

# CHRISTMAS ISLAND ANNUAL REPORT

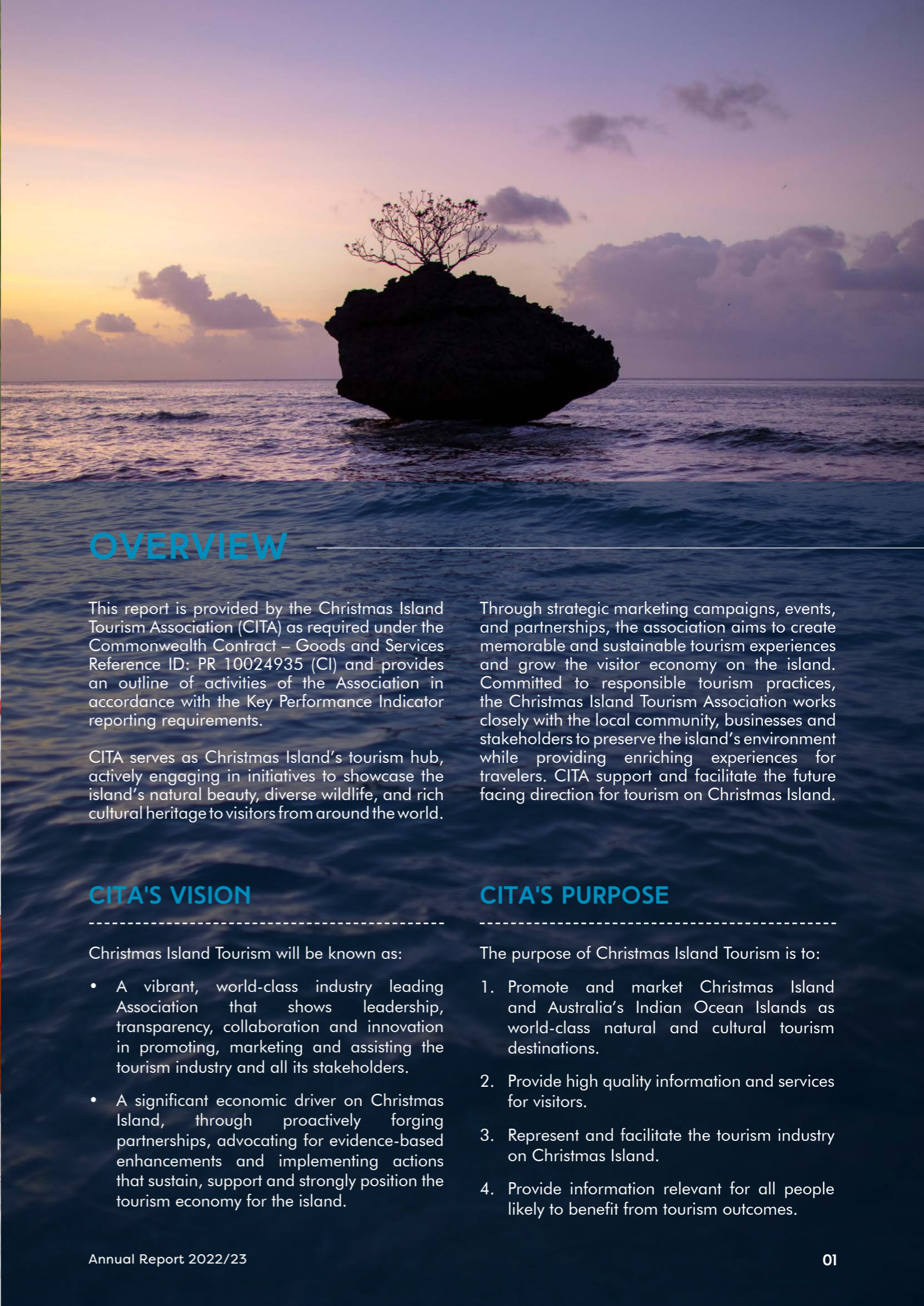
2022/23

A person wearing a hat and light-colored clothing stands in a cave, looking out at a bright blue sea. The cave walls are dark and textured, with some green plants hanging from the ceiling. The water is clear and reflects the light from the opening.

 CHRISTMAS ISLAND  
A NATURAL WONDER

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## OVERVIEW

This report is provided by the Christmas Island Tourism Association (CITA) as required under the Commonwealth Contract – Goods and Services Reference ID: PR 10024935 (CI) and provides an outline of activities of the Association in accordance with the Key Performance Indicator reporting requirements.

CITA serves as Christmas Island's tourism hub, actively engaging in initiatives to showcase the island's natural beauty, diverse wildlife, and rich cultural heritage to visitors from around the world.

Through strategic marketing campaigns, events, and partnerships, the association aims to create memorable and sustainable tourism experiences and grow the visitor economy on the island. Committed to responsible tourism practices, the Christmas Island Tourism Association works closely with the local community, businesses and stakeholders to preserve the island's environment while providing enriching experiences for travelers. CITA support and facilitate the future facing direction for tourism on Christmas Island.

## CITA'S VISION

Christmas Island Tourism will be known as:

- A vibrant, world-class industry leading Association that shows leadership, transparency, collaboration and innovation in promoting, marketing and assisting the tourism industry and all its stakeholders.
- A significant economic driver on Christmas Island, through proactively forging partnerships, advocating for evidence-based enhancements and implementing actions that sustain, support and strongly position the tourism economy for the island.

## CITA'S PURPOSE

The purpose of Christmas Island Tourism is to:

1. Promote and market Christmas Island and Australia's Indian Ocean Islands as world-class natural and cultural tourism destinations.
2. Provide high quality information and services for visitors.
3. Represent and facilitate the tourism industry on Christmas Island.
4. Provide information relevant for all people likely to benefit from tourism outcomes.

## CITA VALUES

At the Christmas Island Tourism Association, our passion and commitment for the natural, cultural, social, and economic facets of Christmas Island drive our actions, with our core values serving as our guiding principles:

- Forward Thinking:** We are proactive, constantly seeking innovative and beneficial ways to enhance the future of Christmas Island with a big picture, industry leading focus.
- Community Minded:** Embracing diversity in cultures, beliefs, gender, race, age, and abilities, we foster a welcoming environment for all. Through strategic partnerships, we strive for collaboration at every opportunity to ensure a tourism future that reflects the values of our community and local industry.
- Professional and Approachable:** We facilitate our role with professionalism and integrity, ensuring our actions consistently reflect the values, ethics, and transparency synonymous with Christmas Island Tourism.

- Experts in Tourism:** With a strong expertise in all facets of tourism, we stand among the most knowledgeable tourism professionals on the island. We are connected, innovative and resourceful and can confidently lead the tourism industry to achieve its outcomes.
- Evidence Based:** We are dedicated to interpreting pertinent information about tourism. Our actions are grounded in sound data and comprehensive analysis, ensuring that our initiatives are well-informed and impactful.

Through these principles, we are resolute in our mission to elevate Christmas Island's tourism experiences, fostering sustainable growth and enriching the sustainable tourism offering on Christmas Island.



## CHRISTMAS ISLAND TOURISM ASSOCIATION

### CITA COMMITTEE



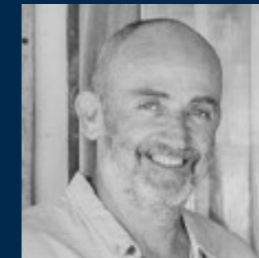
**David Mulheron**  
Acting Chair



**Lyndon Beck**  
Acting Vice Chair



**Chris Carr**  
Treasurer



**Mark Rochfort**



**Lynda Collett**

### CITA TEAM



**Sarah Coote**  
Destination  
Marketing Manager



**Cheryl Molross**  
Visitor Centre  
Manager



**Wendy Wood**  
Visitor Centre  
Assistant Manager

# EXECUTIVE SUMMARY

## CHRISTMAS ISLAND TOURISM ASSOCIATION ANNUAL REPORT 2022/23

In the past year, the Christmas Island Tourism Association (CITA) undertook initiatives aimed at positively shaping the future of tourism on the island. With significant changes in CITA personnel over 2022-23, this had an impact on the organisation, however with the appointment of a new Marketing Manager, Visitor Centre Manager, Assistant Visitor Centre Manager and Tourism Officers, CITA has achieved significant outcomes across the board in tourism servicing, destination development and destination marketing.

A foundational development was the crafting of a three-year CITA Strategic Plan, placing emphasis on the preservation of cultural heritage, the creation of robust tourism community partnerships, a deep connection with nature and well-being, and a commitment to fostering adventure and nature-inspired tourism. CITA's operational pillars were articulated through five key values: Industry Development & Sustainability, Destination Marketing, Advocacy & Membership, Visitor Services, and Visitor Experiences & Events.

CITA aims to drive a sustainable, growth orientated and quality tourism industry on Christmas Island. The appointment of a new Marketing Manager, Sarah Coote in January 2023, brought about a focus on strategic, measurable, and data-driven foundations. Marketing campaign highlights, include the 'Destination Australia' series (which was filmed in 2022 and aired in 2023) and the features in Australian Traveller magazine and digital. Online engagement saw significant growth across platforms, with the official CI website, Facebook, Instagram, and Mailchimp all achieving valuable metrics.

Undergoing a brand evolution, CITA introduced a modern logo design and branding toolkit, a collaborative effort reflecting the input of committee members.

The association played a supportive role for tourism operators throughout the period, extending financial assistance to events like

Bird & Nature Week, Extra Divers Australia attending OZTek Advanced Diving Conference & Exhibition, ads for the CI Marathon, and Freedive CI attending the Freediving World Championships. Notable public relations efforts included coverage of the red crab migration and features in dive magazines, elevating Christmas Island's global profile.

CITA Marketing Manager, Sarah Coote, attended Australian Tourism Exchange in 2023 on the Gold Coast representing Christmas Island and Cocos Keeling Islands. She held 127 meetings throughout the event, fostering connections with industry agents, wholesalers, media, and buyers. Additionally, BKB representation of Christmas Island at East Coast roadshows throughout the year expanded outreach further.

This year also welcomed a new Visitor Centre Manager, Cheryl Mollross. Despite the disruption of staffing changes and committee changes, visitor numbers demonstrated resilience, with total flight arrivals and leisure visitors maintaining positive trends. The Visitor Centre also recorded a substantial number of bookings, indicating sustained interest in Christmas Island.

A strengthened partnership with Cocos Keeling Islands, reflecting a collaborative marketing approach and opening avenues for mutual growth, will showcase a unique point of difference now the world has opened up to an international market and Christmas Island no longer have the monopoly on the captive Australia market.

Due to moving off island, CITA Chair, Simon Penn resigned from the role and instated Acting Chair, David Mulheron and Acting Vice Chair Lyndon Beck.

As CITA charts its course forward, the focus remains on sustained growth, strategic partnerships, a collaborative industry and the delivery of exceptional visitor experiences, positioning Christmas Island as a premier destination in the dynamic tourism landscape.

# A FUTURE FOCUSED TOURISM VISION FOR CHRISTMAS ISLAND

A significant body of work was undertaken in 2022/23 to develop a new three-year CITA Strategic Plan, increase membership to better support our tourism economy and increase visitor numbers to Christmas Island.

The future for Christmas Island's visitor economy will capitalise on the islands rich heritage both built and told, 'one and only' visitor attraction and unexpected nature experiences. We aim to connect visitors inspired by nature adventure.

Over the next 3 years, visitors will be attracted to Christmas Island through inspiring imagery, intriguing stories and new visitor experiences. Visitor servicing commitments will ensure that Christmas Island is open for business and visitors are welcome.

### WE WILL

- Value our CULTURAL HERITAGE and its preservation
- Create a TOURISM COMMUNITY where PARTNERSHIPS can thrive
- Immerse ourselves in NATURE and wellbeing
- Embrace new opportunities to establish an ADVENTURE & NATURE INSPIRED TOURISM future

1

**EFFICIENT AND EFFECTIVE MARKETING AND PROMOTION**

We will promote and drive desire for our region with an engaging, measurable and evidence based marketing strategy with effective use of our marketing spend.



2

**ACCESS TO THE IOT**

We will support and work with the RDO and relevant bodies to grow accessibility into our region and develop strategies and initiatives to encourage visitation to our island.



3

**DESTINATION DEVELOPMENT**

We will support the Christmas Island tourism industry with a holistic approach to the destination, working with stakeholders and members to drive visitation and increase visitor spend. We will also enable growth in capacity and capability.



4

**DRIVING INDUSTRY ENGAGEMENT**

We will work collaboratively with our stakeholders to build a viable, growth orientated and quality tourism industry and a cohesive destination. We will elevate CI's position within the industry with supported infrastructure, processes, logistics and enhance visitor confidence.



5

**A HIGH-PERFORMING ORGANISATION**

We will seek to optimise our efforts by collaborating with key stakeholders, Cocos Keeling Islands and the RDO. We will endeavour to grow our operating budgets by growing sustainable funding sources.



**CITA'S STRATEGIC PLAN**

CITA's Tourism Strategic Plan 2023-2026 presents a high-level strategic framework which is intended to guide destination development and marketing activity for the Christmas Island Tourism Association (CITA) over a period of three (3) years, supported by a 12-month implementation action plan for 2023-24, to be reviewed annually.

The strategic document acknowledges that the challenges of access, funding, environment management, and supply chain pressures are beyond CITA's direct responsibility. CITA's role is to ensure that the local industry is ready and destination awareness is maximized, to leverage the delivery of major tourism projects which will ultimately be led by appropriate Government agencies.

The CITA strategic plan is underpinned by the objects of the Association identified as:

- To promote and market Christmas Island as a world-class natural and cultural tourism destination
- to increase visitation
- To help facilitate the development of sustainable tourism
- To represent the interests of the Christmas Island tourism industry
- To promote the interests of the Association and its members
- To provide visitor and member services
- For the purpose of planning, CITA's association objects have been defined as Strategic Planning

**VALUES:**

- INDUSTRY DEVELOPMENT & SUSTAINABILITY
- DESTINATION MARKETING
- ADVOCACY & MEMBERSHIP
- VISITOR SERVICES
- VISITOR EXPERIENCES & EVENTS

A Destination Development Model for Christmas Island which defines Focus Areas and corresponding, Enabling Actions has been used to identify short-term projects for CITA which reside within the organisation's values and align to regional plans.

To measure success, each focus area has an overarching goal for CITA to aim to and a number of objectives to achieve. To deliver sustainability, the approach to implementing the 3-year life of the strategy will be supported by a 12-month action plan underpinned by the following themes:

- 2023-24 Establish Foundations
- 2024-25 Building Momentum
- 2025-26 Maximising Growth

A copy of CITA's Destination Strategy can be found here: [www.christmas.net.au/strategy](http://www.christmas.net.au/strategy)

# EFFECTIVE AND EFFICIENT DATA DRIVEN MARKETING & PROMOTION

## MARKETING CAMPAIGN HIGHLIGHTS


### Destination Australia

In November 2022, Destination Australia TV filmed content on Christmas Island to feature in a dedicated episode on their upcoming series. Produced by Guru Productions, the program is a national expansion of the Destination WA program and has a prominent viewership nationally and internationally. A dedicated website page was developed with a consistent call to action throughout the episode: <https://www.christmas.net.au/DA>. This allowed us to measure engagement.


504,000 viewers aggregated across national premiere on Channel 9, 9HD, 9WIN and 9NOW. In addition it attracted another 128,000 views on 9LIFE. It was the second highest rating episode of the 6 part series 1, coming in second only to Lord Howe Island and eclipsing Norfolk Island by 23,000.

The audience profile varied by channel.

#### 9NOW




**18%** of all views occurred




Majority **25 to 54** years of age

#### Channel 9




**53%** female  
**47%** male




Majority **40 to 64** years of age

Repeats on **9LIFE**




**81%** Majority female audience



Majority **40 to 66** years of age

The series is now being distributed internationally and will play in continental Europe, MENA, the Baltics and China/ Far East Asia in 141 countries/ territories in 2024/25.



Viewership data provided by Guru Productions.

## Destination Australia Website Insights & Analytics

Preliminary analytics after the episode showed a significant increase of website visits to Christmas Island's destination website.

### Website Visitor Stats

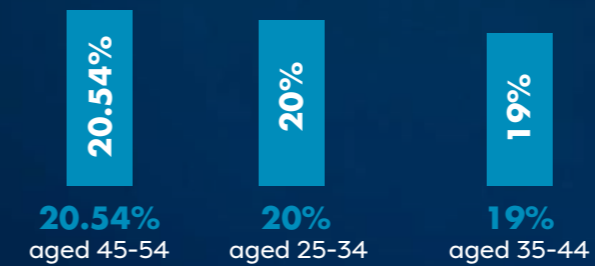


**1,291**  
Page Views

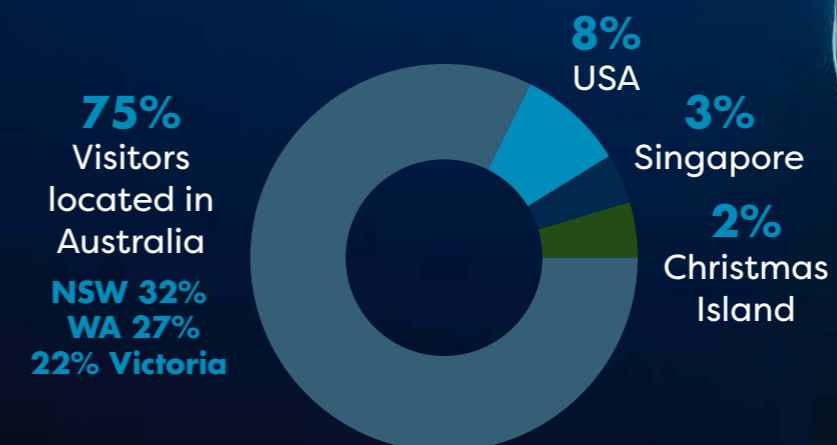


**1,108**  
Users

### Visitor Demographics



### Location Data



## Australian Traveller Magazine

### PRINT

- Single Page Native Content created by Australian Traveller's Editorial Team
- Exclusive positioning within main editorial well: 'Top 100' within 'Life Aquatic' Section
- Edition: '100 Emerging Destinations & Experiences' May/June/July 2023 Edition #98

### DIGITAL

- 850 x word native content created by Australian Traveller's Editorial Team.
- Posted on Australian Traveller Website & hosted within www.australiantraveller.com
- Hosted within 100 Emerging Destinations Hub. Guaranteed 3,000 unique visitors to content

### Lead Generation Elements:

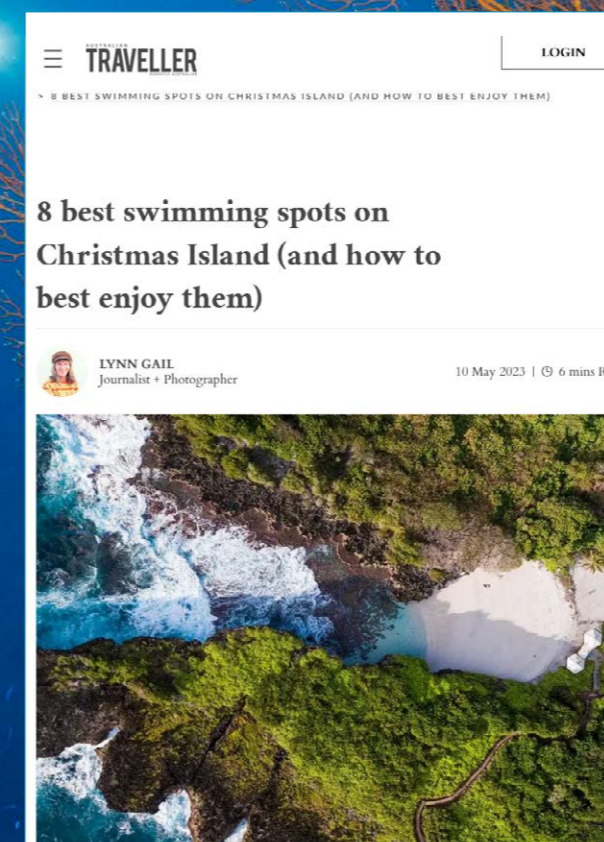
- Native Content Inclusion within Australian Traveller's 100 Emerging Destinations Solus Email
- Boosted Facebook Post to Australian Traveller's 45,668 + Followers
- Retargeting to Eastern Seaboard Audience
- Story Post on Australian Traveller's Instagram Site (144,000 followers)
- Inclusion within Australian Traveller Weekly EDM Newsletter
- Digital Display Advertising Banners Run Of Site + exclusive to CI content with retargeting of AT Eastern Seaboard audience: 200,000 impressions\* guaranteed

The content for this campaign showcased a range of operators in the content, as well as a dedicated website page link to measure the outcomes of this campaign.

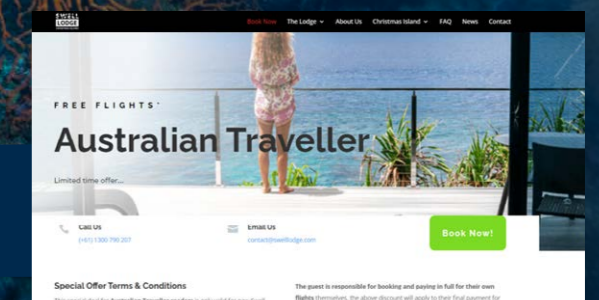
## CITA CAMPAIGN HIGHLIGHTS



### Campaign Digital Feature:



The offer featured a special offer by Swell Lodge of free flights, which directed straight to their landing page.



## DIGITAL ACTIVITY

### CI WEBSITE

- 308k page views
- 119k sessions
- 94k users
- 63% page views from organic search

### FACEBOOK

- 83 posts (+38% 21/22)
- 868.6k Reach (+11% 21/22)
- 9% Engagement Rate (+13% 2021/22)
- 48K Page Likes (+8% 2020/21)

### INSTAGRAM

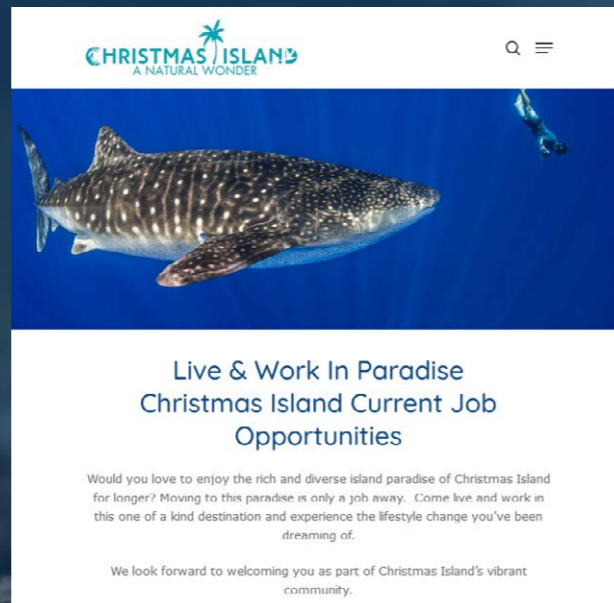
- 72 posts (+80% 21/22)
- 802.1k Reach (+13% 21/22)
- 10% Engagement Rate (+45% 2021/22)
- 22.8K Page Likes (+13% 2020/21)

### MAILCHIMP

- 7 EDMs
- 63% Unique Open Rate (Benchmark 23.5%)
- 12% Unique Click Rate (Benchmark 4.2%)
- 15,312 Subscribers (+15% 2020/21)

## Job Opportunities Page Developed in Collaboration with IOTA

Website page on CITA's website for current job opportunities on island is updated consistently with current positions. All members welcome to advertise their job opportunities on the page. This feature aligns with Tourism Australia's Working Holiday Maker Campaign, which involves content shared, showcasing the lifestyle and ways of experiencing destinations through working holidays/ work placements. Further marketing of job opportunities on island will not only help in tourism offerings, but also destination development and support for operators on the island.



[www.christmas.net.au/job-opportunities/](http://www.christmas.net.au/job-opportunities/)



**Insights & Analytics**  
 Visitor Stats  
 583 Page Views  
 532 Unique Users



**Location Data**  
 32% Perth  
 17% NA  
 8% Melbourne  
 8% Sydney  
 5% Brisbane  
 4% Singapore  
 2% Cairns

## NEW CHRISTMAS ISLAND TOURISM BRAND

Christmas Island Tourism Association have developed a new CITA brand with a modern approach to its logo design and branding toolkit. The logo was designed in collaboration with committee member comments and speaks to the essence of the island's offerings.



## SUPPORT FOR TOURISM OPERATORS

### Extra Divers OZTek Advanced Diving Conference & Exhibition

Extra Divers CI was supported by CITA to attend and hold a stand at OZTek Advanced Diving Conference & Exhibition in Melbourne from 1-2 October 2022. OZTeK is Australia's largest dive conference and exhibition. The show visitors are mainly very experienced divers, and are generally looking to reconnect with their suppliers and destinations. CITA funded support of \$4,100 for Extra Divers to attend.

### IOE- Bird & Nature Week

Indian Ocean Experiences' Bird & Nature Week was successfully showcased in Birdlife Magazine with a dedicated A4 flyer included with each copy. By featuring the event in this publication, dedicated to birdwatching and nature enthusiasts, the event sold out and provided valuable exposure among a highly targeted audience. CITA funded support of \$8,250 for Indian Ocean Experiences' Bird & Nature Week.

### Freedive CI World Championships Competition

Christmas Island wetsuit logo placement & meetings with freediving officials to establish an event on Christmas Island with support of The Department and Minister McBain for this event. CITA funded support of \$3,800 for David Mulheron for wetsuit advertising and attendance of the event.



## WA Tourism Awards Nomination Fee & Support for Operators

CITA supported Christmas Island tourism operators interested in entering the 2023 WA Tourism Awards. CITA covered the costs of entry fees for any category Christmas Island, tourism business would like to enter.

Business	Category
Swell Lodge	Ecotourism & Unique Accommodation
Freedive CI	Adventure Tourism
Indian Ocean Experiences	Ecotourism & Tour & Transport Operators

### Benefits of entering the awards include

- An opportunity to celebrate CI tourism operators that lead our industry
- Raise CI's profile industry wide by receiving public recognition of destination finalists
- Benchmark against industry competitors.
- Encourage high standards of operations amongst tourism industry on CI

Due to time challenges, the nominated businesses were unable to complete their award submissions. Next year, additional support/ further time will be reviewed to better support completion of Christmas Island's entries into the awards. CITA will also be submitting Christmas Island for Top Tourism Town Awards in 2023. Nominations close in February so 2022/23 submission was missed with a new Marketing Manager taking the role in January 2023.

CITA funded \$900 for WA Tourism Award Nominations.

### Tourism Australia - Australian Wildlife Journeys

CITA supported Indian Ocean Experiences' participation in Tourism Australia's Australian Wildlife Journeys - one of only 20 operators accepted nationwide by providing funded video assets of Christmas Island for the program, along with supporting the famil of Australian Wildlife Journeys and journalist Caroline Beasley to Christmas Island.

### Extra Divers Christmas Island Marketing

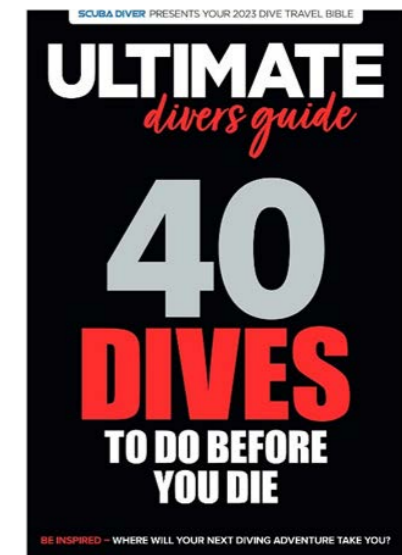
CITA supported Extra Divers digital marketing initiatives by providing funded video assets of Christmas Island.

## 02 MEDIA & PR HIGHLIGHTS



### Red Crabs A Social Media Hit

Christmas Island's 2022 red crab migration social media activity reached over 280,000 people and has been viewed more than 500,000 times. Our posts have been shared by Tourism Australia, Australian Geographic and other high-profile accounts across the industry.



### Ultimate Divers Guide Magazine Special Edition

Christmas Island Tourism funded a double-page editorial in Scuba Diver magazine's Ultimate Divers Guide special edition, promoting the island's dive operators; Extra Divers Christmas Island and Christmas Island Wet'n'Dry Adventures.

### Eco Tourism Australia

## PARTNERSHIP TO DEVELOP SUSTAINABLE TOURISM IN THE INDIAN OCEAN TERRITORIES

Ecotourism Australia has partnered with The University of Queensland (UQ) and Christmas Island Tourism Association (CITA) to strengthen tourism sustainability within the Indian Ocean Territories (IOT) Marine Parks with grant funding recently awarded by Parks Australia.

The grant project is building on existing enthusiasm for responsible tourism initiatives in the IOT by developing a pathway to sustainability and world-class ecotourism in the region and will run for two years. The IOT offers visitors an immersive nature experience to scuba dive reefs with abundant marine life, get to know the local culture or witness the iconic annual red crab migration on Christmas Island. Tourism Australia's Global Future of Tourism Demand research in 2022 found that more than 75% of travellers from 20 key markets are committed to sustainability in some way. It is integral that small island communities, such

CI Marathon Ad in Runners World

CHRISTMAS ISLAND A Natural Wonder

COME EXPERIENCE A MARATHON LIKE NO OTHER, ON SPECTACULAR CHRISTMAS ISLAND. THE BEAUTIFUL AND CHALLENGING COURSE IS SET 200M ABOVE SEA LEVEL, RUNNING ON ROADS SURROUNDED BY TROPICAL BUNGEECAST & FINISHED AT FLYING FISH COVE.

CNN Travel – December 2022

Travel Destinations Food & Drink News Stay Video

Published 7:28 PM EST, Fri December 23, 2022

Travel & Leisure April 2023

By Alex Schechter Updated on April 9, 2023  
Fact checked by Jillian Dara

PHOTO: DANIELA DIRSCHERL/WATERFRAME RM/GETTY IMAGES

There are a few immediate questions that come to mind when one learns about Christmas Island for the first time. For starters, where is it? Technically,

Bird & Nature Week Flyer in Birdlife Magazine

Where are we?

Christmas Island is located 2600km northwest of Perth, Western Australia. Christmas Island is serviced by air from Perth, and South East Asia.

Christmas Island Fast Facts:

- 80,000 sea birds nest annually and 7 of the 17 bird families are endemic to the island.
- 213 species of birds and 17 of them being endemic.
- Over 180 species of rept, amphib and marine invertebrates have been identified.
- 2 Reserve Walkways of International significance.
- The Abbott's Booby and Christmas Island Frigate are the only birds that nest on the island.

Christmas Island A Natural Wonder

For more information or to book watching tours please contact:  
#ChristmasIslandTourism @ChristmasIsland #OTourism christmas.net.au

Business Insider June 2023

The timing is dependent on the season's first rainfall and the lunar cycle. A few weeks later, the females release their eggs – up to 100,000 each, according to Parks Australia – into the ocean.

When the eggs hit the water, the red crab larvae hatch. It takes about a month and several larval stages for the crabs to develop into crablets, measuring about 0.19 inches (5 millimeters).

Most years, the crabs won't reach the beach and are consumed as larvae by the fish and other predators. Conditions are right for the tides and currents to help sweep them towards the shore usually only once a decade. On these occasions, the masses of crablets scrambling over rocks and each other make the shore look red.

Australian Traveller Sustainability Article February 2023

FLUKE BAINGER Travel Journalist 13 February 2023 | 11 mins Read

THIS ARTICLE WAS CREATED IN PARTNERSHIP WITH |

Christmas Island is seeking a more sustainable

Australian Traveller Best Snorkelling & Diving February 2023

CARLA GROSSETTI Sub-Editor & Journalist 13 February 2023 | 10 mins Read

THIS ARTICLE WAS CREATED IN PARTNERSHIP WITH |

As a newly proclaimed Australian Marine Park,

Australian Traveller Best walks & Wildlife Experiences February 2023

CARLA GROSSETTI Sub-Editor & Journalist 16 February 2023 | 9 mins Read

THIS ARTICLE WAS CREATED IN PARTNERSHIP WITH |

From a luxury eco lodge to a room at an inn known for its sunsets, here are 10 of the best places to stay on Christmas Island.

Australian Traveller Best walks & Wildlife Experiences February 2023

CARLA GROSSETTI Sub-Editor & Journalist 13 February 2023 | 13 mins Read

THIS ARTICLE WAS CREATED IN PARTNERSHIP WITH |

Sixty per cent of Christmas Island is national park, which makes it a destination for nature lovers

Australian Traveller Itinerary Article April 2023

CARLA GROSSETTI Sub-Editor & Journalist 20 April 2023 | 9 mins Read

THIS ARTICLE WAS CREATED IN PARTNERSHIP WITH |

Christmas Island is famed for its rugged landscapes and nature-based spectacles. Here's how to make the most of your holiday with our essential list of things to do.

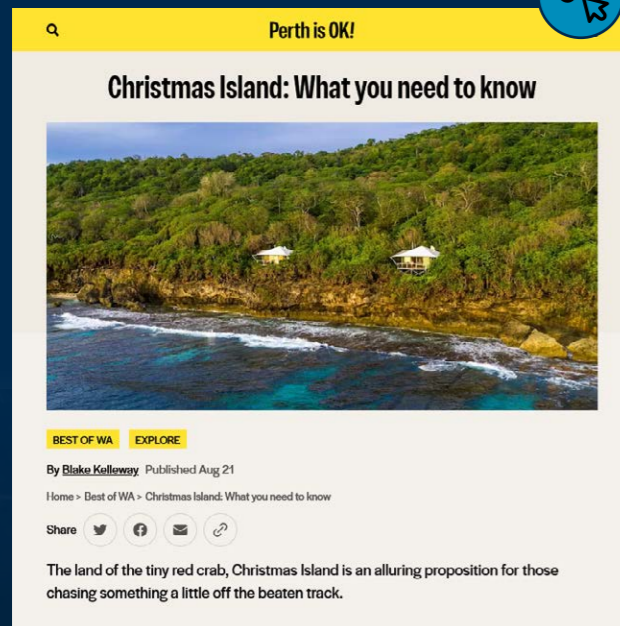
Australian Traveller Digital Edition Campaign May 2023

LYNN GAIL Journalist + Photographer 10 May 2023 | 6 mins Read

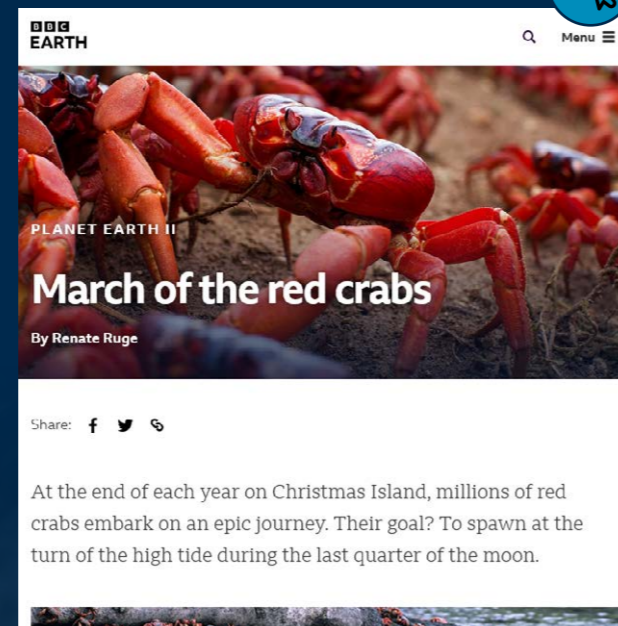
THIS ARTICLE WAS CREATED IN PARTNERSHIP WITH CHRISTMAS ISLAND |

A lush utopia just waiting to be explored, this

## Perth Is OK- August 2023



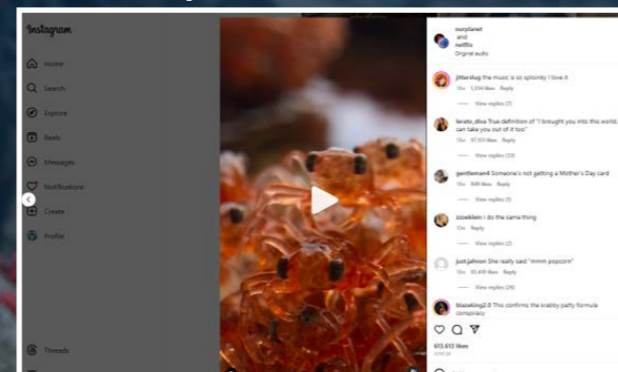
## BBC's Planet Earth II Featured on BBC Earth website June 2023



## BBC's Planet Earth II featured on Netflix June 2023



One post example from BBC & Netflix Accounts had over 610,000 views and over 3,000 comments from this one post alone.



## TRADE SHOWS

### ATE Gold Coast 2023

May 2023  
Australia's largest industry trade show event.

CITA Marketing Manager, Sarah Coote represented Christmas Island and Cocos Keeling Islands at the event. 127 meetings over the four-day event with industry agents, wholesalers, media and buyers. A dedicated page for agents was created to measure industry engagement from the event.

### Dedicated Page to Measure Outcomes of Trade Event & Collate Information for Industry

Page: [www.christmas.net.au/ATE](http://www.christmas.net.au/ATE)



**Insights & Analytics**  
Visitor Stats  
221 Page Views  
219 Users



**Location Data**  
66% Australia  
17% NZ  
12% USA  
5% China

### BKB East Coast Roadshow

November 2022  
Melbourne | Sydney

### BKB East Coast Roadshow

May & June 2023  
Newcastle | Gold Coast | Maroochydore

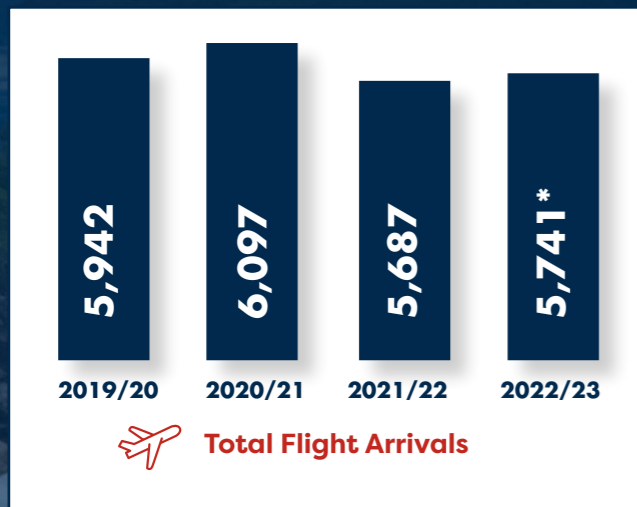
### BKB Victorian Road Show

September 2023

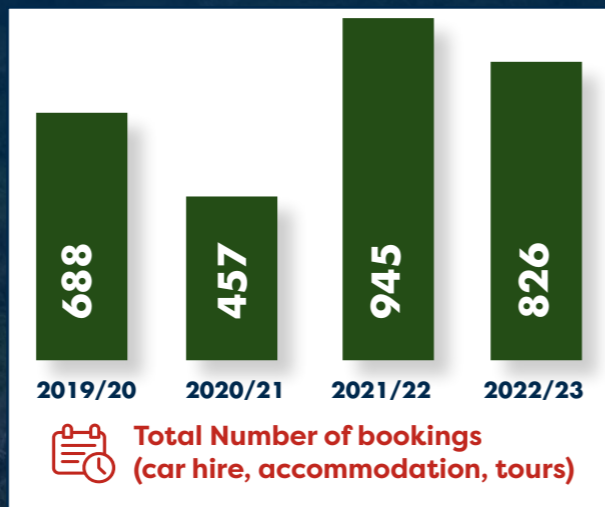
# 03 ACCESS TO THE REGION

## VISITATION TO CHRISTMAS ISLAND

### VISITOR NUMBERS



### Christmas Island Visitor Centre Bookings



### Overnight Visitor Stays Booked Through Visitor Centre

July 22 - June 23  
**1874 accommodation nights**  
**2693 days of car hire**

### Christmas Island Visitor Centre Opening Hours

Monday to Friday: 8am - 4pm  
 Saturday: 8am - 12 noon  
**Total Hours Open Per Week: 44 hours**

\*CITA has not received figures for November 2022 from ABF despite requests. Data provided from Arrival Data from Arrival Cards from Australian Border Force

### Visitor Information Collection & Surveys

- CITA conducted Airport 'meet and greet' for all commercial passenger arrivals to collect data on travellers.
- CITA conducted departure surveys at the airport.
- Report on survey responses can be found on page 22

# 04 CHRISTMAS ISLAND PUBLICATIONS

### Holiday/ Destination Guide

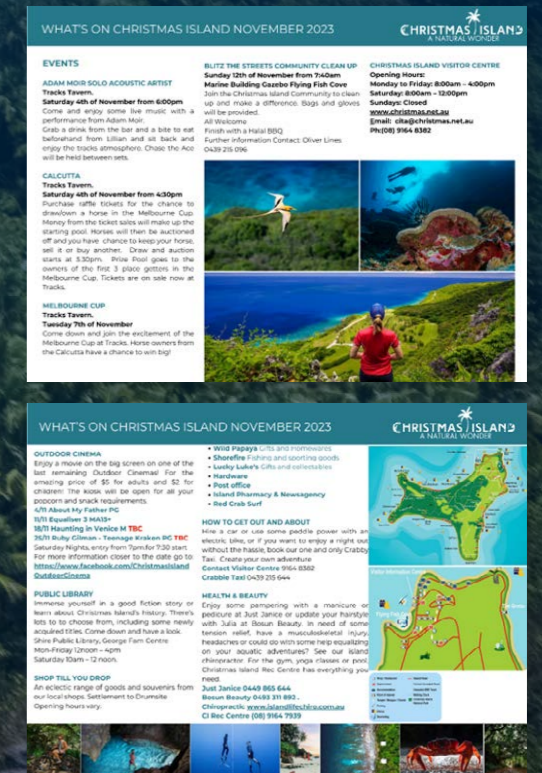


The Christmas Island Destination guide was distributed through Vanguard Media in a total of 2370 brochures throughout the brochure displays and 1300 through online orders in 2022/23. Online orders included

- Mount Barker Visitor Centre
- Villa Carlotta Travel
- Flight Centre Geraldton
- Perth Hills Visitor Centre
- Flight Centre Joondalup
- Perth Hills Visitor Centre
- Kalgoorlie Boulder Visitor Centre
- Fremantle Visitor Centre
- The Hotel Windsor
- Sheraton Grand Sydney Hyde Park
- RAC Touring West Perth
- WA Visitor Centre
- Kalbarri Visitor Centre
- RACV Royal Pines Resort

### What's On

CITA distributed an update of events and Island happenings through a 'What's On' EDM, sent electronically to subscribers and printed for walk in traffic. This includes information showcasing local tourism operators and provides updates from the industry and island community. The What's On feature is available via Facebook and on the Christmas Island Tourism website, further promoting events and local tourism businesses. This has been redesigned this year.



### Taste, History & Visitor Guides

Available for distribution at the Visitor Centre.



# 05 DESTINATION DEVELOPMENT

## CITA STRATEGIC PLAN 2023- 2026

Consultant appointed by CITA to deliver a strategic Plan, which included;

Stakeholder Engagement - more than 20 stakeholders inc. tourism operators, Shire, The Department, accommodation providers and PRL. Desktop Research - more than 6 informing reports covering strategic direction and related research.



### Consumer Surveys

#### 2022/23 Visitor Survey Overview

A total of 874 surveys were conducted in 2022/23. Please see the 2022/23 full survey response summary.

[www.surveymonkey.com/stories/SM-cbuFwdIT4uMS1AhpwoVdqq\\_3D\\_3D/](http://www.surveymonkey.com/stories/SM-cbuFwdIT4uMS1AhpwoVdqq_3D_3D/) and [www.surveymonkey.com/stories/SM-4YZeE1aHKPFETquGAmc3Bw\\_3D\\_3D/](http://www.surveymonkey.com/stories/SM-4YZeE1aHKPFETquGAmc3Bw_3D_3D/)

### EcoTourism Australia for Grant Funding Deliverables

Monthly meetings were held with Ecotourism Australia. The University of Queensland & EcoTourism Australia facilitating part of the marine parks grant offers an opportunity for CI businesses to attain Ecotourism Australia accreditation, align with ecotourism practices and attract eco-conscious travellers who seek authentic and sustainable experiences.

By meeting the certification standards, businesses can showcase their commitment to environmental stewardship and attract a growing niche of responsible travellers. Christmas Island's primary focus for industry is operator business viability to create the foundations of a sustainable tourism offering.

# 06 DRIVING INDUSTRY ENGAGEMENT

### Membership & Membership Prospectus

Development of 2023/24 Membership Prospectus including member benefits, code of conduct and membership tiers.

### Sundowner Events

Bringing the Christmas Island Tourism Industry together, CITA held four Sundowner events in 2023/24. Two were in collaboration with Christmas Island Business Association and two were held to host visiting consultants. Each event has had a growing number of attendees across the tourism industry, which has been great to see growing engagement, collaboration and support.

### Tourism Australia

Ongoing communications with Tourism Australia to discuss Christmas Island's up to date offerings, operators, events and content to be shared with Tourism Australia's vast national and global industry and consumer database. This information is shared across social channels, PR, famils and digital assets owned by Tourism Australia and is a valuable industry relationship to drive engagement with Christmas Island.

### Cocos Keeling Collaborations

We have nurtured a strong and continuous partnership with Cocos Keeling Islands. What sets the Indian Ocean Territories apart for both consumers and industries is the opportunity to experience two distinct yet complementary island destinations in a single holiday. Cocos Keeling Islands have embraced a similar evidence-based and measurable marketing approach as Christmas Island, opening up promising avenues for growth in the Indian Ocean Islands. In the coming year, our marketing efforts will be heavily influenced by collaborative campaigns and initiatives, reflecting our commitment to promoting these unique destinations in 2023/24.

# 07 HIGH PERFORMING ORGANISATION

## KEY ACHIEVEMENTS

- Approved to be part of and nominate for the WA Tourism Awards.
- HR consultant engaged to develop new job descriptions and employee pay reviews.
- Three-year strategy engaged to support the direction and growth of tourism on Christmas Island.
- Implementation of transparent and equally accessible supportive funding process for island operators.
- Implementation of evidence driven and measurable data targeted marketing for most effective use of marketing investments.
- Collaborative approach created with key island stakeholders for strong advocacy in positive changes and outcomes for Christmas Island.



# FINANCIAL REPORT

**CHRISTMAS ISLAND TOURISM ASSOCIATION**

**ABN: 81 379 871 926**

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**ANNUAL FINANCIAL REPORT  
FOR THE YEAR ENDED 30 JUNE 2023**

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**DIRECTORS' DECLARATION**

At a meeting of the directors on

THE DIRECTORS RESOLVED:

1. That in their opinion, there are reasonable grounds to believe that the Christmas Island Tourism Association ('the Association') will be able to pay its debts as and when they become due and payable; and
2. The attached special purpose financial statements for the year ended 30 June 2023 and notes thereto satisfy the requirements of *Divisions 5, 6 and 7 of the Associations Incorporations Act (WA) 2015*, including giving a true and fair view of the financial position at 30 June 2023 and performance of the Association for the year then ended on that date.
3. Complying with Australian Accounting Standards to the extent disclosed in Note 1 to the financial report.

Signed in accordance with a resolution of directors pursuant to *Part 5 of the Association Incorporations Act 2015*.

Signed: 

David Mulheron  
CHAIRPERSON

29/08/2023  
DATE

**AUDITOR'S INDEPENDENCE DECLARATION  
UNDER SECTION 80 OF THE ASSOCIATIONS INCORPORATION ACT 2015  
TO THE DIRECTORS OF CHRISTMAS ISLAND TOURISM ASSOCIATION INCORPORATED.**

I declare that to the best of my knowledge and belief, in relation to the audit for the financial year ended 30 June 2023 there have been:

- (i) No contraventions of the auditor independence requirements as set out in the *Associations Incorporation Act 2015* in relation to the audit; and
- (ii) No contraventions of any applicable code of professional conduct in relation to the audit.

*Armada Audit  
& Assurance*

**Armada Audit & Assurance Pty Ltd**



**Nigel Dias**  
Director  
Perth, Dated 31 August 2023

**INDEPENDENT AUDITOR'S REPORT ON THE FINANCIAL REPORT  
TO MEMBERS OF CHRISTMAS ISLAND TOURISM ASSOCIATION INCORPORATED.**

**Opinion**

We have audited the attached special purpose financial report of Christmas Island Tourism Association Incorporated ("the Association") which comprises the statement of financial position as at 30 June 2023, the statement of profit or loss and other comprehensive income, statement of changes in equity and the statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the declaration by the members of the board.

In our opinion, the accompanying financial report of Christmas Island Tourism Association Incorporated is in accordance with *Associations Incorporations Act 2015* including:

- a) Giving a true and fair view of the Association's financial position as at 30 June 2023 and of its financial performance and cash flows for the year then ended; and
- b) Complying with Australian Accounting Standards to the extent disclosed in Note 3 to the financial report.

**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 Association in accordance with the auditor independence requirements of the *Associations Incorporation Act 2015* and 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 other ethical responsibilities in accordance with the Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Emphasis of Matter on Basis of Accounting**

We draw attention to Note 3 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the financial reporting responsibilities under the *Associations Incorporation Act 2015*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.



### Responsibilities of the Directors for the Financial Report

The Directors of the Association 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 3 to the financial report is appropriate to meet the requirements of the *Associations Incorporation Act 2015* and is appropriate to meet the needs of the members. The Director's responsibility also includes such internal control as the Director's determine is necessary to enable the preparation of the 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 ability of the Association 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 operations, or have no realistic alternative but to do so.

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

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report. A further description of our responsibilities for the audit of the financial report is located at the Auditing and Assurance Standards Board website at [http://www.auasb.gov.au/auditors\\_responsibilities/ar4.pdf](http://www.auasb.gov.au/auditors_responsibilities/ar4.pdf). This description forms part of this auditor's report.

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NIGEL DIAS  
DIRECTOR  
Perth, Dated 31 August 2023

### STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2023

	Note	2023	2022
		\$	\$
<b>Revenue &amp; Other Income</b>			
Revenue	4(a)	691,895	606,737
Other Income	4(b)	30,338	16,172
<b>Total Revenue &amp; Other Income</b>		<b>722,233</b>	<b>622,909</b>
<b>Expenditure</b>			
Administrative Expenses		(61,693)	(45,560)
Amortisation Expenses	13	(17,670)	(17,156)
Consultancy and Professional Fees		(32,447)	(15,633)
Depreciation Expenses		(6,610)	(8,524)
Employee Benefits Expenses	5	(261,131)	(272,635)
Gift Shop Expenses		(136,196)	(157,018)
Grant Funding Expenses		(115,555)	(81,270)
Interest Expense	13	-	(1,157)
<b>Total Expenditure</b>		<b>(631,302)</b>	<b>(598,953)</b>
<b>Profit for the Year</b>		<b>90,931</b>	<b>23,956</b>
Other Comprehensive Income		-	-
<b>TOTAL COMPREHENSIVE INCOME FOR THE YEAR</b>		<b>90,931</b>	<b>23,956</b>

The accompanying notes form part of these financial statements.

**STATEMENT OF FINANCIAL POSITION  
AS AT 30 JUNE 2023**

	Note	2023	2022
		\$	\$
<b>CURRENT ASSETS</b>			
Cash and Cash Equivalents	6	1,183,203	941,554
Trade and Other Receivables	7	96,588	15,057
Inventory		79,762	73,346
<b>TOTAL CURRENT ASSETS</b>		<b>1,359,553</b>	<b>1,029,957</b>
Right of Use Asset	13	17,670	17,670
Plant and Equipment	8	14,098	20,708
<b>TOTAL NON CURRENT ASSETS</b>		<b>31,768</b>	<b>38,378</b>
<b>TOTAL ASSETS</b>		<b>1,391,321</b>	<b>1,068,335</b>
<b>CURRENT LIABILITIES</b>			
Trade and Other Payables	9	38,804	67,497
Contract Liabilities	10	591,450	309,191
Lease Liability	13	17,670	17,670
Provisions	11	14,972	36,483
<b>TOTAL CURRENT LIABILITIES</b>		<b>662,896</b>	<b>430,841</b>
<b>TOTAL LIABILITIES</b>		<b>662,896</b>	<b>430,841</b>
<b>NET ASSETS</b>		<b>728,425</b>	<b>637,494</b>
<b>ACCUMULATED FUNDS</b>			
Retained Earnings		728,425	637,494
<b>TOTAL ACCUMULATED FUNDS</b>		<b>728,425</b>	<b>637,494</b>

The accompanying notes form part of these financial statements.

**STATEMENT OF CHANGES IN EQUITY  
FOR THE YEAR ENDING 30 JUNE 2023**

	Retained Earnings \$	Total \$
<b>Balance at 1 July 2021</b>	<b>613,538</b>	<b>613,538</b>
Total Comprehensive Income for the Year	23,956	23,956
<b>Balance at 30 June 2022</b>	<b>637,494</b>	<b>637,494</b>
<b>Balance at 1 July 2022</b>	<b>637,494</b>	<b>637,494</b>
Total Comprehensive Income for the Year	90,931	90,931
<b>Balance at 30 June 2023</b>	<b>728,425</b>	<b>728,425</b>

The accompanying notes form part of these financial statements.

**STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDING 30 JUNE 2023**

	Note	2023 \$	2022 \$
<b>CASH FLOW FROM OPERATING ACTIVITIES</b>			
Receipts from Customers		918,220	544,478
Payments to Suppliers and Employees		(663,643)	(559,432)
Interest received		4,742	108
Interest paid on Lease Liabilities	13	-	(1,157)
<b>Net Cash Provided / (Used in) by Operating Activities</b>	12	<b>259,319</b>	<b>(16,003)</b>
<b>CASH FLOW FROM INVESTING ACTIVITIES</b>			
Purchase of Plant and Equipment		-	(13,732)
<b>Net Cash Used in Investing Activities</b>		<b>-</b>	<b>(13,732)</b>
<b>CASH FLOW FROM FINANCING ACTIVITIES</b>			
Repayment of Principle amount on Lease Liabilities		(17,670)	(17,156)
<b>Net Cash Used in Financing Activities</b>	13	<b>(17,670)</b>	<b>(17,156)</b>
Net Increase / (Decrease) in Cash and Cash Equivalents		241,649	(46,891)
Cash and Cash Equivalents at the Beginning of the Year		941,554	988,445
<b>Cash and Cash Equivalents at the End of the Year</b>	6	<b>1,183,203</b>	<b>941,554</b>

*The accompanying notes form part of these financial statements.*

**NOTES TO THE FINANCIAL STATEMENTS  
SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

**1) Basis of Preparation**

The Christmas Island Tourism Association ('the Association') is an independent, membership-driven not-for-profit organisation. The main objective of the organisation is marketing and promoting tourism for Christmas Island.

The financial statements have been prepared on the basis that the Association is a non-reporting entity because there are no users dependent on a general purpose financial report. Therefore, the Company has prepared a special purpose financial report. The special purpose financial report has been prepared in accordance with the requirements of the *Associations Incorporation Act (2015)* and the recognition and measurement aspects of all applicable Australian Accounting Standards ('AASBs') adopted by the Australian Accounting Standards Board ('AASB'). The financial report does not include all of the disclosure requirements of AASBs except for the following minimum requirements:

- (a) *AASB 101 Presentation of Financial Statements;*
- (b) *AASB 107 Statement of Cash Flows;*
- (c) *AASB 108 Accounting Policies, Changes in Accounting Estimates and Errors;*
- (d) *AASB 1048 Interpretation of Standards;*
- (e) *AASB 1054 Australian Additional Disclosures; and*
- (f) *AASB 110 Events After the Reporting Date.*

This annual financial report was authorised for issue by the Board of Directors on the date that the Directors Declaration was signed.

**Basis of Measurement**

The financial statements are prepared on an accrual basis and are based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities. They are presented in Australian dollars (\$AUD) and are rounded to the nearest dollar.

**Functional and Presentation Currency**

These financial statements are presented in Australian dollars, which is the Association's functional currency.

**Use of Estimates and Judgement**

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised and in any future periods affected.

**2) Financial Position**

The Association's primary source of funding comprises grants from Federal and State agencies with whom the Association enters into funding agreements for periods ranging from one to three years. The Board is confident that the majority of the existing funding agreements will be renewed when they expire or be replaced by other grant funding agreements.

## NOTES TO THE FINANCIAL STATEMENTS

### SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

#### 3) Significant Accounting Policies, Estimates and Assumptions

##### Estimation of useful lives of assets

The Association determines the estimated useful lives and related depreciation charges for its plant and equipment. The useful lives could change significantly as a result of technical innovations or some other event. The depreciation charge will increase where the useful lives are less than previously estimated lives, or technically obsolete or non-strategic assets that have been abandoned or sold will be written off or written down.

##### Impairment of non-financial assets

The Association assesses the impairment of non-financial assets at each reporting date by evaluating conditions specific to the company and to the particular asset that may lead to impairment. If an impairment trigger exists, the recoverable amount of the asset is determined. This involves fair value less costs of disposal or value-in-use calculations, which incorporate a number of key estimates and assumptions.

##### Provision for Long Service Leave

Provisions for employee benefits payable after 12 months from the reporting date are based on future wage and salary levels, the experience of employee departures and periods of service, as disclosed in Note 3 (e) (ii). The amount of these provisions would change should any of these factors change in the next 12 months

#### (a) Financial Instruments

##### (i) Initial Recognition and Measurement

Financial assets and financial liabilities are recognised when the Association becomes a party to the contractual provisions to the instrument. For financial assets, this is the date that the Association commits itself to either the purchase or sale of the asset (i.e. trade date accounting is adopted). Financial instruments (except for trade receivables) are initially measured at fair value plus transaction costs, except where the instrument is classified "at fair value through profit or loss", in which case transaction costs are expensed to the Statement of Profit or Loss and Other Comprehensive Income immediately. Where available, quoted prices in an active market are used to determine fair value. In other circumstances, valuation techniques are adopted. Trade receivables are initially measured at the transaction price if the trade receivables do not contain significant financing component or if the practical expedient was applied as specified in AASB 15 paragraph 63.

##### (ii) Classification and Subsequent Measurement

##### Financial Liabilities:

Financial liabilities are subsequently measured at:

- amortised cost; or
- fair value through profit or loss.

A financial liability is measured at fair value through profit or loss if the financial liability is:

- a contingent consideration of an acquirer in a business combination to which AASB 3 applies;
- held for trading; or
- initially designated as at fair value through profit or loss.

The Association does not measure any financial liabilities at fair value through profit or loss. All other financial liabilities are subsequently measured at amortised cost using the effective interest method. The effective interest method is a method of calculating the amortised cost of a debt instrument and of allocating interest expense in the Statement of Profit or Loss and Other Comprehensive Income over the relevant period. The effective interest rate is the internal rate of return of the financial asset or liability. That is, it is the rate that exactly discounts the estimated future cash flows through the expected life of the instrument to the net carrying amount of initial recognition. A financial liability cannot be reclassified.

## NOTES TO THE FINANCIAL STATEMENTS

### SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

#### 3) Significant Accounting Policies, Estimates and Assumptions (continued)

#### (a) Financial Instruments (continued)

##### Financial Assets:

Financial assets are subsequently measured at:

- amortised cost;
- fair value through other comprehensive income (debt instruments);
- fair value through other comprehensive income (equity – no recycling); or
- fair value through profit or loss,

based on the two primary criteria, being:

- the contractual cash flow characteristics of the financial asset; and
- the business model for managing the financial assets.

A financial asset is subsequently measured at amortised cost when it meets the following conditions:

- the financial asset is managed solely to collect contractual cash flows; and
- it gives rise to cash flows that are solely payments of principal and interest on the principal amount outstanding on specified dates.

The Association only has financial assets that are measured at amortised cost including trade and other receivables and cash at bank (including term deposits).

##### (iii) De-recognition

##### Financial Liabilities:

A liability is derecognised when it is extinguished (i.e. when the obligation in the contract is discharged, cancelled or expires). An exchange of an existing financial liability for a new one with substantially modified terms, or a substantial modification to the terms of a financial liability, is treated as an extinguishment of the existing liability and recognition of a new financial liability. The difference between the carrying amount of the financial liability derecognised and the consideration paid and payable, including any non-cash assets transferred or liabilities assumed, is recognised in the Statement of Profit or Loss and Other Comprehensive Income.

##### Financial Assets:

A financial asset is derecognised when the holder's contractual rights to its cash flows expires, or the asset is transferred in such a way that all the risks and rewards of ownership are substantially transferred.

All the following criteria need to be satisfied for de-recognition of a financial asset:

- the right to receive cash flows from the asset has expired or been transferred;
- all risk and rewards of ownership of the asset have been substantially transferred; and
- the Association no longer controls the asset (i.e. it has no practical ability to make unilateral decisions to sell the asset to a third party).

##### (iv) Impairment

The Association recognises a loss allowance for expected credit losses on financial assets that are measured at amortised cost or fair value through other comprehensive income. Expected credit losses are the probability-weighted estimate of credit losses over the expected life of a financial instrument. A credit loss is the difference between all contractual cash flows that are due, and all cash flows expected to be received, all discounted at the original effective interest rate of the financial instrument. The Association uses the simplified approach to impairment, as applicable under AASB 9.

## NOTES TO THE FINANCIAL STATEMENTS

### SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

#### 3) Significant Accounting Policies (continued)

##### (b) Property, Plant and Equipment

Property, plant and equipment are measured at cost less accumulated depreciation and accumulated impairment losses. An asset's carrying amount is written down immediately to its recoverable amount if the assets carrying amount is greater than the estimated recoverable amount. Cost includes all expenditure that is directly attributable to the acquisition of the asset.

The cost of self-purchased software that is integral to the function of the related equipment is capitalised as part of the equipment. When parts of an item of property, plant and equipment have different useful lives, they are accounted for as separate items (major components) of property, plant and equipment. Gains and losses on disposal of an item of property, plant and equipment are determined by comparing the proceeds from disposal with the carrying amount of property, plant and equipment and are recognised net within "other income" in profit or loss.

##### (i) Subsequent Costs

The cost of replacing part of an item of property, plant and equipment is recognised in the carrying amount of the item if it is probable that the future economic benefits embodied within the part will flow to the Association and its cost can be measured reliably. The carrying amount of the replaced part is derecognised. The costs of the day to day servicing of property, plant and equipment are recognised in profit or loss as incurred.

##### (ii) Depreciation

Depreciation is recognised in profit or loss on a straight line basis over the estimated useful lives of each part of an item of property, plant and equipment. Leased assets are depreciated over the short of the lease term and their useful lives unless it is reasonably certain that the Association will obtain ownership by the end of the lease term. Land is not depreciated. Depreciation methods, useful lives and residual values are reviewed and adjusted if appropriate at each reporting date.

##### (c) Leases

The Association, as a lessee, will assess whether a contract is, or contains, a lease under AASB 16. A contract is, or contains, a lease if the contract conveys the right to control the use of an identified asset for a period of time in exchange for consideration. If the contract is assessed to be, or contains, a lease, the Association will recognise a right-of-use asset and a lease liability at the lease commencement date. The right-of-use asset is initially measured at cost, and subsequently at cost less any accumulated depreciation and impairment losses and adjusted for certain re-measurements of the lease liability.

##### **Initial Measurement and Subsequent Measurement**

##### (i) Measurement of Lease Liability

The lease liability is initially measured at the present value of the lease payments that are not paid at the commencement date, discounted using the interest rate implicit in the lease or, if that rate cannot be readily determined, and the Company's incremental borrowing rate. Generally, the Association uses its incremental borrowing rate as the discount rate. The lease liability is subsequently increased by the interest cost on the lease liability, offset by lease payments made. It is remeasured when there is a change in future lease payments arising from a change in an index or rate, a change in the estimate of the amount expected to be payable under a residual value guarantee, or as appropriate, changes in the assessment of whether a purchase or extension option is reasonably certain to be exercised or a termination option is reasonably certain not to be exercised.

## NOTES TO THE FINANCIAL STATEMENTS

### SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

#### 3) Significant Accounting Policies (continued)

##### (c) Leases (continued)

##### (ii) Measurement of Right-of-Use Asset

The Right of Use Asset is initially measured at cost comprising the initial measurement of the lease liability. Subsequent to initial recognition the right of use asset is amortised over the shorter of the assets useful life and the lease term on a straight line basis.

##### **Recognition exemption - Short-term leases and leases of low-value assets**

The Association has elected not to recognise right-of-use assets and lease liabilities for short-term leases with a lease term of 12 months or less and leases for low-value assets. The Association will recognise the payments associated with these leases as an expense on a straight-line basis over the lease term.

##### (d) Impairment

##### (i) Non-financial Assets

The carrying amounts of the Association's non-financial assets, other than inventories, are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists then the asset's recoverable amount is estimated. The recoverable amount of an asset is the greater of its value in use and its fair value less costs to sell. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. Where the future economic benefits of an asset are not primarily dependent on the asset's ability to generate net cash inflows and where the Association would, if deprived of the asset, replace its remaining future economic benefits, value in use shall be determined as the depreciated replacement cost of the asset.

Depreciated replacement cost is defined as the current replacement cost of an asset less, where applicable, accumulated depreciation calculated on the basis of such cost to reflect the already consumed or expired future economic benefits of the asset. The current replacement cost of an asset is its cost measured by reference to the lowest cost at which the gross future economic benefits of that asset could currently be obtained in the normal course of business. An impairment loss is recognised if the carrying amount of an asset or its cash generating unit exceeds its recoverable amount. Impairment losses are recognised in profit or loss.

Impairment losses recognised in prior periods are assessed at each reporting date for any indications that the loss has decreased or no longer exists. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount. An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

##### (e) Employee Benefits

##### (i) Defined Contribution Plans

A defined contribution plan is a post-employment benefit plan under which an entity pays fixed contributions into a separate entity and will have no legal or constructive obligation to pay further amounts. Obligations for contributions to defined contribution plans are recognised as a personnel expense in profit or loss when they are due.

##### (ii) Other Long-term Employee Benefits

The Association's net obligation in respect of long-term employee benefits is the amount of future benefit that employees have earned in return for their service in the current and prior periods plus any related on costs. That benefit is discounted to determine its present value and the fair value of any related assets is deducted. The discount rate is the yield at the reporting date on government bonds that have maturity dates approximating the terms of the Association's obligations. The calculation is performed using the projected unit credit method. Any actuarial gains or losses are recognised in profit or loss in the period in which they arise.

## NOTES TO THE FINANCIAL STATEMENTS

### SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

#### 3) Significant Accounting Policies (continued)

##### (e) Employee Benefits (continued)

###### (iii) Short-term Benefits

Liabilities for employee benefits for wages, salaries, annual leave expected to be taken within 12 months of the reporting date represent present obligations resulting from employees' services provided to reporting date and are calculated at undiscounted amounts based on remuneration wage and salary rates that the Association expects to pay as at reporting date including related on-costs, such as workers compensation insurance and payroll tax. Non-accumulating non-monetary benefits, such as medical care, housing, cars and free or subsidised goods and services, are expensed based on the net marginal cost to the Association as the benefits are taken by the employees.

A liability is recognised for the amount expected to be paid under short-term cash bonus or profit-sharing plans if the Association has a present legal or constructive obligation to pay this amount as a result of past service provided by the employee and the obligation can be estimated reliably.

##### (f) Provisions

A provision is recognised if, as a result of a past event, the Association has a present legal or constructive obligation that can be estimated reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation. Provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the liability.

##### (g) Revenue

###### **Revenue recognition**

To determine whether and when to recognise revenue, the Association follows a 5-step process in accordance with AASB 15 *Revenue from Contracts with Customers* ('AASB 15'):

- (1) Identifying the contract with a customer;
- (2) Identifying the performance obligations;
- (3) Determining the transaction price;
- (4) Allocating the transaction price to the performance obligations; and
- (5) Recognising revenue when/as the performance obligation(s) are satisfied.

The Association's main revenue sources and accounting policies are listed below:

###### **Government Grants**

Government grants are recognised in the period in which the sufficiently specific criteria identified in grant funding contracts are met in accordance with AASB 15. If the agreement is not enforceable and/or does not contain sufficiently specific performance obligations, revenue is recognised on receipt in accordance with AASB 1058 *Income for Not for Profit Entities* ('AASB 1058').

A contract liability is recognised for any funds received for performance obligations that are not satisfied at the reporting period. Furthermore, if the contract contains a requirement to return unspent funds such amounts are recognised as a provision in accordance with AASB 137 *Provisions, Contingent Asset and Liabilities*.

###### **Gift Shop Sales**

Revenue from gift shop sales is recognised at a point in time when the goods are transferred to the customer.

###### **Commission Revenue**

Commission revenue from tour operations is recognised at a point in time that the booking is completed by the Association and the tour operator has transferred the commission to the Association.

###### **Membership Fees**

Membership fees are recognised as revenue over the membership service period.

## NOTES TO THE FINANCIAL STATEMENTS

### SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

#### 3) Significant Accounting Policies (continued)

##### (h) Subsequent Events

There has not arisen in the interval between the end of the year and the date of this report any item, transaction or event of a material and unusual nature likely, in the opinion of the directors of the Association, to affect significantly the operations of the Association, the results of those operations, or the state of affairs of the Association, in future years.

##### (i) New or Amended Accounting Standards and Interpretations Adopted

The Association has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period.

##### (j) New, revised or amending Accounting Standards and Interpretations not yet adopted

The directors have also reviewed all Standards and Interpretations in issue not yet adopted for the period ended 30 June 2023. There is no material impact of other Standards and Interpretations in issue not yet adopted on the Association and, therefore, no change is necessary to the Association's accounting policies.

##### (k) Comparative Figures

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

##### (l) Inventory

The Association records inventory at the lower of cost and net realisable value in accordance with AASB 102 *Inventory*.

##### (m) Contract Liabilities and Contract Assets

Contract liabilities resulting from the contracts are recognised when payment is received for performance obligations that are not satisfied at the reporting date and contract assets are recognised for work delivered and performance obligations met under the contract that has not been invoiced to the customer.

## NOTES TO THE FINANCIAL STATEMENTS

	2023 \$	2022 \$
<b>4. REVENUE AND OTHER INCOME</b>		
<b>(a) Revenue</b>		
Grant Funding	372,834	303,062
Commission Revenue	52,044	50,191
Gift Shop Sales	251,488	224,590
Membership Revenue	10,000	13,370
Other Revenue	5,529	15,524
<b>Total Revenue</b>	<b>691,895</b>	<b>606,737</b>
<b>(b) Other Income</b>		
Interest Income	4,740	108
Comm Fund	2,398	-
CDP Traineeship Incentive	23,200	16,064
<b>Total Other Income</b>	<b>30,338</b>	<b>16,172</b>
<b>5. EMPLOYEE BENEFITS EXPENSES</b>		
Wages and Salaries	263,411	238,744
Superannuation Expense	19,231	23,401
Provision for Annual Leave – movement	(14,240)	9,175
Provision for Long Service Leave – movement	(7,271)	1,315
<b>Total Employee Benefits Expenses</b>	<b>261,131</b>	<b>272,635</b>
<b>6. CASH AND CASH EQUIVALENTS</b>		
Cash on Hand	200	200
Cash at Bank	1,183,003	941,354
<b>Total Cash and Cash Equivalents</b>	<b>1,183,203</b>	<b>941,554</b>
<b>7. TRADE AND OTHER RECEIVABLES</b>		
Trade Debtors	97,788	16,257
Provision for Expected Credit Losses	(1,200)	(1,200)
<b>Total Trade and Other Receivables</b>	<b>96,588</b>	<b>15,057</b>
<b>8. PLANT AND EQUIPMENT</b>		
Fixture and Fittings	1,064	1,064
Less: Accumulated Depreciation	-	-
<b>Total Fixture and Fittings</b>	<b>1,064</b>	<b>1,064</b>
Equipment	107,006	107,006
Less: Accumulated Depreciation	(93,972)	(87,362)
<b>Total Equipment</b>	<b>13,034</b>	<b>19,644</b>
<b>Total Plant and Equipment</b>	<b>14,098</b>	<b>20,708</b>

## NOTES TO THE FINANCIAL STATEMENTS

	2023 \$	2022 \$
<b>9. TRADE AND OTHER PAYABLES</b>		
Trade Creditors	35,635	39,961
Other Payables	3,169	27,536
<b>Total Trade and Other Payables</b>	<b>38,804</b>	<b>67,497</b>
<b>10. CONTRACT LIABILITIES</b>		
Bookings Received in Advance	468,077	292,313
Grant Funding in Advance	123,373	16,878
<b>Total Contract Liabilities</b>	<b>591,450</b>	<b>309,191</b>
<b>11. PROVISIONS</b>		
Provision for Annual Leave	10,228	24,468
Provision for Long Service Leave	4,744	12,015
<b>Total Provisions</b>	<b>14,972</b>	<b>36,483</b>
<b>12. CASHFLOWS</b>		
<b>Reconciliation of cash flows from operating activities</b>		
Profit/(Loss) for the Year	90,931	23,956
<b>Non-Cash Flows</b>		
Depreciation	6,610	8,524
Amortisation	17,670	17,156
Change in Trade and Other Receivables	(81,531)	(6,940)
Change in Inventories	(6,416)	17,342
Change in Trade and Other Payables	(28,691)	(15,149)
Change in Contract Liabilities	282,259	(71,383)
Change in Provisions	(21,513)	10,491
<b>Net Cash from Operating Activities</b>	<b>259,319</b>	<b>(16,003)</b>
<b>13. LEASE LIABILITIES AND RIGHT OF USE ASSETS</b>		
The Association has one office which is detailed below:		
1. A lease on Christmas Island of which the termination date of the lease is estimated to be 30 June 2023. During the year ended 30 June 2023, the lease was extended, with the termination date of 30 June 2024.		
<b>Lease liability on 1 July</b>	17,670	17,156
Lease modification during the year	17,670	17,670
Less: Lease payments to 30 June	(17,670)	(18,313)
Add: Interest to 30 June	-	1,157
<b>Lease liability at 30 June</b>	<b>17,670</b>	<b>17,670</b>
The repayment of lease liabilities in the statement of cash flows was \$17,670 including interest.		

**NOTES TO THE FINANCIAL STATEMENTS**

	<b>2023</b>	<b>2022</b>
	<b>\$</b>	<b>\$</b>
<b>13. LEASE LIABILITIES AND RIGHT OF USE ASSETS (CONTINUED)</b>		
Lease liabilities are presented in the Statement of Financial Position as follows:		
Current	17,670	17,670
<b>Total Lease Liabilities</b>	<b>17,670</b>	<b>17,670</b>
<b>Right-of-use asset 1 July</b>	17,670	17,156
Lease modification during the year	17,670	17,670
Less: Amortisation	(17,670)	(17,156)
<b>Right-of-use asset at 30 June</b>	<b>17,670</b>	<b>17,670</b>

Impact of leases on the Statement of Profit or Loss and Other Comprehensive Income

- Amortisation of \$17,670
- Nil interest was charged during the year ended 30 June 2023.





 **CHRISTMAS ISLAND**  
A NATURAL WONDER

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