

Australian Stockman's Hall of Fame and Outback Heritage Centre

ABN: 60 010 007 093

Financial Statements

For the Year Ended 31 December 2021

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Australian Stockman's Hall of Fame and Outback Heritage Centre

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Chairman's Report 31 December 2021

On behalf of the board, I am pleased to present the annual report on the 2021 year for the Australian Stockman's Hall of Fame and Outback Heritage Centre ("the company" or "ASHOF").

The deficit for the year was \$104,139 including non-cash depreciation and amortisation of \$1,479,266 (2020: Surplus of \$9,435,545). This amount includes \$750,000 in grants from the federal government for building works (2020: \$10,050,000). The company had a cash surplus from operations of \$535,900.

2021 was yet another year surrounded by uncertainty. The COVID 19 pandemic continued to deliver instability to the economy, both domestically and globally. Health concerns remained front of mind for everyone, and the uncertainty around whether everything would return to normal occupied us all. The tourism industry nationally has borne the full brunt of lockdowns and lockouts losing billions of dollars in travel receipts. Whilst no industry was unaffected, as tourism is in the business of the movement of people, it was hit particularly hard and remains a long way from recovery as we move through 2022.

It was against this uncertain backdrop that ASHOF produced its strongest revenue year in its 33-year history. ASHOF has always been a strong magnet for domestic travellers, and 2021 was a year where this paid dividends. The closure of international borders mattered less in terms of visitation to the Outback Queensland region given that unlike other destinations such as capital cities or larger coastal regions, Outback Queensland is not reliant on the international market. It did however provide an opportunity for Australians who were unable to travel internationally to take a holiday in their backyard. This proved to be a valuable outcome for ASHOF.

Whilst the Queensland border remained closed for most of 2021, strong demand was experienced from Queensland travellers looking to escape the confines of the city and larger coastal areas. This demand played a pivotal role in the 20% increase in visitation to ASHOF and the financial result for 2021.

In addition, the completion of the facility upgrades in March 2021 positioned ASHOF well to welcome our visitors with a redefined product that assisted in achieving a higher price point whilst adding additional value to the visitor experience. The combination of both these factors, along with strong control over the general business expenses delivered a remarkable result given the environment in which ASHOF was operating.

Challenges remained in terms of staffing numbers and in particular the implementation of all mandated health and safety protocols. ASHOF followed all State, Federal, and Industry recommendations and ensured that the health of staff, visitors, and ultimately the community was made the priority. Whilst these challenges remain for the foreseeable future, ASHOF is well placed to manage this change in business operations and visitation management.

As we look forward to 2022, with international borders remaining slow to open, and pent-up demand from previously locked out interstate travellers from ASHOF's two key visitor markets (Victoria and New South Wales) returning to Queensland, the signs are very positive for the year ahead. This is supported by the increase in motorhome and caravan sales during the pandemic. This is important because the drive market, caravan, and motorhome travel are the foundation of ASHOF's visitation, so as freedom of interstate travel returns it is anticipated that the visitors will follow in greater numbers in 2022.

With a redefined product, higher-yielding product mix, and positive signs for greater visitation, ASHOF enters 2022 in a strong financial position with every reason to be bullish for a successful year.

The completion of the works program in March 2021 heralded a new way of delivering the story of Australia's rural heritage. The final product has been met with great excitement from many visitors. The inclusion of a specific digital tour for children has been the standout in the new product. Maintaining a child's attention in a museum environment is challenging at best, and often leads to an early departure by the family due to the child becoming bored. The importance of engaging with the younger generation is not only vital for ASHOF's future but imperative to the understanding of the role the rural industries played in the past and the value they hold in Australia's future. It is pleasing to report that the school-based visitor market and the young family market have experienced and reviewed the product with glowing testimonies.

The completion of the refurbishment has resulted in the upgrade of all six galleries and three floors of exhibition space. The reception, café and cinema also received a brand-new look to welcome our guests in a light-filled, open space allowing for more dining and relaxation areas. The addition of two large camp draft arenas will enable ASHOF to support Australia's own equestrian sport of camp drafting. Landscaping, new entry roadworks and solar lighting completes the new and refreshed ASHOF. We look forward to sharing the new ASHOF with our returning members.

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Chairman's Report

31 December 2021

ASHOF's successful launch of the new digital platform and virtual tour received the 'Highly Commended Award' at the Australian Museum and Gallery Association National Award Program.

The Board of ASHOF, management, and staff have over the past 5 years worked collegiately to achieve this outcome. It would not have been possible without the support of the ASHOF membership, State and Federal Governments, and the local community.

To further protect and grow the ASHOF business the Board of Directors will undertake a master planning program in 2022 to identify the challenges and opportunities, and the supporting infrastructure requirements needed to ensure the current growth of ASHOF is maintained and enhanced in the years ahead.

I would like to take this opportunity to thank both the State and Federal Governments for their assistance to date, and the ASHOF membership who have contributed to the direction of ASHOF over so many years. The board's thanks are also extended to the management and staff of ASHOF for their continued enthusiasm and focus to deliver an exceptional customer experience.

I would also like to thank each Director for their continued involvement and dedication to ASHOF. Your time and expertise are most valued.

On behalf of the Board of Directors, management, and staff, we wish all members and stakeholders a successful year ahead.



David Brook
Chairman
Australian Stockman's Hall of Fame and Outback Heritage Centre.

Dated this 4th day of May 2022

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Directors' Report 31 December 2021

Your directors present their report on Australian Stockman's Hall of Fame and Outback Heritage Centre (the "company" or "ASHOF") for the year ended 31 December 2021.

Review of operations

The deficit of the company after providing for income tax amounted to \$104,139 (2020: Surplus of \$9,435,545).

For more detailed comments on the operations for the year refer to the Chairman's Report.

Principal activities

The principal activity of Australian Stockman's Hall of Fame and Outback Heritage Centre during the financial year was the operation of the Australian Stockman's Hall of Fame and Outback Heritage Centre in Longreach, Queensland. No significant changes in the nature of these activities occurred during the year. The company is a company limited by guarantee and is not-for-profit. Its primary objectives are to honour and pay tribute to the pioneers who built and developed the Australian Outback.

Objectives of the Company

Maintain and improve the core museum.

ASHOF will maintain and improve the museum facility through the generation of revenue received from the tourism market. It will maintain operational efficiency commensurate with revenue expectations which are outlined in the annual budget. Facility improvements will occur in line with the capital expenditure budget.

Diversify into new revenue streams

ASHOF will continue to focus on incremental revenue from the growth of both the Outback Stockman Show and events and functions. These additional revenue opportunities will support the ongoing development and maintenance of the museum facility. The growth of both products above will be targeted through marketing and packaging of the products as part of the overall museum experience.

Improve the business operations and service levels

ASHOF will continue to minimise operational expenses by reviewing monthly the cost of doing business. The primary expenses being wages, electricity and cost of goods are maintained within budgetary guidelines set in the annual budget. To ensure service levels are enhanced and maintained full staff training is ongoing with customer service training budgeted for annually.

Making ASHOF relevant to the next generation.

The continuation of the ASHOF story is predicated on generational change. The business thinks in generations and as such all developments underway have accommodated the modernisation of storytelling and exhibit display to ensure future generations experience the facility in a technologically appropriate way. As the museum industry changes ASHOF is focused on staying ahead of these changes to ensure relevance now and into the future.

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Directors' Report 31 December 2021

Performance measures

The company uses the following key performance indicators to measure performance:

- Achieving a cash operating surplus;
- Increase visitor numbers to the hall;
- Obtain funding to enhance and maintain the hall's buildings and facilities at Longreach.

Members guarantee

The company is incorporated as a company limited by guarantee that requires the members of the company to contribute \$20 per member towards the company liabilities on the winding up of the company. If the company is wound up members are required to contribute a maximum of \$20 each towards meeting any outstanding obligations of the company. At 31 December 2021, the total amount that members of the company are liable to contribute if the company is wound up is \$27,240 (2020: \$28,200).

Company secretary

Lloyd Jonathon Mills was appointed to the position of company secretary on 6 May 2014 and is also the Chief Executive Officer. Lloyd has 25 years' experience in tourism and tourism development alongside management experience in the corporate sector. Lloyd holds a Masters degree in International Tourism Management through Southern Cross University and has held senior roles in tourism development, marketing and business management.

Dividends paid or recommended

The company's constitution prohibits the distribution of funds for the benefit of members and accordingly, there is no dividend to be paid, nor were any dividends paid or declared during the year.

Significant changes in state of affairs

There have been no significant changes in the state of affairs of the company during the year.

Significant events after reporting period

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the company, the results of those operations or the state of affairs of the company in future financial years.

Likely developments and future results

Apart from those already disclosed in the Chairman's Report, no further information is included on the likely developments in the operations of the company and the expected results of those operations as it is the opinion of the directors of the company that this information would prejudice the interests of the company if included in this report.

Environmental issues

The company's operations are not regulated by any significant environmental regulations under a law of the Commonwealth or of a state or territory of Australia.

Directors interests and benefits

Since the end of the previous financial year, no director has received or become entitled to receive a benefit by reason of a contract made by the company or a related corporation with the director or with a firm of which he is a member, or with a company in which he has a substantial financial interest.

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Directors' Report 31 December 2021

Information on directors

David BROOK OAM
(Chairman)

Appointed as a director in March 2000 and Chairman of the Board in September 2009. His business interests include several family pastoral properties in Queensland and South Australia. Chairman of OBE Beef Pty Ltd, an Australian Organic Beef export company. President of the Birdsville Race Club. Former Mayor and Councillor of the Diamantina Shire Council.

David is passionate about building sustainable regional communities through infrastructure and innovation development

Tim Jonas
(Treasurer)

Tim was appointed to the Board on 6 October 2010. He was a partner of Pitcher Partners Chartered Accountants from its formation in 1991 until 30 June 2007, and was Chairman and Managing Partner during that period. Tim is a specialist in agribusiness and has owned beef cattle properties for approximately 20 years. He is a Director of several agribusiness companies.

Peter HARVIE

Appointed as Director on 25 November 2014. Peter was Chairman Southern Cross Austereo Group Limited 1997-2011. Director Village Roadshow Ltd since 2000. Group Managing Director Austereo 1993-1997. Managing Director Clemenger Harvie 1974-1993. Director Clemenger BBDO 1975-1992. Director Mazda Foundation, Commando Welfare Trust, Australian National Maritime Museum, Australian International Cultural Foundation. Peter is currently the Chairman of CHE Proximity.

Hon Bruce SCOTT

Following a Parliamentary career spanning 26 years, Bruce Scott accepted an appointment to the Board of the Australian Stockman's Hall of Fame as a Director in 2016. He spent 6 years working on "Kynuna", "Burenda" and "Westerton" for Western Queensland Pastoral Company. He returned home to "Crochdantigh" Muckadilla, where in a family partnership he established a Merino Stud and went on to become President of the Queensland and Australian Stud Merino Breeders' Associations.

Bruce was a member of the Roma Show Committee, running the Sheep Section for many years and was made an Honorary Life Member of the Show Society.

He was awarded a Nuffield Farming Scholarship in 1983 and studied agricultural systems in Europe and the UK. He was President of the Maranoa Graziers' Association. In 2016 he was appointed a Director of the Royal Flying Doctor Service Queensland. Since 2016 he has been Co-Chairman of the Telstra Regional Advisory Council Queensland. He is committed to ensuring that the history and heritage of Australia's Pastoral Settlement and Indigenous Culture is recorded and displayed for future generations.

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Directors' Report

31 December 2021

Peter HUGHES
(Deputy Chairman)

Appointed June 2018. The Hughes Family is well known in the cattle industry both at a grassroots and corporate level. Peter and Jane Hughes and son Sam live at Tierawoomba south west of Mackay where they run Wagyu cattle. Ongoing genetic improvement is driven from their bull breeding herd at Colomendy, Bundarra NSW. Peter has gained a unique mix of experience having worked hands-on on northern cattle stations, held numerous positions in the cattle industry, was both a director of Stanbroke Pastoral Company and AA Company and was the founding Chairman of Tipalea Rural Partners Pty Ltd. Peter led the syndicate which purchased Stanbroke Pastoral Company and then formed Georgina Pastoral Company with the Scott Family before embarking on a string of station acquisitions and sales culminating in the purchase of Colonial Agricultural Company. Georgina Pastoral Company, now owned by the Hughes Family, owns Lake Nash, Georgina and Argadargada in the NT, Keeroongooloo and Yeppera at Windorah, Caldervale, Carwell and Mt Lindsay at Tambo and Tumber at Jericho. These places have the capacity to run 120,000 head of cattle. Peter served 29 years on the Nebo Shire Council and also on many local organisations.

John MENZIES AM

Appointed as a Director in April 2019. John was previously a Director for 3 years prior to 2010. He is the former CEO and Chairman of Village Roadshow Theme Parks (1971 – 2015). John led the team that created, constructed and operated Sea World and the Sea World Resort Hotel, Warner Bros Movie World, Wet & Wild Water Park, Paradise Country and the Australian Outback Spectacular. John is a former Director of Tourism Gold Coast, Tourism Queensland, and Screen Queensland.

Hon Shane L Stone AC QC

Appointed as a Director in October 2020. Shane is a teacher, barrister and company director and was the former Chief Minister and Attorney General NT. He was also the Chairman & CEO of the North Queensland Livestock Industry Recovery Agency (NQLIRA) and absorbed by appointment as Australian Governments National Coordinator-General for Drought and North Queensland Flood Response and Recovery, an SES Agency Head in the Department of Prime Minister & Cabinet.
Chairman of the Order of Australia Council.
Shane is also member of Senior Advisory Group on Joint Management for Commonwealth National Parks and chairman of Northern Australia Advisory Group to Abbott Government informing White Paper on Developing Northern Australia.

Julie McDonald
B.Bus , Certified Practising
Accountant, MAICD

Appointed as a Director in October 2020. Julie is the Chief Financial Officer of MDH Pty Ltd. MDH is a large -scale cattle and beef enterprise running 145,000 head across 13 properties and a 13,000 SCU feedlot covering approximately 3.35 million ha. MDH's core business is breeding, backgrounding and finishing approx. 20,000 head of cattle, taking the beef direct to the export and domestic customer under its two beef brands "Wallumba" and "Alexander".

Julie is a director of Pindora Foods Pty Ltd, and Julie sits on the Telstra Regional Advisory Council for QLD. Julie also represents as the treasurer of the John Flynn Place Trust and the Friends of John Flynn Place, both community-based committees that serve to support the John Flynn Place Museum and Fred McKay Art Gallery in Cloncurry.

Julie was on the inaugural 2014 Zanda McDonald Award management committee and judging panel, and her involvement continues today.

Unless indicated otherwise, all directors held their position as a director throughout the entire financial year and up to the date of this report.

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Directors' Report

31 December 2021

Meetings of directors

During the financial year, 3 meetings of directors were held. Attendances by each director during the year were as follows:

Directors' Meetings	
Number eligible to attend	Number attended
David Brook OAM	3
Tim Jonas	3
John Menzies	3
Peter Harvie	2
Bruce Scott	2
Peter Hughes	3
Julie McDonald	3
Shane Stone	2

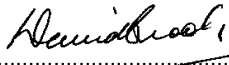
Indemnification and insurance of officers and auditors

To the extent permitted by law, the company has indemnified (fully insured) each director, principal executive officer and secretary of the company against any liability that may arise as a result of work performed in their respective capacities. The directors have not included details of the nature of the liabilities covered or the amount of the premium paid in respect of the directors' and officers' liability and legal expenses insurance contracts as such disclosure is prohibited under the terms of the contract.

Auditor's independence declaration

The auditor's independence declaration in accordance with section 60-40 of the *Australian Charities and Not for profits Commission Act 2012*, for the year ended 31 December 2021 has been received and can be found on page 10 and forms part of the directors' report.

Signed in accordance with a resolution of the Board of Directors:

Director: 
.....
David Brook

Director: 
.....
Tim Jonas

Dated this 4th day of May 2022

Auditor's Independence Declaration

As an auditor of Australian Stockman's Hall of Fame and Outback Heritage Centre for the year ended 31 December 2021 I declare that, to the best of my knowledge and belief, there have been:

- i. no contraventions of the auditor independence requirements as set out in the *Australian Charities and Not-for-profits Commission Act 2012* in relation to the audit; and
- ii. no contraventions of any applicable code of professional conduct in relation to the audit.

The declaration is in respect of Australian Stockman's Hall of Fame and Outback Heritage Centre during the year.



Crowe South QLD



Logan Meehan
Partner - Audit & Assurance

Dated: 4 May 2022
Gold Coast

Liability limited by a scheme approved under Professional Standards Legislation.

The title 'Partner' conveys that the person is a senior member within their respective division and is among the group of persons who hold an equity interest (shareholder) in its parent entity, Findex Group Limited. The only professional service offering which is conducted by a partnership is external audit, conducted via the Crowe Australasia external audit division and Unison SMSF Audit. All other professional services offered by Findex Group Limited are conducted by a privately-owned organisation and/or its subsidiaries.

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Statement of Profit or Loss and Other Comprehensive Income For the Year Ended 31 December 2021

	Note	2021 \$	2020 \$
Revenue	2	3,573,860	1,227,043
Other income	2	908,006	11,226,617
Cost of goods sold	3	(1,153,572)	(382,516)
Employee benefits expense	3	(1,252,791)	(885,347)
Depreciation and amortisation expense	3	(1,479,266)	(586,787)
Loss on disposal of fixed assets		(19,598)	(587,143)
Administration and other expenses		(680,778)	(576,322)
(Deficit)/Surplus before income tax		(104,139)	9,435,545
Income tax expense	1(j)	-	-
(Deficit)/Surplus for the year		(104,139)	9,435,545
Other comprehensive income, net of income tax		-	-
Total comprehensive (deficit)/income for the year		(104,139)	9,435,545

The accompanying notes form part of these financial statements.

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Statement of Financial Position as at 31 December 2021

	Note	2021 \$	2020 \$
ASSETS			
CURRENT ASSETS			
Cash and cash equivalents	4	1,381,768	3,194,643
Trade and other receivables	5	4,869	759,095
Inventories	6	164,709	172,416
Other assets	9	62,781	65,400
TOTAL CURRENT ASSETS		1,614,127	4,191,554
NON-CURRENT ASSETS			
Property, plant and equipment	7	24,471,807	22,133,093
Intangible assets	8	37,027	40,276
TOTAL NON-CURRENT ASSETS		24,508,834	22,173,369
TOTAL ASSETS		26,122,961	26,364,923
LIABILITIES			
CURRENT LIABILITIES			
Trade and other payables	10	287,097	439,875
Borrowings	11	-	29,000
Employee benefits	12	157,287	125,894
TOTAL CURRENT LIABILITIES		444,384	594,769
NON-CURRENT LIABILITIES			
Employee benefits	12	37,494	24,932
TOTAL NON-CURRENT LIABILITIES		37,494	24,932
TOTAL LIABILITIES		481,878	619,701
NET ASSETS		25,641,083	25,745,222
EQUITY			
Retained surplus		25,641,083	25,745,222
TOTAL EQUITY		25,641,083	25,745,222

The accompanying notes form part of these financial statements.

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Statement of Changes in Equity For the Year Ended 31 December 2021

	Retained Surplus	Total
	\$	\$
2021		
Balance at 1 January 2021	25,745,222	25,745,222
Deficit attributable to members of the company	(104,139)	(104,139)
Total other comprehensive income	-	-
Balance at 31 December 2021	25,641,083	25,641,083
2020		
Balance at 1 January 2020	16,309,677	16,309,677
Surplus attributable to members of the company	9,435,545	9,435,545
Total other comprehensive income	-	-
Balance at 31 December 2020	25,745,222	25,745,222

The accompanying notes form part of these financial statements.

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Statement of Cash Flows For the Year Ended 31 December 2021

	2021	2020
Note	\$	\$
Cash flows from operating activities:		
Receipts from customers and members	3,993,675	2,005,020
Payments to suppliers and employees	(3,528,275)	(2,699,032)
Grants received	70,500	661,897
Net cash provided by / (used in) operating activities	19 <u>535,900</u>	<u>(32,115)</u>
Cash flows from investing activities:		
Proceeds from sale of property, plant & equipment	-	5,723
Purchase of property plant and equipment	(3,817,287)	(8,450,362)
Purchase of intangible assets	(1,927)	(3,610)
Net cash used in investing activities	<u>(3,819,214)</u>	<u>(8,448,249)</u>
Cash flows from financing activities:		
Grant received for capital projects	1,500,000	5,500,000
Repayment of borrowings	(29,000)	(39,600)
Interest Paid	(561)	(2,629)
Net cash provided by financing activities	<u>1,470,439</u>	<u>5,457,771</u>
Net decrease in cash and cash equivalents held	(1,812,875)	(3,022,593)
Cash and cash equivalents at beginning of the financial year	3,194,643	6,217,236
Cash and cash equivalents at end of financial year	4 <u><u>1,381,768</u></u>	<u><u>3,194,643</u></u>

The accompanying notes form part of these financial statements.

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Notes to the Financial Statements For the Year Ended 31 December 2021

The financial statements are for Australian Stockman's Hall of Fame and Outback Heritage Centre (the "company") as an individual entity, incorporated and domiciled in Australia. Australian Stockman's Hall of Fame and Outback Heritage Centre is a not-for-profit company limited by guarantee. The principal activity of the company is the operation of the Australian Stockman's Hall of Fame and Outback Heritage Centre tourist attraction in Longreach, Queensland.

1 Summary of Significant Accounting Policies

(a) Basis of preparation

The financial statements are general purpose financial statements that have been prepared in accordance with Australian Accounting Standards - Reduced Disclosure Requirements, Australian Accounting Interpretations, other authoritative pronouncements of the Australian Accounting Standards Board and the *Australian Charities and Not-For Profits Commission Act 2012*.

Material accounting policies adopted in the preparation of these financial statements are presented below and have been consistently applied unless otherwise stated.

The financial statements have been prepared on an accruals basis and are based on historical costs.

Going concern

The financial report of the company has been prepared on a going concern basis which contemplates that the company will be able to realise its assets and distinguish its liabilities in the ordinary course of business and will be in a position to pay its debts as they become due and payable.

The financial statements were authorised for issue on the date the Directors' Declaration was signed.

Rounding of amounts

Amounts in the financial statements and Directors' Report have been rounded to the nearest dollar.

Changes in significant accounting policies

A number of new standards are effective from 1 January 2021 but they do not have a material effect on the company's financial statements.

(b) Functional and presentation currency

The functional currency of Australian Stockman's Hall of Fame and Outback Heritage Centre is Australian dollars which is also the company's presentation currency.

(c) Cash and cash equivalents

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

(d) Inventories

Inventories are measured at the lower of cost and net realisable value.

Cost of inventory is determined using the weighted average costs basis and is net of any rebates and discounts received.

Net realisable value is the estimated selling price in the ordinary course of business, less the estimated costs of completion and the costs necessary to make the sale. Net realisable value is estimated using the most reliable evidence available at the reporting date and inventory is written down through an obsolescence provision if necessary.

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Notes to the Financial Statements For the Year Ended 31 December 2021

1 Summary of Significant Accounting Policies (Continued)

(e) Property, plant and equipment

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

In the event that the carrying amount of plant and equipment is greater than the estimated recoverable amount, the carrying amount is written down immediately to the estimated recoverable amount. A formal assessment of recoverable amount is made when impairment indicators are present.

The cost of fixed assets constructed within the company includes the cost of materials, direct labour, borrowing costs and an appropriate proportion of fixed and variable overheads.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the company and the cost of the item can be measured reliably. All other repairs and maintenance are charged to profit or loss during the financial period in which they are incurred.

Depreciation

Depreciation is calculated over the depreciable amount, which is the cost of an asset, or other amount substituted for cost, less its residual value.

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, since this most closely reflects the expected pattern of consumption of the future economic benefits embodied in the asset. Land is not depreciated.

The depreciation rates used for each class of depreciable assets are:

Class of Fixed Asset	Depreciation Rate
Buildings	2.00%
Leasehold improvements	2.00% - 10.00%
Displays	10.00% - 14.00%
Other Furniture and Equipment	7.50% - 33.00%

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

Gains and losses on disposals are determined by comparing proceeds with the carrying amount. These gains and losses are included in profit or loss.

(f) Intangibles

Indigenous Film Costs

Indigenous Film costs includes capitalisation of film costs and costs associated with the creation of a database of museum artefacts. The capitalisation of Indigenous Film costs includes all direct costs of production of film and production overheads. The capitalisation of the Collection Database project includes direct costs incurred in creation of an online database for the company's museum collection.

The capitalisation of the 'I am Stockman' film includes all direct costs of production of the film.

Amortisation

Amortisation is recognised in profit or loss on a straight-line basis over the estimated useful lives of intangible assets, from the date that they are available for use.

Amortisation methods, useful lives and residual values are reviewed at each reporting date and adjusted if appropriate.

The amortisation rate used for intangible assets is 10%.

Notes to the Financial Statements For the Year Ended 31 December 2021

1 Summary of Significant Accounting Policies (Continued)

(f) Intangibles (continued)

Recoverable amounts of intangible assets

Intangible assets are measured using the cost basis and are not carried at an amount above their recoverable amount. Where a carrying value exceeds this recoverable amount, the asset is provided for or written down. In determining recoverable amount, the expected net cash flows have been discounted to their present value using a market determined rate.

(g) Financial instruments

Classification of financial assets and financial liabilities

AASB 9 contains three principal classification categories for financial assets: measured at amortised cost, Fair Value through Other Comprehensive Income (FVOCI) and Fair Value Through Profit or Loss (FVTPL). The classification of financial assets under AASB 9 is generally based on the business model in which a financial asset is managed and its contractual cash flow characteristics.

Financial assets

Trade receivables are initially recognised when they are originated. All other financial assets and financial liabilities are initially recognised when the company becomes a party to the contractual provisions of the instrument.

A financial asset (unless it is a trade receivable without a significant financing component) or financial liability is initially measured at fair value plus, for an item not at fair value through profit or loss, transaction costs that are directly attributable to its acquisition or issue. A trade receivable without a significant financing component is initially measured at the transaction price.

A financial asset is measured at amortised cost if it meets both of the following conditions and is not designated as at FVTPL:

- it is held within a business model whose objective is to hold assets to collect contractual cash flows; and
- its contractual terms give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

Financial assets at amortised cost are subsequently measured at amortised cost using the effective interest method. The amortised cost is reduced by impairment losses.

Impairment

Financial instruments and contract assets

AASB 9 uses an 'expected credit loss' (ECL) model. The impairment model applies to financial assets measured at amortised cost.

ECLs are a probability-weighted estimate of credit losses. Credit losses are measured as the present value of all cash shortfalls (i.e. the difference between the cash flows due to the entity in accordance with the contract and the cash flows that the company expects to receive). ECLs are discounted at the effective interest rate of the financial asset.

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Notes to the Financial Statements For the Year Ended 31 December 2021

1 Summary of Significant Accounting Policies (Continued)

(h) Employee benefits

Provision is made for the company's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits that are expected to be wholly settled within one year have been measured at the amounts expected to be paid when the liability is settled.

Employee benefits payable later than one year have been measured at the present value of the estimated future cash outflows to be made for those benefits.

(i) Trade and other payables

Trade 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.

(j) Income tax

No provision for income tax has been raised as the company is exempt from income tax under Div. 50 of the *Income Tax Assessment Act 1997*.

(k) Revenue and other income

Revenue is recognised in accordance with *AASB 15 Revenue from Contracts with Customers*. Revenue is measured based on the consideration specified in a contract with a customer. The company recognises revenue when it transfers control over a good or service to a customer.

Revenues from attendances are recognised upon entry. Revenue from food and beverages are recognised when they are received or incurred. These income streams are recognised on transfer of goods and services to the customer as this is deemed to be the point in time when the performance obligation of the contract is achieved.

Job Keeper income was received in 2020 and 2021 financial years to aid with the COVID-19 pandemic and was recognised when received in accordance with *AASB 1058 Income of Not-for-Profit Entities*.

Government grants and donations are recognised in accordance with *AASB 1058 Income for Not-for-Profit Entities*. Under *AASB 1058* the company is required to analyse their funding arrangements to determine whether the conditions specified in each arrangement are considered to be 'sufficiently specific' to assess if the arrangement falls within the scope of *AASB 15*. The specificity of performance obligations specified in an arrangement affects the accounting for the arrangement which will result in either: - potential income deferral under *AASB 15*; or - immediate income recognition under *AASB 1058*.

The company has recorded grant funding revenue from the Federal Government determined by the stage of completion in construction of the Outback Entertainment Centre, this has now been fully completed in 2021.

Finance income comprises interest income on funds invested. Interest income is recognised as it accrues in profit or loss, using the effective interest rate method.

Other income is recognised when the right to receive the revenue has been established.

(l) Goods and Services Tax (GST)

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payables are stated inclusive of GST.

The net amount of GST recoverable from, or payable to, the ATO is included as part of receivables or payables in the statement of financial position.

Cash flows in the statement of cash flows are included on a gross basis and the GST component of cash flows arising from investing and financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Notes to the Financial Statements For the Year Ended 31 December 2021

1 Summary of Significant Accounting Policies (Continued)

(m) Critical accounting estimates and judgements

The directors make estimates and judgements during the preparation of these financial statements regarding assumptions about current and future events affecting transactions and balances.

These estimates and judgements are based on the best information available at the time of preparing the financial statements, however as additional information is known then the actual results may differ from the estimates.

Key Judgments – Employee Benefits Provision

As discussed in Note 1(h) and Note 12, the liability for employee benefits expected to be settled more than 12 months from the reporting date are recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at the reporting date. In determining the present value of the liability, estimates of attrition rates and pay increases through promotion and inflation have been taken into account.

Key Judgments – Estimation of Useful Lives of Assets

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

(n) New and Amended Accounting Standards and Interpretations Adopted for these Financial Statements

The company has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australia Accounting Standards Board ('AASB') that are mandatory for the current reporting period. None of these new or amended accounting standards or interpretations had a material impact on the financial statements.

(o) New Accounting Standards and Interpretations not yet Mandatory or Early Adopted

Australian Accounting Standards and Interpretations that have recently been issued or amended but are not yet mandatory, have not been early adopted by the company for the annual reporting period ended 31 December 2021. The company has assessed that these new or amended Accounting Standards and Interpretations will not have a material impact on the company.

AASB 1060 General Purpose Financial Statements - Simplified Disclosures for For-Profit and Not-for-Profit Tier 2 Entities has a mandatory effective date for annual periods beginning on or after 1 July 2021. The company has assessed that this standard will not have a material impact on the company as the financial statements are already prepared in accordance with the recognition and measurement requirements of the Australian Accounting Standards. Some disclosure changes may apply however when transitioning from *General Purpose – Reduced Disclosure Requirements* financial statements to *General Purpose – Simplified Disclosure* financial statements.

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Notes to the Financial Statements For the Year Ended 31 December 2021

	2021	2020
	\$	\$
2 Revenue and Other Income		
- Sale of goods	1,167,063	539,353
- Admissions	2,310,272	683,892
- Other Sales	94,898	2,198
- Membership fees	1,627	1,600
Total Revenue	3,573,860	1,227,043
- Grants recognised as income	810,000	10,835,554
- Donations	35,637	35,395
- Job Keeper Wage Subsidy	49,800	238,843
- Cashflow Boost Subsidy	-	100,000
- Other income	12,569	16,825
Total Other Income	908,006	11,226,617
Total Revenue and Other Income	4,481,866	12,453,660
3 Result for the Year		
The result for the year includes the following specific expenses:		
Cost of sales	1,153,572	382,516
Employee benefits expense	1,252,791	885,347
Number of employees at the end of the period	11	10
Loss on disposal of Fixed Assets	19,598	587,143
Depreciation and amortisation		
Depreciation	1,474,089	581,587
Amortisation	5,177	5,200
Total Depreciation and Amortisation	1,479,266	586,787
4 Cash and Cash Equivalents		
Cash at bank and in hand	1,381,768	3,194,643
5 Trade and Other Receivables		
Trade receivables	3,986	2,655
Expected credit loss impairment	(2,863)	(3,105)
Other receivables	3,304	9,545
Accrued income	442	750,000
	4,869	759,095

Accrued income in the prior year related to the construction of the Outback Entertainment Centre Stage project which is funded by the Department of Infrastructure, Transport, Cities and Regional Development. This income was accrued under AASB 1058, the funds for which were subsequently received during the 2021 financial year.

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Notes to the Financial Statements For the Year Ended 31 December 2021

	2021	2020
	\$	\$
6 Inventories		
At cost:		
Retail stock	158,905	163,988
Liquor	420	5,282
Food	5,384	3,146
	164,709	172,416
	164,709	172,416
<p>Inventories recognised as an expense during the year ended 31 December 2021 amounted to \$598,904 (2020: \$257,612). These were included in cost of sales.</p> <p>During the year, the amount of inventory written off amounted to \$4,631 (2020: \$7,160). These were recognised as an expense during the year and included in cost of sales.</p>		
7 Property, Plant and Equipment		
LAND AND BUILDINGS		
Freehold land		
At cost	1,257,660	1,257,660
Buildings		
At cost	19,596,343	11,258,247
Accumulated depreciation	(5,260,666)	(4,715,943)
Total buildings	14,335,677	6,542,304
Outback Entertainment Centre		
At cost	3,308,378	2,820,111
Accumulated depreciation	(975,355)	(720,398)
Total Outback Entertainment Centre	2,333,023	2,099,713
Leasehold Improvements		
At cost	770,295	770,295
Accumulated depreciation	(430,392)	(418,016)
Total leasehold improvements	339,903	352,279
Total land and buildings	18,266,263	10,251,956
PLANT AND EQUIPMENT		
At cost	13,742,752	7,779,876
Accumulated depreciation	(7,537,208)	(6,875,125)
Total plant and equipment	6,205,544	904,751
Work in progress	-	10,976,386
Total property, plant and equipment	24,471,807	22,133,093
	24,471,807	22,133,093

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Notes to the Financial Statements For the Year Ended 31 December 2021

(a) Movements in carrying amounts

Movement in the carrying amounts for each class of property, plant and equipment between the beginning and the end of the current financial year:

	Land \$	Leasehold Improvements \$	Buildings \$	Outback Entertainment Centre \$	Plant and Equipment \$	Work in Progress \$	Total \$
Balance at the beginning of year	1,257,660	352,280	6,536,896	2,026,373	980,497	10,976,386	22,130,092
Additions	-	-	-	-	97,582	3,723,559	3,821,141
Transfer	-	-	8,343,453	488,315	5,862,840	(14,694,608)	-
Disposals	-	-	-	-	-	(5,337)	(5,337)
Depreciation expense	-	(12,377)	(544,672)	(181,665)	(735,375)	-	(1,474,089)
Balance at the end of the year	1,257,660	339,903	14,335,677	2,333,023	6,205,544	-	24,471,807

All work in progress was capitalised within the financial year as the Outback Entertainment Centre Stage 2 project was completed which was grant funded by the Department of Infrastructure, Transport, Cities and Regional Development.

	2021 \$	2020 \$
8 Intangible Assets		
Films & Trademarks		
At cost	200,951	199,024
Accumulated amortisation	(163,924)	(158,748)
	37,027	40,276
9 Other Assets		
Prepayments	61,381	53,020
Other assets	-	10,980
Deposits	1,400	1,400
	62,781	65,400
10 Trade and Other Payables		
CURRENT		
Trade payables	180,433	400,160
Accrued expense	102,264	15,515
Other payables	4,400	24,200
	287,097	439,875

All amounts are short term and the carrying values are considered to be a reasonable approximation of fair value. These amounts represent liabilities for goods and services provided to the company prior to the end of the financial year which are unpaid. The amounts are unsecured and are usually paid within 30 days of recognition. Trade and other payables are presented as current liabilities unless payment is not due within 12 months from the reporting date

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Notes to the Financial Statements For the Year Ended 31 December 2021

11 Borrowings

CURRENT	2021 \$	2020 \$
Secured liabilities:		
Bank loans	-	29,000
Total borrowings	-	29,000

The bank loan was fully repaid during the financial year.

12 Employee Benefits

CURRENT		
Annual leave	124,094	96,732
Long service leave	33,193	29,162
	157,287	125,894
NON-CURRENT		
Long service leave	37,494	24,932

The company contributes to a defined contribution superannuation plan. The expense recognised in the current year in relate to these contributions was \$85,438 (2020: \$57,184)

13 Financial Risk Management

The main risks Australian Stockman's Hall of Fame and Outback Heritage Centre is exposed to through its financial instruments are credit risk, liquidity risk and market risk consisting of interest rate risk.

The company's financial instruments consist mainly of deposits with banks, accounts receivable and payable and bank loans and overdrafts.

The totals for each category of financial instruments, measured in accordance with AASB 9 as detailed in the accounting policies to these financial statements, are as follows:

Financial Assets		
Cash and cash equivalents	1,381,768	3,194,643
Trade and other receivables	4,869	759,095
Total financial assets	1,386,637	3,953,738
Financial Liabilities		
Trade and other payables	287,097	439,875
Borrowings	-	29,000
Total financial liabilities	287,097	468,875

Specific financial risk exposures and management

The company does not subsequently measure any assets or liabilities at fair value on a recurring or non-recurring basis.

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Notes to the Financial Statements For the Year Ended 31 December 2021

14 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 \$20 each towards meeting any outstanding obligations of the company. At 31 December 2021 the number of members was 1,362 (2020: 1,410).

15 Key Management Personnel Disclosures

The total remuneration paid to key management personnel of the company is \$291,288.

Any person(s) having authority and responsibility for planning, directing and controlling the activities of the entity, directly or indirectly, including any director (whether executive or otherwise) of that entity are considered key management personnel.

There were no other transactions with key management personnel.

16 Contingent Liabilities

The entity had no contingencies as at 31 December 2021 (31 December 2020: nil).

17 Related Parties

Related parties include close family members of key management personnel and entities that are controlled or significantly influenced by those key management personnel or their close family members.

No other transactions occurred with related parties during the year other than those detailed in Note 16.

Australian Stockman's Hall of Fame and Outback Heritage Centre

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Notes to the Financial Statements For the Year Ended 31 December 2021

	2021	2020
	\$	\$
18 Cash Flow Information		
Reconciliation of result for the year to cashflows from operating activities		
(Deficit) / Surplus for the year	(104,139)	9,435,545
Cash flows excluded from surplus attributable to operating activities		
- Finance costs on loans	561	2,629
- Grant received for capital projects - Financing	(1,500,000)	(5,500,000)
Non-cash flows in (deficit)/surplus:		
- net gain/(loss) on disposal of assets	19,598	584,437
- amortisation	5,177	5,200
- depreciation	1,474,089	581,587
Changes in assets and liabilities:		
- increase in trade and other receivables	739,111	(673,521)
- decrease/(increase) in other assets	2,619	12,993
- decrease in inventories	7,707	53,112
- (decrease)/increase in trade and other payables	(152,778)	(312,943)
- (decrease)/increase in deferred revenue	-	(4,250,000)
- increase in employee benefits	43,955	28,846
Cashflow from operations	<u>535,900</u>	<u>(32,115)</u>

19 Events Occurring After the Reporting Date

No other matter or circumstance has arisen since 31 December 2021 that has significantly affected, or may significantly affect the company's operations, the results of those operations, or the company's state of affairs in future financial years.

20 Company Details

The registered office of the company is:
Australian Stockman's Hall of Fame and Outback Heritage Centre
Landsborough Highway
Longreach QLD 4730

Australian Stockman's Hall of Fame and Outback Heritage Centre


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Directors' Declaration

The directors of Australian Stockman's Hall of Fame and Outback Heritage Centre (the "Company") declare that:

- (a) the financial statements and notes, set out on pages 11 to 25, are in accordance with the *Australian Charities and Not-for-profits Commission Act 2012*, including:
 - (i) giving a true and fair view of the financial position of the Company as at 31 December 2021 and of its performance, as represented by the results of its operations and its cash flows, for the financial year ended on that date in accordance with the basis of preparation described in Note 1; and
 - (ii) complying with Australian Accounting Standards (including the Australian Accounting Interpretations) to the extent described in Note 1; and
- (b) there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

Signed in accordance with subsection 60.15(2) of the *Australian Charities and Not-for-profit Commission Regulation 2013*.

Director 
* David Brook

Director 
Tim Jonas

Dated this 4th day of May 2022

Independent Auditor's Report

To the Members of Australian Stockman's Hall of Fame and Outback Heritage Centre

Opinion

We have audited the financial report of Australian Stockman's Hall of Fame and Outback Heritage Centre (the "Company"), which comprises the statement of financial position as at 31 December 2021, the statement of profit or loss and other comprehensive income, the 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 directors' declaration.

In our opinion, the accompanying financial report of the Company has been prepared in accordance with Division 60 of the *Australian Charities and Not-for-profits Commission Act 2012*, including:

- (a) Giving a true and fair view of the Company's financial position as at 31 December 2021 and of its financial performance and cash flows for the year then ended.
- (b) Complying with Australian Accounting Standards – Reduced Disclosure Requirements and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2013*.

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

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

Other Information

The Directors are responsible for the other information. The other information comprises the information included in the Company's annual report for the year ended 31 December 2021, but does not include the financial report and our auditor's report thereon.

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

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

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

Liability limited by a scheme approved under Professional Standards Legislation.

The title 'Partner' conveys that the person is a senior member within their respective division and is among the group of persons who hold an equity interest (shareholder) in its parent entity, Findex Group Limited. The only professional service offering which is conducted by a partnership is external audit, conducted via the Crowe Australasia external audit division and Unison SMSF Audit. All other professional services offered by Findex Group Limited are conducted by a privately-owned organisation and/or its subsidiaries.

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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 in accordance with Australian Accounting Standards – Reduced Disclosure Requirements and the *Australian Charities and Not-for-profits Commission Act 2012* (ACNC Act) and for such internal control as the directors 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 Company 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 Company.
- Conclude on the appropriateness of the Company's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the 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 those charged with governance 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.

Crowe South QLD
Crowe South QLD

Logan Meehan
Logan Meehan
Partner - Audit & Assurance

Dated: 4 May 2022
Gold Coast