



CELEBRATING
ESTD 160 1865
YEARS

Busselton Jetty Annual Report 2024/2025



Love it
Like a Local



BJI - Board of Management

We have the pleasure of presenting the Annual Report of Busselton Jetty Inc. for the year ended 30 June 2025 for presentation to our Members and Stakeholders.



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Overview

Busselton Jetty stands as one of Western Australia's most treasured icons - a place where history, community, and the marine environment come together. For 160 years, it has shaped the identity of Busselton and welcomed millions of visitors from around the world.



Who we are

Busselton Jetty is more than timber, piles, and a walkway into the ocean — it is a living, breathing part of Western Australia's heritage and community spirit. Stretching 1.841 kilometres across Geographe Bay, it is the longest timber-piled jetty in the Southern Hemisphere and has stood as a landmark of resilience since 1865.

Busselton Jetty Incorporated (BJI), a not-for-profit community organisation, proudly operates and maintains the Jetty under licence from the City of Busselton. Unlike many attractions, 25% of revenue - from a ticket on The Rio Tinto Solar Express to a visit to the Underwater Observatory or Marine Discovery Centre is reinvested directly into conservation, restoration, and enhancement of the Jetty and its marine environment. This model ensures that tourism and heritage preservation work hand in hand.

At the heart of our operations is a dedicated team of staff, supported by a passionate network of over 100 volunteers and active members. Our volunteers greet visitors, share stories, assist with education programs, and contribute **12,486** volunteer hours each year to environmental clean-ups, citizen science, and Jetty operations.

Our membership base strengthens the Jetty's future by providing ongoing advocacy, financial support, and community connection. Together, they embody the spirit of Busselton Jetty as a place built by the community, for the community.

Our story is also one of adaptation. Originally constructed to service the region's timber industry, the Jetty has transformed into a **world-class tourism attraction and research hub**, welcoming over 1,000,000 visitors annually 24 hours a day, 365 days a year. Today, it is home to Western Australia's largest artificial reef, an Underwater Sculpture Park, and innovative educational programs that inspire hundreds of students each year through excursions, incursions, and virtual learning.

Looking forward, BJI is committed to extending our regenerative focus — a model that goes beyond sustainability to actively restore and enhance ecosystems and communities.

Through initiatives delivered by our Busselton Jetty Environment Foundation, the introduction of the Net Zero goal, and the expansion of citizen science programs, we are ensuring that every visitor contributes to a legacy of renewal. By 2030, Busselton Jetty aims to be recognised not only as an iconic attraction but also as a leader in carbon-conscious, inclusive, and regenerative tourism.

Who we are is more than a management organisation. We are caretakers of history, champions of accessibility, guardians of marine ecosystems, and storytellers of a 160-year legacy - shaping a Jetty that gives back more than it takes.





Our ambition is to

continue leading as a
world-class coastal
attraction

that connects community, culture, and the marine
environment.

Through innovation,
education, and sustainability,
we aim to deliver memorable visitor
experiences

while actively protecting the ecosystems that
surround us.

Our values

Respect

We respect and welcome everyone. People feel a sense of belonging here, whether they are visitors, volunteers, members, or staff.



Honesty & Integrity

Our decisions are transparent, responsible, and always in the best interests of the Jetty and community.



Innovative

We innovate with purpose. From new experiences to sustainable technologies, we embrace creativity to enhance the Jetty and protect it for the future.



Professional

Visitors trust us to deliver safe, high-quality experiences, and partners value us as reliable custodians of a State icon.



Passionate & Positive

Every interaction reflects our love for the Jetty, inspiring joy, curiosity, and connection.



Environmental Focus

We actively care for the marine world beneath the Jetty and lead by example in regenerative tourism and conservation.



Strategy



Joint Message from the Chair and CEO

"What would Busselton be without the Busselton Jetty?"

The 2024/2025 year has been one of records, reflection and reconsideration. And the Busselton Jetty turned 160 years old!

As a result of another record year of ticket sales, the first time Busselton Jetty has sold more than 400,000 tickets, we also have seen some 600,000 visitors come before or after hours to fish, walk, dive, swim or snorkel and welcomed a huge number of visitors on cruise ships, at events such as the Jetty Swim, Ironman and Open Water Swim Championships, and the estimated 80,000 children who come on free each year.

Over the past 10 years ticket sales have increased 66%. Will they increase 66% over the next 10 years and what does this mean for the Busselton Jetty?

Reflection and reconsideration has been a big part of the Board's strategic thinking over the past 12 months. We have engaged with the City of Busselton to prepare a 20 Year Masterplan for the Busselton Jetty that will look at how we manage this growth not just in a sustainable way by 'doing no harm', but in a regenerative way by 'leaving the place better'.

BJI already aims to do no harm through our solar train, solar panels on Railway House, working with retail suppliers to reduce our plastic, environmental monitoring of our marine life, using environmentally friendly materials, recycling, reducing our power, water, waste.

And whilst we work hard to mitigate the impact of our operations, we know that tourists coming to the Jetty from all over the world, creates positive and not so positive social, economic and environmental impacts.

So what do we do to leave the place better and how can we improve this.

In 2024/2025 we:

- Contributed **\$1.64m** to the Jetty Maintenance Reserve Fund to ensure future generations can enjoy the Jetty
- Continued our Beach and Underwater Clean Ups and Pile Rehabilitation to leave our beach and ocean better.

"It's the reason people turn right on the way to Margaret River."



And don't forget:



Local Retail Products

Continued to stock local retail products and reduce the number of external retail products



Underwater Sculpture Park

Fostered and monitored our Underwater Sculpture Park marine growth that helps clean the ocean and absorb carbon



Youth Engagement

Continued to engage and develop young people in the community in our Jetty Crew leadership program



Public Engagement

Continued to engage the public in the benefits of clean oceans and protecting our marine life.



"Thanks to everyone who contributes to the Busselton Jetty, our volunteers, our fellow board members, our members, staff and stakeholders."

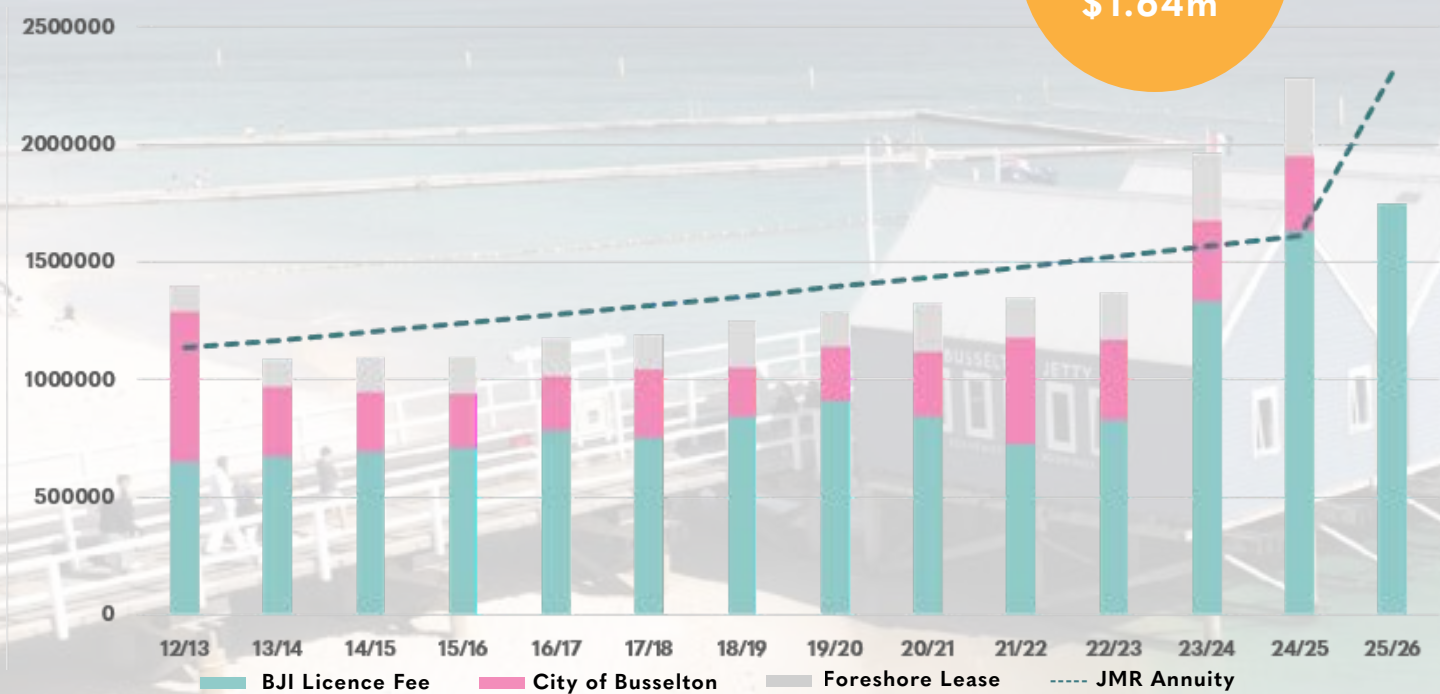
We appreciate you all!

Performance Management

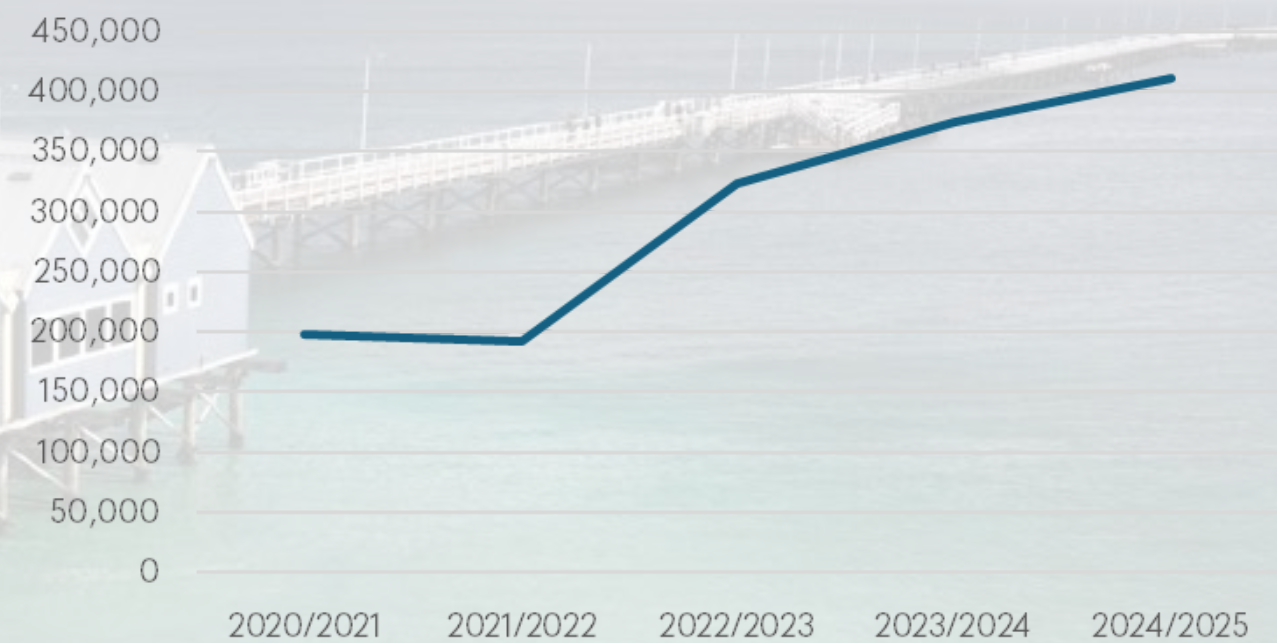
First time
over
400,000

JMR Contribution 2014 - 2025

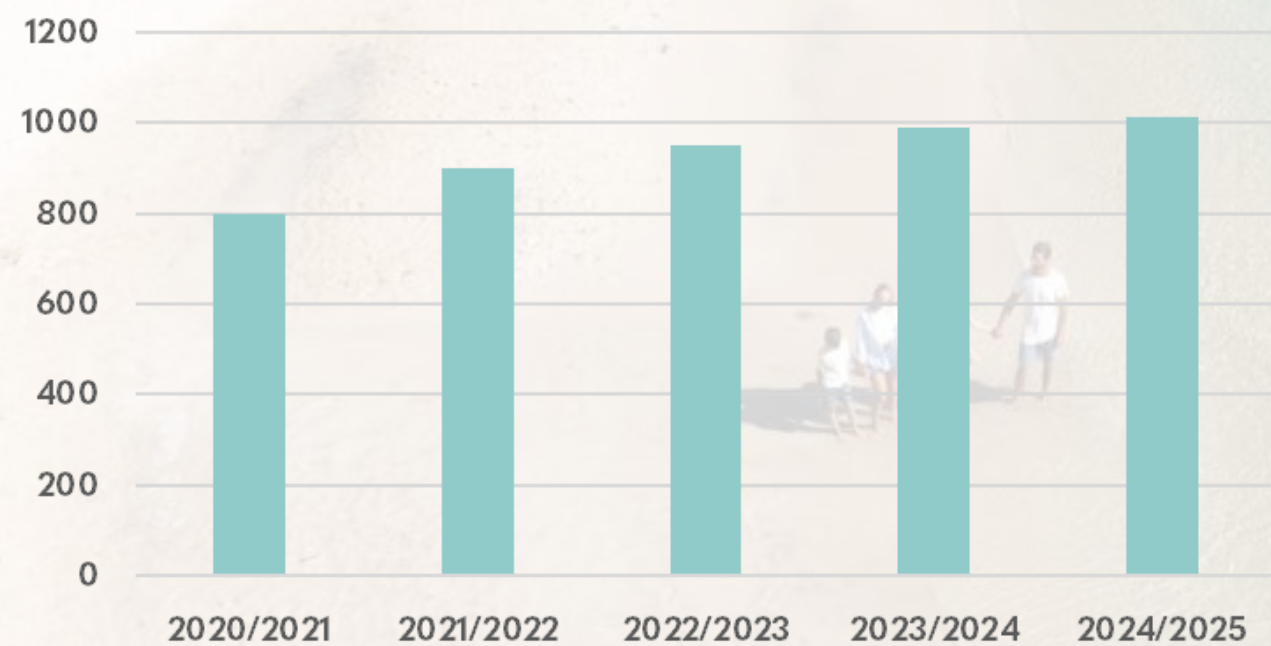
Contributed
\$1.64m



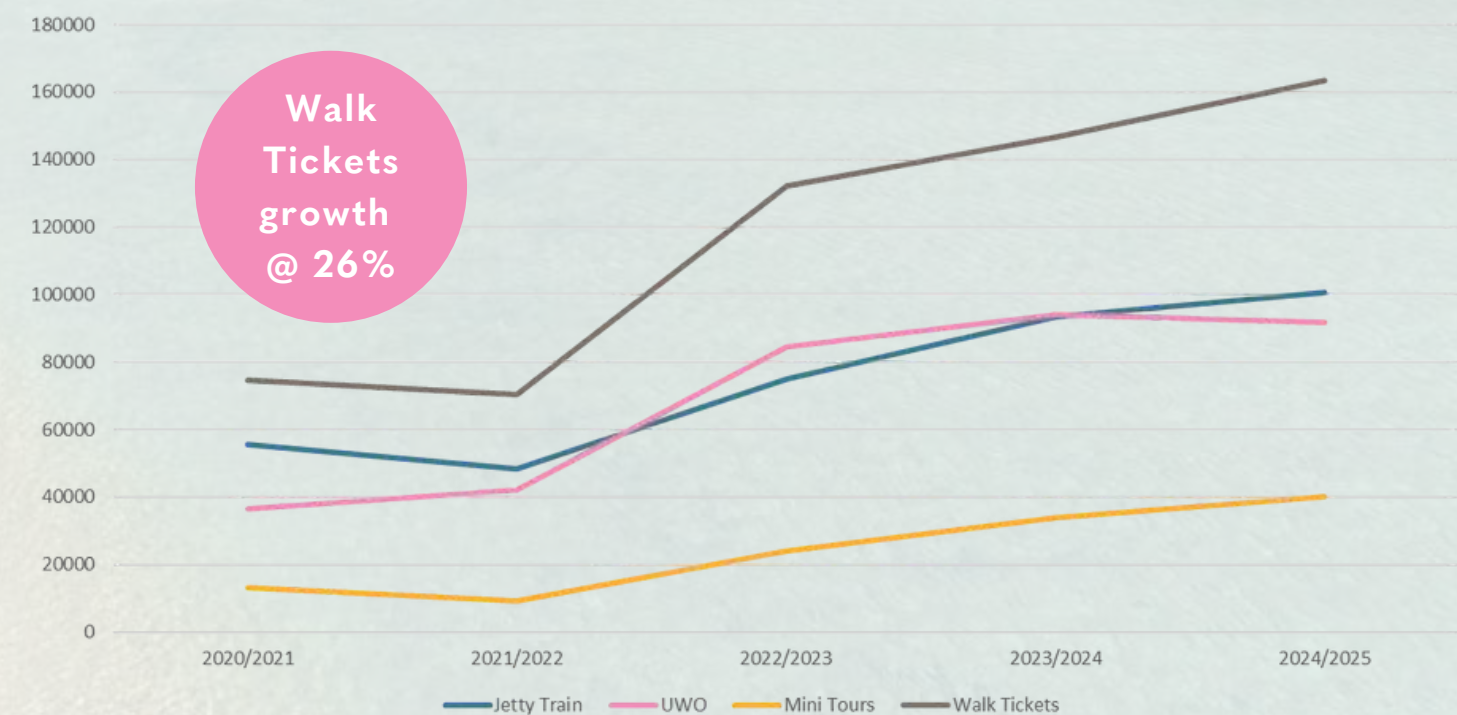
Total Paid Visitors



BJI Membership Growth



Total Paid Visitors by Product



Things we are proud of achieving in the past financial year:



Media

Media attention from the Great Outdoors, Spotlight, Shipwreck Hunters, Channel 7, North Melbourne Football Club, Triple J, FIFA World Cup, 13 World Peace Runners



Pharmacology

Extracting 30 sponges for Cancer Research



Fashion

Partnered with Eco Fashion Australia for the longest Fashion Runway event;

GOLD!!!

Gold medal at WA Tourism Awards for EcoTourism and Accessible Tourism



Beer Train

Shelter Beer Train started during summer season



Royal Visit

Former Duchess Sarah Ferguson visited us in November 2024



Golf Day

First ever successful BJEF Golf Day at the Busselton Golf Course raising \$20k for Marine Pharmacology project

Volunteers

Recruiting our 100th Jetty Host Volunteer – congrats Rod Burns



Partnership

New Educational & Train partnership with Rio Tinto to expand our schools program and plan for a new Busselton Jetty train



Licence Plates

Busselton Jetty Licence Plates continue to be seen around the State after our second successful Licence Plate Auction



Birthday

Our Underwater Observatory celebrated its 21st birthday.



Fireworks

Successful community NYE Fireworks Show in partnership with Retravisation



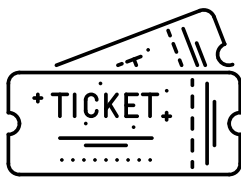
Year at a glance

\$8.25m

Revenue received
throughout 24/25

411,240

Total Paid Visitors with
1,062,536 overall footfall.



Sold **29,342** tickets
in the first year of
operation of the
Marine Discovery
Centre



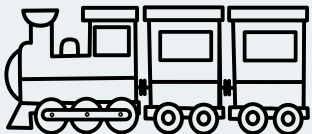
12,486
Volunteer Hours
recorded



\$1,634,088 to Jetty
Maintenance Reserve

2151

Students
Engaged



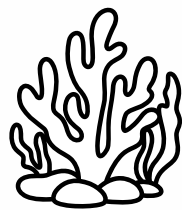
100,515 passengers on the
Rio Tinto Solar Express



1,052 wheelchair/mobility
aid bookings recorded
this year

91,818

Visitors to the Underwater
Observatory



Achieving a **50%**
re-attachment
rate with Pile
Rehabilitation

1000+

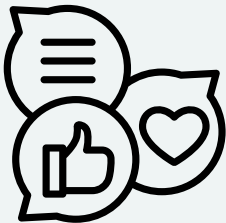
Official Members

3

Major Clean-Ups



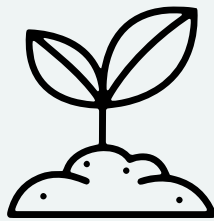
1.7m Unique
website visitors



54,360 Social
media followers



100% Staff completion
of cybersecurity
training



700 Seedlings planted
through BJEF initiatives

\$54,513

Generated in Event
Revenue

Year in Review

2024/25 has been a landmark year for Busselton Jetty, defined by growth, innovation, and community connection. We delivered new products, grew visitation, secured partnerships, and strengthened our environmental commitments. Despite operational challenges such as weather-related closures, we achieved most KPIs set by the City of Busselton, demonstrating robust governance and sustainable growth.

While we continued to deliver world-class experiences such as the Underwater Observatory and The Rio Tinto Solar Express, this year also marked our **160th anniversary**, a milestone that inspired us to look both back and forward.

To celebrate this historic year, we launched our **"Love it Like a Local" campaign**, which invited the community to become part of the Jetty's living story.

The response exceeded expectations. Hundreds of images and stories were submitted by community members, many of which were featured across our social and digital platforms. Local and state media covered the campaign, highlighting just how much the Jetty means to both locals and visitors. The campaign not only strengthened community pride but also showcased the Jetty as a living icon with global appeal.

This milestone will culminate in **October 2025 with a free community celebration event**, featuring live music, the premiere of a Jetty history documentary, free entry to the Marine Discovery Centre, and even a giant Jetty cake. This event represents our way of giving back to the community that has sustained the Jetty for 160 years.

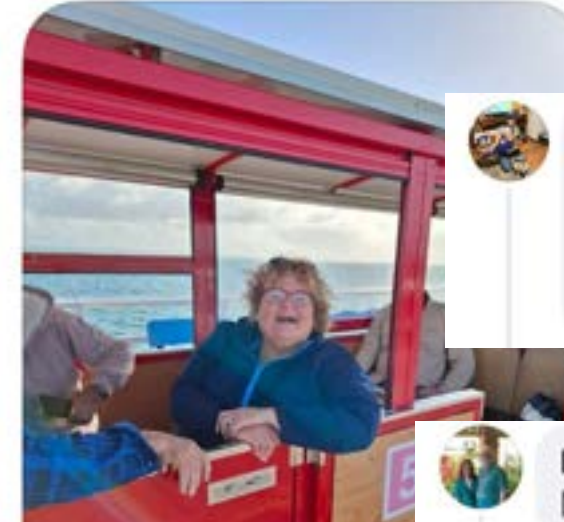
Looking ahead, the momentum from "Love it Like a Local" will carry into our **2025/26 campaign, More Than Just a Jetty**. This new phase will build on the rich tapestry of community stories and historic legacies to reinforce that Busselton Jetty is not only a tourism attraction, but also a cultural, environmental, and community pillar.

*This year was about reflecting on 160 years of history, strengthening community connections, and laying the groundwork for the Jetty's future as **More Than Just a Jetty**.*



Diane Charleton

Great memories of my train ride last July . Hope to make a return visit from Ireland 🇮🇪 soon.



Marilyn French

I have great memories of the jetty, coming down every year from Kalgoorlie to holiday with family at No 1 camping ground.



Ross Wheldon

My Grandfather worked on the Jetty



Warren Ross

In the middle 1960's, i was on a ship that used to tie up at the end of the Busselton jetty to load Jarra and Kauri for Adelaide , i was a sixteen year old deck boy and walked the jetty many times !



Chris Onya

I've dived on tanks at the end of the jetty was great 👍
Happy birthday jetty 😄🤔

Continued to engage the public in the benefits of clean oceans and protecting our marine life.



Jenni Williams

Happy 160th Birthday Busselton Jetty 🎉



Your a ripper. ❤️

Recognition & Partnership Highlights

AWARDS



2018 | 2019 | 2021



ACCREDITATIONS



PARTNERSHIPS



MEMBERSHIPS



Operations



Strategic Goals and Objectives

Our Strategic Goals



Visitor
Growth



Environmental
Stewardship



Technology
and innovation
for
accessibility.



Community
engagement
and volunteer
growth



Organisational
sustainability
and
governance.

Key Highlights – Operations & Experiences

The 2024/25 year saw Busselton Jetty continue to deliver memorable and diverse experiences to hundreds of thousands of visitors. Despite challenges such as weather-related cancellations, our major attractions maintained strong performance, supported by the introduction of new tours, refurbished infrastructure, and innovative product development.

The Underwater Observatory

The Underwater Observatory (UWO) continued to be one of Busselton Jetty's most popular attractions, welcoming **91,818** visitors during the year.

Despite periods of challenging weather conditions, demand for the Observatory experience remained strong, with innovative new products helping to expand its appeal.

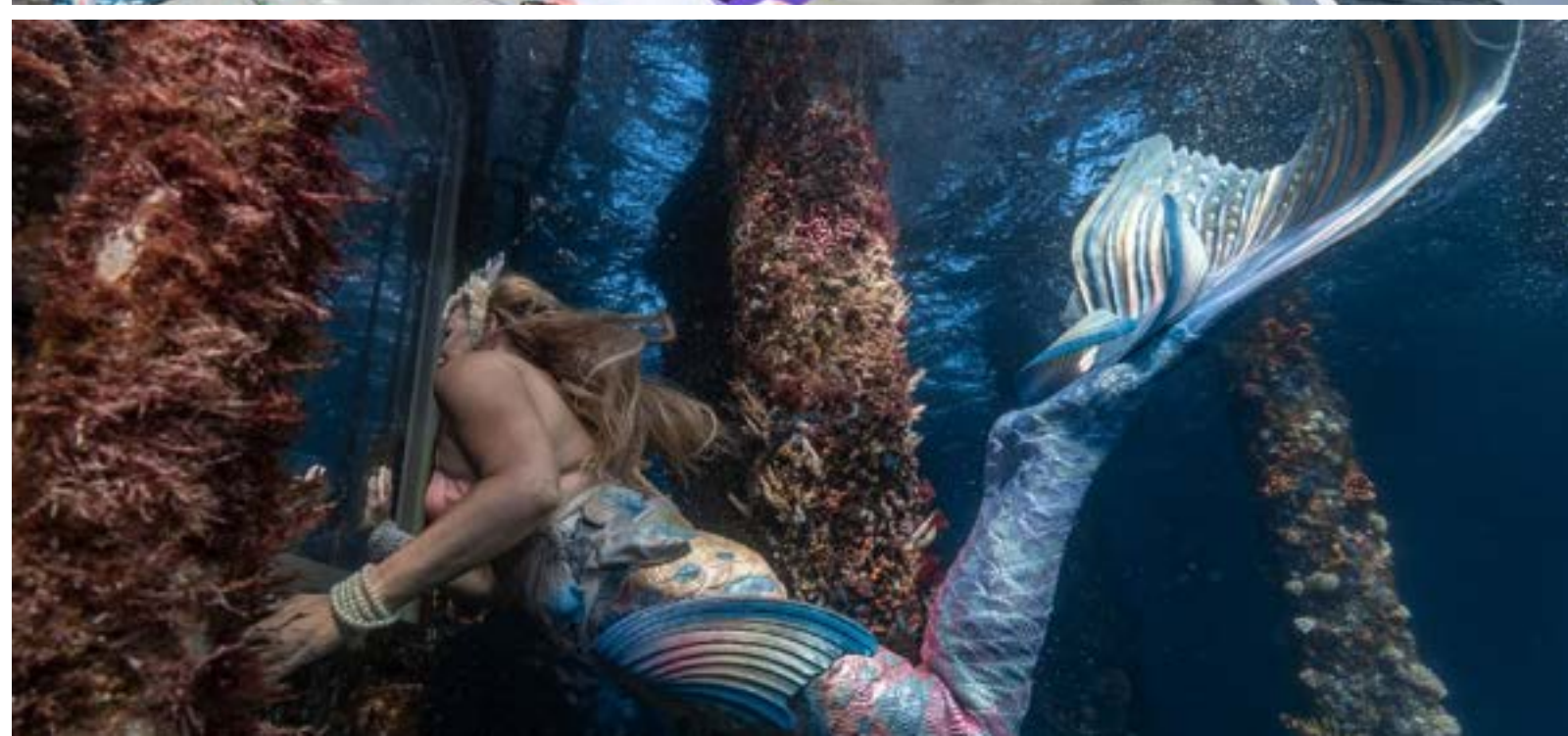
Mini Tours

Mini Tours grew significantly, with **40,278** visitors — a **16% increase** on 2023/24. The introduction of full-day, back-to-back mini tours provided a valuable option for visitors when the train was unavailable due to annual servicing, breakdowns, or retail stocktake.

This proved to be a strong operational alternative, ensuring that visitors could still enjoy Jetty experiences in good weather despite limited train availability.

Highlights included **Mermaid Tours, Yoga Under the Sea, and Cruise Exclusive Tours**, all of which created alternate ways for visitors to connect with the incredible marine life beneath the Jetty.

These additions not only enhanced the Observatory's reputation as a must-see experience but also demonstrated the team's ability to adapt and diversify offerings to meet visitor interests.



Strategic Goals and Objectives

Key Highlights – Operations & Experiences

Rio Tinto Solar Express

The Busselton Jetty train remained the most popular attraction, carrying **100,515** passengers, a **7% increase** on 2023/24. This growth reflects strong demand from families, tour groups, and cruise passengers.

A full refurbishment of all train carriages in Winter 2024 ensured improved comfort, presentation, and safety, aligning with the Jetty's commitment to accessibility and customer service.

In January 2025, we proudly announced the launch of the Jetty train's new naming rights partnership, unveiling the **Rio Tinto Solar Express**, a train that embodies both innovation and sustainability.

The name reflects Rio Tinto's commitment to supporting renewable energy solutions and aligns with both organisations' shared ambition to reach net zero emissions.

This partnership not only highlights the importance of sustainable transport but also demonstrates how industry leaders can collaborate to accelerate the journey towards a cleaner, greener future.



Marine Discovery Centre

One of the most significant milestones for the year was the **opening of the Marine Discovery Centre (MDC) in July 2024**. In its inaugural year, the MDC welcomed **29,342 visitors**, quickly establishing itself as a key component of the Jetty's educational and all-weather offerings.

Visitor surveys captured overwhelmingly positive feedback. Guests described the MDC as *"a fantastic, family-friendly experience that makes learning about the ocean fun"* and *"an inspiring centre where accessibility and education go hand in hand."* Such testimonials affirm the MDC's success in delivering immersive, inclusive marine education.

In December 2024, the **Ultimate Ticket** was introduced, combining entry to the Marine Discovery Centre, the Underwater Observatory, and the Rio Tinto Solar Express. This bundled product has proven highly popular, increasing dwell time, visitor satisfaction, and per-capita spend while reinforcing the Jetty's "Sea of Discovery" brand promise.

Summary:

Operations in 2024/25 demonstrated resilience, adaptability, and innovation. Despite weather-related challenges, UWO visitation, growth in mini tours, the continued popularity of the Rio Tinto Solar Express, and the highly successful launch of the Marine Discovery Centre positioned Busselton Jetty as a stronger and more diverse attraction. The introduction of new experiences and products highlights our ability to adapt, engage new audiences, and continue reinvesting in the visitor experience.



Marketing and Engagement

2024/25 was a milestone year for Busselton Jetty's marketing, with a strategic mix of destination campaigns, media partnerships, influencer activations, and fresh content creation.

Our marketing efforts not only celebrated the Jetty's 160th anniversary but also strengthened our positioning as one of Australia's leading eco-tourism and accessible tourism icons.

Campaigns

- **Whirlwind Weekend in Busselton Influencer Campaign** – Funded by the City of Busselton Economic Development Grant, this high-energy campaign drove results in over **100 pieces of content** and more than **300 000 social impressions** and positioned Busselton Jetty as the hero attraction in itineraries designed for digital audiences.
- **Love it Like a Local** – Our 160th anniversary campaign invited the community to share their personal connections to the Jetty. Highlights included "Why I Love My Jetty" storytelling, "160 Years of Memories" photo recreations, "Sunrise to Sunset at the Jetty" showcases, and influencer support. The campaign generated over 1 000 community submissions, with stories and images widely shared across social and local media, demonstrating just how deeply the Jetty is woven into the lives of locals and visitors.
- **More Than Just a Jetty** – Content Creation – Partnering with Commotion Media, we delivered a complete new suite of video and image assets. These include hero footage of the Jetty, refreshed digital experiences, and versatile content for upcoming campaigns as well as **VR experiences**. This evergreen library will form the foundation of 2025/26 activity and support our long-term narrative of Busselton Jetty as more than a tourism icon.
- **Marine Discovery Centre Targeted Campaigns** – Specific campaigns promoted the launch of the MDC, supported by local media and trade partners, driving **29,342** visitors in its first year.
- **Marine Pharmacology Campaign** – Launched in partnership with the University of Western Australia and WA Museum, this campaign profiled cutting-edge research into the potential of marine sponges for cancer treatment. An upcoming Channel 7 exclusive feature and supporting PR will position Busselton Jetty at the forefront of marine science tourism.



Beyond showcasing the Jetty itself, our marketing plays a leadership role in **dispersing visitors across the South West region**. Campaigns such as Whirlwind Weekend in Busselton highlighted not only the Jetty but also encouraged travellers to explore wineries, beaches, cultural attractions, and local businesses — positioning the Jetty as the anchor of a broader regional experience.

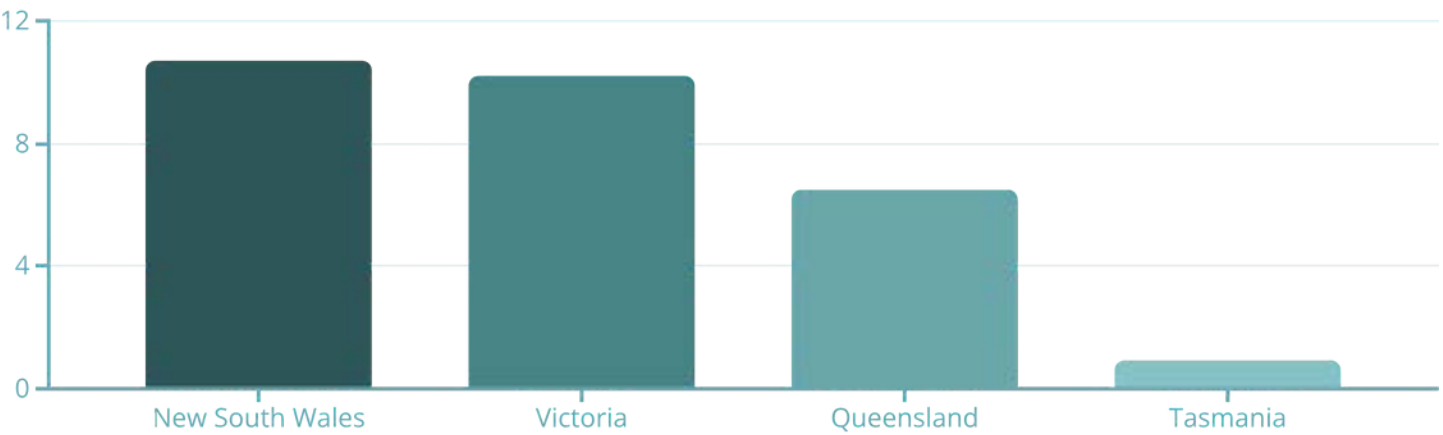
Partnerships with **Tourism WA, MRBTA, and City of Busselton** ensured our reach extended across multiple visitor markets, while influencer activations and trade collaborations built itineraries that naturally flowed from the Jetty into the Margaret River Region and beyond.

By driving visitation across the wider region, Busselton Jetty strengthens the local economy, supports small businesses, and reinforces the South West as one of Australia's most vibrant destinations.

Performance & Engagement

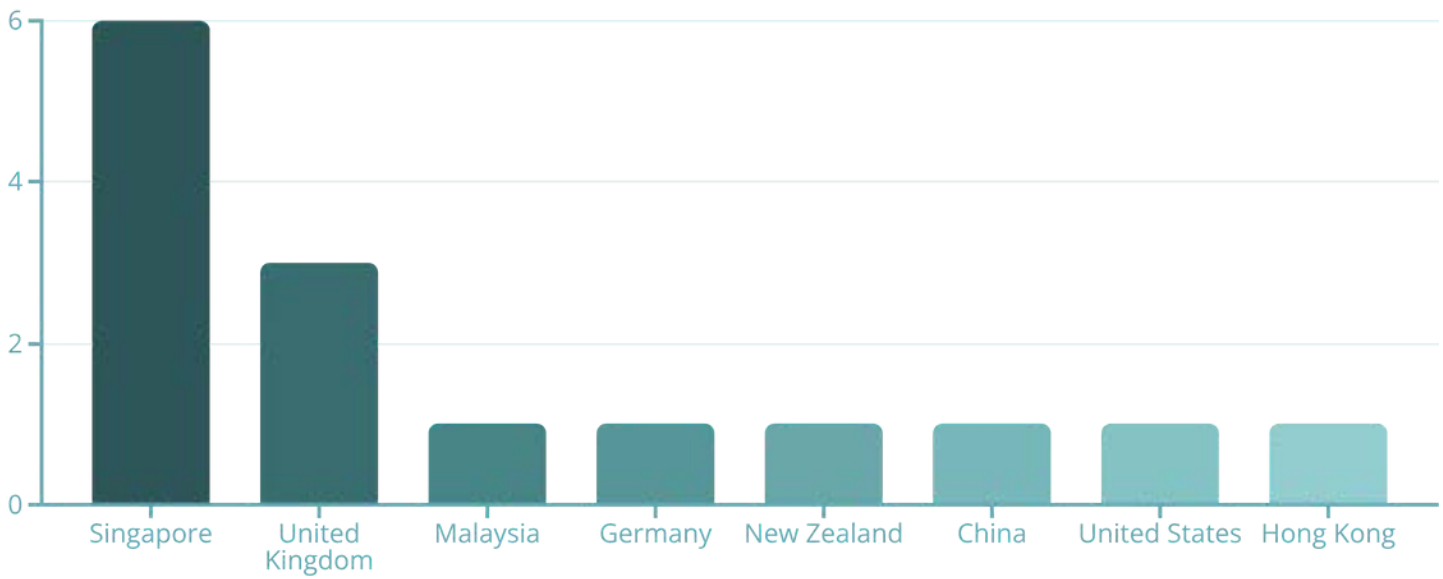
Top Performing Interstate Markets

Market performance analysis reveals significant variations across Australian states and territories, alongside key international markets driving growth.



International Market Performance

International markets show concentrated performance in key regions, with Singapore leading at 6% and the UK at 3%. Malaysia, Germany, New Zealand, China, United States, and Hong Kong each contribute 1% market share.



Website Performance:

317,000 Total Users	1,700,000 Total Page Views	68,956 Total Conversions	\$2,2 M Total Revenue
⬆️ 1.3%	⬆️ 12%	⬆️ 1,680%	⬆️ 10%



94.8%

Visitor satisfaction



*Industry Benchmark - 51



f			
3,600,000 Reach	60,172 Reach	68,700 Impressions	463 Page Views
38,115 Content Interaction	5,530 Content Interaction	72,800 Views	245 Visitors
39,342 Followers	16,741 Followers	371 Subscribers	693 Followers
33,091 Likes		18,200 Watch Time	14,877 Engagement

Performance & Engagement

Travel and Trade Show Attendance



In 2024/25, Busselton Jetty strengthened its presence in key domestic and international markets by attending major trade shows and industry events, showcasing our unique marine experiences and building valuable connections with trade partners. Some of these included:

- Singapore/Malaysia (Tourism WA)
- Japan/Korea (Tourism WA and TA Marketplace)
- UK/Europe markets (Tourism WA Agent Showcases)
- Ni Hao (Tourism WA)

Famil Participation

A familiarisation (famil) is a curated hosting initiative designed to provide first-hand experience of Busselton Jetty to industry decision-makers, media, influencers, and stakeholders. These visits are key to securing long-term commercial partnerships, enhancing brand visibility, and driving visitor growth.

This year, Busselton Jetty hosted **1180** famil participants, welcoming media, trade partners, and influencers to experience our products first-hand and share the Jetty story with wider audiences.

Key Findings

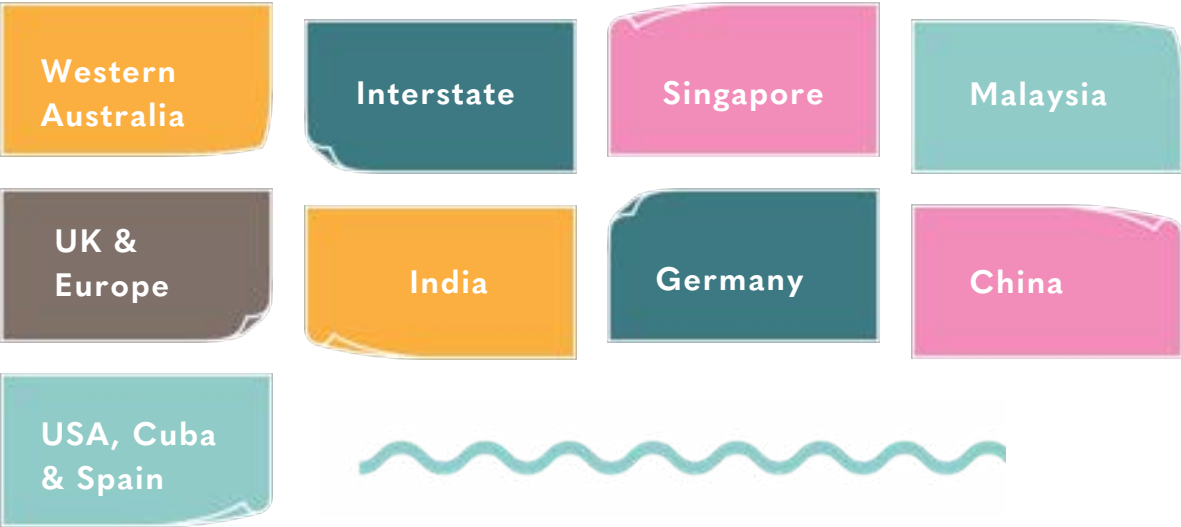
A total of **571** visitors experienced the Underwater Observatory, making it the most visited attraction by famil guests. The Marine Discovery Centre followed with **393** attendees, reinforcing the importance of these core experiences in showcasing Busselton Jetty.

Key Findings

Out of **1,180** total famil participants, **627** were hosted on a free-of-charge (FOC) basis, accounting for **53.1%** of all visits. This underscores the strategic investment in relationship-building and long-term return through exposure, education, and influence.

Total Participants by Famil Type	
Trade, Government & Tourism Groups	349
Corporate Partners & Investors	241
Media / Filming	77
Influencers	55
CEO / Management	42
Schools	416

Where Are Our Famils From?



Marketing Summary:

Marketing in 2024/25 combined heritage celebration with forward-looking storytelling. Through influencer campaigns, new content creation, and national media features, Busselton Jetty strengthened its brand as both a tourism icon and regenerative leader. With satisfaction above 94% and a GRI of 95%, our strategy continues to deliver strong results and long-term positioning.





n is packed with family fun: from the calm foreshore and flat waters, to
eries, mini golf, Bussellton Jetty, and even mermaids - this is a city full o
a for the entire family to enjoy.

JENNIFER BUSSELTON

delicious.

DECIDES TRAVE

TRAVEL AUSTRALIA

7 foodie experiences in Australia we're drooling over



Episode I: Cooking Crayfish Pasta



1.84km of Memories – Welcome to Busselton Jetty



Accessibility & Inclusion

Accessibility is not an add-on at Busselton Jetty — it is at the heart of everything we do. We believe every visitor, regardless of age, ability, or background, should feel welcomed, supported, and able to fully enjoy their experience.

Major Accessibility Achievements



Marine Discovery Centre

Designed with universal access principles



Autism Awareness training

Frontline staff trained to adapt tours for neurodiverse visitors



Hearing Loops & Auslan Support

Portable hearing loops & Auslan tour video introduces



Evacuation Chair Lift

Installed for safe emergency access for mobility impaired visitors



UWO Lift Upgrade

Planning and installation of a new more accessible UWO lift

Inclusive Customer Service

Our commitment to inclusion extends beyond infrastructure into daily operations:

- **Multilingual & Age-Diverse Team.**

Our workforce spans **9** language groups and staff aged from juniors to Jetty Hosts in their 80s. This diversity allows us to better serve international visitors, culturally diverse groups, and seniors.

- **Customised Tour Structures**

Tours are adapted on request, from quieter carriage seating to early access sessions and shortened formats for visitors with fatigue or sensory sensitivities.

- **Centralised Communication System (HubSpot CRM)**

Introduced to streamline visitor communications, ensuring accessible and consistent updates, renewals, and surveys across all touchpoints.

HubSpot CRM - First 4 Months Summary:

The first 4 months demonstrated a strong foundation for our email marketing strategy. Delivery performance has been excellent, with clean data management and very low bounce/spam rates.

Engagement levels show that while 19% of recipients are opening emails, those who engage are highly motivated, evidenced by an 11.94% click-through rate.

With ongoing optimisation of content, subject lines, and segmentation, we can continue to build engagement and leverage HubSpot's automation tools to drive stronger customer journeys and conversions.

Emails Sent	69,300
Delivery rate	98.8%
Open Rate	19.26%
Click Rate	2.3%
Click-Through Rate	11.94%

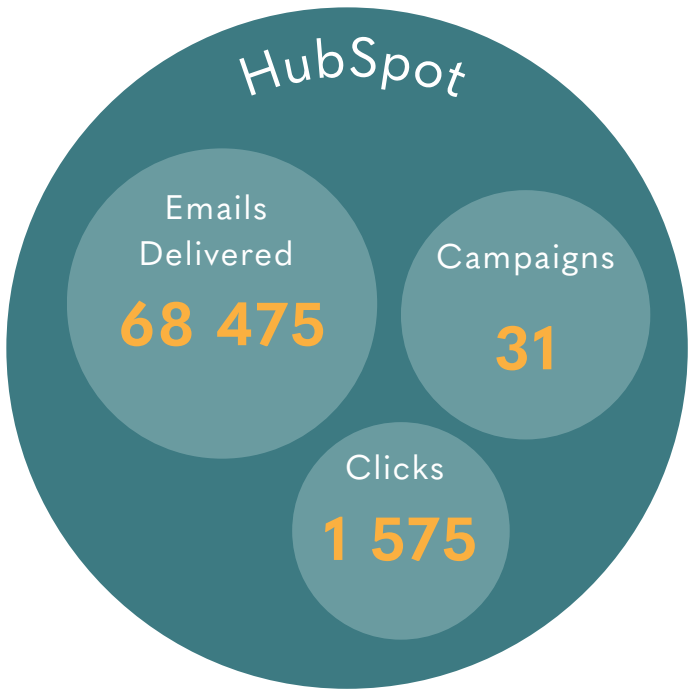
Visitor Voices



Marine Discovery

"Our whole experience in Busselton has been so positive. All staff & volunteers have been engaging, helpful & kind (I currently have mobility issues / crutches)

★★★★★ *Survey*





Google Reviews

"The aquarium tour guide gave a thorough tour explaining how and why it was built, when, and how it was changed into the communities hands. I had to use my walker and was taken care of by the staff.

They have an elevator for disabled customers. I was able to take my walker on the train. Thank you kindly to all the staff and volunteers of the Jetty"

★★★★★

Impact

- **1,052 wheelchair/mobility aid bookings** recorded this year.
- **7+** special requests for sensory or cognitive adaptations successfully delivered.
- **400+** downloads of translated UWO tour materials in 12 languages.
- **Consistent feedback** from carers, educators, and support workers describing Busselton Jetty as "safe, welcoming, and inclusive."

Summary:

Busselton Jetty has redefined accessible tourism by adapting a 160-year-old timber icon into an inclusive destination where everyone truly belongs.

Events and Partnerships

Events

Events in 2024/25 played a pivotal role in strengthening Busselton Jetty's reputation as both a community hub and a unique event destination.

Over the year, we hosted a diverse calendar of **15 events**, ranging from corporate functions and weddings to cultural showcases and large-scale community celebrations.

Highlights included *Jazz Under the Jetty* and *Jazz on the Jetty*, both of which achieved outstanding attendee satisfaction and strong profitability.

The Seafood Feast emerged as a signature long-table dining experience, praised for its atmosphere and culinary excellence, while the Ray White Christmas Party demonstrated the Jetty's capacity to host memorable corporate events.

Financially, events generated **\$54,513** in revenue with a net profit of **\$9,638**, representing a **17%** profit margin.

Beyond financial return, events also served as powerful marketing and engagement tools. Social media event campaigns delivered **194,618 views**, **82,519 reach**, and over **5,128 link clicks**, amplifying awareness of the Jetty across new audiences and strengthening our brand profile.

Partnerships

Partnerships were integral to event success. Corporate clients such as Ray White returned for additional activations, while collaborations with local businesses and chefs — including Tony Howell — elevated the dining experiences. These events also fostered deeper community ties, attracting both local participants and interstate visitors, and positioning the Jetty as a venue of choice for premium, sustainable, and community-focused gatherings.

OCTOBER 24

- Beer Train
- Beach Cleanup
- BJI AGM
- CWA Anniversary
- SEGRA
- Cruise Ships

NOVEMBER 24

- ECO Fashion Walk
- Beer Train
- Underwater Sleepover
- Jazz Under The Jetty
- Ray White Christmas Party
- Iron Man
- Cruise Ships

DECEMBER 24

- Yoga Under The Jetty
- Beer Train
- BJEF Ball
- Fireworks
- Staff Christmas Party
- Mermaid Tours
- Cruise Ships

JANUARY 25

- Steve & Diane's Wedding
- Beer Train
- Sandcastle Competition
- Yoga Under The Jetty
- Australia Day BBQ
- Mermaid Tours

FEBRUARY 25

- Beer Train
- Busselton Jetty Swim
- Crab Feast
- Jetty Crew Graduation
- DPIRD
- Cruise Ships
- Salt Water Paint and Sip

MARCH 25

- Underwater Cleanup
- Seafood Feast
- Beer Train
- Jazz On The Jetty
- Investors Tour
- Women In Tourism Yoga
- Agritourism Congress

Summary:

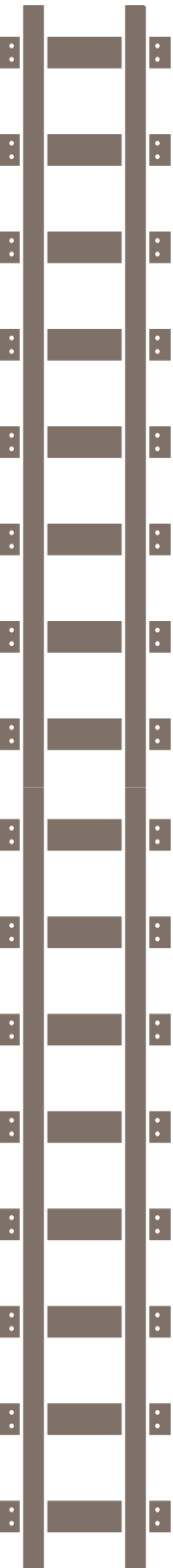
Events and partnerships this year reinforced Busselton Jetty as more than just a tourism attraction — it is a stage for culture, celebration, and connection. With high satisfaction ratings, growing community participation, and increased brand exposure, our events program has laid a strong foundation for 2025/26, where focus will shift to refining key offerings and expanding corporate partnerships.



Safety and Risk Management

Work Health & Safety – Key Wins 2024/25

This year, Busselton Jetty made significant progress in strengthening safety, risk management, and community engagement, reinforcing our commitment to protecting staff, visitors, and stakeholders.



Risk Assessment & Management

A multidisciplinary working group was established to assess key operational, safety, and interface risks, developing evidence-based recommendations for the City of Busselton and BJI.



Regulatory Endorsement

The Office of the National Rail Safety Regulator (ONRSR) endorsed BJI's safety interface arrangements and operations, affirming our compliance and robust risk management strategies.



Cybersecurity

100% staff participation in cybersecurity training and a baseline audit boosted organisational resilience, with targeted recommendations now guiding future improvements.



WHS Improvements

New safety policies and procedures, including a shark sighting response protocol, were rolled out ahead of summer, ensuring operational readiness and enhanced safety.



Community Engagement & Safety Messaging

Upgraded signage and targeted safety campaigns reduced high-risk behaviours like jetty jumping and improved public awareness during peak visitor periods.

RAIL SAFETY WEEK

AUGUST 11 - 17TH



**PAUSE YOUR TUNES. LOOK & LISTEN
FOR THE TRAIN**



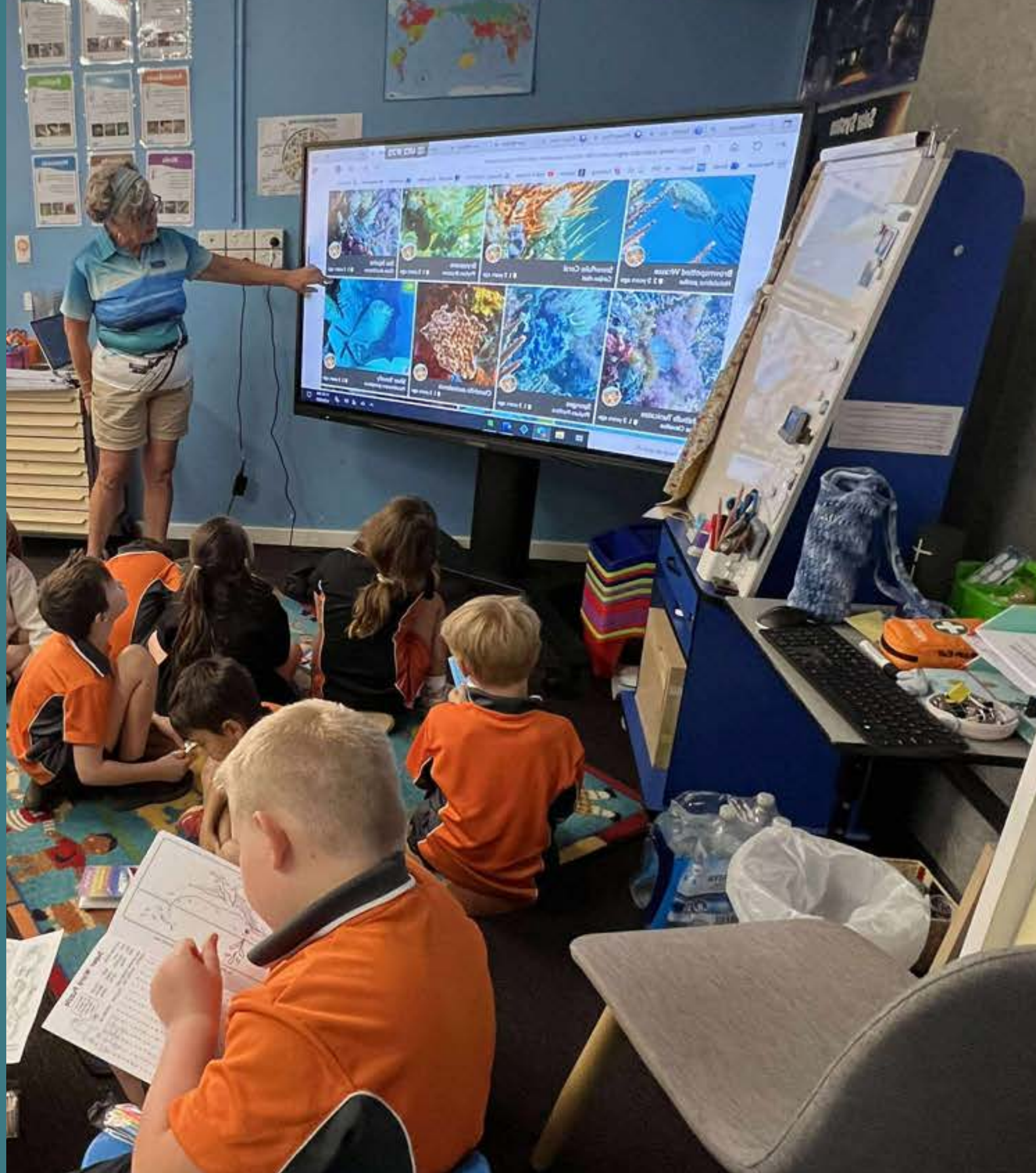
**PHONE DOWN. LOOK UP. LET'S STAY
RAIL SAFE**



STAY SAFE. STAND BEHIND THE LINE.



Environmental Impact & Sustainability



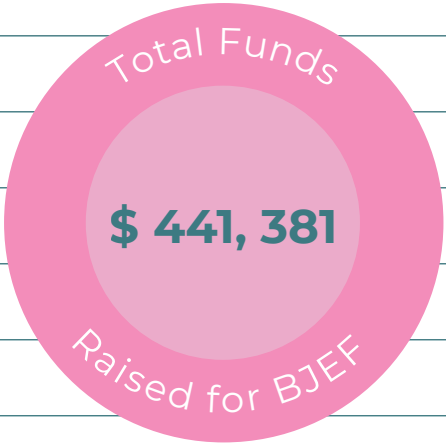
Environmental Impact & Sustainability

Caring for the environment has always been central to Busselton Jetty’s mission. As custodians of one of Western Australia’s most iconic marine structures, we see every visitor experience as an opportunity to protect, restore, and celebrate our natural world. In 2024/25, our work extended beyond sustainability into regenerative tourism — actively improving ecosystems, engaging communities, and inspiring the next generation of environmental stewards.

Busselton Jetty Environment Foundation

The Busselton Jetty Environment Foundation is BJI's environmental arm, directing funds into marine conservation, citizen science, and education initiatives. In 2024/25, BJEF achieved remarkable milestones through community support and strategic partnerships.

Donations & Fundraising Activity	Outcome
Licence Plates	\$27,400.00
Jetty Crew	\$23,000.00
Retail - Fundraising Sales	\$30,592.00
Retail - Fundraising donation	\$22,218.00
Raffles	\$29,678.00
Membership donations	\$56,340.00
Adopt a Marine Creature donation & Plush	\$35,812.00
Interest	\$7,143.00
Grants	\$14,722.00
BJI 3 %	\$32,965.00
Corporate Donations	\$37,005.00
Events	\$63,264.00
Public donations	\$23,908.00
Net-Zero Contribution	\$37,334.00



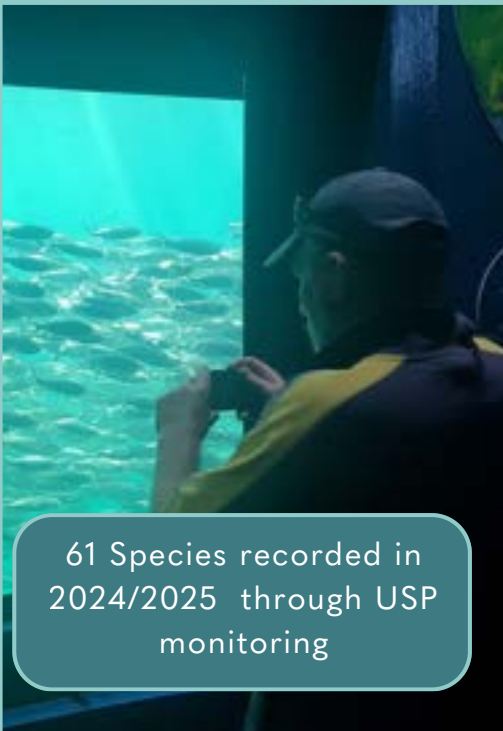
Over 2000 participants in our school and community outreach programs



Partnership agreement with UWA, to fund scientific research into Marine Pharmacology



16 Jetty crew participants - marking 58 participants since 2018!



61 Species recorded in 2024/2025 through USP monitoring



Participation in 4 external Community Cleanups, National Science Week, Bay OK Day etc.



5 ROV deployments completed by staff



530 native seedlings planted with the Busselton-Dunsborough Environment Centre



3 beach and 1 underwater cleanup events, with 57 volunteers collecting over 65kg of marine debris!



Grand opening of the Marine Discovery Centre, including 1 free sessions offered to local schools

Pioneering Marine Pharmacology

Research at Busselton Jetty

Busselton Jetty is proud to be at the forefront of world-class marine research, working with leading scientific partners to unlock the secrets of our underwater environment and its potential for global health breakthroughs.

In 2024/25, the **BJI Dive Team**, in collaboration with the **WA Museum** and the **University of Western Australia** (UWA), undertook the first formal scientific sponge collection under a methodology developed specifically for the Jetty.

Over three days, divers collected 30 sponge samples from beneath the Jetty, which were carefully catalogued and stored at the WA Museum Research & Collection Centre.

For the first time, sponge species from the Jetty have been formally identified, revealing new insights into marine biodiversity.

From there, Associate Professor Gavin Flematti and his UWA team processed the samples into assays, isolating the unique chemical compounds they contain. These assays have been sent to Emeritus Professor George Yeoh at the Harry Perkins Institute of Medical Research, where they are being tested for their potential effectiveness against liver cancer cells.

This marks a significant milestone — transforming marine biodiversity into a possible avenue for future medical breakthroughs.

The research has also captured public imagination, with documentary footage filmed at the Jetty and national coverage on Channel 7, shining a spotlight on the vital connection between marine science and human health.

Why This Research Matters

- **Pioneering Marine Science** – First formal identification of sponge species under the Jetty.
- **Global Impact** – Assays being tested for potential liver cancer treatments.
- **Community Engagement** – National media coverage and educational outreach.
- **Partnerships in Action** – A collaboration between Busselton Jetty, UWA, WA Museum, and the Biota programme.
- **Inspiration for All** – Showcasing biodiversity while encouraging healthy lifestyles and community pride

Summary:

The Marine Pharmacology Project exemplifies Busselton Jetty's vision of combining science, discovery, and community. By turning marine biodiversity into a source of hope for future medical treatments, while inspiring the public through education and engagement, the Jetty continues to prove that it is more than just a tourism attraction — it is a hub of discovery with global impact.



Volunteer Management Program



Volunteer Jetty Host Program

The Heart and Soul of Busselton Jetty

At the heart of Busselton Jetty is our incredible team of volunteers, who embody the community spirit and generosity that keep our iconic attraction thriving. Each year, our Jetty Hosts and other volunteers dedicate their time, passion, and expertise to ensure that every visitor has a safe, memorable, and welcoming experience.

In 2024/25, volunteers contributed an extraordinary **12,486 hours**, a contribution valued at over **\$374,000**. Their presence can be felt everywhere — from greeting guests with a warm smile and assisting with boarding The Rio Tinto Solar Express, to sharing local knowledge, supporting ticketing, and guiding visitors through our unique experiences.

Jetty Hosts also play a vital role as WA Tourism Ambassadors, answering questions, taking photos, supporting accessibility needs, and ensuring visitor safety in all conditions.

Beyond the Jetty itself, volunteers lend their skills to administration, community outreach, the Marine Discovery Centre, environmental programs, and citizen science projects, helping to connect people to the marine world beneath the Jetty.

Their efforts not only enhance the visitor journey but also strengthen Busselton Jetty's reputation as a world-class, community-led tourism icon. Volunteers are often the first and last point of contact for guests, creating lasting impressions that inspire visitors to return and to share their experience with others.

We extend our heartfelt gratitude to every volunteer for their generosity, enthusiasm, and unwavering commitment. Together, they are the backbone of our not-for-profit mission — sustaining the Jetty for future generations while enriching the lives of hundreds of thousands of people who walk its timber each year.

**Over 100 volunteers
contributed 12,486 hours,
valued at \$374,00**



Management & Accountability



Management & Accountability

Our Board

The Busselton Jetty Incorporated Board of Management consists of 8 members with experience across corporate governance, strategic planning, management, leadership, high-level decision making, risk management, accounting, and strategic marketing.



**Chair,
Dr Natasha Teakle**



**Deputy Chair,
Sinan Kerimofski**



**Treasurer,
Graeme Harris**



**Secretary,
Nicole Davies**



**Board Member,
Peter Gordon**



**Board Member,
Ken Preston**



**Board Member,
Dianne Bruce**



**Board Member,
Fiona Macleod**

“At Busselton Jetty, we are custodians of a living icon – our role is to honour its heritage, safeguard its future, and ensure it continues to inspire and connect generations to come.”

Our Management Team

Busselton Jetty Incorporated Senior Management consists of 6 staff with experience across marine science, conservation, environmental sustainability, government, law, education, infrastructure and regional development, human resource management, WH&S, and finance.

In 2024/25, BJI employed approximately 65 staff and further expanded its employee benefits program to include performance bonuses, professional development opportunities and flexible working arrangements.



**Lisa Shreeve
Chief Executive Officer**



**Amy Gornall
Operations Manager**



**Sarah Hijazi
Business Development Manager**



**Danelle Dowding
ESG Manager**



**Deborah Symonds
WHS Manager**



**Danielle Cann
Human Resources Manager**

Our Patron



Professor Lyn Beazley AO, former Chief Scientist of Western Australia, is the proud Patron and a Life Member of Busselton Jetty. A passionate advocate, she champions the Jetty’s growth through initiatives such as marine science research collaborations.

Corporate Governance

How we Operate

Busselton Jetty is a State Heritage Asset, vested with the City of Busselton and managed under a Licence with Busselton Jetty Incorporated (BJI), a not-for-profit, community-based organisation.

This governance model ensures that while the Jetty remains a public asset, its daily operations, maintenance, tourism experiences, and long-term sustainability are overseen by a dedicated team with deep community ties.

BJI operates with a volunteer Board of Management, supported by an executive team and over 100 trained volunteers. All revenue generated through ticket sales, retail, events, and experiences is reinvested directly into the Jetty’s conservation, accessibility, and enhancement.

Busselton Licence KPIs Overview

Business Development

Focuses on business growth & brand enhancement

Financial

Aims to increase revenue & reinvestment

Community

Involves increasing community engagement and volunteerism

Governance

Ensures compliance and effective management



As part of the Licence agreement, BJI is required to meet a series of KPIs across four areas:

Strategic Business Development

- Deliver an Annual Business Plan and Marketing Plan.
- Host an annual events program that enhances brand profile.
- Introduce new products and experiences.

How we’ve achieved this:

Delivered 15 events, launched the Marine Discovery Centre, introduced bundled “Ultimate Ticket” packages, and executed successful marketing campaigns (Love it Like a Local, Marine Pharmacology).

Financial

- Achieve growth in paying customers and gross revenue.
- Increase donations and reinvestment into Jetty maintenance.
- Grow memberships and maintain tourism accreditation.

How we’ve achieved this:

Train passengers grew by **7%**, the MDC attracted **29,342** visitors in its first year, BJEJ fundraising raised over **\$15,774** plus Golf Day proceeds, and we maintained accreditation under the Tourism Council WA.

Community

- Increase community participation and engagement.
- Strengthen volunteer management.

How we’ve achieved this:

516 participants engaged in clean-ups and environmental events, **2,521** students took part in education programs, and volunteers contributed over **12,000** hours to hosting, guiding, and environmental stewardship. We also partner with Rio Tinto on a Volunteer Sponsorship Program.

Governance

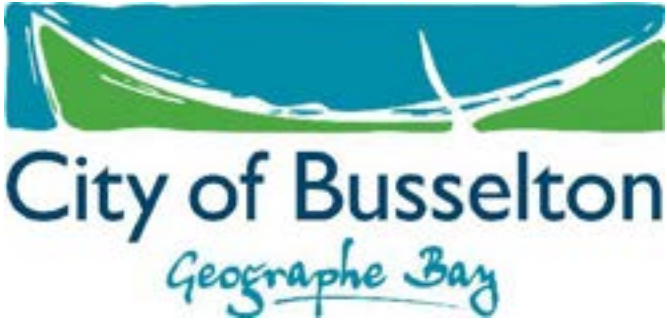
- Maintain compliance with all operational, safety, HR, and finance policies.
- Deliver regular Board meetings and reporting.

How we’ve achieved this:

ONRSR endorsed our rail safety processes, 100% of staff completed cybersecurity training, and we introduced new WHS protocols including shark sighting response measures etc.

Summary:

The City of Busselton Licence requires BJI to demonstrate sustainable growth, sound governance, community engagement, and environmental stewardship. In 2024/25, Busselton Jetty not only met but exceeded these KPIs.



Financial Performance





2024 – 25 Financial Report

Busselton Jetty Incorporated
ABN 87 307 179 949
Trading as Busselton Jetty

Annual Financial Report
For the year ended 30 June 2025

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Busselton Jetty Incorporated
ABN 87 307 179 949
Trading as Busselton Jetty

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Busselton Jetty Incorporated
ABN 87 307 179 949
Trading as Busselton Jetty

Corporate Information

ABN: 87 307 179 949

Board Report

Your Board members submit the financial account of the Busselton Jetty Inc. for the financial year ended 30 June 2025.

Board Members

The names of Board members at the date of this report are:

Dr Natasha Teakle – Chair	Peter Gordon – Board Member
Sinan Kerimofski –Deputy Chair	Ken Preston – Board Member
Graeme Harris – Treasurer	Dianne Bruce – Board Member
Nicole Davies - Secretary	Fiona Macleod – Board Member

Principle Activities

The principal activities of the association during the financial year were – the conservation and maintenance of the Busselton Jetty and its marine environment.

Significant Changes

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

Operating Result

The surplus from ordinary activities for the year amounted to:

Year ended	Year ended
30 June 2025	30 June 2024
\$951,993	\$1,098,835

Busselton Jetty Incorporated
ABN 87 307 179 949
Trading as Busselton Jetty

Income Statement
For the year ended 30 June 2025

	Note	2025	2024
		\$	\$
Gross profit from retail sales	<u>3</u>	826,671	711,977
Recurrent sales revenue	<u>3</u>	6,314,101	5,554,921
Interest	<u>3</u>	122,570	106,474
Other non-recurrent income	<u>3</u>	47,703	166,344
Gross Profit		7,311,045	6,539,716
Less operating expenses			
Auditing fees	<u>4a</u>	(13,900)	(12,750)
Environmental expenses	<u>4b</u>	(168,487)	(154,315)
City of Busselton licence fee	<u>14</u>	(1,494,624)	(1,333,322)
Depreciation	<u>9</u>	(297,229)	(143,977)
Employee benefits	<u>4c</u>	3,335,892	(2,700,651)
Loss on disposal of fixed assets		(470)	(89,600)
Other operating costs	<u>4d</u>	987,709	(860,552)
Projects	<u>18</u>	(60,741)	(145,714)
Total expenses		(6,359,052)	(5,440,880)
Surplus before income tax		951,993	1,098,835
Income tax expense		-	-
Surplus for the year		951,993	1,098,835

The accompanying notes form part of these financial statements.

Busselton Jetty Incorporated
ABN 87 307 179 949
Trading as Busselton Jetty

Statement of financial position
As at 30 June 2025

	Note	2025 \$	2024 \$
Assets			
Current assets			
Cash assets	5	5,903,805	4,708,537
Trade and other receivables	6	94,535	172,421
Inventories	7	225,545	146,448
Other	8	180,722	265,368
Total current assets		6,404,608	5,292,774
Non-current assets			
Property, plant and equipment	9	2,227,808	2,451,577
Total non-current assets		2,227,808	2,451,577
Total assets		8,632,416	7,744,351
Liabilities			
Current liabilities			
Trade payables	10	295,196	269,660
Financial liabilities	11	69,380	18,208
Current tax liabilities		80,436	28,070
Employee provisions	12	287,065	235,101
Insurance premium funding		-	208,411
Vouchers to be redeemed		60,545	46,279
Unearned revenue		97,184	13,944
Other payables		48,897	113,579
Total current liabilities		938,704	933,252
Non-current liabilities			
Financial liabilities	11	-	69,380
Total non-current liabilities		-	69,380
Total liabilities		938,704	1,002,632
Net assets		7,693,712	6,741,719
Accumulated funds			
Accumulated funds		7,693,712	6,741,719
Total accumulated funds		7,693,712	6,741,719

The accompanying notes form part of these financial statements.

Busselton Jetty Incorporated
ABN 87 307 179 949
Trading as Busselton Jetty

Statement of Changes in Equity
For the year ended 30 June 2025

	Accumulated funds \$	Total funds \$
Balance at 1 July 2023	5,642,884	5,642,884
Net surplus for the year	1,098,835	1,098,835
Balance at 30 June 2024	6,741,719	6,741,719
Net surplus for the year	951,993	951,993
Balance at 30 June 2025	7,693,712	7,693,712

The accompanying notes form part of these financial statements.

Busselton Jetty Incorporated
ABN 87 307 179 949
Trading as Busselton Jetty

Statement of Cash Flows
For the year ended 30 June 2025

	2025	2024
	\$	\$
Cash flow from operating activities		
Receipts from customers/grants	7,538,179	7,449,139
Payment to suppliers and employees	(6,155,686)	(6,593,907)
Interest received	122,570	111,435
Interest and other costs of finance	(12,783)	(10,231)
Net cash provided by operating activities (note b)	1,492,280	956,436
Cash flow from investing activities		
Receipts for:		
Receipts for sale of property, plant and equipment	25,000	1,716
Payment for:		
Payments for property, plant and equipment	(95,393)	(869,992)
Net cash (used in) investing activities	(70,393)	(868,276)
Cash flow from financing activities		
Proceeds/(payments) from borrowings	(226,619)	(16,910)
Net cash (used in) / provided by financing activities	(226,619)	(16,910)
Increase in cash held	1,195,268	71,250
Cash at the beginning of the year	4,708,537	4,637,287
Cash at the end of the year (note a)	5,903,805	4,708,537

The accompanying notes form part of these financial statements.

Busselton Jetty Incorporated
ABN 87 307 179 949
Trading as Busselton Jetty

Statement of Cash Flows
For the year ended 30 June 2025

	2025	2024
	\$	\$
Note a. Reconciliation of cash		
For the purpose of the statement of cash flows, cash includes money on hand and in banks and investments in money market instruments, net of outstanding bank overdrafts.		
Cash at the end of the year as shown in the statement of cash flows is reconciled to the related items in the statement of financial position as follows:		
Operational working account	818,142	2,765,357
BJEF Account	226,830	316,086
Debit Card Account	5,618	5,089
FX Wise Debit Card Account	5,682	-
Weel Expenses Account	2,230	3,528
Online Trade Sales	697,520	292,151
AUDC/Village	-	2,826
COGS AUDC	653	312,999
Asset Management	106,495	728,542
Term Deposit - Railway House Reserve	87,981	77,070
Term Deposit - Asset Management Reserve	800,000	-
Term Deposit - COGS New UWO Reserve	534,000	-
Term Deposit - Operational Account	2,027,616	-
Term Deposit - BJEF Reserve	350,000	-
Term Deposit – Employee Leave Reserve	235,101	198,658
Supporterhub Clearing Account	-	222
Petty Cash	691	738
Till Float	5,247	5,271
	<u>5,903,805</u>	<u>4,708,537</u>

The accompanying notes form part of these financial statements.

Busselton Jetty Incorporated
ABN 87 307 179 949
Trading as Busselton Jetty

Statement of Cash Flows
For the year ended 30 June 2025

	2025	2024
	\$	\$
Note b. Reconciliation of net cash provided by operating activities in net surplus		
Net surplus	951,993	1,098,835
Depreciation	297,229	143,977
Loss (gain) on asset disposal	(3,067)	89,600
(Increase) decrease in trade and term debtors	77,886	200,750
(Increase) decrease in finished goods	(79,098)	(20,030)
(Increase) decrease in prepayments	84,646	(110,246)
Increase (decrease) in trade creditors, accruals and other payables	110,727	(486,103)
Increase (decrease) in sundry provisions	51,964	39,653
Net cash provided by operating activities	<u>1,492,280</u>	<u>956,436</u>

The accompanying notes form part of these financial statements.

Busselton Jetty Incorporated
ABN 87 307 179 949
Trading as Busselton Jetty

Notes to and forming part of the financial statements.
For the year ended 30 June 2025

Note 1. Corporate Information

The financial report of the not-for-profit incorporated body Busselton Jetty Inc for the year ended 30 June 2025 was authorised for issue in accordance with a resolution of the Board on 25th September 2025.

The Busselton Jetty Incorporated ("BJI") is an Incorporated body under the *Associations and Incorporations Act 2015*, incorporated and domiciled in Western Australia.

The objects and purposes of the Association are:

- a. a community organisation dedicated to raising funds to protect and preserve the Busselton Jetty and the environment.
- b. to be ecologically sustainable, protecting, preserving and increasing awareness and understanding of the marine environment.
- c. to be resourceful, financially viable and economically sustainable to ensure the Association meets its obligations.
- d. to be socially sustainable acting as stewards of the heritage listed Busselton Jetty, enhancing the community's sense of connection and ownership of a major community recreation facility and state tourist asset.
- e. To establish and maintain a public fund to be called the ***Busselton Jetty Environment Foundation*** for the specific purpose of supporting the environmental objectives of the Association, to preserve, protect and educate. The Foundation is established to receive all gifts of money or property for this purpose and any money received because of such gifts must be credited to its bank account. The Foundation must not receive any other money or property into its account, and it must comply with the requirements of the Income Tax Assessment Act 1997.
- f. The property and income of the association shall be applied solely towards the promotion of the objects of the association and no part of that property or income may be paid or otherwise distributed, directly or indirectly, to members of the association, except in good faith in the promotion of those objects.

Note 2. Statement of accounting policies

This financial report is a Special Purpose Financial Report prepared in accordance with the disclosure requirements of *Australian Charities and Not-for-profits Commissions Regulations 2022* and the *Associations Incorporation Act 2015*.

The financial report has been prepared on an accruals basis and is based on historical costs and does not take into account changing money values or, except where specifically stated, current valuations of non-current assets.

The following significant accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report.

Presentation currency

The financial statements are presented in Australian dollars ('\$').

Busselton Jetty Incorporated
ABN 87 307 179 949
Trading as Busselton Jetty

Rounding of Amounts

The amounts presented in the financial statements have been rounded to the nearest dollar.

Revenue and other income

Revenue is measured at the fair value of consideration received or receivable. Revenues are recognised net of the amounts of goods and services tax (GST) payable to the Australian Taxation Office.

Donations

Donations collected, including cash and goods for resale, are recognised as revenue when the entity gains control, economic benefits are probable, and the amount of the donation can be measured reliably. Donations that are Deductible Gift Recipient (“DGR”) are deposited into the Busselton Jetty Environment Foundation bank account. BJI is unable to determine if donors use the donation receipt as a tax deduction but all Busselton Jetty Environment Foundation donations over \$2.00 are tax deductible.

Sales of goods

Revenue from sales of goods comprises revenue earned (net of returns, discounts, and allowances) from the sale of goods purchased for resale and gifts donated for resale. Sales revenue is recognised when the control of goods passes to the customer.

Investment income

Investment income comprises of interest earned on both everyday accounts as well as investment and term deposit accounts. Interest income is recognised as it accrues, using the effective interest method.

Grant funding

Grants received on the condition that specified services are delivered, or conditions are fulfilled, are considered reciprocal. Revenue is recognised as and when conditions of the grant have been fulfilled. Revenue from non-reciprocal grants is recognised as non-recurrent income when the entity obtains control of the funds.

Asset sales

The gain or loss on disposal of all non-current assets and available-for-sale financial investments is determined as the difference between the carrying amount of the asset at the time of the disposal and the net proceeds on disposal.

Expenditure

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to a particular category, they have been allocated to activities on a basis consistent with use of the resources.

Cash and Cash equivalents

Cash and cash equivalents in the statement of financial position comprise cash at bank and in hand and short-term deposits where the investment is convertible to known amounts of cash and is subject to insignificant risk of changes in value. For the purposes of the statement of cash flows, cash and cash equivalents consist of cash and cash equivalents as defined above, net of any outstanding bank overdrafts.

Busselton Jetty Incorporated
ABN 87 307 179 949
Trading as Busselton Jetty

Trade and other receivables

Trade receivables, which comprise amounts due from sales of merchandise and from services provided, are recognised and carried at original invoice amount less an allowance for any uncollectible amounts. Normal terms of settlement vary from 7 to 90 days. The carrying amount of the receivable is deemed to reflect fair value. An allowance for doubtful debts is made when there is objective evidence that the debts may not be collectable. Bad debts are written off when identified.

Inventories

Inventories comprise goods held for resale together with goods for distribution at no or nominal consideration as part of the entity's charitable activities. Inventories may be measured at cost or net realisable value.

Goods for resale

Inventories of goods purchased for resale are valued at the lower of cost or net realisable value. No value is ascribed to goods for resale that have been donated to the entity where the fair value cannot be reliably determined. The cost of bringing each item to its present location and condition is determined on a first-in, first-out basis. Net realisable value is the estimated selling price in the ordinary course of business, less estimated costs necessary to make the sale.

Property, plant and equipment

Bases of measurement of carrying amount

Land and buildings are measured at cost less accumulated depreciation on buildings.

Plant and equipment are stated at cost less accumulated depreciation and any accumulated impairment losses.

Depreciation

Items of property, plant and equipment (other than land) are depreciated over their useful lives to the entity, commencing from the time the asset is held ready for use. Depreciation is calculated on a straight-line or reducing balance method over the basis over the expected useful economic lives of the assets as follows:

Buildings and property improvements	2.5%
Plant and equipment	20%
Computer equipment	33½%
Motor vehicles	25%
Equipment held under finance leases	Life of lease

Derecognition and disposal

An item of property, plant and equipment is derecognised upon disposal, when the item is no longer used in the operations of the entity or when it has no sale value. Any gain or loss arising on derecognition of the asset (calculated as the difference between the net disposal proceeds and the carrying amount of the asset) is included in profit or loss in the year the asset is derecognised.

Trade creditors and other payables

Trade creditors and other payables represent liabilities for goods and services provided to the entity prior to the end of the financial year that are unpaid. These amounts are usually settled in 30 days. The carrying amount of the creditors and payables is deemed to reflect fair value.

Busselton Jetty Incorporated
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Trading as Busselton Jetty

Employee benefits

Employee benefits comprise wages and salaries, annual leave and contributions to superannuation plans. Long service leave is accrued for employees with seven plus years of continued service.

Liabilities for short-term employee benefits expected to be wholly settled within 12 months of the reporting date are recognised in other payables in respect of employees' services up to the reporting date at the amounts expected to be paid when the liabilities are settled. Liabilities for non-accumulating sick leave are recognised when the leave is taken and are measured at the rates paid or payable.

Finance Leases

Finance leases, which transfer to the entity substantially all the risks and benefits incidental to ownership of the leased item, are capitalised at the inception of the lease at the fair value of the leased property or, if lower, at the present value of the minimum lease payments. Lease payments are apportioned between the finance charges and reduction of the lease liability so as to achieve a constant rate of interest on the remaining balance of the liability. Finance charges are recognised as an expense in the statement of profit or loss and other comprehensive income.

Capitalised leased assets are depreciated over the estimated useful life of the asset or lease term, if shorter.

Taxation

Income tax

BJI is a charitable institution for the purposes of Australian taxation legislation and is therefore exempt from income tax. It also has payroll tax exemption and is an FBT rebated employer.

BJI also holds deductible gift recipient status under the Busselton Jetty Environment Foundation.

Goods and services tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST except where the amount of GST incurred is not recoverable from the Australian Taxation Office, in which case it is recognised as part of the cost of acquisition of an asset or as part of an item of expense.

Receivables and payables are recognised inclusive of GST.

The net amount of GST recoverable from or payable to the Australian Taxation Office is included as part of receivables or payables.

Cash flows are included in the statement of cash flows on a gross basis. The GST component of cash flows arising from investing and financing activities that is recoverable from or payable to the Australian Taxation Office is classified as operating cash flows.

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Note 3. Revenue and other income

Trading Account

	2025	2024
Retail, Café & Events Sales	1,791,694	1,511,843
Less cost of goods sold	965,023	(799,867)
Retail gross profit	826,671	711,977

Revenue

Recurrent sales revenue

Tours	5,323,375	4,741,488
Jetty Walk Tickets	583,795	527,431
Dive/Snorkel Pass	18,906	20,975
BJEF Donations	234,395	144,686
Red Bollard (Maintenance) Donations	186	278
BJEF Fundraising	144,715	78,032
Hire	3,106	3,223
Membership Fees	3,718	7,513
Sponsorship	-	21,250
Residents walk passes	1,905	10,045
Total other sales	6,314,101	5,554,921

Interest	122,570	106,474
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Other non-recurrent income

Grant funding	18,973	115,544
BJEF School Programs Grant	13,750	32,500
Government & employment allowances	2,919	14,930
Other income	8,524	3,370
Gain on disposal of fixed assets	3,537	-
Total non-recurrent	47,703	166,344

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Note 4. Expenses

a) Auditing Fees

	2025	2024
Audit of financial statements	13,900	12,750
Total	13,900	12,750

b) Environmental Expenses

Significant costs incurred in the operation of and fundraising for the Busselton Jetty Environment Foundation ("BJEF") included:

Marine Pharmacology Research Trial Costs	24,791	0
Fundraising retail costs	21,348	76,994
Fundraising event costs	39,825	2,120
Net Zero/Everclime costs	11,367	0

c) Employee benefits

Wages and salaries	2,888,967	2,398,535
Superannuation	331,493	253,594
Movements in employee benefit provisions	106,909	39,653
Fringe benefits tax	8,523	8,869
Total	3,335,892	2,700,651

d) Significant Operating Costs Included:

Insurance	190,316	162,489
IT Expenses	80,425	72,608
Marketing	100,998	72,653
Repairs and Maintenance	102,966	121,712
Subscriptions	47,346	23,104

Note 5. Cash and cash equivalents

	2025	2024
Cash at bank and in hand	1,869,107	4,432,809
Total	1,869,107	4,432,809
Short-term deposits		
Term Deposit – Employee Leave Reserve	235,101	198,658
Term Deposit - Railway House Reserve	87,981	77,070
Term Deposit - Asset Management	800,000	-
Term Deposit - COGS New UWO	534,000	-
Term Deposit - Operational Account	2,027,616	-
Term Deposit - BJEF Reserve	350,000	-
Total short-term deposits	4,034,698	275,728
Total cash and cash equivalents	5,903,805	4,708,537

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a) Details of Short-term deposits

Amounts placed on short term deposits represent amounts set aside to cover known future liabilities, allocations to cover the cost of replacing or refurbishing assets, future expenditures associated with the Busselton Jetty Environmental Foundation and funds surplus to immediate cash flow requirements.

The Financial Reserve Funds Policy outlines how Busselton Jetty Inc will build and maintain reserve funds, plan for its future and mitigate any financial risks.

Note 6. Trade and other receivables

	2025	2024
Trade debtors	43,854	129,856
Accrued interest income	32,093	4,567
Sundry debtors and deposits	18,589	32,345
GST Refund Due	-	5,653
Total	94,535	172,421

Note 7. Inventories

Inventory	225,545	146,448
Total	225,545	146,448

Note 8. Other current assets

Prepayments	170,622	265,368
Bonds Held	10,100	-
	180,722	265,368

Note 9. Property, plant and equipment

	Buildings	Plant & equip.	Motor Vehicles	Train	Total
Cost					
Balance 1 July 2024	1,422,622	1,020,735	216,326	555,385	3,215,068
Purchases	-	42,694	-	52,699	95,393
Disposals	-	(5,290)	(45,988)	-	(51,278)
Balance 30 June 2025	1,422,622	1,058,139	170,338	608,084	3,259,183
Accumulated depreciation					
Balance 1 July 2024	227,412	263,374	87,415	185,290	763,491
Depreciation expense	50,451	194,175	17,950	34,653	297,229
Disposals	-	(4,271)	(25,074)	-	(29,345)
Balance 30 June 2025	277,863	453,278	80,292	219,943	1,031,375
Net carrying amount					
At 30 June 2024	1,195,210	757,361	128,911	370,095	2,451,577
At 30 June 2025	1,144,759	604,861	90,046	388,141	2,227,808

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Note 10. Trade payables

	2025	2024
Trade creditors	184,081	197,342
FBT Payable	11,140	6,969
Superannuation payable	99,976	65,349
Total	<u>295,196</u>	<u>269,660</u>

Note 11. Interest bearing loans

Obligations under chattel mortgage facilities	2025	2024
Current	69,380	18,208
Non-current	-	69,380
Total	<u>69,380</u>	<u>87,588</u>

Note 12. Employee Provisions

Employment provisions		
Annual leave	177,063	144,877
Long Service leave	110,002	90,224
Total	<u>287,065</u>	<u>235,101</u>

Note 13. Total funds

Details of the movement in funds are provided in the statement of changes in equity.

Note 14. Commitments and contingencies

Motor Vehicle Commitments

BJI to make payments for motor vehicles purchased under a chattel mortgage, refer Note 11 for obligations outstanding.

License and Lease Agreements

On 24 March 2017 BJI entered into an amended License agreement with the City of Busselton to secure tenure of the Busselton Jetty for a period of twenty-one years plus three seven-year options. The License provides for an annual fee to be paid to the City towards the maintenance of the Jetty calculated as twenty-five percent of the agreed gross revenue from the previous financial year. For the financial year ended 30 June 2025 this amounted to \$1,494,624 (2024: \$1,333,322).

On the same date a Lease agreement for the premises known as Railway House was entered into for the same period as the Jetty Licence, including options. The rent paid pursuant to this Lease for the year ended 30 June 2025 amounted to \$3,004 (2024: \$2,516).

On 10 April 2024 a Lease agreement for the premises known as the Ballaarat Room was entered into with the City of Busselton for a period of two years with the option of a further two years. The rent paid pursuant to this Lease for the year ended 30 June 2025 amounted to \$25,489 (2024: \$Nil).

Note 15. Key management personnel compensation

The total amount of compensation paid or payable to key management personnel for the financial year was \$665,892 (2024: \$740,469).

Note 16. In Kind Donations

Volunteer labour (Jetty Host Hours) are not included within the Income Statement for the year ending 30 June 2025. Volunteer labour hours for the year ending 30 June 2025 totalled 11,995 hours, equating to an estimated value of \$374,604 costed at an average casual Grade 2 award rate of \$31.23 per hour.

Note 17. Economic dependency

The ongoing operations of BJI are reliant on the licencing agreement in place with the City of Busselton. For BJI to continue to operate on a going concern basis, the support from the City of Busselton – particularly in terms of ongoing maintenance, operations and most importantly its financial support, is vital and paramount.

To ensure the BJI's ongoing ability to contribute to the maintenance of the Jetty by way of licence fees paid to the City of Busselton, the BJI Board of Management have continued to undertake strategic planning and financial modelling to ensure their ability to continue as a going concern and meet the ongoing maintenance requirements.

Note 18. Projects

Project expenses for the 2024-2025 financial year totalled \$60,741 This relates to architectural services for development of a 20 Year Masterplan with the City of Busselton.

In 2023-2024 projects totalled \$145,714, this cost related to the on top of Jetty portion of the Village Project (food and beverage and marine discovery centre). This project experienced an unforeseen setback and had been deferred but other components of the project such as installation of underwater sculptures, opening of the Marine Discovery Centre in the Ballaarat Room and the upgrade to the Interpretive Centre were progressed and largely completed.

Statement by Members of the Board
For the year ended 30 June 2025

The Board have determined that the association is not a reporting entity.

The Board have determined that this special purposed financial report should be prepared in accordance with the *Australian Charities and Not-for-profits Commissions Act 2012*, and the *Associations Incorporations Act (WA) 2015*; and the accruals basis of accounting, outlined in Note 2 of to the financial report.

In the opinion of the Board:

1. The financial statements and notes of Busselton Jetty Incorporated are in accordance with the *Australian Charities and Not-for-profits Commissions Act 2012*, and the *Associations Incorporations Act (WA) 2015* and:
 - a) Presents fairly the financial position of Busselton Jetty Incorporated as at the 30 June 2025 and its performance for the year ended on that date;
 - b) Complies with the accounting policies described in Note 2 to the financial statements and the *Australian Charities and Not-for-profits Commissions Regulations 2022*; and
2. At the date of this statement, there are reasonable grounds to believe that Busselton Jetty Incorporated will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the Board and is signed for and on behalf of the Board by:



Natasha Teakle - Chairperson

25th September 2025



Graeme Harris - Treasurer

25th September 2025

**INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF BUSSELTON JETTY INC.**

Opinion

We have audited the financial report of Busselton Jetty Inc. which comprises the statement of financial position as at 30 June 2025, the statement of profit or loss, 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 declaration by those charged with governance.

In our opinion, the accompanying financial report has been prepared in accordance with the *Associations Incorporation Act (WA) 2015* and Division 60 of the *Australian Charities and Not-for-profits Commissions Act 2012*, including:

- i) giving a true and fair view, in all material respects, of the financial position of Busselton Jetty as at 30 June 2024, and of its financial performance and its cash flows for the year then ended; and
- ii) complying with Australian Accounting Standards to the extent described in Note 1, the *Associations Incorporation Act (WA) 2015* and Division 60 of the *Australian Charities and Not-for-profits Commission Regulations 2022*.

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 Busselton Jetty Inc. in accordance with the ethical requirements of the *Associations Incorporation Act (WA) 2015*, *Australian Charities and Not-for-profits Commission Act 2012* and 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- Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist Busselton Jetty Inc. to meet the requirements of the *Associations Incorporation Act (WA) 2015* and *Australian Charities and Not-for-profits Commissions Act 2012*. 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 Management and Those Charged with Governance for the Financial Report

Management is responsible for the preparation and fair presentation of the financial report in accordance with the financial reporting requirements of the *Associations Incorporation Act (WA) 2015*, the *Australian Charities and Not-for-profits Commissions Act 2012* and for such internal control as management determine is necessary to enable the preparation of the financial report that is free from material misstatement, whether due to fraud or error.

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

Those charged with governance are responsible for overseeing Busselton Jetty Inc's financial reporting process.

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 the financial report.

As part of an audit in accordance with Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made.
- Conclude on the appropriateness of the 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 registered entity'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 registered entity 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.

AMD Chartered Accountants

A handwritten signature in dark ink, appearing to read 'TIM PARTRIDGE', with a horizontal line extending to the right.

TIM PARTRIDGE
Director

Level 1, 53 Victoria Street, Bunbury, Western Australia

Dated this 25th day of September 2025

**AUDITOR'S INDEPENDENCE DECLARATION
TO THE BOARD OF BUSSELTON JETTY INC.**

I declare that to the best of my knowledge and belief, during the year ended 30 June 2025, there have been no contraventions of:

- i) The auditor independence requirements as set out in Section 60.40 of the *Australian Charities and Not-for-profits Commission Act 2012* and section 80 of the *Associations Incorporation Act (WA) 2015* in relation to the audit; and
- ii) Any applicable code of professional conduct in relation to the audit.

AMD Chartered Accountants



TIM PARTRIDGE
Director

Bunbury, WA

Dated this 25th day of September 2025