



2017 ANNUAL
REPORT

AUSTRALIAN
AGE OF
DINOSAURS
LIMITED



Australian Age of Dinosaurs Limited

Lot 1 Dinosaur Drive
PO Box 408
Winton Qld 4735

07 4657 0078
info@aaod.com.au

ABN 79 130 127 392

Open daily, 8.30–5pm (Apr–Sept)
Open six days a week, 8.30–5pm (Oct–Mar)

australianageofdinosaurs.com



Dinosaur Stampede National Monument

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dinosaurtrackways.com.au

DECLARATION

This report represents the 12-month financial trading period from 1 January 2017 to 31 December 2017. The Directors hereby submit the financial statements for Australian Age of Dinosaurs Limited (the Company) for the financial year ended 31 December 2017.

AUSTRALIAN AGE OF DINOSAURS LIMITED
ANNUAL REPORT 2017

Our guiding values: Passionate customer focus, Shared curiosity, Fair dinkum integrity, Dynamic evolution

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A museum diorama featuring several pterosaurs of varying sizes and colors (greenish-brown and yellowish) perched on a dark, textured rock formation. The background is a dark, cavernous space with some green foliage hanging from above. The lighting is dramatic, highlighting the pterosaurs against the dark background.

OUR MISSION

To encourage, promote and facilitate the discovery, preservation and display of fossil material from the age of dinosaurs within Australia



IN MEMORIAM

A major blow was suffered by the Winton community with the death of Butch Lenton, Mayor of Winton, who died in October after a two-year battle with cancer. Butch was a Director of the Company for four years and his enthusiasm for the Museum, and belief in the future of Winton, will be sadly missed.

Among his major achievements, Butch was instrumental in securing funding for the bitumen road from the Landsborough Highway to the Museum, which was completed in December. This single initiative will make a huge difference to the future of the Museum and we have Butch and his councilors to thank for getting it done.

Even in the months before he died Butch managed to source funding to bitumen seal the last section of road from the Museum gates to the Reception Centre, including the car park. This section will be named Butch Lenton Way in his honour. The Board would like to extend its condolences to Butch's family, close friends and to the councilors of the Winton Shire.

Mayor Butch Lenton accepting the gold award for Major Tourist Attraction at the Queensland Tourism Awards on behalf of the Museum, 2016

Australian Age of Dinosaurs Museum of Natural History



CHAIRMAN'S REPORT



Building a museum is like being part of a very long journey. The journey will be bumpy, the pathway often ill-defined and you will be forever plagued by self-doubt and uncertainty. In life, this is character building – it makes us who we are – and it is this same life journey that gives a museum its identity, blending a lifetime of purpose and commitment with the passion and dedication of countless people. The result is an institution with a culture of love and integrity that lives on in perpetuity.

I love the way that this aspiration to a greater good continues to drive so many today as we seek to conserve the treasures of Earth and humanity. I am inspired by the journey of our own Museum as, in tiny increments, it walks the path of its own destiny. Every small step is the work of someone, or perhaps many, and every step becomes part of a unique journey – another intangible link to the legacy of what will, one day, become a great institution.

There comes a time, every now and then, when something wonderful happens and many small steps become one giant leap. Saturday 15 April this year was one of those times when, less than two years after unveiling a plaque to launch Stage 3 of the

Australian Age of Dinosaurs Museum, Dame Quentin Bryce returned to officially open Dinosaur Canyon. As the first construction phase of the future Museum of Natural History, this simple gesture of snipping a ribbon marked a milestone that, just a few years ago, seemed like an almost impossible destination.

When I look at Dinosaur Canyon today I see the work and commitment of many people: from consultants, tradesmen and construction workers, to our accomplished staff members who worked overtime to get everything finished in time for the opening. The beauty of Dinosaur Canyon and the response it has received from the public since Quentin snipped that ribbon are amazing and stand as testimony to their efforts.

Most shires in Outback Queensland are now in their fifth year of drought and the impact this has had on our western communities is devastating. The Museum received 109mm of rain in 2017 – just one quarter of its average annual rainfall – and there are numerous properties throughout the district that have had even less. It is ironic when one considers the wet winter of 2016 that saw the dirt road to the Museum closed for something like 38 days!

Nevertheless, the bush is resilient and, in spite of the current hardship, continues to fight back. I 'dips me lid' to the businesses of Winton that trade on regardless, and to the Winton Shire Council for keeping the morale of the town buoyant. It is exciting to see the Waltzing Matilda Centre rising from the ashes, and the completion of a new bitumen road to the Museum has given a tremendous boost to the region. My admiration and respect go to the late Butch Lenton, Mayor of Winton, who passed away in September this year. These projects came to fruition largely through the efforts of Butch and his councilors and his legacy is just another reason for the Winton community to fight on in his memory.

I would like to conclude by congratulating the Australian Age of Dinosaurs staff who have worked passionately and energetically to continue to provide outstanding visitor experiences amidst the huge demands of the changing physical environment of the Museum.

David Elliott
Director and Chairman

**Macmillan Littlewood Gallery,
Death in the Billabong exhibit**

APPOINTED BOARD

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 \$1 each towards meeting any outstanding obligations of the company. At 31 December 2017 the total amount that members of the Company are liable to contribute if the Company is disbanded is \$1.

The Board met five times during the year and the number of meetings attended (either in person or by teleconference) by each member is shown in brackets.

A full list of the Directors' experience and qualifications can be found on the Museum's website.

THE BOARD, 2017

- Mr David A ELLIOTT
- Mr Stanley B COLLINS
- Mr William PR WAVISH
- Dr Scott A HOCKNULL
- Ms Carol TREWICK
- Mr Robert A ELLIOTT

COMPANY SECRETARY, 2017

- Mr Ian MERRITT

David Elliott OAM (5)

Qualifications

- Justice of the Peace Qld

Current positions

- Executive Chairman, Australian Age of Dinosaurs Limited

Acknowledgements

- Medal of the Order of Australia 2015
- Winton Citizen of the Year 2014
- Churchill Fellow 2011
- Queensland Finalist Australian of the Year Awards 2009
- Queensland Museum Medallist 2006

Previous positions

- President, Australian Age of Dinosaurs Inc

Bruce Collins OAM (5)

Qualifications

- Bachelor of Rural Science

Current positions

- Director, Australian Age of Dinosaurs Limited
- Director, B&H Collins Investments Pty Ltd

Acknowledgements

- Centenary Medal 2001
- Medal of the Order of Australia 2009

Previous positions

- Director, Waltzing Matilda Centre
- Director, Undaval Pty Ltd
- Director, Dutana Pty Ltd
- Mayor, Winton Shire Council
- Chairman, Waltzing Matilda Centre Board

Bill Wavish (1)

Qualifications

- Chartered Accountant (retired) FCA (NZ), CMANZ, ACIS, ANZIM

Current positions

- Director, Australian Age of Dinosaurs
- Chairman and Co-Founder, National Indigenous Culinary Institute
- Chairman and Co-Developer, Chava Resort, Thailand
- Patron, SportsConnect, TransTasman Business Circle

Previous positions

- COO Dairy Farm Group HK
- Finance Director, Arnotts Biscuit Ltd
- CFO, Campbells Soup Asia Pacific
- Finance Director then Supermarkets Director, Woolworths Ltd
- Executive Chairman, Myer Group Ltd
- Director, Dick Smith Ltd

Dr Scott Hocknull (4)

Qualifications

- PhD – Palaeontology
- 1A Hons – Zoology
- Bachelor of Science, Geology and Zoology Majors

Current positions

- Director, Australian Age of Dinosaurs Limited
- Senior Curator, Geosciences
- Honorary Research Fellow

Acknowledgements

- Centenary Medallist, 2003
- Young Australian of the Year, 2002

Previous positions

- Riversleigh Area Community Science Advisory Committee
- Acting Head of Geosciences
- Curator, Geosciences, Queensland Museum

Carol Trewick (4)

Qualifications

- Bachelor of Commerce
- Master of Law
- Certified Practising Accountant
- Graduate Australian Institute of Company Directors
- Justice of the Peace NSW

Current positions

- Director, Australian Age of Dinosaurs Limited
- Head of Commercial Control ANZ, CNH Industrial Australia Ltd

Previous positions

- Project Controller, Pentair
- Commercial Manager and Finance Business Leader, GWA Industries
- State Administration Manager, Suez Environmental
- Commercial Manager, Toll Ipec
- Financial Controller, GKN Australia

Robert Elliott (4)

Qualifications

- Certificate 2 in Agriculture
- Certificate 4 in Agriculture
- Certificate 4 in Wool classing
- Certificate 1 in Rural Operations
- Certificate 2 in Shearing

Current positions

- Director, Australian Age of Dinosaurs Limited
- Grazier
- Committee member, Corfield Sports Club Committee

Previous positions

- Queensland Museum Medal 2006

Ian Merritt

Qualifications

- Bachelor of Education
- Diploma of Teaching
- Justice of the Peace Qld

Current positions

- Company Secretary, Australian Age of Dinosaurs Limited
- Secretary/Treasurer, Longreach Local Ambulance Committee
- Representative, Commissioner's Reference Group, QAS
- Director, Queensland Ag Shows

Acknowledgements

- Local Hero Award, State Government 2013

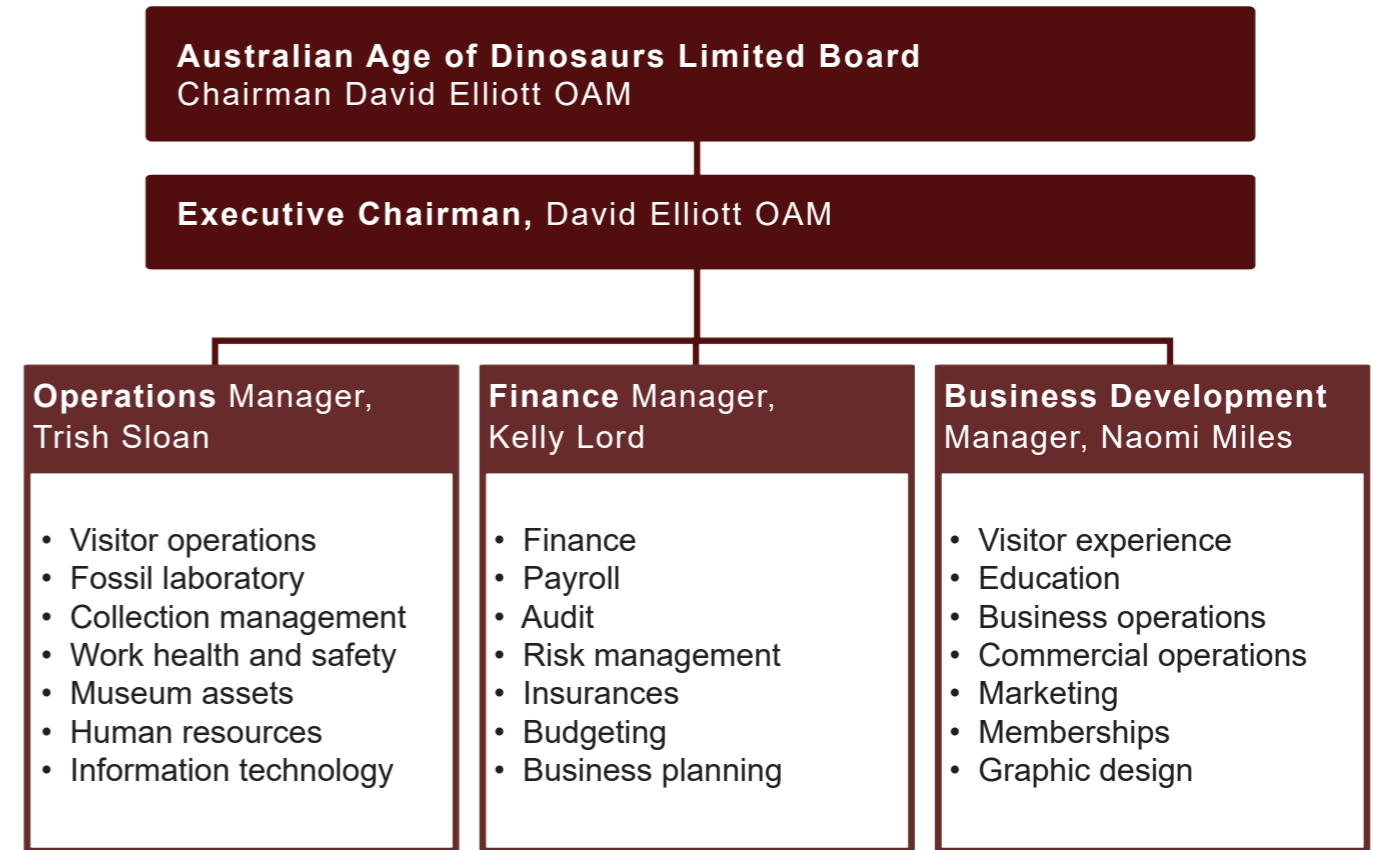
Previous positions

- Treasurer, Tower Hill Picnic Race Club Inc
- Representative of the State Council, Queensland Teachers' Union
- Treasurer, Longreach School of Distance Education

Fossilised conifer frond discovered in the Winton Formation



ORGANISATIONAL CHART



Museum Tour Guide Travis Bridle shows off one of the claws from Australovenator.

REVIEW OF OPERATIONS



Museum Tour Guide Tom Beeston during the Laboratory tour

“Creating engaging educational experiences that promote Australian natural history and fund the preservation and research of our prehistoric past”

KEY ACHIEVEMENTS



- In 2017 the Museum received 32,036 visitors and the Dinosaur Stampede received 14,046 visitors.



- Despite only opening in April, Dinosaur Canyon received 62% of all Museum visitors for the year. Dinosaur Canyon includes an Outpost and five outdoor galleries featuring an array of prehistoric animals and the first Cretaceous Garden, the Valley of the Cycads. Dinosaur Canyon seeks to bring dinosaurs back-to-life in the landscape they inhabited 95 million years ago. Each bronze model is life-size and is based on the most recent scientific evidence. To improve the Museum experience to all visitors Dinosaur Canyon is wheelchair accessible and audio guides, guide books and headphones are also available.



- The Museum won the Outback Queensland Tourism Award for Best Major Tourist Attraction for the second year in a row.

- Improvements in staff training this year include an online training portal with introductory, intermediary and accreditation courses. Some compulsory units featured on the training portal include customer service, museum values, understanding the Museum and collection management. To date seven Museum guides have become accredited Savannah Guides.

- During the dig this year the team discovered and excavated at least ten cervical (neck) vertebrae from what appears to be a 12-metre-long sauropod. The amount of material recovered with the neck (including rib bones, vertebrae and limb bones) suggest the discovery is likely to become the most complete sauropod ever found in Australia.

- The Winton Shire Council sealed Dinosaur Drive with the last 1.5km (drainage and the final seal) to be completed by 30 June 2018.

UNIVERSITY AND RESEARCH PARTNERSHIPS

The Museum maintains a strong commitment to palaeontological research across a range of earth science disciplines, including palaeontology, geology, biology, and ecology. Through active collaborations with university and research partners a key goal of the Museum is to further scientific understanding of Australia's prehistoric past.

In February the Board signed a research agreement to part-fund a palaeontology position at Swinburne University in Melbourne. The Museum now contributes 20% of this position, which has been filled by Dr Stephen Poropat. Dr Poropat will continue his research into Cretaceous faunas including specimens held at the Museum as well as contributing to the Museum's annual science publications and public education programs. The agreement is for three years, contingent on the position meeting set key performance indicators. This initiative has proven to be successful in 2017 and will be continued in 2018, and hopefully beyond.

Long-standing research associate Matt White completed his PhD on the reconstruction and biomechanics of *Australovenator wintonensis* published in *PeerJ*. Dr White has now received a post-doctoral position at University of New England to research material from the Museum's collection.

Ada Klinkhamer completed her PhD on 3D virtual reconstruction and computer based shape and biomechanical analysis of Australian sauropods. Dr Klinkhamer's research is centred on investigating Australian sauropod functional limb morphology with a specific focus on the holotype sauropods in the Museum's collection.

MUSEUM PUBLICATIONS

The Museum published Issue 14 of the Australian Age of Dinosaurs Journal in February, with printed copies arriving on The Jump-Up for distribution to members in mid-March. This was six weeks later than in previous years, the delay due to high-priority building commitments at Dinosaur Canyon in late 2016. Nevertheless, the quality of this year's edition was not compromised and thanks goes to our authors and volunteers who helped to get the job done. David and Judy Elliott,

who have been voluntarily putting the Journal together since its inception 14 years ago, have now stepped aside so that more people with a broader range of expertise can be introduced.

The Museum is committed to developing and promoting Australian natural history to the general public as part of its science and education objectives and outcomes. To this end the Museum's first publication (outside of its annual journal) was published in April. *Dinosaur Stampede* by Dr Poropat delves into the discovery, excavation, preservation and conservation of the trackways at Dinosaur Stampede National Monument (DSNM), the only known dinosaur stampede in the world. New publications will be released annually to cover a variety of Australian natural history topics.

DINOSAUR CANYON

The Museum's capital projects are developed to create compelling experiences that exceed Museum visitor expectations, promote natural history and inspire curiosity in the natural world.

The official opening of Dinosaur Canyon took place on 15 April. Dame Quentin Bryce AD CVO and David Elliott OAM cut the ribbon at the entrance to Dinosaur Canyon Outpost. Following the event, a celebration dinner was held in front of the Outpost. Over 100 people, including Million Year Members, sponsors and distinguished guests, attended the dinner which included a range of entertainment, speeches and presentations during the night. An auction was held to raise funds towards Dinosaur Canyon. Major items donated for sale included a painting of Dinosaur Canyon (prior to construction) by Judy Maddison and a handcrafted mirror by Charlie Sloan. The auction raised nearly \$5,000, with an additional \$15,965 raised through donations from members and supporters via a fundraiser held as part of the celebration event. Thanks go to all of these committed people and to the Queensland Government's Tourism Demand Driver Infrastructure (TDDI) Fund for their funding support. Thank you also to our major gallery sponsors Bill Wavish and family, The John Villiers Trust, Denise O'Boyle, Jim and Maxine Macmillan and Rex Littlewood.

Dinosaur Canyon opened to the public on 16 April 2017. The new visitor experience includes

five outdoor galleries featuring life-sized prehistoric animals from Australia's Cretaceous past as well as a 'live' exhibit, the Valley of the Cycads. Nestled 2km from the Reception Centre Dinosaur Canyon Outpost is an architecturally stunning building that greets visitors before they begin their journey down into the gullies below The Jump-Up via elevated concrete pathways.

Two electric shuttle buses and trailers with a combined value of nearly \$100,000 were purchased in February. The shuttles (nicknamed You Bewdy and Lil Ripper) are now in service between the Reception Centre and Dinosaur Canyon and have proven to be very popular.

Thanks go to Rex Littlewood and Spacepac in Sydney who helped to make this happen at reduced cost. Thank you to the Winton Shire Council for providing a temporary bus to fill the gap until the new shuttles arrived and to Senator James McGrath whose office helped us to get the shuttles prioritised through customs.

The Board would like to pay tribute to Mel Elliott and his team from Winton Rural Services for the tremendous effort they put into getting the project finished on time. This was a huge task and the quality of their workmanship is outstanding, particularly in light of the fact that it was completed during one of the hottest summers on record.

Mention must also be made of the efforts of Operations Manager Trish Sloan who compiled tour-guiding manuals and trained staff for the new Dinosaur Canyon tours, and Business Development Manager Naomi Miles who developed tour booklets, merchandise, tickets and organised the grand opening. Thanks also to the Elliott family and George Sinapius who looked after the landscaping and corten steel work at the Outpost, and to Tom and Travis Tischler who helped to get the new bronze dinosaur bone models completed and installed in time for the opening. The Board would also like to extend its appreciation to: Maxine Macmillan who donated \$8,000 toward a bronze femur of *Diamantinasaurus*; Denise O'Boyle who donated \$20,000 toward the *Diamantinasaurus* femur, a vertebra and a small dinosaur sculpture for the Dinosaur Canyon Outpost; and to the Winton Shire Council which donated \$20,000 toward the Dinosaur Canyon pathways.

INFORMATION TECHNOLOGY

In July a major review of the Museums network infrastructure was undertaken and a wireless solution was installed by South Western Wireless across the Laboratory, Reception Centre, Amenities building and Dinosaur Canyon. This included an upgrade to unlimited data via 30:30 connection using Cambium Wireless Access Points to connect the Museum to high-speed internet. The upgrade also includes a tiered internet structure for business and public use. Additionally, the Museum has also upgraded the outdated Telstra telephone system with a new VOIP system.

AUSTRALIAN AGE OF DINOSAURS SOCIETY

The AAOD Society memberships continue to attract new members through its discounted instore offer. By the end of the year the AAOD Society has accumulated 1,075 financial members comprising 240 life members, 465 members current to the end of 2018 and 370 members financial beyond 2018.

OUR AWARDS

The Museum won the award for best Major Tourist Attraction at the Outback Queensland Tourism Awards and received the runner-up award (with Capricorn Caves of Rockhampton) in the QTIC Prize for Innovation in Tourism. Lastly, Senior Museum Tour Guide Grace Elliott was awarded the Queensland Young Tourism Award for 2017 as an influential and inspiring role model for other young people considering a long-term career in the tourism industry.



VISITOR SURVEYS

Self-completed visitor surveys are implemented year round across the Museum and Dinosaur Stampede. Data captured is reported monthly and provides a robust and timely reflection of customer satisfaction levels. Overall visitor satisfaction levels at the Museum and DSNM across the 2017 year are outlined below.

	The Museum		DSNM	
	2017	2016	2017	2016
Staff knowledge	4.1	4.9	4.9	4.9
Value for money	4.6	4.6	4.5	4.6
Quality of interpretation	4.8	4.8	4.8	4.8
Quality of merchandise	4.3	4.3	3.9	3.7
Usefulness of visitor map	4.5	4.5	4.3	4.3

12-month figures for visitors marking (or ranking) their experience satisfaction level out of five.

Staff actively monitor visitor satisfaction via reviews posted on TripAdvisor, on which the Museum and DSNM are both rated highly (4.5 stars each) and are consistent award recipients.

VISITATION

A total of 32,036 people visited the Museum in 2017, making it the Museum's most popular and profitable year to date. Although there were over 4,500 more people than the Museum's previous record (27,414 in 2015), the large jump in profitability can be attributed mainly to the opening of Dinosaur Canyon. The additional tour income for Dinosaur Canyon tours has greatly

boosted the Museum's income as only three additional guides have been required. Feedback on Dinosaur Canyon from the public has been overwhelmingly positive.

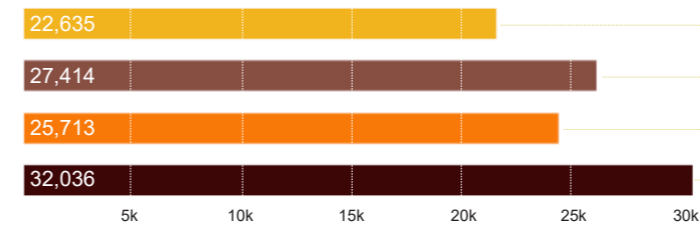
Very excellent results have also been achieved at DSNM with a record 14,046 people visiting for the year. This is very encouraging as it is filling an important role with flow-on benefits for the Winton community. The rise in popularity is also likely the result of the newly introduced Winton Dinosaur Capital of Australia VIP pass that includes both the Museum and DSNM. This new pass (which includes a VIP lanyard) makes up 33% of all ticket sales at DSNM – above even general admission.

The Museum was also visited by 17 schools, totalling 778 children in 2017.

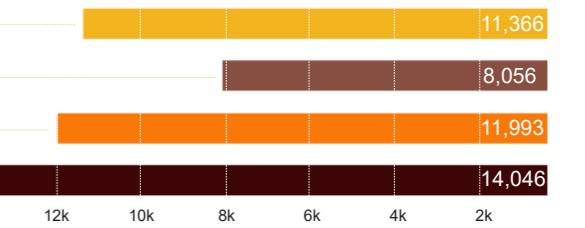
The right femur of Diamantinasaurus, replicated in bronze at Dinosaur Canyon



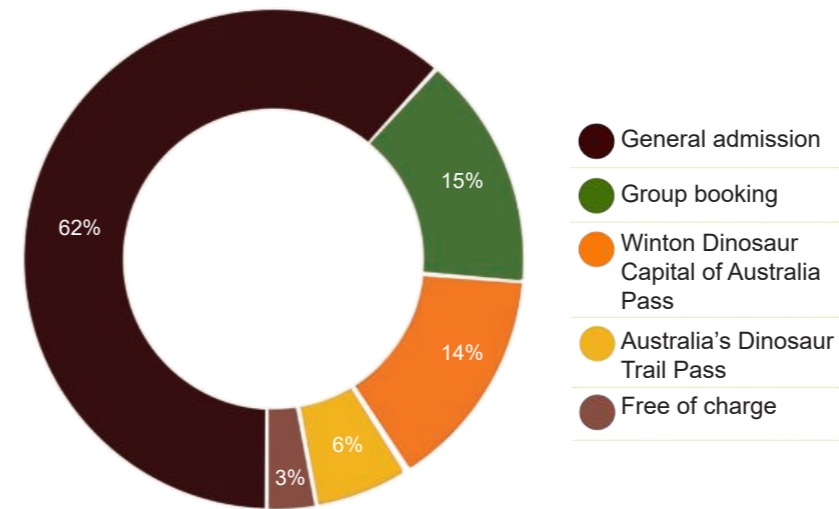
Total visitation: The Museum



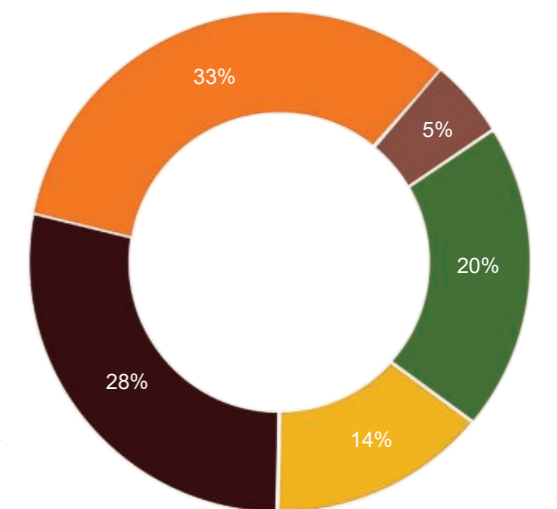
Total visitation: Dinosaur Stampede



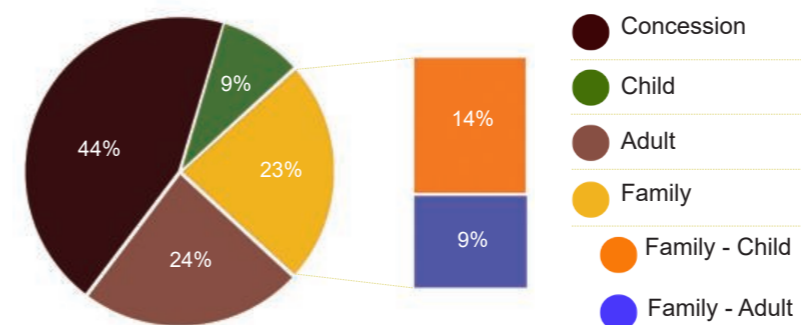
Visitor ticketing mix: The Museum



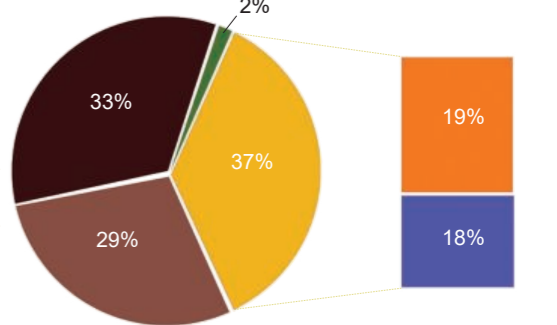
Visitor ticketing mix: Dinosaur Stampede



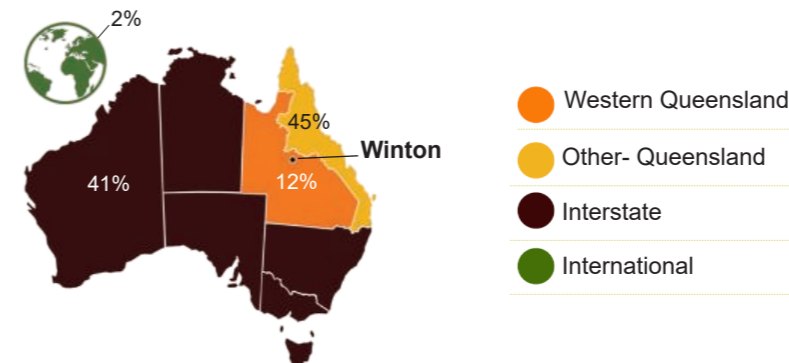
Visitor types: The Museum (excluding group bookings)



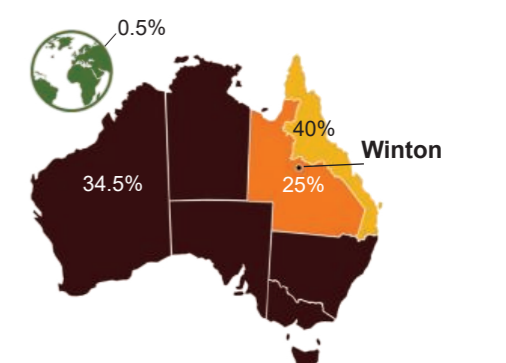
Visitor types: Dinosaur Stampede (excluding group bookings)



Origin of visitors: The Museum



Origin of visitors: Dinosaur Stampede





The semi-articulated neck vertebrae of 'Judy' a small sauropod discovered during this year's dig

OUR COLLECTION

Exhibition development

The Museum has completed its exchange program, instigated in 2015, with the Australian Museum to mould and cast a number of specimens. Dr Alex Cook and Dr Peter Jell collected the larger casts from Sydney in April and inspected further small fossils that were then moulded and cast for delivery to the Museum in July. These specimens will contribute to the *Australia Through Time* exhibitions planned for inclusion in the future Museum of Natural History (MNH).

Thank you to Royal Wolf Containers who donated a second 20' insulated shipping container to the Museum in October to help store the growing collection of exhibition fossils. This is a very generous gesture from Royal Wolf who also donated a container in 2015. Thanks also to Rex Littlewood who helped to arrange the donation and to Lentons Transport who brought the container to the Museum from Townsville free of charge.

Further exciting news is the donation pledge by Professor Pat Vickers-Rich of an exhibition called *Wildlife of Gondwana*, which includes a wide range of fossils collected from throughout Australia. This exhibition of Australian and other Gondwanan fossils has travelled to several locations around the world and is currently being stored in Victoria. It will provide a significant boost to the future MNH galleries and our thanks go to Pat and her husband Dr Tom Rich for their generosity. Pat and Tom are well known for their involvement in the dinosaur digs being held on the south coast of Victoria for the past 30 years and both have a significant research record. They are keen to develop a close relationship with the Museum and we are looking forward to their expertise and involvement in the years to come.

Dinosaur dig

Normally only one dinosaur dig is held each year but two digs were organised for 2017 to help recoup income losses from the 2016 road closures. A 'Back to Belmont' dig was held in June with a number of ex-Belmont diggers attending as well as members of the original Queensland Museum dig teams. The dig was very successful, with the uncovering of a comprehensive semi-

articulated sauropod skeleton at a site discovered by Bob Elliott. The specimen was nicknamed Judy and comprises all of the neck vertebrae in articulation as well as what appears to be most of the limbs, ribs and dorsal vertebrae. As many of the bones are in a large ironstone/sandstone concretion, it is unknown exactly what is present although a section of ironstone plant material in the centre of the body area may be gut contents.

Due to the significance of the Judy discovery, the second 2017 dig was held at the Judy site in August. Unfortunately, only a small number of additional limb bones were found and none of the hoped-for tail vertebrae were recovered. Following depletion of fossils at the site, an area close by with bone fragments on the surface was dug and a small number of lower limb bones and tail vertebrae were uncovered during the final days of the dig. This site was filled back in following the dig and will be recommenced at a later date. All of the Judy bones have been transported to the Museum and preparation will begin on them in 2018.

A number of fragmented pterosaur bones were discovered at Belmont by Bob Elliott in early 2017 and this site was worked thoroughly during the digs at Belmont. These fossils have been kept out of public view while scientific research is conducted. This pterosaur specimen forms the basis of a PhD commenced by Adele Pentland in late 2017. During both digs at Belmont a marathon sieving effort was carried out to look for small fossils. Several tip-truck loads of dirt saved from the Matilda digs nearly ten years ago have now been processed and there is close to a tonne of sieved material waiting to be sorted through magnifying lamps for small fossils. This was a new activity for the digs and was both popular and successful, with several small bones and teeth already identified.

Thank you to everyone who helped with this year's digs including our dig cooks Peter and Sharon Jamieson and their offsidiers Gerry and Geoff (June dig) and to Les McKee who looked after the cooking during the August dig. Thank you also to the Elliott family of Belmont and Eskdale, to Mel Elliott of Winton Rural Services and to the 60 participants who attended the two digs.

Fossil preparation

Fossil preparation has continued throughout 2017. A total of 317 people participated in the Laboratory for the year, totalling 1,177 working days and 1,109 nights spent at the Museum's volunteer accommodation (Maloney Lodge). The number of Museum Honorary Technicians now stands at 192. Work this year continued on bones from the Pete site as well as the last jacket of fossils from the Matilda site. With the vast number of bones arriving at the Laboratory from the Judy site this year, a series of pallet racks have been erected at the shed beside Maloney Lodge. The largest jackets and those of lower priority and significance have been relocated there.

MUSEUM RETAIL

This year saw the Museum retail achieve record sales of over \$308,000. The focus was on creating new product lines to represent the Museum's latest exhibitions and staff training on product ranges whilst providing world-class customer service. It is clear that the increase in visitation, strong visual merchandising and bespoke product development has influenced the overall result. Museum staff worked hard to deliver improvements in stock control this year with the annual stocktake realising its best results to date. Improvements were also made to merchandising and introducing new product lines including hand-cast and painted coelurosaur and ornithopod footprints (the work of Steve Rumbold) and Dinosaur Canyon merchandise.

OUR PEOPLE AND ORGANISATION

As in previous years, increased products and visitation at the Museum and DSNM have led to a jump in peak-season staff numbers from 18 people in 2016 to 22 in 2017. The Museum is now the largest private employer in Winton and it is pleasing that five of our staff have recently bought houses in the town. In June we farewelled Laurelle Searle who has been looking after the Museum's bookkeeping for two years, and welcomed Kelly Lord who took on the role of Finance Manager in August 2017. Kelly has already got an excellent grasp of the Museum's finance role and her accountancy skills are impressive. Thanks go to Kat Fleming who stepped in to help out prior to Kelly's arrival.

The management of staff and day-to-day operations, and development of the Museum business and projects continues to grow at a faster rate than we can handle comfortably. While this growth is a good thing, it has increased the responsibilities of the Museum's managers substantially and the Board would like to commend them for their efforts in this regard. Congratulations are also in order for several of the Museum's tour guide staff who became accredited Savannah Guides in 2017. Last but not least, the Board would like to thank everyone working at the Museum for continuing to provide our visitors with an outstanding experience. Their enthusiasm for their work and dedication to the Museum and its future are a credit to them. The fact that both the Museum and DSNM have achieved Certificates of Excellence on Trip Advisor in 2017 is testimony to the efforts of all staff members.

Cladophlebis, *an extinct genus of fern that grew in Winton during the late Paleozoic and Mesozoic eras*



REVIEW OF FINANCIALS



Dinosaur Drive is sealed by Winton Shire Council

“ The Museum is focused on becoming an economically sustainable tourist attraction, to ensure the ongoing preservation and research of Australian natural history ”

KEY ACHIEVEMENTS



- Ticket sales increased by 55% in 2017. This rise in ticket revenue is a direct result of opening Dinosaur Canyon and the introduction of the Ultimate Dinosaur Pass and Winton Dinosaur Canyon VIP Pass in April.
- The new online booking platform *Rezdy* brought significant efficiencies in the operation of booking tickets, accounting for 2% of all ticket sales.
- In 2017 the Museum raised a total of \$81,535.83 in donations from the Museum's donation boxes, fundraisers and private donors.
- The Museum's highly successful Dig-A-Dino program was held twice in May/June and August. The program attracted 65 participants.
- The Prep-A-Dino program received 317 participants and 203 guests at Maloney Lodge.
- Supporting local growth and development, local and regional memberships and partnerships is of importance to the Museum. During 2017 the Museum contributed over \$500,000 directly into the local Winton and regional economy, approximately 40% of the Museum's total expenditure. Such avenues of expenditure have included plumbing, rural supplies, tyre fittings, petrol, supermarkets, bakery, electrical suppliers and the visitor centre.
- Other areas of support include memberships to the Winton Business and Tourism Association, Outback Queensland Tourism Association, Savannah Guides and partnerships with the Australia's Dinosaur Trail. The Museum and DSNM have hosted 1,602 families including the Make-A-Wish Australia Starlight Children's Foundation.

FINANCIAL OVERVIEW

Due to major income losses from road closures to the Museum and DSNM during peak tourist season in 2016, a temporary overdraft facility of \$100,000 was put in place through NAB in late March to enable the Museum to trade through to the beginning of the 2017 tourist season. This facility peaked at \$54,000 in mid-April. Funds raised through donations, additional tour income from Dinosaur Canyon and the payment of outstanding funding contributions by the Queensland Government saw the Museum out of debt by the end of April.

OUR FUNDING ACQUITTALS

A grant for \$30,000 from the Queensland Gambling Community Fund, which enabled installation of an array of solar panels on the roof of the Amenities building at Reception in June, has now been acquitted. No funding is currently being received by the Museum but a comprehensive application was submitted to the Building Better Regions Fund in December for further construction project works. These include an observatory, additional volunteer accommodation (including disabled access to existing facilities) and a student/researchers' cottage. The outcome of this application will not be known until June 2018.

A strategic plan identifying the Museum's way forward leading up to the construction of the MNH was compiled in November and forms the working base for these funding applications.

PRINCIPAL ACTIVITIES

The principal activities of the entity during the financial year were:

1. to promote and facilitate the discovery, preservation and display of fossil material from the age of dinosaurs from the Winton District through the annual digs and the continuing laboratory fossil preparation work
2. to further the public knowledge and understanding of Australia's natural history, and to generate income through establishing guided tours of the laboratory and fossil collection

3. to increase membership and public awareness through the annual publication of the Australian Age of Dinosaurs Museum of Natural History Journal
4. to operate an on-line retail/merchandise facility and a retail outlet at The Jump-Up to promote public awareness of the work of Australian Age of Dinosaurs and to generate income
5. to operate the Australian Age of Dinosaurs Society to co-ordinate membership and manage the Australian Age of Dinosaurs Gift Fund
6. to pursue funding opportunities from the government and private sectors to further the operations, the collections and the building program for the Australian Age of Dinosaurs Museum at The Jump-Up and
7. to construct additional facilities required for future operations of the Company.

The Company's short-term objectives are to:

1. continue to work on the development of additional income streams through wholesale distributorship of unique branded merchandise
2. continue to develop the Museum collection for future exhibition content and advancement of science
3. create new educational packages, video conferencing programs and school visitation activities
4. work to the strategies identified in the 2017 Museum of Natural History Strategic Plan
5. expand and improve existing infrastructure at the Reception Centre to accommodate an increase in Museum visitation
6. commence small-scale international tourism offerings with a view to increasing packages and international visitation options in the medium term and
7. promote the AAOD Legacy Fund to deliver future Museum stability and sustainability.

The Company's long-term objectives are to:

1. create a sustainable, iconic science

institution and tourist attraction in western Queensland

2. create major international visitation opportunities in summer months
3. ensure that the comprehensive dinosaur fossil collection in western Queensland is made available to the public
4. contribute to the viability and long-term sustainability of regional communities in western Queensland and
5. provide all Australians with a natural history museum that represents their continent and its evolution throughout deep time.

To achieve these objectives, the Company has adopted strategies to:

1. developing branded merchandise products for wholesale distribution and retail
2. building the Museum collection through collection, exchange and donations of fossil material from throughout Australia
3. continuing to develop Dinosaur Canyon and the site of the future AAOD Museum of Natural History to increase visitor stay times and create additional night tourism activities through astronomy
4. promoting the AAOD Legacy Fund so that contributions to the ongoing work of the Museum can be made and promoted and rolling out and building upon initial school education programs and video conferencing to encourage school visitation to the Museum and the use of its online services.

LIKELY DEVELOPMENTS

There are a number of important projects that need to commence in early 2018 with most requiring completion prior to the winter tourist season. Due to a lack of identifiable funding opportunities, these projects will be funded largely by the Museum. They include:

- a new Reception Centre counter with two additional point-of-sale terminals
- a new point-of-sale system installed at Reception Centre to increase speed of and efficiency of visitor transactions

- a data management system that includes a Museum-wide intranet connected to a centralised server with off site back-up
- a large architecturally designed fabric sail to cast shade over the outdoor café seating area at the Reception Centre
- a new virtual excursion offering to schools in a bid to bring the Museum to the world
- a comprehensive brand development exercise
- recommencement of Australia-wide fossil collection programs
- investigation into initial international tourism opportunities with Cairns tourism operators
- a bitumen car park and road back to the main gate. (Funding from the Queensland Government for Dinosaur Drive has been extended to the Winton Shire Council so that this section can be done. However, this is matched funding so the Museum is required to pay half of the cost.); and
- an adaption of the current covered parking shed beside Maloney Lodge to an industrial preparation laboratory so that preparation of exhibition fossils can be expedited.

The Museum has a budget of \$376,000 to complete this work in the first half of 2018. It is not expected that borrowings will be necessary, as in 2017, but cash reserves will be low by the time the winter tourist season commences.

Threats

The new bitumen road to the Museum (Dinosaur drive) has drastically reduced the threat of road closures as a result of flooding. However, the road to DSNM (Winton Jundah road) continues to experience road closures when sections of the unsealed road become flooded following heavy rainfall. Further, heavy rain during the annual dinosaur digs might necessitate refunding of dig participation payments, or alternative arrangements, were it to occur. Any flood-induced road closures in western Queensland throughout winter are likely to have a negative impact on visitation numbers.

It is expected that visitation, at both the Museum and DSNM, will increase markedly in 2018 given normal weather patterns in regional Queensland. The Commonwealth Games and opening of the rebuilt Waltzing Matilda Centre in Winton in April is expected to draw additional visitors through the region. These, and other factors, should produce a strong trading result for 2018.

Our funding applications

The Museum has applied for funding through the Building Better Regions Fund to commence the next stages of its development. This work includes the Gondwana Stars Observatory and telescopes, additional volunteer accommodation, a student/researchers' cottage and a bitumen seal on the road to Dinosaur Canyon. The total project cost will be just under \$1.5m. A funding contribution of 3:1 has been applied for meaning that, if successful, the Museum will have to contribute a matching contribution of \$373,000. However, the bulk of this contribution will not be due until 2019 and 2020 so will not have an impact on the Museum's cash reserves in the second half of 2018.

OPERATING RESULTS

Revenue

The 2017 financial year saw an increase in visitor numbers with the addition of Dinosaur Canyon to

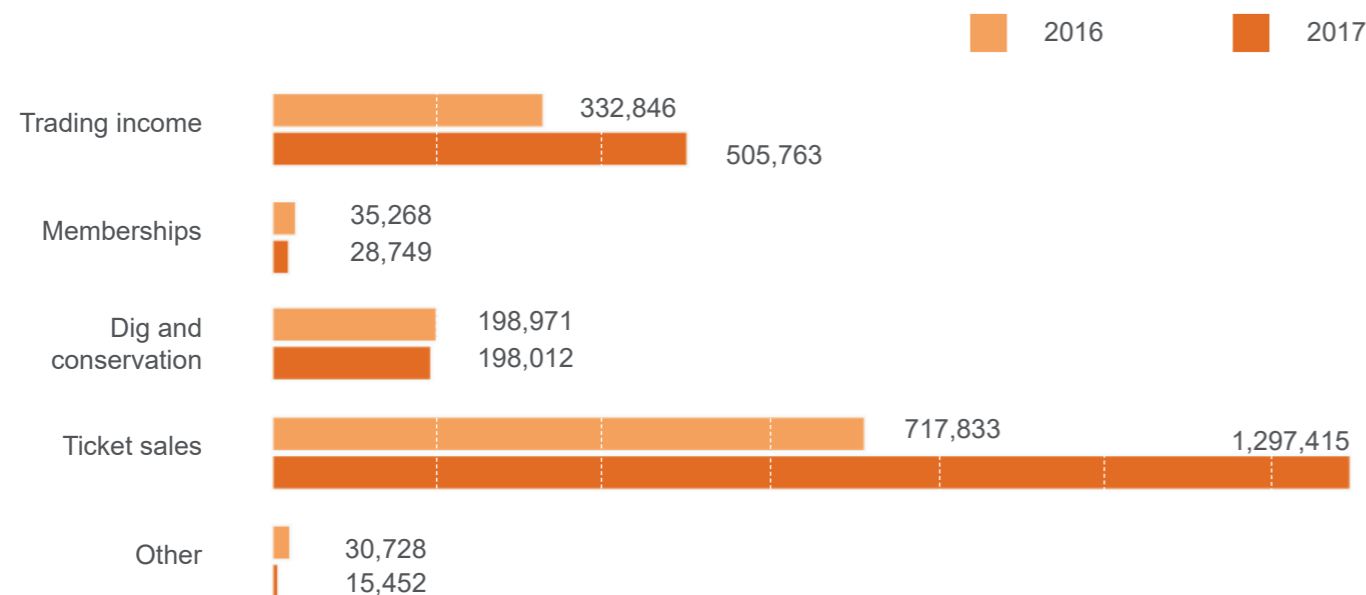
the tour offerings. The introduction of the Ultimate Dinosaur Pass contributed to a strong increase in admissions revenue, with growth of 80% over the previous year. Ticket sales accounted for 56% of the overall revenue. Trading income, which includes Souvenir sales, Journal sales and Café sales, showed 52% growth from the 2016 results achieving 22% of overall revenue for 2017.

The Museum saw a downturn in Membership income for the 2017 year. Whilst the set budget for the financial year was not achieved there was a late take up of memberships early in the 2018 financial year.

Digs and fossil preparation were responsible for 9% of the overall revenue for 2017. Although the dig program was extended in the 2017 year, there is a slight downturn from the 2016 results, mainly attributable to the reconciliation of the Deposit in Advance asset accounts.

The Museum was conservative in actively seeking donations revenue in 2017 due to the contributions given towards the Dinosaur Canyon construction project in the 2016 financial year. Overall the Museum showed a strong upturn in revenue of 23% over the 2016 results.

Operating revenue (\$)



Expenditure

Despite the addition of Dinosaur Canyon and the additional staff required, employment expenses for the Museum remained at a consistent 56% of total expenses compared with 2016 results.

The Cost of Goods Sold (COGS) showed an increase of 45% in comparison with the 2016 financial year results but were relative when compared with the increase in trading income.

Analysis of the individual departments that comprise the COGS total expense finds:

- Souvenir COGS runs at 27% of sales, which is below the industry average for similar enterprises (industry average sits at 48%) and
- Café COGS runs at 53.5% of sales, which is above the industry average for similar enterprises (industry average sits at 38%).

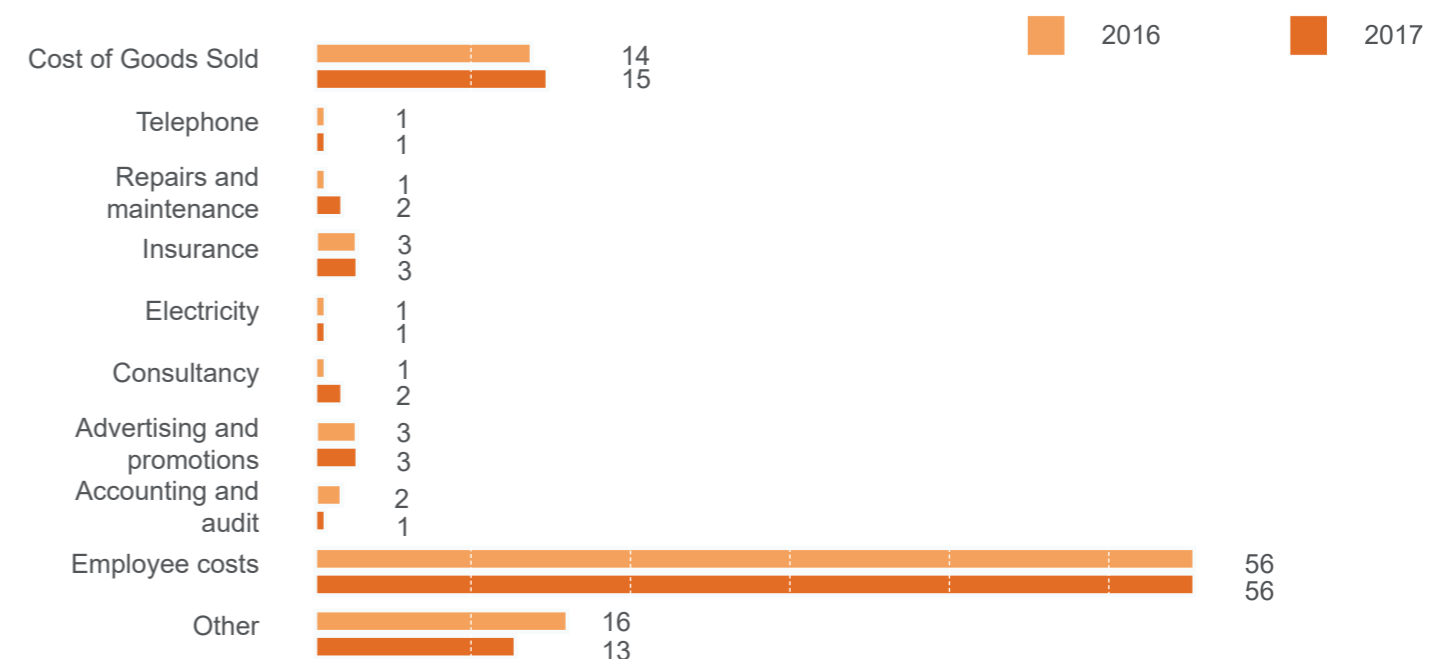
With the introduction of the new Finance Manager role, the need to contract the services of O'Regan and Partners was no longer necessary from the last quarter of the financial year. This triggered a reduction in accounting fees of 39% compared with the previous year. It is expected that in the 2018 financial year the Museum will only need to outlay expenses for the annual audit.

With the implementation of a new research agreement with Swinburne University, a significant increase in consultancy expenses occurred in 2017. This increase is expected to continue for at least three years and has been accounted for in future budgets.

Operating expenses for the full year exceeded only 3% of the budgeted expense allowance. This was a good result given the lack of timely financial reporting available and the relative unknowns surrounding the opening of the new tour format for Dinosaur Canyon. The Museum reported a slight rise in total expenditure for 2017 equating to 73% of total income versus 70% of total income for the 2016 financial year.

The final net profit result for the Museum was \$628,231 (exceeding the budget by 74%). The Museum has set a conservative budget for the 2018 financial year and is optimistic that it can exceed the expected surplus.

Expenses (Expenses are expressed as a percentage of total expenses)



Equity position

Overall equity at the end of 2017 was \$5,049,590, a 15.2% increase on the balance as at 31 December 2016. Cash assets of the company as at reporting date were as follows:

	\$
Daily operations account	44,968
Cash reserve account	547,375
Gift fund account	64,142
Cash and clearing accounts	1,614
	658,099

The cash balance accrued will assist in cash management through the quieter summer season whilst enabling the Museum to continue progressing through the Stage 3.2 development plan. Total assets balance as at 31 December 2017 amounted to \$5,311,064. This is an increase of 12.7% on the previous year. Total Liabilities balance closed at \$261,474, a 21.2% reduction on the prior year closing balance.

Financial strategies for 2018 are to:

- reduce the current cost of sales of the Café to within industry benchmarks through review of all Café buying agreements and close monitoring of all associated costs
- continue to increase the current per-visitor spend within the Museum retail outlet with the introduction of new and innovative products
- continue to promote the AAOD Society on site to Museum visitors to attract new members
- promote the AAOD Legacy Fund to increase awareness and build supporting funds and
- increase current net profit margin rates thorough the timely reporting of financial performance to all relevant departments.

AAOD Legacy Fund

The total profit reportable for the AAOD Legacy Fund for the 2017 financial year was \$4,106.15. This consisted of \$482.35 in interest earned, donations received for the amount of \$3,625.00 and expenditure of bank charges valued at \$1.20.

There has been limited promotion of the AAOD Legacy Fund for the 2017 financial year and strategies have been implemented to increase the awareness of the fund and promote growth through donation for the current year.

The total cash funds held as at 31 December 2017 amount to \$90,259.26.

Key performance measures

The Company measures its own performance through the use of both quantitative and qualitative benchmarks. The benchmarks are used by the directors to assess the financial sustainability of the company and whether the company's short-term and long-term objectives are being achieved.

	2017		2016	
	Actual	Benchmark	Actual	Benchmark
Number of visitors (the Museum and DSNM)	46,082	43,000	37,706	37,000
Net profit/ (loss) from operations (\$)	628,231	360,140	567,218	196,857

FINANCIAL STATEMENTS AND NOTES

For the year ended 31 December 2017

AUSTRALIAN AGE OF DINOSAURS LIMITED (AAODL)

The lead auditor's independence declaration for the year ended 31 December 2017 has been received and can be found on page 34 of the Statutory Financial Statements. Signed in accordance with a resolution of the Board of Directors.



Director
David A Elliott (Director and Chairman)

Winton, Queensland
24 April 2018



Director
Stanley B Collins (Director)

Winton, Queensland
24 April 2018

STATUTORY FINANCIAL STATEMENTS

Australian Age of Dinosaurs Limited

*Museum Tour Guide Steven Lippis at Dinosaur
Stampede National Monument*

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Auditor's Independence Declaration

UNDER SECTION 307C OF THE *CORPORATIONS ACT 2001* To the Directors of Australian Age of Dinosaurs Limited

I declare that, to the best of my knowledge and belief, during the year ended 31 December 2017, there have been:

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



Lionel J Walsh CPA
Walsh Accounting

31 December 2017



STATEMENT OF COMPREHENSIVE INCOME

For the year ended 31 December 2017

	Notes	2017 (\$)	2016 (\$)
INCOME			
Revenue			
Recurrent revenue			
Receipts from customers	3	2,045,391	1,315,646
Interest received	3	1,790	2,039
Grants, subsidies, contributions and donations	3	81,536	545,966
Total recurrent revenue		2,128,717	1,863,651
Capital revenue			
Grants, subsidies, contributions and donations	3	193,305	29,927
Total capital revenue		193,305	29,927
Total revenue		2,322,021	1,893,578
Total income		2,322,021	1,893,578
EXPENSES			
Recurrent Expenses			
Employee costs	4	942,806	739,361
Materials and services	5	608,866	423,796
Finance costs	6	3,166	1,556
Depreciation and amortisation	7	138,952	161,647
Total recurrent expenses		1,693,790	1,326,360
Total expenses		1,693,790	1,326,360
Net surplus for the period		628,231	567,218

The above statement should be read in conjunction with the accompanying notes and the summary of significant accounting policies.

STATEMENT OF FINANCIAL POSITION

As at 31 December 2017

	Notes	2017 (\$)	2016 (\$)
Current assets			
Cash and cash equivalents	8	658,099	112,892
Trade and other receivables	9	142,984	191,773
Inventories	10	332,281	315,132
Total current assets		1,133,364	619,797
Non-current assets			
Property, plant and equipment	11	3,848,598	3,680,414
Intangible assets	12	329,102	326,363
Total non-current assets		4,177,700	4,006,777
Total assets		5,311,065	4,626,574
Current liabilities			
Trade and other payables	13	180,406	139,955
Provisions	14	56,700	85,963
Total current liabilities		237,106	225,918
Non-current liabilities			
Provisions	14	24,367	19,820
Total non-current liabilities		24,367	19,820
Total liabilities		261,473	245,738
Net assets		5,049,590	4,380,835
Members' equity			
Members' contribution	16	651,809	651,809
Retained surplus/ (deficit)	15	4,397,781	3,729,026
Total members' equity		5,049,590	4,380,835

The above statement should be read in conjunction with the accompanying notes and the summary of significant accounting policies.

STATEMENT OF CASH FLOW

For the period to 31 December 2017

	Notes	2017 (\$)	2016 (\$)
Cash flows from operating activities			
Receipts			
Receipts from customers		2,126,926	1,833,711
Interest received		1,790	2,039
		2,128,716	1,835,750
Payments			
Payments to suppliers		513,705	496,631
Payments to others and employees		953,231	648,996
		1,466,936	1,145,627
Net cash inflow/ (outflow) from operating activities	17	661,780	690,123
Cash flows from investing activities			
Payments for property, plant and equipment	11	(309,878)	(986,590)
Payments for intangible assets	12	-	(16,904)
Proceeds on disposal of property, plant and equipment		-	-
Net cash inflow/ (outflow) from investing activities		(309,878)	(1,003,494)
Cash flows from financing activities			
Capital grants income	3	193,305	29,927
Net cash inflow/ (outflow) from financing activities		193,305	29,927
Net increase/ (decrease) in cash held		545,207	(283,444)
Cash at beginning of reporting period		112,892	396,336
Cash at end of reporting period	8	658,099	112,892

The accompanying notes form part of these financial statements.

STATEMENT OF CHANGES IN EQUITY

For the year ended 31 December 2017

	Total	Total	Retained surplus/ (deficit)	Retained surplus/ (deficit)	Members' contribution reserve	Members' contribution reserve
	2017 (\$)	2016 (\$)	Note 15 2017 (\$)	Note 15 2016 (\$)	Note 16 2017 (\$)	Note 16 2016 (\$)
Balance at beginning of period	4,380,836	3,813,618	3,729,027	3,161,809	651,809	651,809
Accumulated adjustments and allowances	40,523	-	40,523	-	-	-
Net result for the period	628,231	567,218	628,231	567,218	-	-
Balance at end of period	5,049,590	4,380,836	4,397,781	3,729,027	651,809	651,809

NOTES TO THE FINANCIAL STATEMENTS

Note	Contents
1	Statement of significant accounting policies
2	Accumulated adjustments and allowances
3	Ordinary revenue activity
4	Employee costs
5	Materials and services
6	Financial charges
7	Depreciation and amortisation
8	Cash and cash equivalents
9	Trade and other receivables
10	Inventories
11	Property, plant and equipment
12	Intangible assets
13	Trade and other payables
14	Provisions
15	Retained surplus
16	Equity
17	Reconciliation of results from ordinary activities to net cash inflow/ (outflow) from operating activities
18	Directors' remuneration
19	Extraordinary activities
20	Segment reporting disclosure
21	Related parties disclosure
22	Financial risk management

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS For the year ended 31 December 2017

1. Statement of significant accounting policies

The financial report is a general purpose financial report that has been prepared in accordance with Australian Accounting Standards, Urgent Issues Group Consensus Views and other authoritative pronouncements of the Australian Accounting Standards Board.

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 stated, current valuations of non-current assets. Cost is based on the fair values of the consideration given in exchange for assets.

The following is a summary of the material accounting policies adopted by the company in the preparation of the financial report. The accounting policies have been consistently applied, unless otherwise stated.

(a) Segment reporting

The Company operates predominately in one geographical segment being Australia and in one business. This business consists of a tourism enterprise.

(b) Financial instruments

The financial assets (cash assets and receivables) and financial liabilities (payables) carrying values as disclosed in the Statement of Financial Position equates to fair value.

(c) Revenues

Grant revenue is recognised in the statement of comprehensive income when the entity obtains control of the grant and it is probable that the economic benefits gained from the grant will flow to the entity and the amount of the grant can be measured reliably.

Donations and bequests are recognised as revenue when received.

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

Interest revenue is recognised on a proportional basis taking into account the interest rates applicable to the financial assets.

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

(d) Cash and cash equivalents

For the purposes of the Statement of Cash flows, cash and cash equivalents includes cash on hand and in at call deposits with banks or financial institutions.

(e) Trade and other receivables

Trade and other receivables are recognised at the amount due at the time of service provision and are monitored on an ongoing basis and are generally settled within 30 days. Collectability of debts is assessed as at reporting date and a provision for doubtful debts is made if required.

(f) Inventory

Inventories are measured at the lower of cost and current replacement cost. Inventories acquired at no cost, or for nominal consideration are valued at the current replacement cost as at the date of acquisition.

(g) Property plant and equipment

Each class of property, plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation.

Plant and equipment

Plant and equipment are measured on the cost basis.

The carrying amount of plant and equipment is reviewed annually by directors to ensure it is not in excess of the recoverable amount from those assets. The recoverable amount is assessed on the basis of the expected net cash flows, which will be received from the assets employment and subsequent disposal.

Depreciation

The depreciable amount of all fixed assets are depreciated on either straight line basis or diminishing value basis over their useful lives to the company commencing from the time the asset is held ready for use.

The depreciation rates used for each class of depreciable asset are

Class of fixed asset	Estimated life
Land	Not depreciated
Property improvements	10 to 50 years
Preparation equipment	1 to 5 years
Plant and equipment	1 to 40 years
Furniture and fittings	1 to 40 years
Buildings	10 to 80 years
Water infrastructure	10 to 60 years
Power infrastructure	10 to 50 years
Other structures	10 to 50 years

(h) Impairment of assets

At each reporting date, the entity reviews the carrying values of its tangible and intangible assets to determine whether there is any indication that those assets might have been impaired. If such an indication exists, the recoverable of the asset, being the higher of the asset's fair value less costs to sell and value in use, is compared to the asset's carrying value. Any excess of the asset's carrying value over its recoverable amount is expensed to the Statement of Comprehensive Income.

Impairment testing is performed annually for goodwill and intangible assets with indefinite lives.

Where it is not possible to estimate the recoverable amount of an individual asset, the company estimates the recoverable amount of the cash-generating unit to which the asset belongs.

(i) Trade and other payables

Trade Creditors and Other Creditors and Accruals

These amounts represent liabilities for goods and services provided to the company prior to the end of the financial year and which are unpaid. These amounts are unsecured and are usually paid within 30 days of recognition.

(j) Employee benefits

Provision is made for the company's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits expected to be settled within one year, together with benefits arising from wages and salaries, personal and carer's leave, annual leave and long service leave which will be settled after one year, have been measured at the amounts expected to be paid when the liability is settled plus related on-costs.

(k) 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 Tax Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the Statement of Financial Position are shown inclusive of GST.

(l) Income tax

The activities of the Company are exempt from Income Tax in accordance with advice from the ATO.

2. Accumulated adjustments and allowances

The balance of the accumulated adjustments and allowances account relates to the correction of prior year transactions where the adjustment amount was to correct the inclusion of personal leave provision expenses.

3. Ordinary Revenue Activity

	2017 (\$)	2016 (\$)
Operating income		
Trading income	505,763	332,846
Admission and ticket sales	1,297,415	717,833
Digs and conservation income	198,012	198,971
Membership fees	28,749	35,268
Other income	15,452	30,728
<i>Total receipts from customers</i>	2,045,391	1,315,646
Interest received	1,790	2,039
<i>Total interest received</i>	1,790	2,039
Grants received - general	-	338,273
Donations received	81,536	207,693
<i>Total grants, subsidies, contributions and donations</i>	81,536	545,966
<i>Revenue from ordinary activities</i>	2,128,717	1,863,651
Capital grants		
Grants and subsidies	193,305	29,927
<i>Total capital grants</i>	193,305	29,927

4. Employee costs

	2017 (\$)	2016 (\$)
Total wages and salaries	834,603	668,898
Superannuation	76,476	58,467
Other employee related expenses	31,727	11,996
<i>Total employee costs</i>	<u>942,806</u>	<u>739,361</u>

5. Materials and services

	2017 (\$)	2016 (\$)
Cost of Goods Sold		
Opening stock	315,132	269,583
<i>Add:</i>		
Purchases	271,220	213,908
Stock spoilage	2,354	2,060
Cost variances	(2,624)	3,935
Freight inwards	9,686	7,146
	595,768	496,631
<i>Less: Closing stock</i>	<i>(332,281)</i>	<i>(315,132)</i>
<i>Cost of Goods Sold</i>	<u>263,487</u>	<u>181,499</u>

Other expenses

Included in other expenses are the following:

Accounting and audit fees	20,040	33,099
Advertising and promotions	48,198	38,426
Consultancy expenses	33,604	10,936
Consumables	72,093	20,467
Electricity	24,264	17,087
Insurance	51,448	44,462
Repairs and maintenance	26,623	10,894
Telephone	21,039	13,151
Other expenses	48,071	53,775
<i>Total other expenses</i>	<u>345,379</u>	<u>242,297</u>

6. Finance charges

	2017 (\$)	2016 (\$)
Bank charges	1,629	1,555
Interest expenses	508	-
Borrowing expenses	1,029	-
<i>Total finance charges</i>	<u>3,166</u>	<u>1,555</u>

7. Depreciation and amortisation

	2017 (\$)	2016 (\$)
<i>Depreciation was charged in respect of:</i>		
Land and property improvements	18,387	12,271
Buildings	50,284	35,841
Furniture and fittings	2,654	2,404
Preparation equipment	1,195	1,200
Other structures	12,664	6,498
Water infrastructure	2,782	2,798
Power infrastructure	4,437	3,643
Plant and equipment	49,291	88,553
	<u>141,694</u>	<u>153,208</u>
<i>Amortisation was charged in respect of:</i>		
<i>Intangibles - Retail development</i>	1,387	3,262
<i>Intangibles - Web shop development</i>	2,381	5,177
	3,768	8,439
Depreciation expense adjustment from PY	(6,510)	-
<i>Total depreciation and amortisation</i>	<u>138,952</u>	<u>161,647</u>

8. Cash and cash equivalents

	2017 (\$)	2016 (\$)
NAB business account	44,968	17,230
NAB cash reserve account	547,375	854
NAB gift fund account	64,141	90,261
Cash floats	2,900	2,300
Undeposited funds	4,878	2,306
Clearing accounts	(6,163)	(59)
<i>Balance per cash flow statement</i>	<u>658,099</u>	<u>112,892</u>

All financial instruments are in domestic currency denominations and are held in National Australia Bank in normal business accounts.

9. Trade and other receivables

	2017 (\$)	2016 (\$)
<i>(a) Current</i>		
Trade debtors	117,733	175,716
Prepayments	25,251	16,057
<i>Less: provision for doubtful debts</i>	-	-
<i>Total current receivables</i>	<u>142,984</u>	<u>191,773</u>

10. Inventories

	2017 (\$)	2016 (\$)
Stock on hand	332,281	315,132
<i>Total inventories</i>	332,281	315,132

11. Property, plant and equipment

	2017 (\$)	2016 (\$)
Land		
At cost	329,950	329,950
Less accumulated depreciation	-	-
Closing written down value	329,950	329,950
Buildings		
At cost	2,409,264	2,400,626
Less accumulated depreciation	228,333	178,049
Closing written down value	2,180,931	2,222,577
Property improvements		
At cost	784,231	412,340
Less accumulated depreciation	62,954	44,567
Closing written down value	721,277	367,773
Water infrastructure		
At cost	52,331	52,331
Less accumulated depreciation	23,721	20,939
Closing written down value	28,610	31,392
Power infrastructure		
At cost	65,478	36,332
Less accumulated depreciation	31,710	27,273
Closing written down value	33,768	9,059
Other structures		
At cost	389,137	360,451
Less accumulated depreciation	51,215	38,551
Closing written down value	337,922	321,900
Plant and equipment		
At cost	632,163	522,486
Less accumulated depreciation	438,301	389,010
Closing written down value	193,862	133,476

2017 (\$) 2016 (\$)

Preparation equipment

At cost	11,566	11,566
Less accumulated depreciation	9,768	8,573
Closing written down value	1,798	2,993

Furniture and fittings

At cost	23,315	21,392
Less accumulated depreciation	13,838	11,184
Closing written down value	9,477	10,208

Capital work in progress - The Jump-Up

At cost	6,400	251,087
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Collection development - work in progress

At cost	4,602	-
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12. Intangible assets

	2017 (\$)	2016 (\$)
Artwork design	-	-
Research and development	313,382	313,382
<i>Less accumulated amortisation (retail research and development only)</i>	(2,129)	(6,052)
	311,253	307,330
Trademark	-	-
Web shop development	23,800	23,800
<i>Less accumulated amortisation</i>	(5,951)	(4,767)
	17,849	19,033
	329,102	326,363

13. Trade and other payables

	2017 (\$)	2016 (\$)
Creditors and accruals	29,273	14,500
GST payable/ (refundable)	11,424	(6,513)
Employee entitlements	56,700	85,963
Deposits received in advance	125,151	121,806
PAYG payable	9,186	6,111
Superannuation payable	5,372	4,051
<i>Total current payables</i>	237,106	225,918

14. Provisions

	2017 (\$)	2016 (\$)
Annual leave and <i>time in lieu</i> provision	56,700	85,963
Long service leave:		
Opening balance	19,820	14,905
Additional provisions raised (discounted)	8,016	4,915
Amounts used	(3,469)	-
Closing balance	24,367	19,820
Analysis of total provisions		
<i>Current</i>	56,700	85,963
<i>Non-current</i>	24,367	19,820
	81,067	105,783

Employee provisions represent amounts accrued for annual leave, *time in lieu* and long service leave.

The current portion for this provision includes the total amount accrued for annual leave, and *time in lieu* entitlements and the amounts accrued for long service leave entitlements that have vested due to employees having completed the required period of service. Based on past experience, the company does not expect the full amount of annual leave or long service leave balances classified as current liabilities to be settled within the next 12 months. However, these amounts must be classified as current liabilities since the company does not have an unconditional right to defer the settlement of these amounts in the event employees wish to use their leave entitlement. The non-current portion for this provision includes amounts accrued for long service leave entitlements that have not yet vested in relation to those employees who have not yet completed the required period of service.

15. Retained surplus

	2017 (\$)	2016 (\$)
Retained surplus at the beginning of the year	3,729,027	3,161,809
Accumulated adjustments and allowances	40,523	-
Net profit/ (loss) for the year	628,231	567,218
<i>Retained profit/ (loss) at end of year</i>	4,397,781	3,729,027

16. Equity

	2017 (\$)	2016 (\$)
Members' contribution		
Members' contribution at the beginning of the financial year	651,809	651,809
Contributions by members	-	-
Members' contribution at the end of the financial year	651,809	651,809
<i>Total equity</i>	5,049,590	4,380,836

The company is limited by guarantee. If the company is wound up, the Articles of Association state that the member is required to contribute the maximum of one dollar towards meeting any outstanding obligations of the company.

17. Reconciliation of results from ordinary activities to net cash inflow/ (outflow) from operating activities

	2017 (\$)	2016 (\$)
Results from ordinary activities	628,231	567,218
Non-cash operating items		
Depreciation and amortisation	138,952	161,647
<i>Less: capital grants income</i>	(193,305)	(29,927)
	573,878	698,938
Changes in operating assets and liabilities		
(Increase) Decrease in trade and other receivables	48,789	(27,901)
(Increase) Decrease in inventories	(15,230)	(45,549)
Increase (Decrease) in trade and other payables	64,767	64,635
	98,326	(8,815)
Net cash inflow/ (outflow) from operating activities	661,780	690,123

18. Directors' remuneration

	2017 (\$)	2016 (\$)
	-	-

The names of all directors who have held office during this financial year are:

Mr David Elliott
Mr Stanley Collins
Mr William Wavish
Mr Scott Hocknull
Ms Carol Trewick
Mr Robert Elliott

The directors of Australian Age of Dinosaurs Limited did not receive any remuneration in their capacity as directors of the company.

19. Extraordinary activities

During the current financial year, there were no extraordinary items.

20. Segment reporting disclosure

Australian Age of Dinosaurs Limited does not operate in segments.

21. Related party transactions**a) Controlled Entity**

Australian Age of Dinosaurs Ltd does not have any controlled entities, however does have a related entity namely, AAOD Legacy Fund Ltd as trustee for AAOD Legacy Fund. There were no transactions between the related entities for the 2017 year.

(b) Key management personnel compensation

For the purpose of this Note, key management personnel are company Directors. There was no compensation to KMP in the 2017 year.

(c) **Transactions with other related parties**

Details of transactions between the company and other related parties of KMP are disclosed below:

	2017 (\$)
Employee expenses for close family members of key management personnel	Nil identified
Purchase of materials and services from entities controlled by key management personnel	Nil identified

(d) **Outstanding balances**

There are no balances outstanding at the end of the reporting period in relation to transactions with related parties.

(e) **Loans and guarantees to/from related parties**

The company has not made loans to or received loans from related parties. No guarantees have been provided.

(f) **Commitments to/from other related parties**

The company has no outstanding commitments to/from other related parties.

22. Financial risk management

The entity's financial instruments consist mainly of deposits with banks, short term investments, accounts receivable and payables.

The totals for each category of financial instruments, measured in accordance with AASB 139 as detailed in the accounting policies to these financial statements, are as follows:

Financial assets	Notes	2017 (\$)	2016 (\$)
Cash and cash equivalents	8	658,099	112,892
Loans and receivables	9	142,984	191,773
		<u>801,083</u>	<u>304,665</u>
Financial liabilities			
Trade and other payables	13	237,107	225,918
		<u>237,107</u>	<u>225,918</u>

Financial Risk Management Policies

The Company's risks are closely associated with funding received from grants and donations. The Board, in co-operation with the internal financial manager, monitor the expenditure of such funds, and impose sanctions where there is indication that over-expenditure is likely to be incurred.

Specific Financial Risk Exposures and Management

The main risks the entity is exposed to through its financial instruments are interest rate risk, liquidity risk and credit risk.

a) **Credit risk**

Exposure to credit risk relating to financial assets arises from the potential non-performance by counterparties of contract obligations that could lead to financial loss to the company.

Credit risk is managed through maintaining procedures (such as the utilisation of systems for the approval, granting and removal of credit limits, regular monitoring of exposure against such limits and monitoring the financial stability of significant customers and counter-parties) that ensure, to a reasonable extent, that members and counter-parties to transactions are of sound credit worthiness.

Risk is also minimised through investing surplus funds in financial institutions that maintain a high credit rating or in entities that the board has otherwise cleared as being financially sound.

Credit Risk Exposures

The maximum exposure to credit risk by class if recognised financial assets at the end of the reporting period is equivalent to the carrying value and classification of those financial assets (net of any provisions) as presented in the statement of financial position.

There is no collateral held by the company securing trade and other receivables.

Trade and other receivables that are neither past due or impaired are considered to be of high credit quality. Aggregates of such amounts are as detailed at Note 8.

The entity has no significant concentration of credit risk with any single counter-party or group of counter-parties. Details with respect to credit risk of trade and other receivables are provided in Note 8.

Credit risk related to balances with banks and other financial institutions is managed by the board and external consultants. Such activity requires that surplus funds are only invested with counter-parties with a Standard and Poor's rating of at least AA-. The following table provides information regarding the credit risk relating to cash and money market securities based on Standard and Poor's counter-party credit ratings.

Cash and cash equivalents	2017 (\$)	2016 (\$)
-AA rated	658,099	112,892
	<u>658,099</u>	<u>112,892</u>

b) **Liquidity risk**

Liquidity risks arises from the possibility that the entity might encounter difficulty in settling its debts or otherwise meeting its obligations related to financial liabilities. The entity manages this risk through the following mechanisms:

- preparation of forward-looking cash flow analysis in relation to its operational, investing and financing, maintaining a reputable credit profile.
- investing only in surplus cash with major financial institutions
- managing receivables from other customers

The tables below reflect an undiscounted contractual maturity analysis for financial liabilities.

Cash flows realised from financial assets reflect management's expectation as to the timing of realisation. Actual timing may therefore differ from that disclosed. The timing of cash flows presented in the table to settle financial liabilities to reflect the earliest contractual settlement date.

	Within 1 year		1 to 5 years		Over 5 years		Total	
	2017 (\$)	2016 (\$)	2017 (\$)	2016 (\$)	2017 (\$)	2016 (\$)	2017 (\$)	2016 (\$)
Trade and other payables (excl. annual leave and deferred income)	55,255	36,528	-	-	-	-	55,255	36,528
Total expected outflows	55,255	36,528	-	-	-	-	55,255	36,528
Cash and cash equivalents	658,099	396,336	-	-	-	-	658,099	396,336
Trade, term and loans receivables	142,984	163,872	-	-	-	-	142,984	163,872
Total anticipated inflows	801,083	560,209	-	-	-	-	801,083	560,209
Net (outflow)/inflow on financial instruments	745,828	523,681	-	-	-	-	745,828	523,681

c) **Market risk**

Interest rate risk

Exposure to interest rate risk arises on financial assets and financial liabilities recognised at the end of the reporting period whereby a future change in interest rates will affect future cash flows or their fair value of fixed rate financial instruments. The company is also exposed to earnings volatility on floating rate instruments.

As at 31 December 2017 the company had no debt.

Financial assets pledged as collateral.

No financial assets have been pledged as security for any.

Sensitivity Analysis

The following table illustrates sensitivities to the entity's exposures to changes in interest rates. The table indicates the impact on how profit and equity values reported at balance date would have been affected by changes in the relevant risk variable that management considers to be reasonably possible. These sensitivities assume that the movement in a particular variable is independent of other variables.

Year ended	Profit (\$)	Equity (\$)
31 December 2017		
+/-2% interest rates	13,162	13,162
Period ended		
31 December 2016		
+/-2% interest rates	2,258	2,258

The above interest rate sensitivity analysis has been performed on the assumption that all other variables remain unchanged.

No sensitivity analysis has been performed on foreign exchange risk, as the entity is not exposed to foreign currency fluctuations.

Fair value estimation

All company's financial assets and liabilities are held at fair value which is equal to their carrying amounts. No financial assets are readily traded on organised markets in standardised form.

The aggregate net fair values and carrying amounts of financial assets and financial liabilities are disclosed in the balance sheet and in the notes to the financial statements.

DIRECTORS' DECLARATION

For the year ended 31 December 2017

AUSTRALIAN AGE OF DINOSAURS LIMITED

In accordance with the Corporations Act 2001, we being members of the AAODL Board state that:

- a) in our opinion the financial statements and notes thereon exhibit a true and fair view of the financial position and transactions of AAODL for the year ended 31 December 2017
- b) the financial statements have been prepared in accordance with the Australian Accounting Standards Board (including the Australian Accounting Interpretations) and the Corporations Regulations 2001
- c) we are not aware of any circumstances that would render any particulars included in the financial statements to be misleading or inaccurate; and
- d) we are of the opinion that there are reasonable grounds to believe that the organisation will be able to pay its debts as and when they fall due.

Signed in accordance with a resolution of the Directors.



Director
David A Elliott (Director and Chairman)

Winton, Queensland
24 April 2018



Director
Stanley B Collins (Director)

Winton, Queensland
24 April 2018

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF AUSTRALIAN AGE OF DINOSAURS LTD

Opinion

We have audited the financial report of Australian Age of Dinosaurs Ltd (the Company), which comprises the statement of financial position as at 31 December 2017, the statement of comprehensive income, statement of changes in equity and 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 Australian Age of Dinosaurs Ltd, is in accordance with the *Corporations Act 2001*, including:

- a) giving a true and fair view of the company's financial position as at 31 December 2017 and of its financial performance for the year then ended, and
- b) complying with Australian Accounting Standards and the Corporations Regulations 2001.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Company in accordance with the auditor independence requirements of the *Corporations Act 2001* and the ethical requirements of the Accounting Professional 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 confirm that the independence declaration required by the Corporations Act 2001, which has been given to the directors of the Company, would be in the same terms if given to the directors as at the time of this auditor's report.

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

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 2017, 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.

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 and the *Corporations Act 2001* 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 Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Report

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

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

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

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

We also provide the directors with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.



Lionel Walsh CPA
Company Auditor
Walsh Accounting

25 April 2018

68 Ash Street
Barcaldine Qld 4725



2017 Australian Age of Dinosaurs crew
Insert (L-R): Tanya, Grace, Tom, Karen, Steve
Back row (L-R): Adele, Jess, Steve, James, George, Felicity, Tim, Daniel
Front row (L-R): Sarah, Jo, Kelly, Travis, Trish
Sitting (L-R): Alexandra, Susan, Jamie, Nicole
Not pictured: Kate, Naomi

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2017 ANNUAL REPORT

AUSTRALIAN
AGE OF
DINOSAURS
LIMITED