*Treasurer*)
- Marcus Falconer, Chief Executive Officer, Australia's Golden Outback
- Sarah Gardiner, Professor of Tourism & Director of the Griffith Institute for Tourism
- Tanya Jarman, Regional Tourism Manager, Adelaide Hills
- Rose Wright, Founder & Managing Director, Regionality Pty Ltd

The Chair report highlighted the past year as one of growth and change for regional tourism, bringing both exciting opportunities and important challenges. ART has continued to advocate strongly for the sector, deliver meaningful initiatives, and build partnerships that strengthen regional tourism communities.

2025 ART Convention

In October 2025, ART announced that the Adelaide Hills, South Australia will be the host destination for the 2025 Convention which will be held from Tuesday 14 October to Thursday 16 October 2025.

The Adelaide Hills is a region surrounded by rolling valleys, historic hamlets, world class cellar doors and immersive farm experiences. It is also a leader in wellness tourism and offers pristine nature experiences with the iconic Cleland National Park located nearby. The Adelaide Hills Convention Centre, located in the quaint and charming German village of Hahndorf, will play host to the events of the convention and will be the perfect location for delegates to explore one of the oldest surviving German settlements in Australia.

ART has engaged Belinda King, King Events, to deliver the 2025 Convention. Belinda is a valued member of the ART community, having managed the ART Convention in previous years.

Agritourism Forum

The National Agritourism Forum, hosted by Australian Regional Tourism in partnership with the South Australian Tourism Commission and Tourism Australia, will be held in the Adelaide Hills on Tuesday 14 October 2025.

The forum will include discussions from leading experts and successful operators, funding opportunities, product and experience development, and best practices for running a thriving agritourism business. The forum is an opportunity for attendees to build connections with like-minded farmers, industry leaders, and government representatives and explore new possibilities in agritourism.





SUMMARY

A U S T R A L I A N
REGIONAL  **TOURISM**
 LTD

Australian Regional Tourism (ART) is a membership based organisation bringing together State and Federal Government to partner with local councils and industry, and deliver best practice solutions for regional tourism development. ART is a profit-for-purpose organisation with all revenue reinvested to support the regional tourism industry.

ART is the peak body that represents regional tourism practitioners and acts as a hub for collaboration, cooperation, idea generation, knowledge sharing, networking and more. On behalf of its members, ART promotes sustainable regional development through regionally focused research, destination management planning, product development, marketing and the development of skilled human resources.

Our vision is to be the leading authority on regional tourism in Australia. Our mission is to drive regional visitor economy success through supporting and improving tourism communities.

ART extends its thanks to all who supported the organisation throughout 2024–25. We are proud to present an Annual Report that reflects the many achievements and milestones reached. Our focus remains firmly on strengthening regional tourism across Australia.



TREASURER'S REPORT



I am pleased to present the financial report for the 2024/25 financial year. Australian Regional Tourism (ART) continues to maintain a stable financial position with good financial indicators.

In the past 12 months we have completed the switch from the accrual method to the cash basis accounting method.

Income from the 2024 convention was greater than anticipated, this is in no small part due to the efforts of Lauren Douglas, Belinda King, the team in MacKay.



Expenditure on the hub redevelopment and the Executive electing to pre-pay our hosting fees for a significant discount led to ART declaring a loss in the 24/25 financial year. This was considered a prudent decision given the board's aim of diversifying income streams by offering a broad range of training programs and other benefits through the hub.

ART continues to maintain a healthy cash reserve that will enable the organisation to leverage opportunities' that can benefit its members.

I would like to thank my fellow Board Directors for their time, effort, and passionate commitment to regional tourism over the past 12 months. I am especially grateful to our CEO, Lauren Douglas, for her diligence, patience, and exceptional work ethic. To all of ART's members, I extend my heartfelt thanks for trusting ART to advocate for and advance tourism across regional Australia.

Hamish Fell
Australian Regional Tourism Treasurer

AUSTRALIAN REGIONAL TOURISM LTD

ABN 95 622 815 230

**FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE 2025**

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

CONTENTS

	Page No.
Directors' Report	2
Auditor's Independence Declaration	4
Directors' Declaration	5
Independent Auditor's Report	6
Statement of Comprehensive Income	9
Statement of Financial Position	10
Statement of Changes in Equity	11
Statement of Cash Flows	12
Notes to the Financial Statements	13

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

DIRECTORS' REPORT
FOR THE YEAR ENDED 30 JUNE 2025

Your directors present this report on the company for the financial year ended 30 June 2025.

DIRECTORS

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

Joel Chadwick	Kate Shilling	
Lori Modde	Ian Mason	(resigned 9 October 2024)
Hamish Fell	Rhyley Heap	(resigned 9 October 2024)
Tanya Jarman	Marcus Falconer	(appointed 10 October 2024)
Carolyn Childs	Rose White	(appointed 10 October 2024)
Sarah Gardiner		

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

INFORMATION ON DIRECTORS

In accordance with Section 300(10) of the *Corporations Act 2001* particulars of the qualifications, experience and special responsibilities of the company's directors are as follows:

DIRECTOR	QUALIFICATIONS	SPECIAL
Joel Chadwick	Visitor Economy Coordinator Director 3 years	President
Lori Modde	Business Owner Director 3 years	Vice President
Hamish Fell	Consultant Director 4 years	Treasurer
Carolyn Childs	Business Owner Director 4 years	
Sarah Gardiner	Associate Professor Director 2 years	
Tanya Jarman	Consultant Director 2 years	
Kate Shilling	Agritourism Project Manager Director 1 year	
Marcus Falconer	Business Owner Director <1 year	
Rose White	Director Director <1 year	

MEETINGS OF DIRECTORS	ELIGIBLE	PRESENT	APOLOGY
Hamish Fell	7	6	1
Carolyn Childs	7	5	2
Lori Modde	7	4	3
Joel Chadwick	7	7	0
Sarah Gardiner	7	5	2
Tanya Jarman	7	5	2
Ian Mason	3	2	1
Kate Shilling	7	6	1
Rhyley Heap	3	2	1
Marcus Falconer	4	3	1
Rose White	4	0	4

During the financial year there were 7 meetings.

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

DIRECTORS' REPORT
FOR THE YEAR ENDED 30 JUNE 2025

PRINCIPAL ACTIVITIES

The principal activities of the company during the financial year was to develop regional Australia through building competitive tourism.

OPERATING RESULTS

The net loss of the company for the financial year after providing for income tax amounted to \$40,878 (2024 profit \$62,706).

SIGNIFICANT CHANGES

No significant change in the nature of these activities occurred during the year.

MEMBER GUARANTEE

The company is incorporated under the *Corporations Act 2001* and is a company limited by guarantee. If the company is wound up, the constitution states that each member is required to contribute a maximum of \$10 each towards meeting any outstanding obligations of the entity. At 30 June 2025, the total amount that the members of the company are liable to contribute if the company is wound up is \$1,040 [2024:\$1,120].

AUDITORS INDEPENDENCE DECLARATION

A copy of the auditor's independence declaration as required under Section 307C of the *Corporations Act 2001* is attached to this financial report.

Signed in accordance with a resolution of the directors.

Director



Joel Chadwick

Director



Hamish Fell

Dated:

30th September 2025

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

**AUDITOR'S INDEPENDENCE DECLARATION UNDER
SECTION 307C OF THE CORPORATIONS ACT 2001**

**TO THE DIRECTORS OF
AUSTRALIAN REGIONAL TOURISM LTD**

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

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



John P Keenan CA
Registered Auditor 156228

KELLY PARTNERS (GRIFFITH) PTY LTD

Dated at Griffith this 15th day of September 2025

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

DIRECTORS' DECLARATION
FOR THE YEAR ENDED 30 JUNE 2025

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

The directors of Australian Regional Tourism Ltd declare that:

1. The financial statements and notes, as set out on pages 9 to 16, are in accordance with the *Corporations Act 2001* and:
 - (a) comply with Australian Accounting Standards as stated in Note 1; and
 - (b) give a true and fair view of the company's financial position as at 30 June 2025 and of its performance for the year ended on that date.
2. In the directors' opinion, there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.

Director



Joel Chadwick

Director



Hamish Fell

Dated this 30th day of September 2025

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF
AUSTRALIAN REGIONAL TOURISM LTD

Opinion

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

In our opinion, the accompanying financial report of Australian Regional Tourism Ltd is in accordance with the *Corporations Act 2001*, including:

- (a) giving a true and fair view of the company's financial position as at 30 June 2025 and of its financial performance for the year then ended; and
- (b) complying with Australian Accounting Standards to the extent described in Note 1, and the *Corporations Regulations 2001*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Company in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional & Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Corporations Act 2001*, which has been given to the directors of Australian Regional Tourism Ltd, would be in the same terms if given to the directors as at the time of this auditor's report.

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

Emphasis of Matter - Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the directors' financial reporting responsibilities under the *Corporations Act 2001*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Other Information

The directors are responsible for the other information. The other information comprises the directors' report for the year ended 30 June 2025, but does not include the financial report and our auditor's report thereon.

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

**AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230**

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF
AUSTRALIAN REGIONAL TOURISM LTD**

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

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

Responsibilities of the Directors for the Financial Report

The directors of the Company are responsible for the preparation of the financial report that gives a true and fair view and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the *Corporations Act 2001* and is appropriate to meet the needs of the members. The directors' responsibility also includes such internal control as the directors determine is necessary to enable the preparation of a financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

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

Auditor's Responsibilities for the Audit of the Financial Report

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

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional 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 Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF
AUSTRALIAN REGIONAL TOURISM LTD

- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.

- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

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

Kelly Partners Griffith Partnership

Kelly Partners Griffith Partnership


John P Keenan CA
Registered Auditor 156228

Griffith

Dated this *15th* day of September 2025

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

STATEMENT OF COMPREHENSIVE INCOME
FOR THE YEAR ENDED 30 JUNE 2025

	Note	2025 \$	2024 \$
Revenue	2	338,738	299,990
Convention expenses		(100,081)	(2,575)
Employee expenses		(174,682)	(158,269)
Web and online forum development		(50,759)	(9,081)
Contractor expenses		(16,169)	(22,158)
Bad debts		-	(18,457)
Subscriptions		(15,644)	(11,836)
Travel expenses		(7,122)	(6,640)
Other expenses		<u>(15,160)</u>	<u>(8,267)</u>
Profit (loss) before income tax expense		(40,878)	62,706
Income tax expense		<u>-</u>	<u>-</u>
Profit (loss) for the year		<u>(40,878)</u>	<u>62,706</u>
Other comprehensive income		<u>-</u>	<u>-</u>
Total comprehensive income for the year		<u>-</u>	<u>-</u>
Profit attributable to members of the entity		<u>(40,878)</u>	<u>62,706</u>
Total comprehensive income attributable to members of the entity		<u>(40,878)</u>	<u>62,706</u>

The accompanying notes form part of these financial statements.

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

STATEMENT OF FINANCIAL POSITION
FOR THE YEAR ENDED 30 JUNE 2025

	Note	2025 \$	2024 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	3	366,863	342,870
Trade and other receivables	4	97,931	93,321
TOTAL CURRENT ASSETS		<u>464,794</u>	<u>436,191</u>
TOTAL ASSETS		<u>464,794</u>	<u>436,191</u>
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	5	228,630	176,246
Employee entitlements	6	25,158	8,061
TOTAL CURRENT LIABILITIES		<u>253,788</u>	<u>184,307</u>
TOTAL LIABILITIES		<u>253,788</u>	<u>184,307</u>
NET ASSETS		<u>211,006</u>	<u>251,885</u>
EQUITY			
Retained Profits		<u>211,006</u>	<u>251,885</u>
TOTAL EQUITY		<u>211,006</u>	<u>251,885</u>

The accompanying notes form part of these financial statements.

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

STATEMENT OF CHANGES IN EQUITY
FOR THE YEAR ENDED 30 JUNE 2025

	Note	Retained Earnings
Balance at 1 July 2023		<u><u>189,179</u></u>
Comprehensive income		
Surplus for the year attributable to members		62,706
Other comprehensive income for the year		<u>-</u>
Total comprehensive income attributable to members		62,706
Retained Earnings		251,885
Balance at 30 June 2024		<u><u>251,885</u></u>
Comprehensive income		
Surplus for the year attributable to members		(40,878)
Other comprehensive income for the year		<u>-</u>
Total comprehensive income attributable to members		(40,878)
Balance at 30 June 2025		<u><u>211,005</u></u>

The accompanying notes form part of these financial statements.

AUSTRALIAN REGIONAL TOURISM LTD

ABN 95 622 815 230

**STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED 30 JUNE 2025**

	Note	2025 \$	2024 \$
Cash flows from operating activities			
Receipts from Customers		332,171	288,637
Payments to Suppliers & Employees		(310,135)	(252,650)
Interest Received		1,956	795
Net cash provided by operating activities		<u>23,993</u>	<u>36,782</u>
Cash flows from investing activities			
Proceeds from sale of Property, Plant & Equipment		-	-
Payment for acquisition of Property, Plant & Equipment		-	-
Net cash provided by investing activities		-	-
Cash flows from financing activities			
Borrowings - Repayments		-	-
Net cash provided by financing activities		<u>-</u>	<u>-</u>
Net increase in cash held		23,993	36,782
Cash at beginning of financial year		<u>342,870</u>	<u>306,088</u>
Cash at end of financial year		<u>366,863</u>	<u>342,870</u>

The accompanying notes form part of these financial statements.

**AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230**

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025**

The financial statements cover Australian Regional Tourism Ltd (the Company) as an individual entity, incorporated and domiciled in Australia. Australian Regional Tourism Ltd is a company limited by guarantee.

Note 1: Material Accounting Policy Information

The directors have prepared the financial statements on the basis that the company is a non-reporting entity because there are no users dependent on general purpose financial statements. These financial statements are therefore special purpose financial statements that have been prepared in order to meet the requirements of the *Corporations Act 2001*. The company is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards.

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

The financial statements, except for the cash flow information, have been prepared on an accruals basis and are based on historical costs unless otherwise stated in the notes. Material accounting policies adopted in the preparation of these financial statements are presented below and have been consistently applied unless stated otherwise. The amounts presented in the financial statements have been rounded to the nearest dollar.

Accounting Policies

(a) Revenue

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

For capital grants, the company recognises income in profit or loss when or as the company satisfies its obligations under the terms of the grant.

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

(b) Employee Benefits

Short-term employee benefits

Provision is made for the company's obligation for short-term employee benefits. Short-term employee benefits are benefits (other than termination benefits) that are expected to be settled wholly before 12 months after the end of the annual reporting period in which the employees render the related service, including wages, salaries and sick leave. Short-term employee benefits are measured at the (undiscounted) amounts expected to be paid when the obligation is settled.

The company's obligations for short-term employee benefits such as wages, salaries and sick leave are recognised as part of accounts payable and other payables in the statement of financial position.

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

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

Other long-term employee provisions

Provision is made for employees' long service leave and annual leave entitlements not expected to be settled wholly within 12 months after the end of the annual reporting period in which the employees render the related service.

The company's obligations for long-term employee benefits are presented as non-current employee provisions in its statement of financial position, except where the company does not have an unconditional right to defer settlement for at least 12 months after the end of the reporting period, in which case the obligations are presented as current provisions.

(c) Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held at-call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts.

(d) Accounts Receivable and Other Debtors

Accounts receivable and other debtors include amounts due from members. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets.

(e) Goods and Services Tax

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 statement of financial position.

Cash flows are presented on a gross basis. The GST components of cash flows arising from investing or financing activities, which are recoverable from or payable to the ATO, are presented as operating cash flows included in receipts from customers or payments to suppliers.

(f) Comparative Figures

Where required by Accounting Standards comparative figures have been adjusted to conform with changes in presentation for the current financial year.

When an entity applies an accounting policy retrospectively, makes a retrospective restatement or reclassifies items in its financial statements, a statement of financial position as at the beginning of the earliest comparative period must be disclosed.

(g) Accounts Payable and Other Payables

Accounts payable and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the company during the reporting period which remain unpaid. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

**AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230**

**NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025**

(h) Critical Accounting Estimates and Judgements

The directors evaluate estimates and judgments incorporated into the financial statements based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within the company.

(i) Adoption of new and revised accounting standards

The company has adopted all standards which became effective for the first time at 30 June 2025. The adoption of these standards has not caused any material adjustments to the reported financial position, performance or cash flow of the company.

(j) New Accounting Standards and Interpretations

The AASB has issued new and amended Accounting Standards and Interpretations that have mandatory application dates for future reporting periods. The company has decided not to early adopt these standards.

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

	2025 \$	2024 \$
2 REVENUE AND OTHER INCOME		
Revenue from contracts with customers		
Agritourism Sponsorship	25,000	20,000
Sponsorship/Partnership	4,000	20,000
Convention Registration	147,352	111,377
Convention Sponsorship	-	55,682
	<u>176,352</u>	<u>207,059</u>
Other Revenue		
Member subscriptions	88,916	87,064
Program	1,268	5,073
Interest received	1,956	795
Sundry Income	70,245	-
	<u>338,738</u>	<u>299,990</u>
3 CASH AND CASH EQUIVALENTS		
Cheque Account	112,742	288,345
Cash Reserve Account	250,082	48,126
Stripe Account	4,040	6,399
	<u>366,863</u>	<u>342,870</u>
4 TRADE AND OTHER RECEIVABLES		
Trade Debtors	71,976	75,547
Prepaid Expenses	25,955	17,773
	<u>97,931</u>	<u>93,321</u>
5 TRADE AND OTHER PAYABLES		
Income in Advance	195,724	133,097
Goods and Services Tax	11,750	11,994
Accrued Wages	-	12,796
Superannuation Payable	6,225	5,335
PAYGW Payable	14,931	13,024
	<u>228,630</u>	<u>176,246</u>
6 EMPLOYEE ENTITLEMENTS		
Provision for Annual Leave	13,822	678
Provision for Long Service Leave	11,336	7,382
	<u>25,158</u>	<u>8,061</u>
Current	25,158	8,061
Non-Current	-	-
	<u>25,158</u>	<u>8,061</u>

AUSTRALIAN REGIONAL TOURISM LTD
ABN 95 622 815 230

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 30 JUNE 2025

7 EVENTS AFTER THE REPORTING PERIOD

The directors are not aware of any significant events since the end of the reporting period.

8 COMPANY DETAILS

The registered office of the company is:
 Australian Regional Tourism Ltd
 103A Finlays Road
 Korora NSW 2450

9 CONTINGENCIES

There are no contingent liabilities as at 30 June 2025 (2024: \$0).

10 MEMBERS' GUARANTEE

The Company is incorporated under the *Corporations Act 2001* and is a company limited by guarantee. If the Company is wound up, the constitution states that each member is required to contribute a maximum of \$10 towards meeting any outstanding obligations of the company. At 30 June 2025, the number of members was 104.

	2025	2024
	\$	\$
11 AUDITOR'S REMUNERATION		
Remuneration of the auditor of the Company for:		
auditing or reviewing the financial statements	3,000	3,000
taxation services	2,000	1,600
12 CASH FLOW INFORMATION		
Net current year surplus	(40,878)	62,706
Adjustment for:		
Movement in working capital:		
(Increase)/decrease in accounts receivable and other debtors	3,571	(29,257)
Increase/(decrease) in accounts payable and other payables	52,384	25,802
Increase/(decrease) in other current assets	(8,181)	(17,773)
(Increase)/decrease in other current liabilities	-	-
Increase/(decrease) in employee provisions	17,097	(4,989)
Net cash generated by operating activities	<u>23,992</u>	<u>36,488</u>



Enquiries

Lauren Douglass
Chief Executive Officer
Australian Regional Tourism
P | 0407 436 965
E | ceo@regionaltourism.com.au
www.regionaltourism.com.au