

ANNUAL PERFORMANCE PLAN - 2026/27

SHUTE HARBOUR MARINE TERMINAL





OUR VISION

The vision for the Shute Harbour Marine Terminal is to provide residents and visitors to the Whitsunday region with a world class marine port facility.

The long-term priority is to grow Shute Harbour into a commercial marine port hub, including the Shute Bay Boat Ramp Stage 2 development and a Marine Discovery Centre, integrated with Whitsunday Coast Airport as part of a broader marine transport and tourism network. The Shute Harbour development will be built on the pillars of safety, sustainability and world-class service.

Commercial Business Unit

Marine Terminal services are managed within a Commercial Business Unit (CBU) of Whitsunday Regional Council, known as Shute Harbour Marine Terminal.

This Annual Performance Plan aligns with the regulatory standards outlined in the Local Government Regulation 2012 for CBUs and fulfils the reporting requirements stipulated by the same regulation.

Unit Objectives

The objectives for the Shute Harbour Marine Terminal are to:

- Establish Shute Harbour as the primary marine gateway to the Whitsunday Islands by linking services between Whitsunday Coast Airport and the marine terminal.
- Leverage Shute Harbour's unique geographic location to attract existing and future island resorts to utilise the terminal for passenger transfers.
- Position the terminal as a home port for marine tourism and transfer operators.
- Strengthen Shute Harbour as a preferred cruise ship access port, enhancing the Whitsundays as a world-class cruise destination while delivering economic benefits to the region.
- Provide fuel dock services that position Shute Harbour as an accessible and convenient refuelling location for superyachts and larger vessels.

Nature and Extent of Business Activity

Shute Harbour Marine Terminal is centrally located within the Whitsundays, providing direct access to key resort islands including Long Island, Daydream Island, Hamilton Island, Hook Island, Hayman Island and Lindeman Island, as well as Whitsunday Island, home to the world-renowned Whitehaven Beach.

Due to its central position within the Whitsundays region and close proximity to Airlie Beach, Shute Harbour plays an important role as a gateway to the islands. Tourism remains a key economic driver for the region, and the terminal supports this by facilitating marine transport, tourism experiences and resort transfers.

Shute Harbour Marine Terminal is owned and operated by Whitsunday Regional Council.





Commercial tenants operating from the terminal include:

- Cruise Whitsundays
- Sealink
- Explore Group Australia
- Salty Dog Sea Kayaking
- Scamper / Whitsunday Waterbikes
- Island Transfers
- Ocean Rafting
- Elysian Resort
- Pioneer Adventures
- Reefstar Cruises
- The Helm
- 74 Islands Bar and Bistro

PRINCIPAL ASSETS

Shute Harbour Marine Terminal oversees a range of critical assets to facilitate its operations. These assets include:

MARINE INFRASTRUCTURE

Berths, docks and seawall: Providing docking facilities for various vessels, including ferries, tour boats, private yachts and cruise ship tenders.



FUEL DOCK SERVICES

Offering refuelling services for superyachts and larger vessels, ensuring accessibility and convenience.



TERMINAL BUILDINGS

Welcoming and accommodating passengers for island transfers, cruises, marine tourism activities and visitors to the function space.



SURROUNDING FACILITIES

Surrounding facilities include amenities such as public restrooms, a cafe and carparking.



Non-Financial Targets

Passenger Movement Targets

The latest estimates of passenger movement targets are as follows:

Year	Cruise Ship Passengers	Marine Tour Passengers	Resort Connections	Total Movements
2021/22	-	6,000	22,000	28,000
2022/23	35,000	85,000	35,000	155,000
2023/24	50,000	155,000	45,000	260,000
2024/25	80,000	170,000	50,000	300,000
2025/26	95,000	200,000	55,000	350,000
2026/27	115,000	230,000	60,000	405,000
2027/28	125,000	260,000	65,000	450,000
2028/29	135,000	290,000	70,000	495,000

Shute Harbour Marine Terminal is projected to accommodate approximately 300,000 passenger movements annually once fully established, with continued growth anticipated as marine tourism operations expand and island resort activity increases.

These projections are conservative and remain subject to external factors, including cruise ship visitation schedules, island partner operations, and broader marine tourism market conditions.

Outstanding and Proposed Borrowings

There are no current loans or proposed loans over the next ten years.



Key Deliverables

Shute Harbour Marine Terminal provides essential marine services and additional offerings to meet the diverse needs of its stakeholders.

These include:

- **Marine Transportation Services:** Facilitating the movement of passengers and goods between the mainland and surrounding islands.
- **Berthing Assistance:** Offering guidance and support for vessels during docking and departure procedures.
- **Fuel Dock Services:** Providing vessel refuelling options, including superyachts and larger commercial vessels.
- **Passenger Terminal Facilities:** Ensuring comfortable and efficient experiences for travellers, including amenities such as restrooms, cafes and parking.
- **Security Services:** Implementing measures to safeguard visitors and assets, including CCTV monitoring and regular patrols.
- **Collaboration with Local Authorities:** Working closely with regulatory bodies and local agencies to ensure compliance with maritime laws and regulations.
- **Tourism Promotion:** Showcasing the natural beauty and attractions of the Whitsunday region to visitors, supporting the local tourism industry.
- **Emergency Response:** Participating in emergency preparedness and response initiatives to ensure terminal users' and surrounding communities' safety and well-being.

Service Indicators

KPI	Performance Indicator	Performance Measure	Target Threshold
Staff Availability	Presence of staff during operating hours	Number of staff available to assist customers and operators	Staff available during operating hours
Facility Cleanliness	Cleanliness and presentation of terminal facilities	Visual inspection of terminal facilities	Facilities remain clean and presentable during operating hours
Berthing Assistance	Availability of berthing guidance for vessels	Number of berthing assistance requests supported	Assistance available during operating hours
Fuel Services Accessibility	Availability of marine fuel services	Number of fuel transactions completed	Fuel dock accessible during operating hours
Security Services	Safety and security monitoring	CCTV monitoring and patrol frequency	Continuous monitoring during operating hours
Customer Enquiries	Timely response to customer enquiries and complaints	Average response time to email and phone enquiries	Respond within 24 hours, resolve complaints within 3 business days
Café Operations	Accessibility and operation of the terminal café	Operating hours of the licensed café	Café open to the public during operating hours
Public Amenities	Availability and condition of public restrooms	Inspection and maintenance schedule	Restrooms are accessible 24/7 and maintained to standard
Passenger Movements	Growth in passenger throughput	Annual passenger movement numbers	Achieve annual passenger movement targets
Commercial Tenancy Occupancy	Utilisation of commercial lease areas	Number of leased commercial areas	Maintain high occupancy of commercial tenancy areas
Marine Fuel Utilisation	Demand for marine fuel services	Annual fuel volume supplied	Maintain increasing utilisation of fuel services





SHUTE HARBOUR MARINE TERMINAL AND THE COMMUNITY

Community Service Obligations

Shute Harbour Marine Terminal provides several community service obligations that support marine safety, emergency response and community engagement across the Whitsunday region.

Cost of, and funding for, the Community Service Obligations (CSO)

Description	Amount \$
Community and Emergency Service Use: Complementary 20 metre berth fees	31,000
Community and Stakeholder Function Room Hire	10,000
School Support: Cruise Whitsundays passenger fees for Hamilton Island School children	32,000
Total	73,000

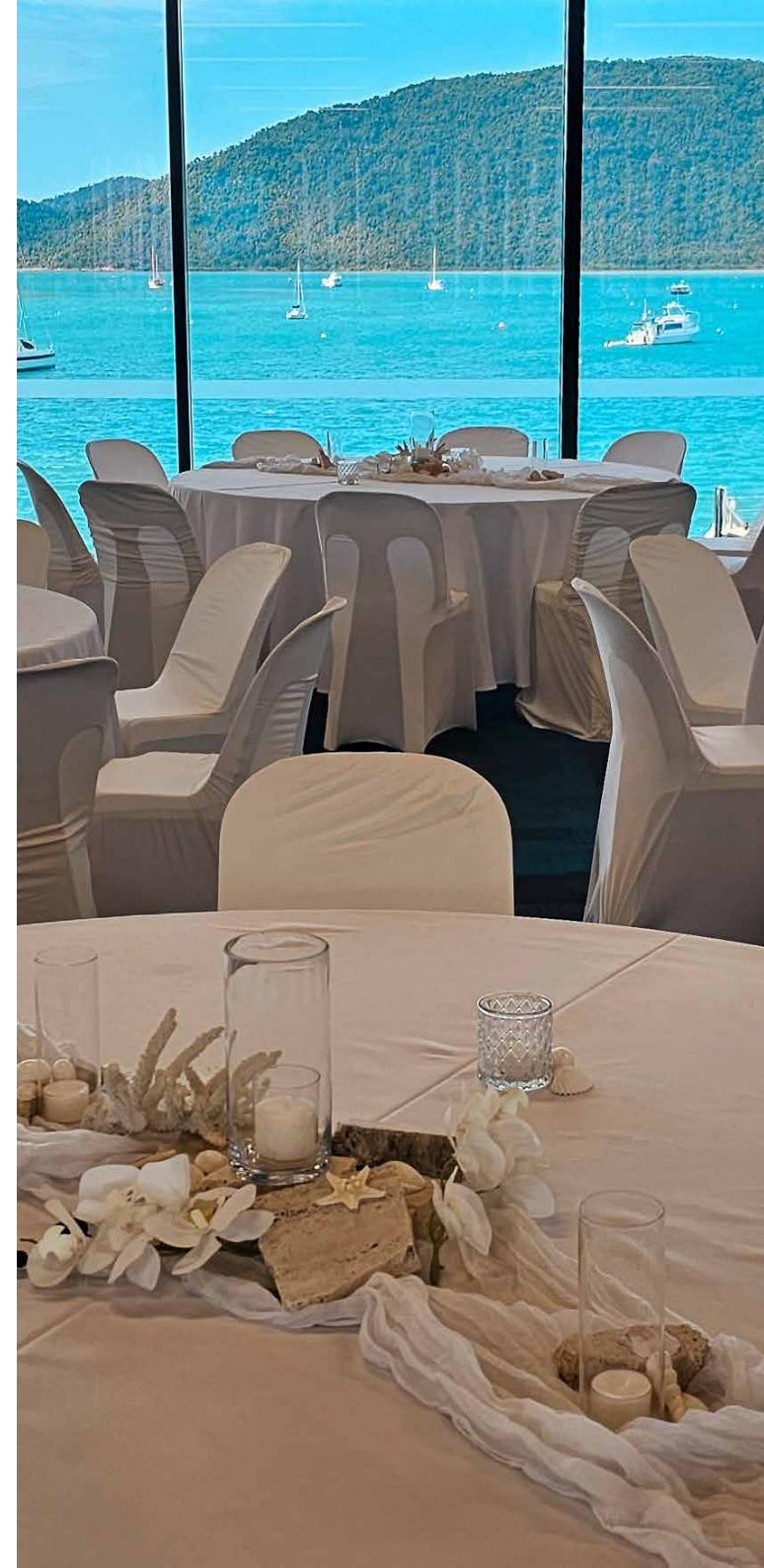
FINANCIALS

Notional Capital Structure and Treatment of Surpluses

Shute Harbour Marine Terminal is a wholly owned Commercial Business unit of Whitsunday Regional Council. SHMT's notional capital structure is 100% equity funded by the Council. Any surplus a Council business unit earns is returned as a dividend to the Council. This return is in recognition of the fact that business units have been established to advance the region's good governance. Funds earned by the Council through dividends are utilised to provide enhanced services and infrastructure to the Whitsunday region.

Capital Works - Expenditure by Program

There are no capital works scheduled for 2026/27.



Financial Targets

The financial report below outlines the estimated and projected financial performance for Shute Harbour Marine Terminal.

WHITSUNDAY REGIONAL COUNCIL STATEMENT OF ORIGINAL BUDGET BY BUSINESS ACTIVITIES Income Statement for the periods ending 30 June	Shute Harbour Marine Terminal			
	Est Act 2026 \$	2026/27 \$	Year 2 \$	Year 3 \$
Operating revenue				
Total operating revenue	4,605,024	5,211,826	5,781,701	6,182,991
Operating expense				
Total operating expenses	(5,215,738)	(5,525,740)	(5,896,152)	(6,199,169)
Surplus / (deficit) at period end	(610,714)	(313,914)	(114,452)	(16,178)
National Competition Policy Transactions	(610,714)	(313,914)	(114,452)	(16,178)
Return on Investment	(610,714)	(313,914)	(114,452)	(16,178)
Retained surplus (deficit) at period end	0	0	0	0
Community Service Obligations:				
Community & Emergency Service use - complementary 20 metre berth fee	31,000	32,085	33,208	34,370
Cruise Whitsundays - Passenger fees for Hamilton Island school children	32,000	33,120	34,279	35,479
Community and stakeholder function room hire	10,000	10,350	10,712	11,087
Total Community Service Obligation Revenue	73,000	75,555	78,199	80,936
Capex	288,611	0	150,000	0



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