

# TOURISM TASMANIA ANNUAL REPORT 2022-2023



Tahune Adventures  
Swinging Bridges Walk  
© Tourism Australia

**TASMANIA**

COME DOWN FOR AIR



Tourism  
Tasmania

# ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Tasmanian Aboriginal people and their enduring custodianship of lutruwita (Tasmania).

We honour their uninterrupted care, protection and belonging to these islands, skies and waterways, before the invasion and colonisation of European settlement.

As part of a tourism industry that welcomes visitors to these lands, we acknowledge our responsibility to represent to our visitors Tasmania's deep and complex history, fully, respectfully, and truthfully.

We acknowledge the Aboriginal people who continue to care for this country today.

We pay our respects to their Elders, past and present.

We honour their stories, songs, art, and culture, and their aspirations for the future of their people and these lands.



Cultural objects: shell necklace,  
rikawa (kelp water carrier) on fur  
wukalina Walk  
© Jillian Mundy

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# SUBMISSION TO THE MINISTER

Section 41 of the *Tourism Tasmania Act 1996* (the Act) requires that the Board of Directors must prepare for the Authority (Tourism Tasmania) an annual report for each financial year. The Act states that the annual report is to include the following information and documents:

- The Statement of Corporate Intent which relates to the corporate plan that takes effect at the beginning of the next financial year.
- The financial statements of the Authority for the financial year to which the annual report relates, including a copy of the opinion of the Auditor-General in respect of the financial statements.
- A report on the operations of the Authority during that financial year.
- Section 42 of the Act states that the Minister must lay a copy of the annual report before each House of Parliament within four months after the end of the financial year to which the annual report relates.

Accordingly, we have pleasure in submitting to you for presentation to Parliament, this report on the affairs and activities of Tourism Tasmania for the financial year ended 30 June 2023.

Yours sincerely



**Grant O'Brien**  
Chair  
Tourism Tasmania Board

October 2023



**Sarah Clark**  
Chief Executive Officer  
Tourism Tasmania

October 2023

# ABOUT TOURISM TASMANIA

Tourism Tasmania is a demand generator and brand leader. The agency's purpose is to connect travellers emotionally and culturally with Tasmania to generate demand and drive visitation, and lead a sustainable visitor economy delivering social, environmental and economic value for all Tasmanians.



Tourism Tasmania is also a leader and influencer, actively contributing knowledge and ideas to help shape policy for a thriving and sustainable tourism industry both now, and into the future. Its programs are a key pillar of the T21 Tasmanian Visitor Economy Strategy, partnering with industry and government to deliver shared visitor economy goals.

Tourism Tasmania is a State Authority that operates under the *Tourism Tasmania Act 1996* and is governed by a Board appointed by the Governor of Tasmania, on the recommendation of the Minister for Tourism. The Board of Directors are a skills-based Board with knowledge and expertise across tourism business development, sustainability, marketing and leadership.

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# STATEMENT OF CORPORATE INTENT

While this publication looks back over the past twelve months, the *Tourism Tasmania Act 1996* states that the annual report is to include the Statement of Corporate Intent relating to the corporate plan that takes effect at the beginning of the next financial year. This statement of corporate intent is a summary of the Tourism Tasmania Corporate Plan 2023–2026.

The corporate plan recognises our role as a demand generator and brand leader in Tasmania’s visitor economy. It outlines the agency’s role in generating demand for visitation as well as its role in leading and influencing the development of policy and planning the visitor economy.

Tourism Tasmania delivers its purpose by celebrating our unique place and way of life, through our brand platform and marketing program, to connect meaningfully with customers and encourage travel to Tasmania; leading the T21 Visitor Economy Strategy planning and implementation on behalf of government to enable a sustainable visitor economy for the benefit of all Tasmanians; and, advocating and securing air and sea capacity to support visitors and the community to travel in and out of Tasmania.



# CHAIR STATEMENT

The strength of Tasmania's visitor economy and its contribution to both our economy, and the community, has been well demonstrated this year. Per capita, the tourism sector in Tasmania outperforms on contribution to the state economy and employment numbers compared to all other Australian states. The continued growth and contribution of the tourism sector is vital to our state's economy.

The Tasmanian brand remains strong. The quality of our tourism operators and the experiences they offer visitors has driven record growth in visitor expenditure; we've seen visitors stay longer and as a result, spend more. This is despite welcoming comparatively fewer visitors than 2019 as visitor numbers, particularly international visitors, continue to recover from the impacts of COVID-19.

Results from the Tasmanian Visitor Survey show total visitor expenditure for the 12 months to June 2023 reached \$3.85 billion. This is the first time that visitor spending has exceeded \$3 billion in Tasmania and is the highest annual spend on record.

The post-COVID recovery of the Tasmanian tourism industry has been the result of hard work by many and an increase in interstate visitation to our state. While these results have been a welcome boost to our economy, increasing competition from safe and accessible international holiday

destinations and continuing economic pressures for many Australians will continue to challenge our industry.

We realise there is also competition for the available tourism/visitor dollar and other states have significantly larger budgets which have been expanded to aid their post-COVID recovery.

This makes the work undertaken this year to consult, collaborate and design our future 2030 Visitor Economy Strategy important and timely.

The strategy sets a vision of positive impact that manages our growth sustainably, protects our environment, increases our prosperity, and enhances our way of life. It imagines a visitor economy that is valued by Tasmanians for its contribution, and a visitor experience that is valued by travellers for offering a genuinely different experience and the opportunity to enjoy Tasmania's unique perspective on life.

Tourism Tasmania's role in leading the development of this strategy with our key industry and government partners has been supported by the agency's data, insights and understanding of changing consumer and market conditions. The relationships we are growing with key industry bodies like the Tourism Industry Council Tasmania, Tasmanian Hospitality Association and the four regional tourism organisations, particularly through the T21 partnership, are vital to ensure Tourism

Tasmania is aligned, connected, and working in harmony with our key industry bodies.

Our brand positioning and marketing program enables us to communicate with our customers and connect them culturally and emotionally to Tasmania, as well as drive leads direct to industry through our trade partnerships and digital ecosystem. Our access strategy ensures Tasmanians and visitors have affordable and convenient options to get both on and off our islands.

I would like to commend the Tourism Tasmania team on another strong year, acknowledge the significant contribution of John Fitzgerald and Emma Terry to the agency and thank former directors Michelle Cox and Annie Beaulieu for their contributions to the Board.

I also welcome Sarah Clark's commencement as Tourism Tasmania's new CEO in January 2023. Sarah brings strong industry and commercial experience to the agency, combined with intelligent leadership and a fierce passion for Tasmania.

The tourism industry's importance to the state cannot be understated and I would like to extend my thanks to Jeremy Rockliff, Premier and Minister for Tourism and Hospitality, and his government for its ongoing support of Tourism Tasmania's work and the visitor economy.

**Grant O'Brien, Chair**

# CHIEF EXECUTIVE OFFICER STATEMENT

As a proud Tasmanian, it has been an honour to step into the Chief Executive Officer role at Tourism Tasmania; working closely with our stakeholders, government, regional tourism organisations (RTOs) and industry to realise our destination's vision of delivering positive social, cultural, and economic impact to Tasmanians through a strong and sustainable visitor economy.

The team has had another energetic year, delivering demand driving programs to increase awareness of the state and differentiate our destination brand from our competitors.

A new iteration of the Come Down For Air campaign invited visitors to escape the stress of everyday life and feel 'a little more human' by taking a simple and joyful holiday to Tasmania.

The Off Season program has been designed to build longevity in key domestic markets by creating a long-term cultural association of a winter holiday in Tasmania in the hearts and minds of Australians.

The distinctive black and white treatment of the Off Season campaign highlights our tourism operators' unique and creative Off Season experiences and ensures a Tasmanian winter holiday stands out over other destinations.

Tourism Tasmania's digital channels continue to connect visitors with our destination and drive leads to industry. The Discover Tasmania app launched in April 2023 and received over 18,000 downloads in the first three months (April – July 2023), enabling visitors to plan and discover more places to visit, things to do, essential services and events to attend – all relevant to their location on the ground.

International visitors are a key component of the long-term sustainability of Tasmania's tourism sector. Latest indicative data shows Tasmania welcomed 163,000 international visitors this year. Visitation from some of our markets has not yet returned to pre-COVID levels however, visitation from Singapore, USA and UK is recovering well. As a small state with a small budget, a targeted and resolute international approach is vital to our success.

A key element of our international approach is ensuring stories about Tasmania are shared by top-tier global media outlets, building on Tasmania's brand and keeping Tasmania top-of-mind as a unique travel destination.

To support this, Tourism Tasmania has appointed Australian-based public relations

agency Red Havas as its global PR agency to drive communications and earned media for Tasmania around the world, with a primary focus on the UK, Singapore, Australia and New Zealand.

Our brand campaigns continue to be supported by important partnerships with airlines and travel trade to increase bookings and drive conversion through a program of training and business-to-business events that connect Tasmanian operators with distribution partners.

Locally, domestically and abroad, travellers are looking for enriching and meaningful travel experiences. Tasmania offers the perfect antidote to the stress and busyness of modern life and a unique travel proposition for these travellers.

It is an exciting and important time for both the agency and the sector. I am delighted to contribute my leadership to the management of our destination and brand, ensuring we leverage future growth opportunities in a strategic and aligned way for the benefit of all Tasmanians.

**Sarah Clark,**  
**CEO Tourism Tasmania**



# BOARD OF DIRECTORS



## GRANT O'BRIEN

Grant is the Chair of the Tourism Tasmania Board of Directors. He is a Tasmanian through and through, growing up on the north west coast. Grant entered employment with Woolworths Limited in 1987 as an Assistant Accountant and then rose through the ranks to become the CEO and Managing Director at Woolworths Limited, a position he held between 2011 and 2016. A member of the Australian Institute of Company Directors since 2011, Grant was appointed Chair of the Port Arthur Historic Site Management Authority in December 2019, is the current Chair of the Australian Sports Foundation and Deputy Chair of the Stars Foundation. He is also a member of the Tasmanian AFL Taskforce and has been appointed as inaugural Chair of the Tasmanian AFL Club.



## SARAH CLARK

Sarah is the Executive Director and Chief Executive Officer of Tourism Tasmania. She is an established leader with broad industry experience, from front-line roles to marketing and general management. Sarah is passionate about sustainable tourism and driving forward the positive impact of tourism in Tasmania. Sarah was born in Tasmania and has over 20 years of experience in the tourism industry. Sarah started her career as a tour guide with Topdeck Travel, and while travelling, studying and working around the world, rose through the Topdeck ranks, establishing a brand presence in North and South America, before leading the business as General Manager for Asia Pacific and as Global General Manager in London. She has been part of the global management team for Flight Centre, Vice President of STA Travel in Dallas, Texas, a Board Member of Eurail, and a Phocuswright Young Leader USA. Before joining Tourism Tasmania, Sarah was Managing Director for Australia and New Zealand at Intrepid Travel, while also on the Tourism Tasmania Board of Directors.

In 2022-23, John Fitzgerald and Michelle Cox also served as Board Directors with their tenure concluding within this period. Annie Beaulieu's tenure concluded in June 2023.





### **ANNIE BEAULIEU**

Annie Beaulieu (BSc MBA GAICD) brings a passion for sustainability, global perspective and strong business, political and scientific acumen. She is a dynamic executive and strategic Board member. Annie has developed an entrepreneurial leadership style through 20 years of experience across four countries. Taking a collaborative approach to complex problem solving, Annie founded the Good Compass Group, a global venture recognised through several innovation awards, working at the intersection of sustainable development, behavioural science, technology and tourism. Annie is a member of the G20|G7 Research Group, the UN One Planet Network and was a Global Advisory Board member of the World Tourism Forum Lucerne in Switzerland. She continues to operate as a Board member of her family business in Canada. She holds an MBA and is a graduate of both the Cambridge University Institute for Sustainability Leadership and the Australian Institute of Company Directors. Annie is also a member of Tourism Tasmania's Audit and Risk Committee.



### **ROD CUTHBERT**

Rod is a pioneer in the online sector of the travel industry. He was the founder, Chairman and CEO of global experiences marketplace, Viator, and the Chairman and CEO of multi-modal journey planner, Rome2rio. He is a Director of Veltra, Japan's leading online travel agency, and Chairman of Jayride, the Sydney-based, ASX-listed airport transfer marketplace. Rod grew up in Tasmania and has extensive experience in global markets. He established Viator as the leading retailer of experiences in both North America and Europe, offering over 300,000 tour, sightseeing and attraction products and serving millions of customers annually. Rod is a frequent speaker at industry conferences and in 2018, received Web In Travel's Hall of Fame Award for pioneering the sale of experience products online.



### **CAROLYN MILLER**

Carolyn Miller (BA Comms, MBA, GAICD) has been a strategist at multiple award-winning agencies and has over 20 years' experience in the advertising and marketing industries. She is seen as a key opinion leader (KOL) in the industry, featuring as a regular panellist on the ABC television program 'Gruen'; where advertising industry experts review and discuss marketing creative concepts and strategies. Carolyn has featured as a contributor in the best-selling 'The Gruen Transfer' book. She is the Founding Director of communications consultancy 'The Honeycomb Effect' with a client base of high-profile brands such as Nespresso, Yahoo!, Lendlease and The Australian Institute of Sport among many others. Carolyn is frequently engaged as a speaker in the events industry and has spoken at numerous tourism and event organiser conferences. Carolyn has significant experience working alongside government; she was a Non-Executive Director of the Board at Family Planning NSW from 2012 to 2018 and elected as Vice President in 2015. Her experience has been strengthened through her completion of an Executive MBA and membership at the Australian Institute of Company Directors.



**SHANE O'HARE**

Shane is a global tourism and aviation sector CEO and Director, with extensive industry experience. Throughout his career, Shane has held a range of senior executive positions in the United Arab Emirates, Bahrain, New Zealand, USA, Australia and across Europe. Currently Chief Executive Officer and Board Director at Launceston Airport, he also serves on the Executive Committee of Launceston Airport's parent company, Australia Pacific Airports Corporation (Melbourne Airport), and is a Board Director for Visit Northern Tasmania. Prior to his current role, Shane has worked as Chief of Aviation at Melbourne Airport, Executive Manager, People Experience (PX), Inclusion, Diversity and Wellbeing at the Qantas Group and Director of Marketing for Star Alliance. Shane has founded and directed several private companies including an airline, brand design company and award-winning restaurant. He also provides bespoke pro-bono CEO mentor services to not-for-profit organisations, is a fellow of the Australian Institute of Company Directors (FAICD) and holds an MBA.



**BRETT TOROSSO**

Brett is the Chair of Tourism Tasmania's Audit and Risk Committee. She is a respected, inventive, and successful businesswoman, passionate about great design and innovative ideas. With more than 25 years of governance, advocacy and strategic experience, Brett brings value to the community through her corporate advisory roles, extensive network and Board positions across business, property development, arts, culture, and the heritage and tourism sectors. Brett's other appointments include Chair, Tasmanian Museum and Art Gallery; Chair, Tasmanian Heritage Council; Chair, Brand Tasmania Audit & Risk Committee, Director, Brand Tasmania; Nominations Committee Member, International Women's Forum Australia; Director, Australian Pacific Airports Launceston Pty Ltd; Heritage Council representative on the Premier's Visitor Economy Advisory Council; and owner-operator of Avalon Retreats.



**CLINT WALKER**

Clint has been a passionate owner-operator of tourism businesses in Tasmania for 24 years. He has lived in Stanley for 20 years with his wife, Katinka, and children. His business career started in 1997 when he and Katinka founded Devil's Playground Ecotours in Launceston and Hobart. They then purchased Stanley Seaview Inn with Clint's parents as partners in 2001. In 2008, the family established Stanley's Horizon Deluxe Apartments, followed by Burnie City Apartments. In April 2022, Clint and Katinka bought and rebranded what is now known as Hanlon Guest House, a luxury heritage accommodation in Stanley. Clint has been involved in the Circular Head Tourism Association for many years and President for the last nine. He has served a number of years on the West by North West regional tourism organisation Board and 12 years as a Director of the Tourism Industry Council of Tasmania (TICT). Clint spent four years as Co-Deputy Chair and is currently the Finance Director of TICT. Clint also holds an MBA from the University of Tasmania.

# YEAR IN REVIEW



**WINNER**

Mumbrella Travel Marketing Team of the Year



**37,300**

Tasmanian jobs supported by the tourism sector



**\$3.85 BILLION**

Record visitor spend



**1.3 MILLION**

Visitors to Tasmania



**3**

Marketing campaigns



**23**

Marketing campaigns in collaboration with partners



**93,000+**

Leads to operators via Discover Tasmania website and app



**1.2 MILLION**

Followers on Tourism Tasmania social media channels



**28 MILLION**

Views of top performing video on TikTok and Instagram



**100,000+**

Email subscribers across consumer, trade and industry



**1**

App launched – downloaded 18,832 times (and counting)



**750+**

Industry operators visited on famils



**788**

Travel agents trained by the Tassie Specialist program



**3.8 MILLION**

Passengers welcomed at Hobart and Launceston airports

# TASMANIA'S VISITOR ECONOMY

The long-standing T21 partnership between the Tasmanian Government and industry supports the development and implementation of strategy and programs to support Tasmania's visitor economy.

The T21 Steering Committee and the Premier's Visitor Economy Advisory Council (PVEAC) provide strategic leadership and a coordinated approach across government and industry to manage Tasmania's visitor economy.

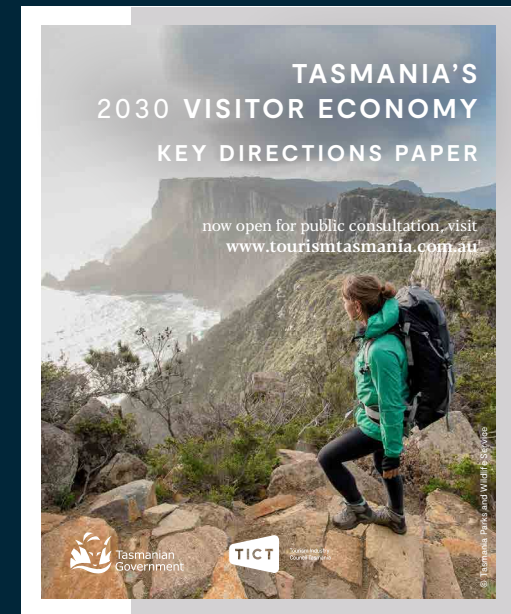
In 2022-23, the T21 Steering Committee met on 11 occasions and PVEAC met on six occasions to oversee implementation of the [T21 Visitor Economy Action Plan 2020-2022](#) and develop Tasmania's new [2030 Visitor Economy Key Directions Paper](#).

Tourism Tasmania plays an important role within the T21 partnership. As the lead government agency for tourism, the agency takes a leadership role in visitor economy strategy development, provides market insights and tourism sector knowledge, and delivers governance and secretariat support.

In addition, Tourism Tasmania supports the Tasmanian tourism industry through the administration and management of grant funding to several organisations for the benefit of the industry. This includes grant funding to:

- Tasmania's four regional tourism organisations (RTOs) – Destination Southern Tasmania, East Coast Tasmania Tourism, Visit Northern Tasmania and West by North West Tasmania. This year, a new funding model with the RTOs was developed to provide increased funding over the next three years and greater clarity on roles and responsibilities.
- Tourism Industry Council Tasmania for delivery of the 'Quality Tourism' accreditation program, the Tasmanian Tourism Conference and sponsorship for the Tasmanian Tourism Awards.
- Tasmanian Visitor Information Network for coordination of accredited visitor information services and Tasmania's two main gateway visitor centres in Hobart and Launceston.

Tourism Tasmania also administered projects under the Australian Government's Recovery for Regional Tourism program. This included targeted funding for Tasmania's four regional tourism organisations to engage project coordinators and support the delivery of recovery projects in the regions.



## 2030 VISITOR ECONOMY STRATEGY

The Tasmanian Government and tourism industry, through the T21 partnership, commenced consultation for Tasmania’s 2030 Visitor Economy Strategy in late 2019. Development of the strategy was paused due to the impact of the COVID-19 pandemic and a recovery plan was released in late 2020.

In mid-2022, development of a longer-term vision and strategy through to 2030 was reactivated. Further consultation was undertaken to inform strategy development, and included the Premier’s Visitor Economy Advisory Council, Tourism Industry Council Tasmania, Tasmanian Hospitality Association, regional tourism organisations, and Tasmanian Government agencies involved in the visitor economy.

Discussions through think tanks and additional industry consultation with over 300 industry and stakeholders in late 2022 confirmed the direction of future strategy. A [Key Directions Paper](#) was released in May 2023 for public consultation and received 59 submissions. The key directions of the strategy include:

1. Reduce carbon emissions and improve sustainability beyond carbon
2. Manage visitor growth to protect brand, environment and community values
3. Grow visitor contribution to Tasmania
4. Attract visitors to Tasmania through brand positioning and alignment of all demand drivers

5. Strategic investment in Tasmanian events and business events
  6. Strategic approach to visitor infrastructure benefitting locals and visitors
  7. An industry of choice for Tasmanians
  8. Community-centred destination management.
- Feedback and inputs from the public consultation have informed the final 2030 Visitor Economy Strategy and three-year Action Plan – both were launched in August 2023 and will be included in the next annual report.

## AUSTRALIAN GOVERNMENT RECOVERY FOR REGIONAL TOURISM PROGRAM

In 2020, the Australian Government’s Recovery for Regional Tourism program provided \$12.54 million for projects to assist the recovery of Tasmania’s visitor economy following the impacts of COVID-19. The program objectives were to drive interstate visitation, create jobs in regions and improve product diversity to attract domestic visitors. Projects were approved by Austrade and endorsed by the T21 Steering Committee to ensure alignment with state priorities. Tourism Tasmania administered the program with many project partners across the state.

The Recovery for Regional Tourism program enabled the delivery of 25 projects in Tasmania over two years. In 2022-23, funding support was provided for:

- **Regional events:** Great Eastern Wine Weekend, Terror Australis Readers and Writers Festival, and the inaugural Stanley & Tarkine Forage Festival.

- **New products and experiences:** Bicheno Beams, mountain bike trails at Derby, St Helens and kunanyi / Mount Wellington, ‘Wild Tamar’ packaging of adventure experiences, the REASSIGN heritage project in the northern midlands, and the Table Cape Lightshow.

- **Tourism Tasmania’s Spring Road Trips** marketing campaign, designed to attract visitors to regional destinations and provide a platform to feature Tasmania’s agritourism experiences.

- **Opening the Gate:** A comprehensive product and business development program to grow successful, sustainable, and brand-aligned agritourism businesses. There were 100 participants across the state (inclusive of King Island and Flinders Island), including 67 farmers and producers diversifying into agritourism and 33 existing agritourism operators.

- **Participation in the ATDW Conversion Enhancement project,** supporting increased tourism industry engagement with the Australian Tourism Data Warehouse (ATDW), designed to improve the digital presence of tourism businesses through increased and better-quality profiles and, growing the number and quality of experiences in Tasmania promoted through online channels.

# TRACKING THE VISITOR ECONOMY

The Tasmanian Visitor Survey (TVS) celebrated two significant milestones this year.

1. Celebrating 45 years of visitation measurement, making it the longest-running survey of its type in Australia.
2. Migrating from paper-based collection to an online-led methodology. Moving the survey online is the most significant change to the survey in over two decades, allowing for faster data analysis and reducing paper usage by ~ 80,000 pages per year; subsequently reducing carbon emissions by 1.41 tonnes per year.

To track tourism demand and industry recovery following the COVID-19 pandemic, the agency use several complementary data sources to support existing tools, including:

- **AirDNA** short-stay accommodation data to assist in monitoring Tasmania’s state and regional recovery across 16 indicator regions.
- **STR Global** commercial accommodation data, including partnering with industry stakeholders to increase participation of industry, leading to obtaining forward-

TOTAL VISITORS <sup>3</sup>			
Measure	12 months to June 2022 <sup>1</sup>	12 months to June 2023 <sup>2</sup>	% change
Total visitors	797,300	1,280,000	+61
Total expenditure (million)	\$2,391	\$3,853	+61
Average spend per visitor in Tasmania	\$2,998	\$3,010	+ less than 1
Total nights (million)	8.74	11.98	+37
LEISURE VISITORS <sup>3</sup>			
Total visitors	636,400	1,024,900	+61
Total expenditure (million)	\$1,995	\$3,234	+62
Average spend per leisure visitor in Tasmania	\$3,135	\$3,156	+1
Total nights (million)	6.68	9.92	+49

looking occupancy data for Launceston for the first time.

- **STR Global’s AM:PM** platform, providing access to aggregated data for commercial accommodation listings Tasmania-wide. This includes numbers of properties and rooms, plus details of commercial developments in the pipeline.

Source: Tasmanian Visitor Survey (TVS)

<sup>1</sup> Data collected from July 2021 to June 2022

<sup>2</sup> Data collected from July 2022 to June 2023

<sup>3</sup> This visitor data captures interstate and international travel; it does not include intrastate travel or cruise.

# ACCESS TO TASMANIA

As an island state, strong air and sea access is vital to connect Tasmania with mainland Australia, and the world.

Tourism Tasmania works collaboratively with key access stakeholders, such as airlines and airports, to maintain Tasmania's share of domestic aviation capacity, and increase flights and frequency on Tasmanian routes.

## DOMESTIC FLIGHTS

The Australian domestic aviation market has recovered strongly from COVID-19; air capacity to Tasmania increased over the past 12 months and by June 2023, had reached 100 per cent of 2019 capacity.

Throughout 2022-23, Tourism Tasmania worked with airlines to build frequency and capacity on core routes to Melbourne, Sydney and Brisbane and to bolster newer Hobart and Launceston routes to Adelaide, Perth, Gold Coast and Canberra.

Hobart Airport welcomed 2,534,006 passengers in 2022-23. Of these passengers 2,487,450 were domestic, 31,809 international and 14,807 intrastate.

Launceston Airport welcomed 1,274,617 passengers on scheduled interstate routes for 2022-23. Launceston Airport also welcomed 20,556 intrastate passengers travelling on King Island, Flinders Island and Burnie routes.





### INTERNATIONAL FLIGHTS

Air New Zealand resumed flights between Hobart and Auckland on 7 July 2022. Services operated twice a week between July and October and three times a week from November to April 2023.

The route performed well with high passenger loads over the summer months and strong performance continued during the usually quieter shoulder season.

### INTRASTATE FLIGHTS

To continue providing social and economic benefit to the communities of King Island and Flinders Island, the Tasmanian Government reaffirmed its commitment to support the ongoing trial of direct air services from Hobart to the islands.

The Tasmanian Government provided a total of \$1.8 million from September 2020 to April 2023 to support Sharp Airline’s operation of three services per week from Hobart to the islands.

Over 14,700 passengers accessed the two routes during their operation. The trial ceased at the end of April 2023.

### CRUISE

Cruise shipping makes an important contribution to Tasmania’s visitor economy through shore visits, ship provisioning and expenditure by passengers and crew.

Tasmania welcomed 126 cruise ship visits carrying over 170,000 passengers and 88,000 crew during the 2022–2023 cruise ship season.

The season commenced on 25 October 2022 when the Pacific Explorer visited Hobart and concluded following the visit of Coral Princess to Burnie on 5 April 2023.

The economic boost from cruise shipping was shared across the state with 65 port calls in Hobart, 28 in Burnie and 18 in Port Arthur, in addition to regional port calls in Coles Bay, Bell Bay and Grassy on King Island.

Highlights of the season included three maiden visits to Burnie from Coral Princess, Norwegian Spirit and Seven Seas Explorer, and eight maiden visits to Hobart from Star Breeze, Quantum of the Seas, Westerdam, Pacific Adventure, Viking Mars, Zuiderdam, Le Soleal and Celebrity Eclipse.



© Launceston Airport



L'Austral at Inspection Head.  
© TasPorts and Rob Burnett

# MARKETING PROGRAM

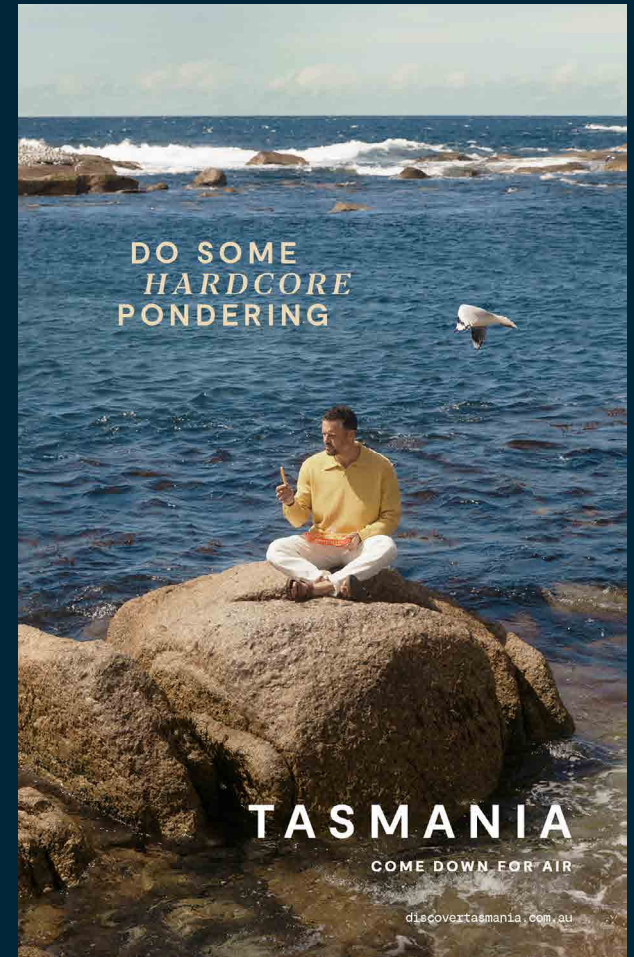
Tasmania is a challenger state in a competitive global travel market. Domestically, Tourism Tasmania plays in a tourism landscape dominated by states with bigger economies and larger tourism budgets. To rise to the challenge, the agency continues to develop its distinctive brand marketing approach and cultural branding strategy.

Tourism Tasmania strives to drive meaning and connection with travellers, ensuring Tasmania is top of mind for holidaymakers and differentiating the state from other destinations. Tourism Tasmania's campaigns cut through the advertising clutter, aiming to set the island apart by being distinctive in the tourism category and going beyond simply 'selling the location'.

Tasmania's brand equity is not only the island and its assets, but also how visitors feel about Tasmania. The ambition is to embed Tasmania as a brand that holds identity value for travellers and to engage in meaningful and relevant ways, delivered with a uniquely Tasmanian tone of voice.

This approach is brought to life through the Come Down For Air brand platform, which includes the Off Season campaign, supported by tactical activity including the Spring Road Trips campaign and Unordinary Adventures content partnerships.

These campaigns are supported with engaging content delivered across Tourism Tasmania's marketing channels including the Discover Tasmania website and app, social media, electronic direct mail (eDM), and the Tassie Trade website. Tasmania content is also delivered through partnerships, PR and earned media, travel trade training and conversion activity.



# COME DOWN FOR AIR

Tasmania - Come Down For Air is the overarching brand platform underpinning Tourism Tasmania's destination marketing. The brand platform positions Tasmania as the 'antidote to the straitjacket of modern life' and invites travellers to come and escape the stress and routine of everyday life.

## DOMESTIC

The Come Down For Air 2022/23 summer campaign ran in domestic markets from November 2022-March 2023.

The campaign was built on the concept of 'slow travel'; speaking to a growing sentiment, particularly since COVID-19, towards slowing down and simplifying holidays. The campaign highlighted the simple, joyful and mindful moments of a holiday in Tasmania, giving audiences the choice to do everything or nothing without fear of judgement or guilt.

The campaign was delivered in Victoria, New South Wales, Queensland, Western Australia, and South Australia, with Come Down For Air advertising showcased across a range of channels; including but not limited to television, cinema, broadcast video on demand (BVOD), social media, out-of-home (OOH), print, audio and radio.

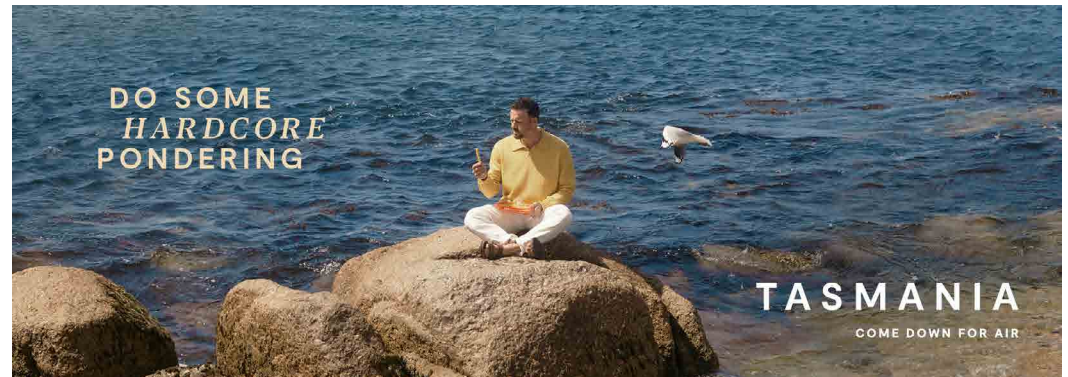
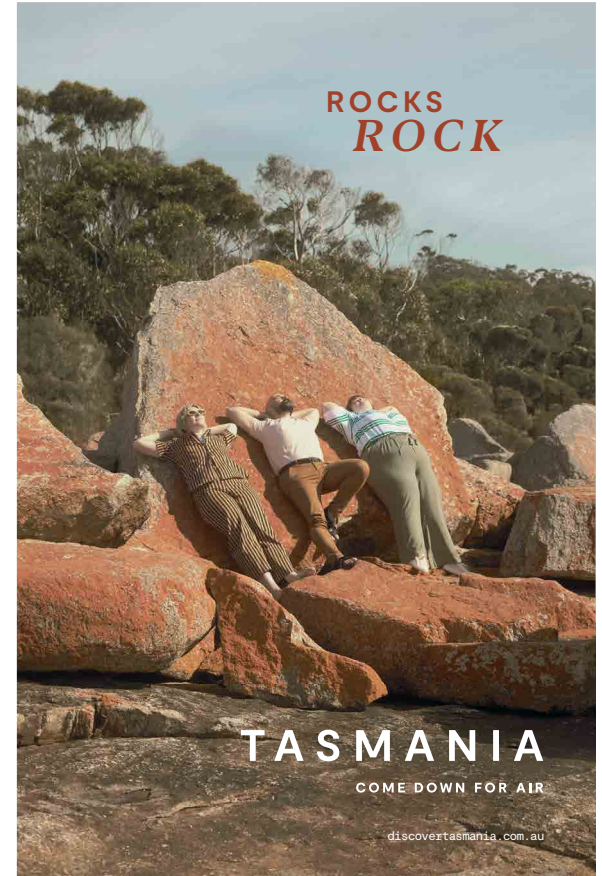
The campaign showcased Tasmania to an estimated 8.5 million people across Australia. The Come Down For Air advertisement was viewed by one million cinemagoers; and social media activity targeted 2.8 million people on Meta and 2.1 million people on TikTok.

Come Down For Air also featured as one of Marketing Magazine's 'favourite tourism campaigns of 2022'.

**"[Come Down For Air] encourages you to explore life to the full in the simplest way possible, which is the most Tassie thing to do."**

- Marketing Magazine, January 2023





## NEW ZEALAND

New Zealand is an important international market for Tasmania as it is the only international destination with a direct flight to the state, providing improved connectivity with New Zealand, as well as the Pacific and North America.

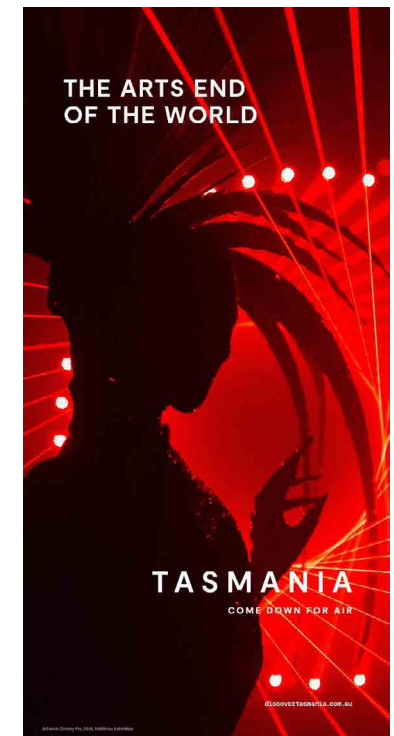
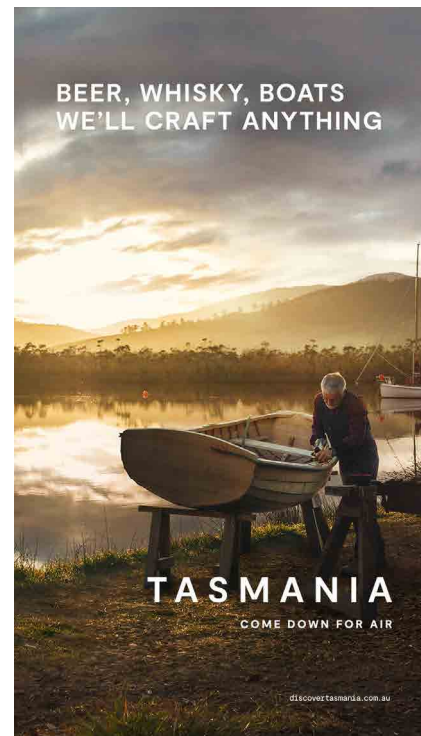
Tourism Tasmania continued to build awareness and consideration for Tasmania as a holiday destination in New Zealand with an eight-week Come Down For Air campaign from April-June 2023.

To drive support for the Hobart-Auckland direct flight, Come Down For Air was launched alongside cooperative campaign activity with Air New Zealand.

Since New Zealanders see many similarities between Tasmania and their homeland, the campaign highlighted Tasmania's points of difference, encouraging New Zealanders to experience what makes Tasmania unique, including our wildlife, history and heritage, walking tracks and produce.

Campaign advertising was delivered across television, broadcast video on demand (BVOD), cinema, out-of-home (OOH), online video and social media.

This activity was supported by a partnership with TVNZ 1 Breakfast; including three days of live crosses to Tasmania, driving interest in the state as a holiday destination. The TVNZ 1 Breakfast activity reached an audience of 366,000 people in New Zealand.




TVNZ 1 Breakfast, Theatre Royal

Tourism Tasmania's Off Season winter marketing program returned for its third year in 2023, launching in key domestic markets on 2 April 2023. The campaign built on the success of previous Off Season campaigns, positioning Tasmania as a 'must do' winter experience and driving visitation over the traditionally quieter travel period between May and August.

Tasmanians know winter is our best kept secret. It is a time when the island comes alive, and the season is embraced like nowhere else. The Off Season 2023 campaign encouraged visitors to experience this for themselves; to find inspiration in Tasmania's wild places, revel in our festivals, and sample our unique creative spirit.

Tourism Tasmania continued its innovative destination marketing approach for this year's campaign, using black and white imagery to stand out in a traditionally colour-saturated advertising market.



 [DOWNLOAD PDF IN ADOBE TO WATCH VIDEO](#)



## INDUSTRY

Similar to previous years, the agency encouraged Tasmanian tourism businesses to create unique Off Season experiences for visitors, exclusive to the cooler months. Nearly double the number of businesses created offers this year, bolstered by growing industry support for the campaign and the launch of the Discover Tasmania app. There were 274 Off Season offers and 48 events included in this year's program. In response to industry feedback from previous iterations of the campaign, visitors could book offers directly with operators during the Off Season.

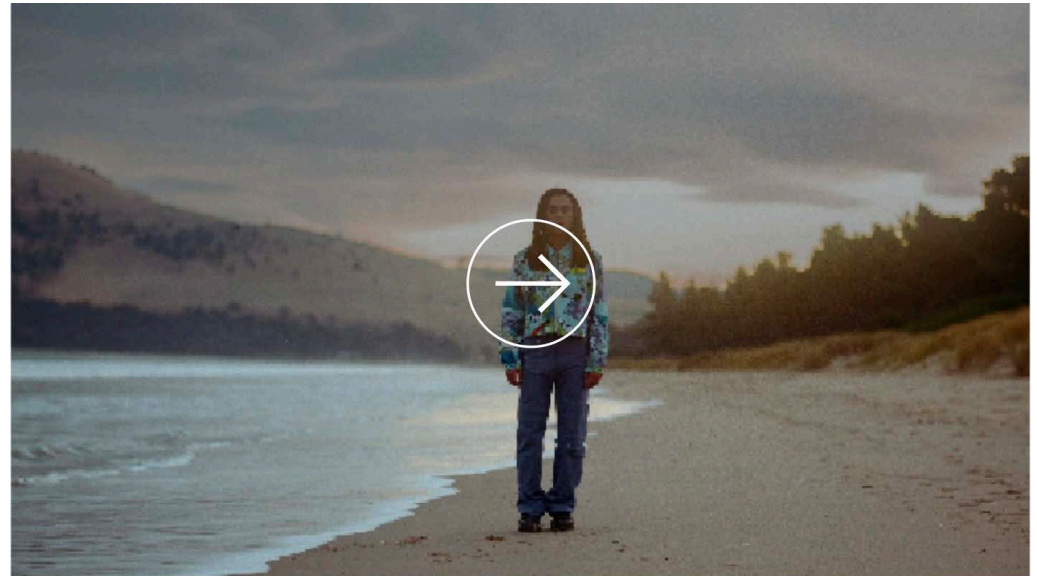
## DOMESTIC

The Off Season campaign was delivered domestically across print, social media, audio, online video and out-of-home (OOH). This included painted murals in key mainland cities, airport billboards to welcome visitors in Hobart and Launceston, an OOH takeover of Martin Place train station and a market-leading digital/OOH strategy using location data to deliver online advertising to people who travelled near Off Season OOH placements (e.g. driving past an Off Season billboard).

Partnerships with Rolling Stone, Broadsheet, Qantas, Acast, and Noah Johnson gave Tourism Tasmania's Off Season campaign access to audiences not previously reached.

Tourism Tasmania's airline conversion partnership with Qantas delivered a bespoke 12-page magazine insert in the in-flight Qantas Travel Insider magazine, as well as digital content articles on Travel Insider and a range of digital marketing and social media activity.

In collaboration with Tourism Tasmania, Tasmania-born sustainable fashion designer, Noah Johnson, created the Off Cuts capsule collection of winter garments made entirely from discarded summer and souvenir style items from other destinations



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© Daniel Temesgen



© Broadsheet / Jeremy Kees Orr

**THE OFF SEASON**

**WARM YOUR HEART, STIR YOUR SOUL.**

The Off Season is an open invitation to embrace the Tasmanian winter. Answer the call of the wild in the west and north west or the call of culture in the south. Soak creativity in the north or let loose on the east coast. Here are just a few suggestions to get you out there and into it, regardless of the temperature.

STAY	EAT	PLAY
<ul style="list-style-type: none"> <li>Get an 88-acre wilderness and historic waterfront, a luxury getaway awaits in the south at the <b>Eastman Estate</b>.</li> <li>Score a gourmet night at <b>Hotel Sassa</b> - a love letter to the heart of Launceston.</li> <li>Take a drive up to Cliff Top Station, the north's highest and most beautiful look-out.</li> <li><b>Launceston</b> has a range of bestie accommodation options.</li> </ul>	<ul style="list-style-type: none"> <li>Head to <b>Wahki Wahki</b> in Burnie, an old speakeasy history you can't miss converted into a whisky distillery.</li> <li>Views, food, history and of course, premium Tasmanian wines await at <b>Peninsula Estate</b>.</li> <li>Head on to your favourite and experience local fare through an Italian lens at <b>Launceston's</b> <b>Launceston</b>.</li> <li><b>Launceston</b> has a range of bestie accommodation options.</li> <li>Head to <b>Stirling</b> to find out.</li> </ul>	<ul style="list-style-type: none"> <li>Take a scenic and exhilarating ride from the mountains to the sea with <b>Launceston</b> <b>Launceston</b>.</li> <li>Explore the iconic scenery of Mount Wellington with a premium guided <b>Launceston</b> tour.</li> <li>Embrace yourself in nature - literally - with <b>Launceston</b> at <b>Launceston</b>.</li> <li>Cycle through the UNESCO Tasmanian Wilderness World Heritage Area with <b>Launceston</b>.</li> </ul>

Scan to plan and book your Off Season.

**TASMANIA**

**OFF SEASON mini guide**

to demonstrate Tasmania's point of difference as a winter destination; the antithesis of a cliched summer holiday. Tourism Tasmania partnered with Vogue and Russh magazines to showcase the collaboration and drive further awareness of the Off Season campaign.

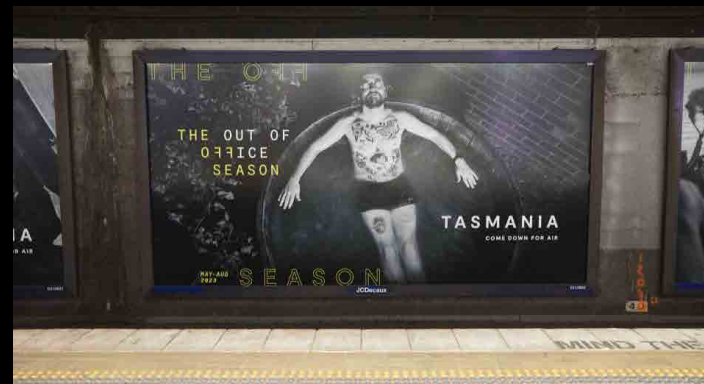
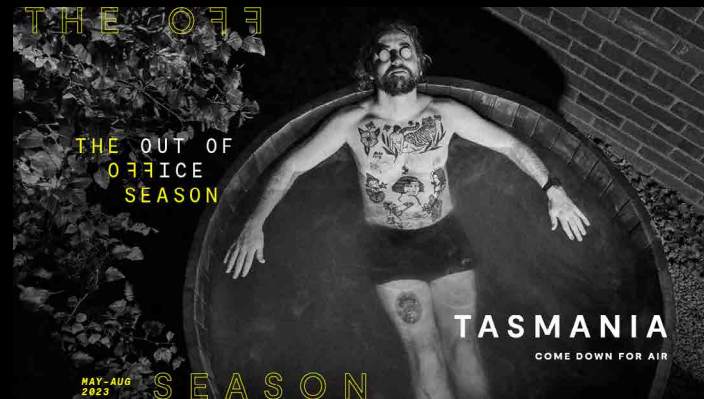
The campaign has reached an estimated 9.2 million people living in Australia and concluded in August 2023.

### INTRASTATE

The Off Season campaign was promoted to Tasmanians during winter 2023 and was delivered through a range of channels including out-of-home (OOH), audio and radio, social media and print.

The campaign was designed to build local awareness and understanding of the Off Season, encouraging Tasmanians to embrace winter at home and take advantage of the unique Off Season offers developed by Tasmanian businesses.

To inspire Tasmanians to explore their home state during winter, Off Season offers were featured in a content partnership with RACT Journeys and in a series of regional guides published in Tasmanian local media.





# SPRING ROAD TRIPS

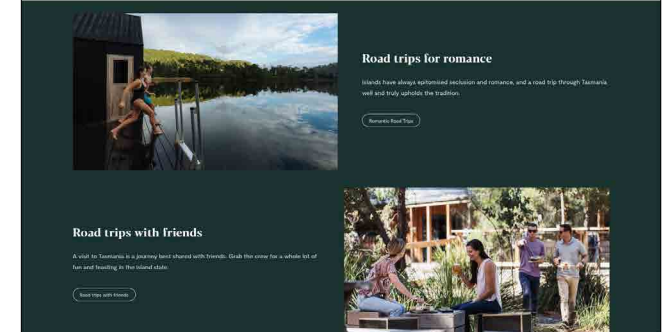
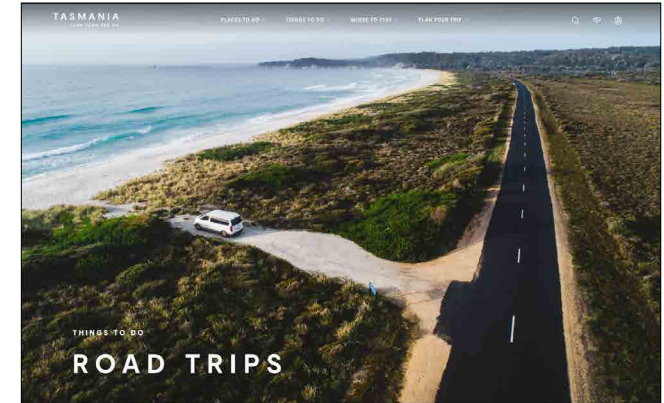
Tourism Tasmania delivered the Spring Road Trips and Agritourism campaign from August to October 2023 to pique the interest of audiences actively seeking a holiday in spring, and support travellers to plan and book a Tasmanian road trip.

The campaign showcased road trips and agritourism products and experiences through targeted digital advertising and content partnerships with Gourmet Traveller, Country Style and Concrete Playground.

Campaign activity directed users to road trip itineraries and the trip planning tool on [www.discovertasmania.com.au](http://www.discovertasmania.com.au).

The Discover Tasmania website integrated content about the five Drive Journeys (Northern Forage, Southern Edge, Heartlands, Great Eastern Drive and Western Wilds) to further raise awareness of these itineraries among the target audience and support increased yield and dispersal in Tasmania's regional areas.

*The Spring Road Trips and Agritourism activity was funded by the Australian Government under the Recovery for Regional Tourism program, administered by Austrade.*



Discover Tasmania website

# DIGITAL EXPERIENCE

Tasmania continued its digital transformation program in 2023. This included the launch of the Discover Tasmania app, enhancing the Discover Tasmania website and continuing to grow our consumer database and social media audiences.

## DISCOVER TASMANIA APP

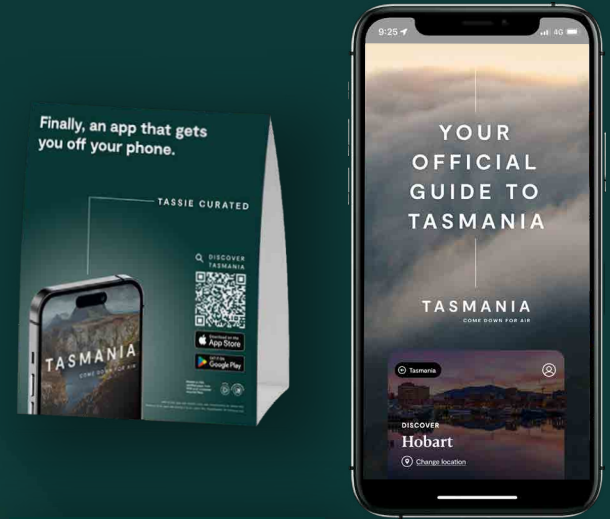
Tourism Tasmania developed the Discover Tasmania app to enhance visitors' on-ground experience; helping them discover things to do, events and services relevant to their location, and/or a location of their choice.

The app also aims to increase exposure for Tasmanian tourism operators and provides a tool for businesses to curate experiences for their visitors.

Tourism Tasmania delivered a dedicated interstate marketing campaign to generate awareness of the app and encourage downloads. The campaign was also delivered in Tasmania with advertising displayed at Hobart and Launceston airports, and onboard the Spirit of Tasmania.

An industry toolkit was developed to help tourism operators list their business on the app via the Australian Tourism Data Warehouse. Operators were also provided with printed and digital collateral to help promote the app to their customers.

The app was launched in April 2023 and has achieved 18,832 downloads (April – July 2023), along with an average engagement time of 10 minutes 57 seconds per user and 17,707 click-throughs to tourism operators.



There are over 1,000,000 search results online for 'Tassie National Parks'!

WE'LL HELP YOU FIND THE FOREST FOR THE TREES



In a world full of endless choices, the new Discover Tasmania App makes it easy to find what you're looking for.

The app is your personalised, curated gateway to Tasmania. Discover what's happening nearby and build your own Tasmanian itinerary – a customised selection of things to do, events to experience, and good things to eat and drink. There's galleries and walks, tours and shows, and even handy stuff like visitor information centres, playgrounds and public toilets.

Less time searching online means more free time to focus on the good things – like breathing clean air, exploring a secret beach, hiking through a forest, sparking your creativity, sipping a drink and meeting the locals.

Download the free Discover Tasmania App today.



Printed and digital collateral was developed to help promote the app to their customers. APP STORE AND APP STORE LOGO ARE TRADEMARKS OF APPLE INC. GOOGLE PLAY AND THE GOOGLE PLAY LOGO ARE TRADEMARKS OF GOOGLE LLC.



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## DISCOVER TASMANIA WEBSITE

Tourism Tasmania made enhancements to the Discover Tasmania website trip planning tool, increasing the exposure of tourism operator listings on the website, and enabling consumers to create, organise and share their own custom itineraries.

A conversion rate optimisation program was also launched, allowing Tourism Tasmania to test changes to the website with a small group of users ahead of roll out, driving better engagement and conversion, and greater customer understanding.



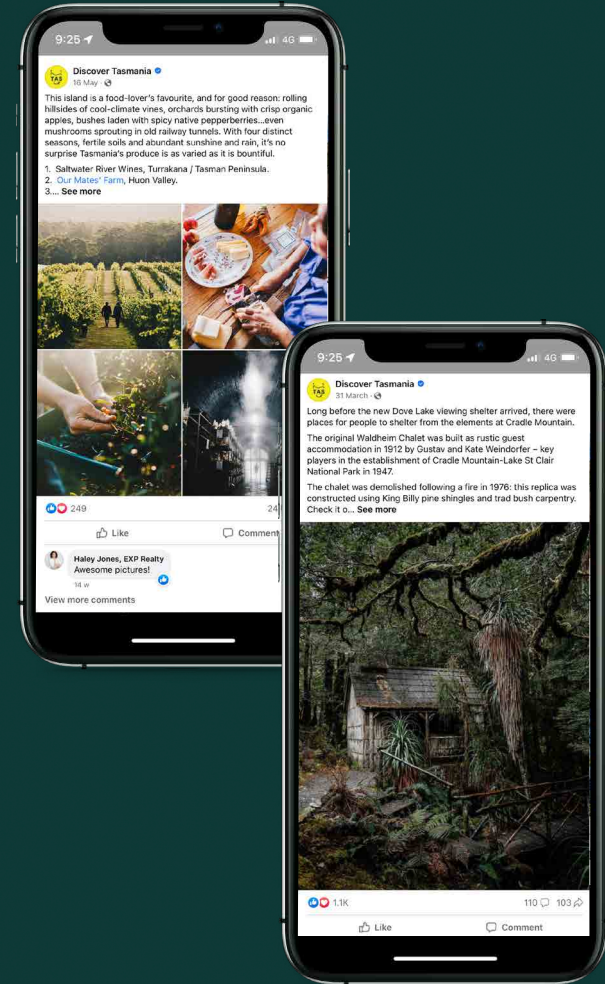
Subscribers to the Discover Tasmania electronic direct mail (eDM) spent more time on the Discover Tasmania website and were more engaged with website content than in previous years, demonstrating stronger consideration for travel from these customers.

## SOCIAL MEDIA

Tourism Tasmania's social media channels continued to grow and guide consumers through the customer journey, with strong engagement both during campaign periods and throughout the year.

Tourism Tasmania worked with social creators and shared user generated content to showcase the best of Tasmania and provide engaging content for our 1,208,900 followers across Instagram, Facebook, TikTok and Twitter.

The Tasmania TikTok and Instagram channels saw the highest performing social content for 2022-23; ← a [wombat video on Maria Island](#), reaching over 28 million accounts.



# CONTENT AND PR

Tourism Tasmania’s public relations program proactively engages with travel and lifestyle media to inspire stories and content that delves into the captivating stories behind Tasmania’s brand and expand the reach of its messages.

Domestic and international media highlights included coverage in The Australian, Travel Insider (Qantas), Gourmet Traveller, The Australian Financial Review, The Weekend Australian, Escape, Marie Claire, Australian Traveller Magazine, Country Style, The Guardian, Stellar, The Today Show, TVNZ 1 Breakfast, NZ Herald, Kia Ora Magazine (Air New Zealand), Hemisphere Magazine (United Airlines), Forbes USA, New York Post, Conde Nast Traveller, Mail Metro UK and many more.

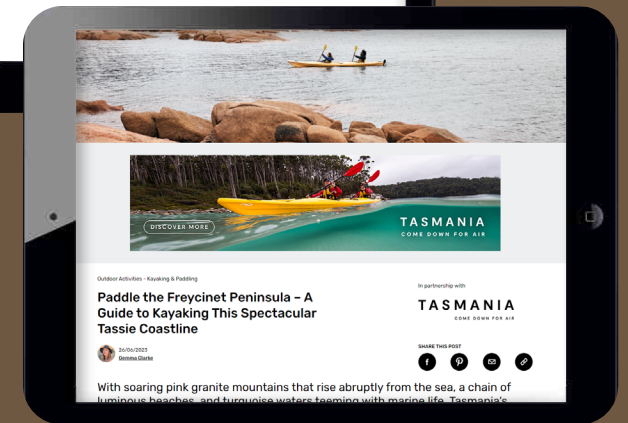
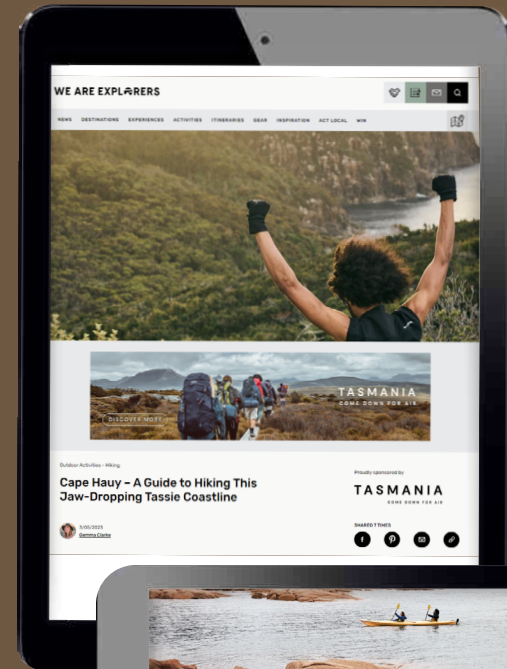
To drive engagement with travel writers and communicators, Tourism Tasmania hosted members of the Australian Society of Travel Writers (ASTW) for a Tasmanian themed media event at the Royal Botanic Gardens in Sydney. Tourism Tasmania CEO, Sarah Clark, delivered a presentation to 115 travel and lifestyle media representatives highlighting how a sustainable and inclusive mindset resonates through travel experiences and products emerging from Tasmania.

## GLOBAL PR

As part of its international strategy, Tourism Tasmania appointed Australian-based PR agency, Red Havas, to deliver PR programs for Tasmania in the UK, Singapore, Australia and New Zealand. Julie Earle-Levine Consulting has been appointed as Tourism Tasmania’s PR agency in North America. Tourism Tasmania’s existing PR agencies in China, Hong Kong and Germany continue to deliver in-market support.

## UNORDINARY ADVENTURES

Unordinary Adventures is one of Tourism Tasmania’s content themes, ensuring walking, fly-fishing, mountain biking and golf are regularly showcased throughout the agency’s content. Among other activity throughout the year, a dedicated content partnership was delivered with adventure publisher ‘We Are Explorers’ (WAE) to drive awareness and consideration for Tasmania’s world-class outdoor and adventure experiences such as



hiking, mountain biking, fly fishing and kayaking. WAE has an audience of more than 3 million monthly viewers and is strongly aligned with Tourism Tasmania's positive impact agenda through its focus on minimising the footprint of adventure travel on destinations.

### THE TASMANIAN QUEER WOODCHOP CHAMPIONSHIPS

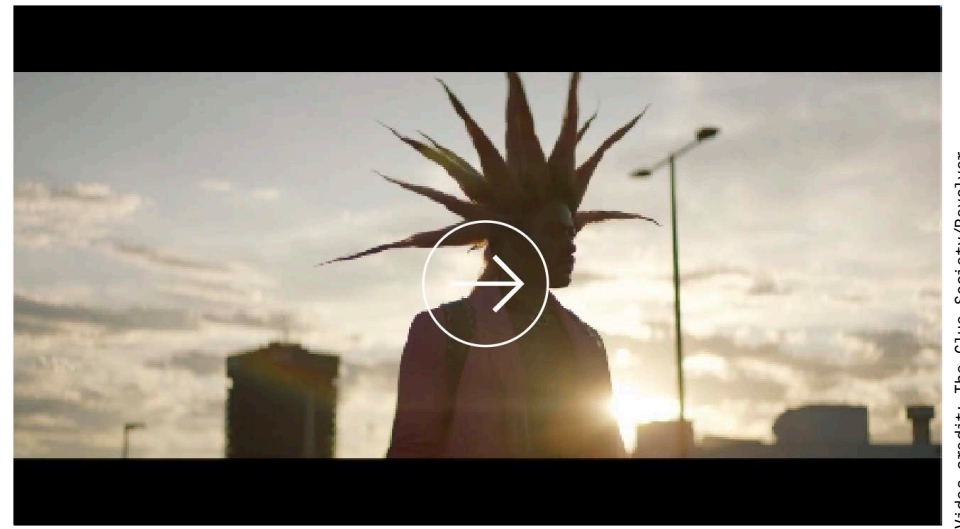
Tourism Tasmania partnered with Mona to bring 'The Tasmanian Queer Woodchop Championships' by Pony Express to Hobart. Created by artists Loren Kronemyer and Ian Sinclair, the work was presented as part of Mona Foma's 2023 festival program, celebrating past

and present woodchopping champions, the strong legacy of woodchopping in Tasmania and the LGBTQIA+ community. The partnership coincided with Australia hosting the internationally renowned LGBTQIA+ festival, WorldPride, for the first time in the festival's 20+ year history and was supported by Tourism Tasmania with a burst of outdoor advertisements in Sydney throughout February 2023 and an online film clip. The advertisements depicted avant-garde woodchop characters as 'sporting heroes' as they prepared to come to Tasmania to compete, with the aim of generating intrigue and aspiration for LGBTQIA+ audiences to visit Tasmania.



Metrolite Hellie and Roselle © Mona/Grant Smith

Mobile billboard at Sydney Opera House © Mona/Grant Smith



Video credit: The Glue Society/Revolver Director: Pete Baker

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## VACAYIT

Tasmania has become the first state to offer audio guides on the Vacayit travel app, Australia's only audio-based tourism platform for blind and low-vision (BLV) travellers. Tourism Tasmania partnered with Vacayit to produce 50 audio guides, each approximately nine minutes in length, designed to help BLV visitors plan and enjoy their holiday in Tasmania.

The guides highlight a diverse range of operators and experiences across Tasmania's regions, incorporating rich sensory storytelling and detailed accessibility information for both international and domestic listeners.

Each of the audio guides features an accessibility section – highlighting details about wheelchair access, assistance dogs, braille, on-site audio guides, audio-tactile traffic lights, accessible parking, bathroom facilities and sensory considerations.

Since launch, the Tasmanian audio guides have been played 102,450 times. The next phase of the project will see Vacayit's Tasmanian guides hosted in an accessible format on the Discover Tasmania website.

## DIVERSE AND INCLUSIVE CONTENT

Tourism Tasmania produced a suite of 700+ new assets to ensure the agency's visual library reflects the diversity of the Tasmanian community and visitors to Tasmania. The visual library houses photos and videos of Tasmania's tourism industry

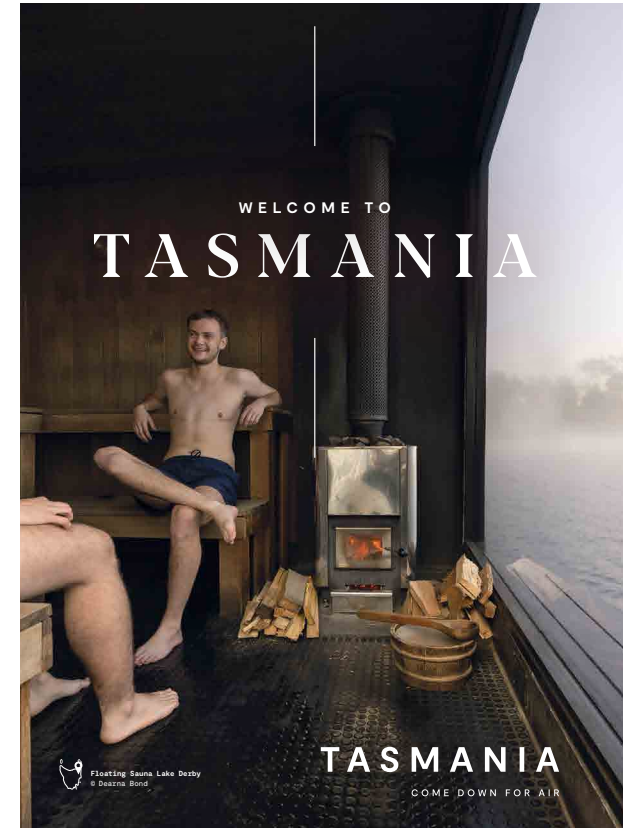
for use by media, trade, government, and agency staff to promote Tasmania.

Content was developed with members of the LGBTQIA+ community, people living with disability and people with diverse ethnic backgrounds. The assets have seen early success in their usage, with inclusions on television broadcast, the Discover Tasmania website, industry communications, domestic and international press and tourism operator social media.

Bonorong Wildlife Sanctuary @ Dearna Bond



Stillwater @ Samuel Shelley



Out Tennis media kit



Little Beach Co Glamping @ Dearna Bond

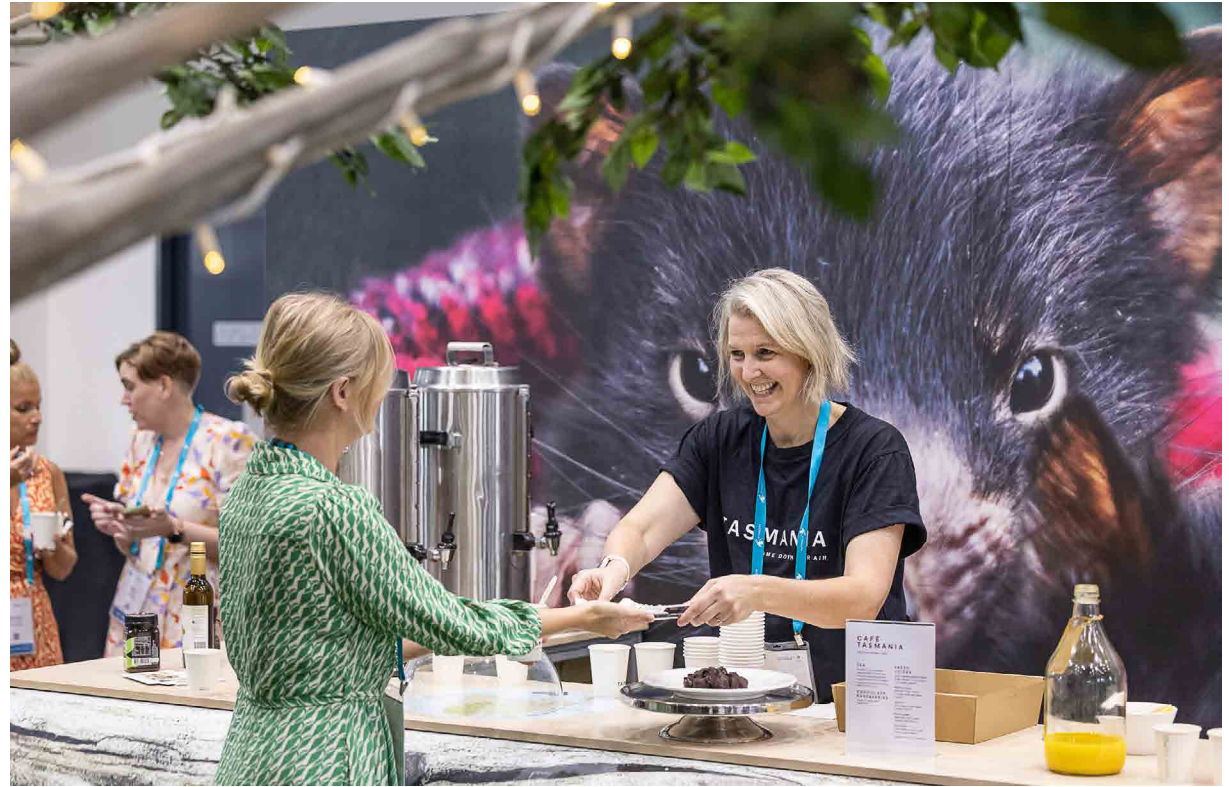
# INTERNATIONAL

In response to the stabilisation of the global travel market and return of international travel to Australia following the COVID-19 pandemic, Tourism Tasmania has renewed its focus on international marketing and developed an international strategy.

The international strategy is designed to build awareness and drive conversion in Tourism Tasmania’s key markets: New Zealand, Singapore, China, Hong Kong, USA, UK and Germany.

Activity this year focused on markets open to international travel including New Zealand, Singapore, UK and USA. In addition to Tourism Tasmania’s global PR activity, marketing in these regions was delivered in partnership with Tourism Australia and through cooperative marketing partnerships with key distribution partners such as House of Travel (NZ), GoWay (USA), Trailfinders (USA), Abercrombie & Kent (AUS/USA), Virtuoso (USA), and EU Holidays (SG).

Planning, partnership discussions, training and familiarisation visits were also reactivated for China and Hong Kong ahead of reopening for international travel in February 2023.



ATE23 Tasmania Stand @ Tourism Australia

## TOURISM AUSTRALIA

Tourism Tasmania’s partnership with Tourism Australia plays an important role in the agency’s international strategy.

A strong focus of Tourism Tasmania’s integrated marketing plan is to strengthen Tasmania’s global presence by partnering with Tourism Australia on its international campaigns and marketing activity, including content partnerships, key distribution partner activity and Tourism Australia’s international



ATE23 Tasmania Stand @ Tourism Australia

media hosting program. This year saw a refreshed approach to Tourism Australia’s partnerships program with an increased investment in content partnerships in priority markets (UK, New Zealand and North America).

Tourism Tasmania contributes directly to multiple Tourism Australia programs such as the Aussie Specialist Program, to connect with and educate global travel trade, and the Signature Experiences program, to showcase iconic and luxury experiences to the global travel trade. The Signature Experiences program includes 20 Tasmanian operators across a variety of tourism sectors including walking, golf, fishing, luxury lodges, Aboriginal experiences, wine, and nature and wildlife.

Business-to-business events delivered by Tourism Australia provide an opportunity for Tourism Tasmania, together with Tasmanian tourism operators, to connect with global travel buyers direct. The largest travel trade event in the southern hemisphere, the Australian Tourism Exchange (ATE), took place on the Gold Coast in May 2023. Tasmania took its largest delegation to date, with 31 operators in attendance.

Tourism Tasmania also participated in ‘in region’ events delivered by Tourism Australia such as Marketplace and Aussie Specialist Roadshows.

# PARTNERSHIPS

Tourism Tasmania works with key distribution partners to build awareness of Tasmania and its tourism offering. The program is focused on partner marketing, forming connections between industry and travel trade, and educating key distribution partners on Tasmania as a destination through a variety of mechanisms.

## AIRLINES

Tourism Tasmania worked with Qantas, Jetstar, Virgin, Rex and Air New Zealand on activity such as seat sales, strategic digital marketing and targeting, content partnerships and social media. This activity leveraged existing Tourism Tasmania and Tourism Australia in-market activity.

The agency’s inaugural marketing partnership with Air New Zealand encouraged New Zealanders to visit Tasmania during the quieter winter months and saw a 42% increase in bookings during the campaign period.

## KEY DISTRIBUTION PARTNERSHIPS

Tourism Tasmania activated domestic partnerships with TasVacations and Expedia, along with multiple international cooperative marketing programs.

Retail and wholesale travel partners, OTAs (online travel agents) and ITOs (inbound tour operators) were engaged through Tourism Tasmania’s Tassie Specialist Program (AUS and NZ), Tourism Australia’s Aussie Specialist Program (15 markets), training webinars, travel trade famils and eDMs. Travel trade partners can also access information from Tourism Tasmania’s dedicated ‘Tassie Trade’ website [www.tassietrade.com.au](http://www.tassietrade.com.au).

Tourism Tasmania connects industry operators with the Australian Tourism Export Council (ATEC) training program to support industry looking to make their business export ready. The agency supported nine Tasmanian tourism operators to undertake the ATEC Trade Ready training program ahead of their attendance at ATE 2023.





# ENABLING PROGRAMS



Dove Lake  
Cradle Mountain - Lake St Clair National Park  
© Dearn Bond

# ENGAGEMENT AND INDUSTRY PROGRAM

Strong engagement and connection with Tasmania’s tourism industry is vital to Tourism Tasmania’s marketing program, achieving the objectives of the T21 partnership and delivering our brand promise to visitors.

Tourism Tasmania engages with Tasmania’s tourism operators, regional tourism organisations (RTOs), the Tourism Industry Council Tasmania and Tasmanian Hospitality Association to share strategic priorities, understand issues specific to regions and sectors, and work together to enhance Tasmania’s brand, environment, and community.

Tourism Tasmania hosted industry briefings and events across the state and online, attended by over 500 tourism industry operators and stakeholders throughout the year.

These briefings and events provided industry with the opportunity to farewell outgoing CEO, John Fitzgerald; welcome incoming CEO, Sarah Clark; engage with the Off Season program; learn more about the Discover Tasmania app; and receive updates

from Tourism Tasmania and RTOs on strategy and available opportunities. Information is also shared regularly with industry via the Tourism Tasmania e-newsletter, Tourism Tasmania website [www.tourismtasmania.com.au](http://www.tourismtasmania.com.au) and industry toolkits.

Tourism Tasmania employees connected with over 150 tourism businesses to learn more about their business and visitor experience throughout the year through industry showcases (in collaboration with RTOs), regional familiarisation visits and attendance at industry events.

## SHARING RESEARCH AND INSIGHTS

Tourism Tasmania responded to over 150 bespoke research requests from industry and government, delivered training and user guides on the TVS Analyser to support users of the online tool, and regularly provided industry with a summary of consumer, market and industry insights.

## KING ISLAND SUPPORT PROGRAM

An outbreak of COVID-19 on King Island in January 2022 significantly reduced



visitation during the island’s peak visitor season. In response, Tourism Tasmania collaborated with King Island Council, King Island stakeholders, West by North West regional tourism organisation, airline partners, tour operators and local tourism operators to drive visitation and stimulate the King Island economy.

A government funded support package was developed which included holiday vouchers to accelerate visitation during the quieter winter months, programs to build long term visitation to the island and a limited extension to the Sharp Airlines subsidy for intrastate flights.

Tourism Tasmania provided funding to King Island Council in 2022–23 to further progress the island’s visitor economy. Funding initiatives included conducting a visitor survey, developing a King Island tourism strategy, improving visitor signage, and distributing printed tourism collateral.

A series of marketing activities in partnership with Sports Entertainment Radio, Tour the Greens, Golf Australia, Rex Airlines and Air Adventures were launched to drive awareness and bookings for golf tourism on the island.

### EXPERIENCE PROGRAM

Tourism Tasmania’s experience program creates individually tailored itineraries to support the agency’s domestic and international marketing activity. More than 750 Tasmanian tourism and hospitality businesses were showcased through 93 familiarisation visits (famils) for media, distribution, content and industry partners.

### HOSTING MEDIA

Tourism Tasmania welcomes media to the state to inspire stories and content that authentically showcase Tasmania. This approach aligns with the agency’s international PR strategy and ensures Tasmania is present in top-tier domestic and international media.

### HOSTING TRAVEL TRADE PARTNERS

Familiarisation visits are used as a training tool for travel trade partners to grow their awareness and their ability to sell and promote Tasmania to consumers. Tasmanian tourism operators also have the chance to connect with travel trade partners participating in famils to foster business development opportunities. This year, Tourism Tasmania hosted travel trade partners from Australia, New Zealand, USA, Singapore, UK, Germany, China and Hong Kong.



Masterchef gift card



TVNZ 1 Breakfast, Maria Island

# POSITIVE IMPACT PROGRAM

As a destination marketing organisation that welcomes people to our island and connects with visitors through storytelling, we understand our deep responsibility to both honour and protect the things that make our home special, and to acknowledge Tasmania's deep and complex history.

We know our work can have a positive impact on our state and our communities. This impact has the potential to contribute to the protection of our environment and the prosperity of our people.

As an agency, our positive impact program focuses on continuing to support the

involvement of Tasmanian Aboriginal people in our sector, in ways that they determine, reducing our impact on the environment and ensuring all visitors to Tasmania can experience our place, feel welcomed and be included.

## OUR COMMITMENT TO TASMANIA'S ABORIGINAL PEOPLE

We acknowledge Tasmania's Aboriginal people as the traditional and ongoing custodians of the lands, skies and waterways of lutruwita (Tasmania). As an organisation, we have made a commitment to Tasmania's Aboriginal people to grow our understanding through respectful engagement and to support their aspirations for the future of their people and these lands. This commitment is ongoing.

Key to our commitment is the ongoing learning and development of our team. This includes ensuring our staff and Board of Directors undertake Cultural Awareness Training facilitated by the Tasmanian Aboriginal Centre. The majority of our staff have also undertaken Cultural Safety Training

and actively seek opportunities to grow their knowledge and embed these learnings.

Tasmanian Aboriginal place names are incorporated where relevant across all of Tourism Tasmania's channels including in publications, maps and visual library assets. We work with existing Tasmanian Aboriginal tourism businesses to promote their experiences to visitors and travel trade through our brand, content, PR, media hosting and partnerships programs and support their participation in relevant Tourism Australia programs such as Discover Aboriginal Experiences and the Australian Tourism Exchange. The agency also shares knowledge and understanding of the tourism industry through a cross-agency working group that aims to support new Tasmanian Aboriginal tourism business development, in consultation with the community.

## ACCESSIBILITY AND INCLUSIVITY

Tourism Tasmania is committed to ensuring visitors of all backgrounds and visitors with disability feel welcomed in Tasmania.



palawa kipli, kipli takara tours © Samuel Shelley

Tourism Tasmania partnered with Vacayit to produce 50 audio guides, each approximately nine minutes in length, designed to help blind and low vision visitors to plan and enjoy their holiday in Tasmania.

The Discover Tasmania website includes a dedicated accessible travel page, highlighting Tasmanian experiences, accommodation, and transport options that are accessible for people with disability and/or mobility considerations. To

make it easier for travellers to plan, the Discover Tasmania website and app include accessibility information for tourism operator listings.

Tourism Tasmania’s visual library was updated with over 700 images that reflect the diversity within our community and of our visitors, with the images available for use by the agency, government, partners and media to promote Tasmania.

We have promoted and supported LGBTQIA+ events and content in our program including TasPride and the Tasmanian Queer Woodchop Championships. Tourism Tasmania staff had the opportunity to participate in ‘Languages Matter’ training with Working it Out to build knowledge, language, and increased understanding of gender and sexuality. Staff also had the opportunity to join Rodney Croome on a Hobart LGBTQIA+ history walk through Salamanca and Hobart’s CBD.

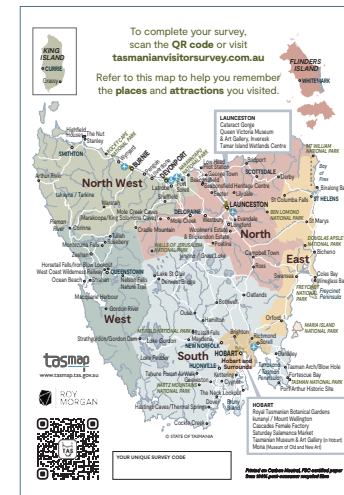
### ENVIRONMENT

Tasmania’s environment is a key drawcard for visitors to the state. Tourism Tasmania is committed to reducing the organisation’s impact, as well as promoting and protecting what makes our island special. This includes sustainably managing visitation to our natural areas and working closely with our partners to deliver consistent and considered messaging to our visitors; ensuring our content promotes respectful, leave no trace principles for visitation.

We will continue to work with industry to feature and highlight tourism experiences that have a sustainability focus, are implementing sustainable practices to reduce their environmental impact, and/or are contributing to their local communities.

Tourism Tasmania measured its carbon data in the 2021-22 financial year and continues to work towards ways to reduce carbon emissions, improve office sustainability and better manage waste. Activities included removing individual workstation bins to encourage centralised recycling, reducing printing and using recycled, FSC certified paper. The agency also moved the Tasmanian Visitor Survey to an online methodology saving over 80,000 pages of paper annually.

Callington Mill Distillery © Dearnna Bond



# PEOPLE PROGRAM

Tourism Tasmania aims to create high-impact, purposeful leaders by empowering curiosity, creativity and collaboration and, fostering connection with our place, our people and our customers.

The agency has continued to enhance the employee experience through improvements to position design, recruitment processes and onboarding.

To reinforce psychosocial safety in the workplace, staff participated in wellbeing and mental health programs throughout the year and continued to benefit from flexible work practices.

Staff are encouraged to build whole-of-system knowledge and connection with industry through a variety of learning and development opportunities. Tourism

Tasmania staff attended the Destination Australia Conference, Tasmanian Tourism Conference, regional industry forums and dialogue sessions hosted by the Tourism Industry Council Tasmania.

The agency empowered staff to connect with industry through attendance at operator showcases and participation in the staff familiarisation program.

A staff-led program was launched to grow Tourism Tasmania's workplace culture. Building on alignment with our purpose as an agency and harnessing our 'Unordinary Leaders' mentality, dialogue, insights gathering, and sense-making sessions were held to define our aspirational workplace culture. Work on this program will continue into the coming year.

Tourism Tasmania held quarterly 'Learning and Experience' days to increase employee alignment with strategy and develop individual and collective capability. Focus areas included positive impact and building awareness of, and connection with community.



Martha Vale Park © Jasper Da Seymour

# STATUTORY INFORMATION



King River Rafting; King River Gorge,  
Raft and Steam Experience  
© Tourism Australia

## DATA SECURITY AND PRIVACY

Tourism Tasmania has strengthened data security and privacy measures by paralleling industry best practice, progressing improvements to governance, and commencing the implementation of stringent protocols to ensure our data is protected from unauthorised access.

Recognising the key role data intelligence plays within our teams, staff participated in a tailored education program during Privacy Awareness Week to build foundational knowledge of data security and privacy, and grow awareness of data classification processes.

Data audits were also conducted, resulting in the creation of an agency-wide data simplification and enterprise roadmap strategy.

## WORKPLACE HEALTH SAFETY AND WELLBEING

Workplace health, safety and wellbeing (WHSW) is a top priority at Tourism Tasmania.

Mental health was an agency focus this year with senior management participating in a half-day workshop on managing mental health and wellbeing in the workplace, and all staff completing training on building a mentally healthy workplace.

The agency continued to consult with staff to regularly review and amend its COVID-19 Safety Plan. Safety Plan measures were moderated in response to the World Health Organisation's declaration of the end of COVID-19 as a public health emergency.

As COVID-19 measures eased, agency staff travel resumed. The agency launched a Safe Driving and Vehicle Use Policy and Travel Policy to provide clear guidance on processes, and practices to reduce risk whilst travelling for work.

## TOURISM TASMANIA BOARD OF DIRECTORS – ATTENDANCE AT MEETINGS

A total of seven Board meetings were held in 2022-23.

BOARD MEMBER	MEETINGS ATTENDED	MEETINGS ELIGIBLE TO ATTEND	NOTES
Grant O'Brien, Chair	7	7	
Sarah Clark, Executive Director and Chief Executive Officer	7	7	Non-Executive Director prior to commencement as CEO 9 January 2023
Annie Beaulieu, Non-Executive Director	6	7	Term concluded 23 June 2023
Michelle Cox, Non-Executive Director	2	2	Term concluded 29 October 2022
Rod Cuthbert, Non-Executive Director	1	1	Term commenced 8 May 2023
John Fitzgerald, Former Executive Director and Chief Executive Officer	4	4	Term concluded 6 January 2023
Carolyn Miller, Non-Executive Director	7	7	
Shane O'Hare, Non-Executive Director	3	3	Term commenced 31 January 2023
Brett Torossi, Non-Executive Director	5	7	
Clint Walker, Non-Executive Director	6	7	

## OUR STAFF

As at 30 June 2023, there were 73 Tourism Tasmania employees.

Permanent	58	Full time	53
Fixed term	13	Part time	20
Head of Agency	1	Male*	15
Senior Executive	1	Female*	58

## AUDIT AND RISK COMMITTEE (ARC)

The primary role of the Audit and Risk Committee (ARC) is to assist the Tourism Tasmania Board to fulfil its corporate governance responsibilities in overseeing and reviewing the agency's internal controls, audit functions, contract engagements, risk management and statutory financial and corporate reporting.

The committee comprises three Board directors and a non-executive independent member with expertise in corporate governance, auditing, and financial reporting. Tourism Tasmania's Chief Operating Officer and Manager Better Business attend ARC meetings, along with representatives from the agency's internal auditors and the Tasmanian Audit Office where appropriate.

ARC MEMBER	ARC MEETINGS ATTENDED	MEETINGS ELIGIBLE TO ATTEND	NOTES
Brett Torossi, Chair	5	5	
Sarah Clark, Executive Director and Chief Executive Officer	2	2	
Annie Beaulieu, Non-Executive Director	4	5	Term concluded 23 June 2023
Nick Burrows, Committee Member	5	5	
John Fitzgerald, Former Executive Director and Chief Executive Officer	1	3	Term concluded 6 January 2023
Shane O'Hare, Non-Executive Director	2	2	Term commenced 31 January 2023
Clint Walker, Non-Executive Director	5	5	



## RIGHT TO INFORMATION

Tourism Tasmania responds to requests for information in accordance with the *Right to Information Act 2009*. The Act allows members of the public the right to access information held by the government and its agencies, with the exception of information deemed by the Act to be exempt. In 2022-23 there was one request for information from Tourism Tasmania.

## PUBLIC INTEREST DISCLOSURES

The purpose of the *Public Interest Disclosures Act 2002* (the Act) is to encourage and facilitate the making of disclosures about improper conduct of public officers or public bodies. The Act provides protection to persons who make disclosures in accordance with the Act and establishes a system by which the matters disclosed can be investigated and action to rectify any deficiencies can be taken. The agency is committed to the aims and objectives of the Act. It does not tolerate improper conduct or detrimental action by the agency or its members, officers or employees. The procedures for reporting disclosures are available at [www.tourismtasmania.com.au](http://www.tourismtasmania.com.au). The agency did not receive any disclosures either directly or indirectly referred via the Ombudsman in the year to 30 June 2023.

## ACCESSIBLE ISLAND

The Tasmanian Government’s vision is for an inclusive society that values and respects all people with disability as equal and contributing members of the community. The Accessible Island Transition Plan 2024-2025 is due to be delivered by the Tasmanian Government in 2024.

To support the T21 strategic vision of Tasmania being a leader in accessible and inclusive tourism experiences, Tourism Tasmania has published information on inclusive tourism for the tourism industry, providing an overview of the market and links to resources to assist industry to improve the accessibility and inclusiveness of their visitor experience. See <http://www.tourismtasmania.com.au/industry/inclusive-tourism/>

The 2030 Visitor Economy Strategy and three-year Action Plan detail capacity building for accessible and inclusive tourism and communicating accessibility and inclusivity with visitors.

## GOVERNMENT PROCUREMENT

Tasmanian businesses are given every opportunity to successfully compete for agency business. The following tables detail all contracts awarded and procurement processes undertaken in 2022-23 (excluding consultancies) with values of \$50,000 or more (excluding GST), in accordance with Treasurer’s Instruction FR-4 Annual Reports.

Tourism Tasmania did not engage any consultants under a contract valued over \$50,000.

### PARTICIPATION BY TASMANIAN BUSINESSES – CONTRACTS OVER \$50,000

Total number of contracts awarded	42
Number of contracts awarded to Tasmanian businesses	13
Total value of contracts	\$10,140,519
Value of contracts awarded to Tasmanian businesses	\$1,725,839
Number of tenders called	1*
Number of tender bids received	9
Number of tender bids received from Tasmanian businesses	0

*\*This tender resulted in two contracts being awarded*

### PARTICIPATION BY TASMANIAN BUSINESSES – CONTRACTS UNDER \$50,000

Tourism Tasmania awarded 55 contracts under \$50,000, with a total value of \$1,138,449. Of the 55 contracts, 29 were awarded to Tasmanian businesses, with a total value of \$428,961.

## CONTRACTS AND TENDERS

The following tables provide detailed information on Tourism Tasmania's contracts over \$50,000 awarded during 2022-23.

CONTRACTOR	DESCRIPTION	PERIOD	\$ VALUE	APPROVALS	TAS BUSINESS
Air New Zealand Limited	Cooperative Marketing Campaign	21/04/2023 - 01/07/2023	\$150,000	PP-2	No
Australia Zoo Productions Pty Ltd	Content Partnership	19/05/2023 - 31/10/2023	\$70,000		No
Certus Solutions P/L	Data Services	21/11/2022 - 31/03/2023	\$95,890		No
Certus Solutions P/L	Data Services	05/05/2023 - 30/06/2023	\$72,000		No
Citizen Banter	PR Services	12/04/2023 - 05/09/2023	\$74,200		No
Cultivate Media Services Pty Ltd	Content Partnership	28/03/2023 - 30/06/2024	\$336,000	PP-2, PF-2	Yes
Darklab Pty Ltd	Content Partnership	26/05/2023 - 15/09/2023	\$50,000		Yes
Datca Pty Ltd	Content Partnership	03/10/2022 - 30/11/2022	\$50,000		Yes
Deloitte Access Economics	2030 Strategy	22/02/2023 - 31/03/2023	\$51,525		No
E Riley & Associates Pty Ltd	2030 Strategy	18/05/2023 - 31/08/2023	\$80,500		Yes
EU Holidays	Cooperative Marketing Campaign	08/02/2023 - 16/05/2023	\$80,000		No
Expertise Events Pty Ltd	Australian Tourism Exchange	20/03/2023 - 05/05/2023	\$95,000		No
Goway Travel Ltd Canada	Cooperative Marketing Campaign	31/01/2023 - 30/06/2023	\$93,000		No
House Of Travel (NZ)	Cooperative Marketing Campaign	20/02/2023 - 31/07/2023	\$190,000	PP-2	No
Jetstar Airways Pty Ltd	Cooperative Marketing Campaign	19/10/2022 - 05/12/2022	\$100,000	PP-2	No
Jetstar Airways Pty Ltd	Cooperative Marketing Campaign	10/05/2023 - 10/07/2023	\$100,000	PP-2	No
King Island Council	Destination Marketing	13/12/2022 - 01/05/2023	\$95,000		Yes
Mkt Communications Pty Ltd	PR Services	27/02/2023 - 30/09/2023	\$99,999		No
Moorilla Estate Pty Ltd T/A Museum of Old & New Art	Content Partnership	16/02/2023 - 01/03/2023	\$99,999		Yes
Nine Network Australia Pty Ltd	Content Partnership	03/10/2022 - 20/10/2022	\$75,000		No
Omera Partners Pty Ltd	Executive Recruitment	11/11/2022 - 30/04/2023	\$50,000		No
Pacific Aviation Marketing	Representation Services - Hong Kong	28/03/2023 - 01/07/2024	\$101,250	PP-2	No

CONTRACTOR	DESCRIPTION	PERIOD	\$ VALUE	APPROVALS	TAS BUSINESS
Qantas Airways Ltd	Cooperative Marketing Campaign	19/09/2022 - 14/08/2023	\$70,000	C-1	Yes
Qantas Airways Ltd	Cooperative Marketing Campaign	29/09/2022 - 14/12/2022	\$100,000	PP-2, C-1	Yes
Qantas Airways Ltd	Cooperative Marketing Campaign	28/03/2023 - 14/07/2023	\$283,785	PP-2, PF-2, C-1	Yes
Rex Airlines	Cooperative Marketing Campaign	04/04/2023 - 30/09/2023	\$50,000		No
RJMedia Pty Ltd	Content Partnership	02/08/2022 - 15/04/2023	\$60,000		No
Roy Morgan Research Pty Ltd	Research Services	01/09/2022 - 31/12/2023	\$53,021		No
Sandy Point Holdings Pty Ltd T/A Tasmania Travel Guides	Content Partnership	15/08/2022 - 30/12/2023	\$70,000		Yes
Spirit Of China Marketing Co Ltd	Representation Services - China	01/07/2023 - 30/06/2024	\$220,000	PP-2	No
Stock Shot Productions Pty Ltd	Content Partnership	31/03/2023 - 30/09/2023	\$60,000		No
Tasvacations Pty Ltd	Cooperative Marketing Agreement	01/10/2022 - 31/01/2024	\$315,000	PP-2, PF-2	Yes
The Trustee for Vallentine Trust	Content Production	01/05/2023 - 24/12/2023	\$85,000		Yes
The20 Pty Ltd	Media Buying Services	31/10/2022 - 30/11/2022	\$90,554		Yes
Tourism Australia	Representation Services - USA	01/07/2022 - 30/06/2023	\$101,787	PP-2	No
Tourism Australia	Content Partnership	21/10/2022 - 30/07/2023	\$52,471		No
Tourism Australia	Content Partnership	01/04/2023 - 31/07/2023	\$67,087		No
Tourism Australia	Research Services	01/06/2023 - 30/06/2025	\$300,000	PP-2, PF-2	No
Travelscape LLC Expedia - USA	Cooperative Marketing Campaign	20/10/2022 - 30/06/2023	\$250,000	PP-2, PF-2	No
Vacayit Pty Ltd	Content Partnership	04/10/2022 - 31/01/2023	\$57,499		No
Virgin Australia Airlines Pty Ltd	Cooperative Marketing Campaign	01/12/2022 - 11/01/2024	\$151,800	PP-2, C-1	No
Virgin Australia Airlines Pty Ltd	Cooperative Marketing Campaign	08/05/2023 - 21/06/2023	\$50,000	C-1	No

Approvals PP-2 Limited tendering PF-2 Disaggregation PF-7 COVID-19 Emergency Procurement C-1 Confidentiality

**CONTRACTS BY QUOTES/TENDERS**

<b>CONTRACTOR</b>	<b>DESCRIPTION</b>	<b>PERIOD</b>	<b>\$ VALUE</b>	<b>APPROVALS</b>	<b>TAS BUSINESS</b>
Julie Earle-Levine Consulting LLC	PR Services - USA	15/03/2023 - 14/03/2025	\$552,000	PF-2	No
Red Havas	PR Services - Global	15/03/2023 - 14/03/2025	\$4,896,400	PF-2	No

*\*Values include all possible contract extensions*

**CONTRACT EXTENSIONS**

<b>CONTRACTOR</b>	<b>DESCRIPTION</b>	<b>PERIOD</b>	<b>\$ VALUE</b>	<b>APPROVALS</b>	<b>TAS BUSINESS</b>
Brunthaler & Geisler (T/A Hansmann PR)	Media and PR Services - Germany	01/07/2023 - 30/06/2024	\$48,000	PP-6	No
Huntington	Representation Services - South East Asia	01/10/2022 - 30/03/2023	\$77,282	PP-6	No
Pacific Aviation Marketing	Representation Services - Hong Kong	01/10/2022 - 30/03/2023	\$13,798	PP-6	No
Spirit Of China Co Ltd	Representation Services - China	01/10/2022 - 30/06/2023	\$85,368	PP-6	No

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## CERTIFICATION OF FINANCIAL STATEMENTS

The accompanying Financial Statements of Tourism Tasmania are in agreement with the relevant accounts and records and have been prepared in compliance with the Treasurer’s Instructions issued under the provisions of the *Financial Management Act 2016* and Part 7 of the *Tourism Tasmania Act 1996* to present fairly the financial transactions for the year ended 30 June 2023 and the financial position as at the end of the year.

At the date of signing we were not aware of any circumstances which would render the particulars included in the Financial Statements misleading or inaccurate.



Sarah Clark  
Chief Executive Officer  
Tourism Tasmania

25 September 2023



Grant O'Brien  
Chair  
Tourism Tasmania Board

25 September 2023



Tasman Aich  
© Matty Eaton

# STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED  
30 JUNE 2023

	Notes	2023 Budget \$'000	2023 Actual \$'000	2022 Actual \$'000
<b>Income from continuing operations</b>				
Revenue from Government				
Appropriation revenue – operating	3.1	40,084	38,147	35,101
Appropriation revenue – other	3.1	345	1,192	...
Grants	3.2	8,409	2,766	9,186
Recoveries	3.3	708	973	943
<b>Total revenue from continuing operations</b>		<b>49,546</b>	<b>43,078</b>	<b>45,230</b>
Net gain/(loss) on non-financial assets	4.1	...	2	...
<b>Total income from continuing operations</b>		<b>49,546</b>	<b>43,080</b>	<b>45,230</b>
<b>Expenses from continuing operations</b>				
Employee benefits	5.1	8,058	8,344	7,853
Depreciation and amortisation	5.2	22	443	71
Supplies and consumables	5.3	4,405	5,914	4,943
Grants and subsidies	5.4	2,589	3,367	6,027
Advertising and promotion	5.5	27,998	24,056	24,062
Other expenses	5.6	204	137	203
<b>Total expenses from continuing operations</b>		<b>43,276</b>	<b>42,261</b>	<b>43,159</b>
<b>Net result from continuing operations</b>		<b>6,270</b>	<b>819</b>	<b>2,071</b>
<b>Net result</b>		<b>6,270</b>	<b>819</b>	<b>2,071</b>
<b>Comprehensive result</b>		<b>6,270</b>	<b>819</b>	<b>2,071</b>

This Statement of Comprehensive Income should be read in conjunction with the accompanying notes.  
Budget information refers to original estimates and has not been subject to audit.

# STATEMENT OF FINANCIAL POSITION

FOR THE YEAR ENDED  
30 JUNE 2023

	Notes	2023 Budget \$'000	2023 Actual \$'000	2022 Actual \$'000
<b>Assets</b>				
<i>Financial assets</i>				
Cash and cash equivalents	9.1	712	(745)	926
Receivables	6.1	852	643	297
<i>Non-financial assets</i>				
Leasehold improvements	6.2	223	147	185
Plant and equipment	6.2	...	124	27
Intangibles	6.3	...	1,900	1,682
Other assets	6.4	238	736	362
<b>Total assets</b>		<b>2,025</b>	<b>2,805</b>	<b>3,479</b>
<b>Liabilities</b>				
Payables	7.1	633	13	235
Employee benefits	7.2	1,577	1,405	1,595
Other liabilities	7.3	10	9	1,090
<b>Total liabilities</b>		<b>2,220</b>	<b>1,427</b>	<b>2,920</b>
<b>Net assets (liabilities)</b>		<b>(195)</b>	<b>1,378</b>	<b>559</b>
<b>Equity</b>				
Accumulated funds/(deficit)		(195)	1,378	559
<b>Total equity (deficit)</b>		<b>(195)</b>	<b>1,378</b>	<b>559</b>

This Statement of Financial Position should be read in conjunction with the accompanying notes.

Budget information refers to original estimates and has not been subject to audit.

# STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED  
30 JUNE 2023

	Notes	2023 Budget \$'000	2023 Actual \$'000	2022 Actual \$'000
		Inflows (Out-flows)	Inflows (Out-flows)	Inflows (Out-flows)
<b>Cash flows from operating activities</b>				
<i>Cash inflows</i>				
Appropriation receipts – operating	3.1	40,084	38,147	35,101
Appropriation receipts – other	3.1	345	1,192	...
Grants – Continuing operations		2,736	1,473	4,590
GST receipts		...	2,782	3,630
Other cash receipts	3.3	708	973	944
<b>Total cash inflows</b>		<b>43,873</b>	<b>44,567</b>	<b>44,265</b>
<i>Cash outflows</i>				
Employee benefits	3.1	(8,058)	(8,667)	(7,940)
Supplies and consumables	3.1	(4,405)	(5,797)	(4,570)
Grants and subsidies	3.1	(2,589)	(3,367)	(6,027)
GST payments	3.1	...	(3,143)	(3,132)
Advertising and promotion		(27,998)	(24,535)	(24,897)
Other cash payments	3.3	(204)	(9)	(100)
<b>Total cash outflows</b>		<b>(43,254)</b>	<b>(45,518)</b>	<b>(46,666)</b>
<b>Net cash from / (used by) operating activities</b>	9.2	<b>619</b>	<b>(951)</b>	<b>(2,401)</b>
<b>Cash flows from investing activities</b>				
<b>Cash outflows</b>				
Payments for acquisition of non-financial assets		...	(720)	(1,697)
<b>Total cash outflows</b>		...	<b>(720)</b>	<b>(1,697)</b>
<b>Net cash from (used by) investing activities</b>		...	<b>(720)</b>	<b>(1,697)</b>
<b>Net increase / (decrease) in cash held and cash equivalents</b>		<b>619</b>	<b>(1,671)</b>	<b>(4,098)</b>
<b>Cash and deposits at the beginning of the reporting period</b>		<b>93</b>	<b>926</b>	<b>5,024</b>
<b>Cash and deposits at the end of the reporting period</b>	9.1	<b>712</b>	<b>(745)</b>	<b>926</b>

This Statement of Cash Flows should be read in conjunction with the accompanying notes.  
Budget information refers to original estimates and has not been subject to audit.



# STATEMENT OF CHANGES IN EQUITY

FOR THE YEAR ENDED  
30 JUNE 2023

	Accumulated funds (deficit) \$'000	Total Equity (deficit) \$'000
Balance as at 1 July 2022	559	559
Total comprehensive result	819	819
<b>Balance as at 30 June 2023</b>	<b>1,378</b>	<b>1,378</b>

	Accumulated funds (deficit) \$'000	Total Equity (deficit) \$'000
Balance as at 1 July 2021	(1,512)	(1,512)
Total comprehensive result	2,071	2,071
<b>Balance as at 30 June 2022</b>	<b>559</b>	<b>559</b>

This Statement of Changes in Equity should be read in conjunction with the accompanying notes.

# NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED  
30 JUNE 2023

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# NOTE 1

## TOURISM TASMANIA OUTPUT SCHEDULE

### 1.1 OUTPUT GROUP INFORMATION

Tourism Tasmania's role is to create demand for travel to the state by connecting people culturally and emotionally to Tasmania through domestic and international marketing programs that lead and activate the Tasmanian brand and grow economic and social value.

The summary of budgeted and actual revenues and expenses for this Output are the same as in the Statement of Comprehensive Income. Therefore, the inclusion of a separate Output Schedule is not necessary.

Explanations of material variances between budget and actual outcomes are provided in Note 2 below. A reconciliation of the net result of the Output Group to the net result on the Statement of Comprehensive Income is not necessary as Tourism Tasmania only has one output group. For the same reason there is no separate reconciliation between the net assets deployed for the Output Group to net assets on the Statement of Financial Position.



## NOTE 2

### EXPLANATIONS OF MATERIAL VARIANCES BETWEEN BUDGET AND ACTUAL OUTCOMES

Tourism Tasmania has a focused Annual Operating Budget (AOB) that is overseen by a Board of Directors with the funding aligned to projects and performance monitored against that budget. This differentiates from the Budget information disclosed in the 2022-23 Budget Papers, which is not subject to audit.

Variations are considered material where the variance exceeds the greater of 10 per cent of Budget estimate and \$50 000.

### 2.1 STATEMENT OF COMPREHENSIVE INCOME

	Note	Budget \$'000	Actual \$'000	Variance \$'000	Variance %
Appropriation revenue - other	(a)	345	1,192	847	246%
Grants revenue	(b)	8,409	2,766	(5,643)	(67%)
Recoveries	(c)	708	973	265	37%
Depreciation and amortisation	(d)	22	443	421	1914%
Supplies and consumables	(e)	4,405	5,914	1,509	34%
Grants and subsidies	(f)	2,589	3,367	778	30%
Advertising and promotion	(g)	27,998	24,056	(3,942)	(14%)
Other expenses	(h)	204	137	(67)	(33%)

#### NOTES TO STATEMENT OF COMPREHENSIVE INCOME VARIANCES

- Budget variance due to rollover from 2021-2022 to 2022-2023 for Come Down For Air Production (\$0.637 million, King Island Golf Tourism Campaign (\$0.345 million) and King Island Support Incentive (\$0.210 million).
- Australian Government Recovery for Regional Tourism Grants Program funds received in current year (\$1.689 million). Funds received in prior year, but revenue recognised and funds spent in current year (\$1.077 million). Variation is due to change from original program timeframes.
- Variation is due to Australian Government Recovery for Regional Tourism Grants Program recovered in unspent funds from grant recipients (\$0.177million) and recoveries and co-contributions received from marketing activity (\$0.098 million).
- Variance relates to Discover Tasmania website (June 2022) and app (April 2023) asset capitalisation not included in budget papers.
- Variation predominantly reflects spending on marketing activity (\$2.156 million).
- Variance as a result of first instalment of four new three-year grant deeds for the regional tourism organisations (\$0.852 million).
- Budget variance due to rollover from 2022-2023 to 2023-2024 for marketing activity (\$2.071 million) and marketing funds aligned to Supplies and Consumables (\$2.156 million) and capitalisation of Discover Tasmania website and app (\$0.597 million)
- Variation is due to workers compensation payment moving to other supplies and consumables.

## 2.2 STATEMENT OF FINANCIAL POSITION

Budget estimates for the 2022-23 Statement of Financial Position were compiled prior to the completion of the actual outcomes for 2022-23. As a result, the actual variance from the Original Budget estimate will be impacted by the difference between estimated and actual opening balances for 2022-23. The following variance analysis therefore includes major movements between 30 June 2022 and 30 June 2023 actual balances.

	Note	Budget \$'000	2023 Actual \$'000	2022 Actual \$'000	Budget Variance \$'000	Actual Variance \$'000
Cash and deposits	(a)	712	(745)	926	(1,457)	(1,671)
Receivables	(b)	852	643	297	(209)	346
Intangibles	(c)	...	1,900	1,682	1,900	218
Other assets	(d)	238	736	362	498	374
Payables	(e)	633	13	235	(620)	222

### NOTES TO STATEMENT OF FINANCIAL POSITION VARIANCES

- (a) The cash balance predominately reflects the Australian Government Recovery for Regional Tourism Program (\$0.231 million) and end year GST refund receivable (\$0.514)
- (b) Reflects the year-end GST refund receivable.
- (c) Variation due to Discover Tasmania website (June 2022) and app (April 2023) not included in budget papers.
- (d) Variation is due to subscription, licenses and annual contract payments.
- (e) Variation reflects a decrease in creditors at year end relative to winter marketing activity.

## 2.3 STATEMENT OF CASH FLOWS

	Note	Budget \$'000	Actual \$'000	Variance \$'000	Variance %
Appropriation receipts – other	(a)	345	1,192	847	246%
Grants revenue	(b)	2,736	1,473	(1,263)	(46%)
GST receipts	(c)	...	2,782	2,782	100%
GST payments	(d)	...	(3,143)	(3,143)	(100%)
Other cash receipts	(e)	708	973	265	37%
Supplies and consumables	(f)	(4,405)	(5,797)	(1,392)	32%
Grants and subsidies	(g)	(2,589)	(3,367)	(778)	(30%)
Advertising and promotion	(h)	(27,998)	(24,535)	3,463	12%
Other cash payments	(i)	(204)	(9)	195	96%
Payments for acquisition of non-financial assets	(j)	...	(720)	(720)	100%

### NOTES TO STATEMENT OF CASH FLOWS VARIANCES

- (a) Budget variance due to rollover from 2021-2022 to 2022-2023 for Come Down For Air Production (\$0.637 million, King Island Golf Tourism Campaign (\$0.345 million) and King Island Support Incentive (\$0.210 million).
- (b) Variation is due to Australian Government Recovery for Regional Tourism Grants Program change from original program timeframes.
- (c) and (d) the Net difference between GST receipts and payments. No budget set.
- (e) Variation is due to Australian Government Recovery for Regional Tourism Grants Program recovered in unspent funds from grant recipients (\$0.177million) and recoveries and co-contributions received from marketing activity (\$0.098 million). (f) Variation reflects spending on marketing activity (\$2.156 million).
- (g) Variation due to the first instalment of four new three-year grant deeds for the regional tourism organisations (\$0.852 million)
- (h) Variation is due to marketing activity roll over of (\$2.071 million) and marketing funds aligned to Supplies and Consumables (\$2.156 million)
- (i) Variation is due to workers compensation payment moving to other supplies and consumables.
- (j) Variance relates to Discover Tasmania website (\$0.096 million), Discover Tasmania app (\$0.502 million), and other capitalised assets purchased (\$0.123 million)

# NOTE 3

## INCOME FROM TRANSACTIONS

Income is recognised in the Statement of Comprehensive Income when an increase in future economic benefits related to an increase in an asset or a decrease of a liability has arisen that can be measured reliably.

Income is recognised in accordance with the requirements of *AASB 15 Revenue from Contracts with Customers* or *AASB 1058 Income of Not-for-Profit Entities*, dependent on whether there is a contract with a customer defined by AASB 15.

## 3.1 REVENUE FROM GOVERNMENT

Appropriations, whether operating or capital, are recognised as revenues in the period in which Tourism Tasmania gains control of the appropriated funds as they do not contain enforceable and sufficiently specific obligations as defined by AASB 15. Except for any amounts identified as carried forward in Note 3.1, control arises in the period of appropriation.

Revenue from Government includes revenue from appropriations, unexpended appropriations rolled over under section 23 of the *Financial Management Act 2016* and Items Reserved by Law.

Section 23 of the Financial Management Act allows for an unexpended appropriation at the end of the financial year, as determined by the Treasurer, to be issued and applied from the Public Account in the following financial year. The amount determined by the Treasurer must not exceed five per cent of an Agency's appropriation for the financial year.

The Budget information is based on original estimates and has not been subject to audit.

	2023 Budget \$'000	2023 Actual \$'000	2022 Budget \$'000
<i>Continuing Operations</i>			
Appropriation revenue – operating			
Current year	40,084	38,147	35,101
Other Revenue from Government			
Appropriation Rollover under section 23 of the <i>Financial Management Act 2016</i>	345	1,192	...
<b>Total revenue from Government</b>	<b>40,429</b>	<b>39,339</b>	<b>35,101</b>

### 3.2 GRANTS

Grants revenue, where there is a sufficiently specific performance obligation attached, are recognised when Tourism Tasmania satisfies the performance obligation and transfers the promised goods or services. Grants received by Tourism Tasmania are bespoke and will specify when performance obligations are satisfied, allowing Tourism Tasmania to recognise revenue associated with performance obligations on a case-by-case basis.

Grants revenue without a sufficiently specific performance obligation are recognised when Tourism Tasmania gains control of the asset (typically Cash).

Grants to acquire/construct a recognisable non-financial asset to be controlled by Tourism Tasmania are recognised when Tourism Tasmania satisfies its obligations under the transfer. Tourism Tasmania satisfies its performance obligations over time as the non-financial assets are being constructed using the expenses incurred for the asset as the trigger for recognition of the grant.

	2023 \$'000	2022 \$'000
<b>Grants with sufficiently specific performance obligations</b>		
Australian Government Recovery for Regional Tourism Program:		
Current year	1,689	4,590
Funds received in prior year, but revenue recognised and funds spent in current year	1,077	5,673
Less: Revenue received in advance	...	(1,077)
<b>Total revenue from Grants</b>	<b>2,766</b>	<b>9,186</b>

### 3.3 RECOVERIES

Recoveries are received from a range of government and industry partners on a funding and/or reimbursement basis.

	2023 \$'000	2022 \$'000
Aviation and access	200	200
Grants and subsidies	451	450
Visitor economy	218	211
Marketing activities	99	58
Other recoveries	5	24
<b>Total Recoveries</b>	<b>973</b>	<b>943</b>

## NOTE 4

### NET GAINS/(LOSSES)

#### 4.1 NET GAIN/(LOSS) ON FINANCIAL INSTRUMENTS AND STATUTORY RECEIVABLES/PAYABLES

Financial assets are assessed at each reporting date to determine whether there is any objective evidence that there are any financial assets that are impaired. A financial asset is considered to be impaired if objective evidence indicates that one or more events have had a negative effect on the estimated future cash flows of that asset.

##### Key Judgement

An impairment loss using the expected credit loss method for all trade debtors uses a lifetime expected loss allowance. The expected loss rates are based upon historical observed loss rates that are adjusted to reflect forward looking macroeconomic factors.

	2023 \$'000	2022 \$'000
Impairment reversals/(losses) of:		
Receivables	2	...
<b>Total net gain/(loss) on financial instruments</b>	<b>2</b>	<b>...</b>

# NOTE 5

## EXPENSES FROM TRANSACTIONS

Expenses are recognised in the Statement of Comprehensive Income when a decrease in future economic benefits related to a decrease in an asset or an increase of a liability has arisen that can be measured reliably.

### 5.1 EMPLOYEE BENEFITS

Employee Benefits include, where applicable, entitlements to wages and salaries, annual leave, sick leave, long service leave, superannuation and any other post-employment benefits.

#### (A) EMPLOYEE EXPENSES

	2023	2022
	\$'000	\$'000
Wages and salaries	6,505	6,047
Annual leave	325	507
Long service leave	(40)	92
Sick leave	168	171
Superannuation – defined benefit scheme	177	128
Superannuation – contribution schemes	725	741
Other post-employment benefits	332	52
Other employee expenses	152	115
<b>Total</b>	<b>8,344</b>	<b>7,853</b>

Superannuation expenses relating to defined benefit schemes relate to payments into the Public Account. The amount of the payment is based on a department contribution rate determined by the Treasurer, on the advice of the State Actuary. The current agency contribution is 13.95 per cent (2022: 13.45 per cent) of salary.

Superannuation expenses relating to defined contribution schemes are paid directly to superannuation funds at a rate of 10.5 per cent (2022: 10 per cent) of salary. In addition, agencies are also required to pay into the Public Account a “gap” payment equivalent to 3.45 per cent (2022: 3.45 per cent) of salary in respect of employees who are members of contribution schemes.

#### (B) REMUNERATION OF KEY MANAGEMENT PERSONNEL

	Short-term benefits		Long-term benefits		Termination benefits	Total
	Salary	Other Benefits	Super-annuation	Other Benefits & Long-Service Leave		
2023	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
<b>Board Members</b>						
Grant O'Brien, Chairperson	52	...	5	...	...	57
Brett Torossi	32	...	3	...	...	35
Michele Cox (to 30/11/22)	13	...	1	...	...	14
Annie Beaulieu (to 19/06/23)	29	...	3	...	...	32
Carolyn Miller	29	...	3	...	...	32
Sarah Clark (to 6/01/23)	16	...	2	...	...	18
Clint Walker	29	...	3	...	...	32
Rodney Cuthbert (from 8/05/23)	3	...	...	...	...	3
Shane O'Hare (from 31/01/23)	11	...	1	...	...	12
<b>Management personnel</b>						
John Fitzgerald, CEO (to 6/01/23) <sup>1,2</sup>	152	14	25	...	91	282
Sarah Clark, CEO (from 7/01/23) <sup>2</sup>	154	13	16	1	...	184
Mark Jones, Chief Operating Officer	178	9	19	8	...	214
Emma Terry, Chief Marketing Officer (to 6/01/23) <sup>1</sup>	125	6	15	...	14	160
Lindene Cleary, Chief Marketing Officer (from 14/11/22)	124	18	13	7	...	162
Stephen Farquer, Director Aviation & Access Development	174	8	18	2	...	202
Edwina Morris, Director, Strategy, Government and Industry	171	(13)	18	(8)	...	168
Anne Greentree, Director Visitor Economy Strategy	174	1	18	2	...	195
<b>Total</b>	<b>1,466</b>	<b>56</b>	<b>163</b>	<b>12</b>	<b>105</b>	<b>1,802</b>

<sup>1</sup> Termination benefits payment relates entirely to accrued leave entitlements upon resignation.

<sup>2</sup> The CEO is also a Board Director as provided by section 8, part 3 of the *Tourism Tasmania Act 1996*.



**(B) REMUNERATION OF KEY MANAGEMENT PERSONNEL**

	Short-term benefits		Long-term benefits		Termination benefits	Total
	Salary	Other Benefits	Super-annuation	Other Benefits & Long-Service Leave		
2022	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
<b>Board Members</b>						
Grant O'Brien, Chairperson (from 29/10/21)	34	...	3	...	...	37
James Cretan, Chairperson (to 28/10/21)	18	...	2	...	...	20
Ian Rankine (to 5/9/21)	6	...	1	...	...	7
Brett Torossi	32	...	3	...	...	35
Michele Cox	29	...	3	...	...	32
Annie Beaulieu	29	...	3	...	...	32
Carolyn Miller	29	...	3	...	...	32
Sarah Clark (from 20/9/21)	19	...	2	...	...	21
Clint Walker (from 20/9/21)	18	...	2	...	...	20
<b>Management personnel</b>						
John Fitzgerald, CEO <sup>1</sup>	270	22	27	18	...	337
Mark Jones, Chief Operating Officer	168	2	17	1	...	188
Emma Terry, Chief Marketing Officer	236	12	24	3	...	275
Stephen Farquer, Director Aviation & Access Development	168	10	17	1	...	196
Edwina Morris, Director, Strategy, Government and Industry	158	2	16	1	...	177
Anne Greentree, Director Visitor Economy Strategy	168	5	17	1	...	191
<b>Total</b>	<b>1,382</b>	<b>53</b>	<b>140</b>	<b>25</b>	<b>...</b>	<b>1,600</b>

<sup>1</sup> The CEO is also a Board Director as provided by section 8, part 3 of the *Tourism Tasmania Act 1996*.

Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of Tourism Tasmania, directly or indirectly.

Remuneration during 2022-23 for key personnel is set by the *State Service Act 2000*. Remuneration and other terms of employment are specified in employment contracts. Short-term benefits include motor vehicle and car parking fringe benefits in addition to annual leave and any other short-term benefits. Long term employee expenses include long service leave, superannuation obligations and termination payments.

**Acting Arrangements**

When members of key management personnel are unable to fulfil their duties, consideration is given to appointing other members of senior staff to their position during their period of absence. Individuals are considered members of key management personnel when acting arrangements are for more than a period of one month.

**(C) RELATED PARTY TRANSACTIONS**

*AASB 124 Related Party Disclosures* requires related party disclosures to ensure that the financial statements contain disclosures necessary to draw attention to the possibility that Tourism Tasmania financial results may have been affected by the existence of related parties and by transactions with such parties.

This note is not intended to disclose conflicts of interest for which there are appropriate governance procedures in place.

The extent of information disclosed about related party transactions and balances is subject to the application of professional judgement by Tourism Tasmania. It is important to understand that the disclosures included in this note will vary depending on factors such as the nature of the transactions, the relationships between the parties to the transaction and the materiality of each transaction.

Those transactions which are not materially significant by their nature, impact or value, in relation to the Tourism Tasmania normal activities, are not included in this note.

The aggregate value of related party transactions and outstanding balances (if any) is as follows:

	2023 Aggregate value of transactions \$'000	30 June 2023 Total Amount Outstanding or Committed \$'000
Payment of grants <sup>1,2</sup>	1,142	...

<sup>1</sup> Grant payments made to West by North West regional tourism organisation. Board Director Clint Walker is the Deputy Chair of this entity at the time of this payment (\$0.571 million).

<sup>2</sup> Grant payments made to Visit Northern Tasmania regional tourism organisation. Board Director Shane O'Hare is a Director of this organisation (\$0.571 million).

## 5.2 DEPRECIATION AND AMORTISATION

All applicable Non-financial assets having a limited useful life are systematically depreciated over their useful lives in a manner which reflects the consumption of their service potential. Land, being an asset with an unlimited useful life, is not depreciated.

The depreciable amount of improvements to or on leasehold is allocated progressively over the estimated useful lives of the improvements or the unexpired period of the lease, whichever is the shorter. The unexpired period of a lease includes any option period where exercise of the option is reasonably certain.

Leasehold improvements                      10 years

Depreciation is provided for on a straight-line basis using rates which are reviewed annually. The major depreciation period is:

Plant and equipment                              3-25 years

All intangible assets having a limited useful life are systematically amortised over their useful lives reflecting the pattern in which the asset's future economic benefits are expected to be consumed by Tourism Tasmania. The major amortisation period is:

Software    5 years

## (A) DEPRECIATION

	2023 \$'000	2022 \$'000
Plant and equipment	15	8
<b>Total</b>	<b>15</b>	<b>8</b>

	2023 \$'000	2022 \$'000
Intangibles <sup>1</sup>	379	15
Leasehold Improvements <sup>2</sup>	49	48
<b>Total</b>	<b>428</b>	<b>63</b>
<b>Total depreciation and amortisation</b>	<b>443</b>	<b>71</b>

<sup>1</sup> Includes Discover Tasmania website (launched 15 June 2022) and app (launched 1 April 2023).

<sup>2</sup> Includes minor building works (December 2022).

## 5.3 SUPPLIES AND CONSUMABLES

Supplies and consumables are recognised when it is probable that the consumption or loss of future economic benefits resulting in a reduction in assets and/or an increase in liabilities has occurred and the consumption or loss of future economic benefits can be measured reliably.

	2023 \$'000	2022 \$'000
Audit fees – financial audit <sup>1</sup>	25	47
Audit fees – internal audit	62	18
Office accommodation and vehicles rental	426	456
Consultants	6	6
Contracted services	1,711	2,032
Corporate overhead fee	903	903
Property expenses	122	65
Maintenance	25	15
Communications	62	59
Information technology <sup>2</sup>	1,756	928
Travel and transport <sup>3</sup>	354	149
Other supplies and consumables	462	265
<b>Total</b>	<b>5,914</b>	<b>4,943</b>

<sup>1</sup> Audit fees paid or payable to the Tasmanian Audit Office for the audit of the Department's financial statements were (\$0.025 million). (2021-22 (\$0.47 million)).

<sup>2</sup> Increase in information technology costs are predominantly due to Australian Tourism Data Warehouse (ATDW) one-off development costs (\$0.16 million) and ongoing maintenance, licenses and development of Discover Tasmania website and app.

<sup>3</sup> Increase in Travel and transport predominantly due to international and domestic borders open and resultant increased marketing program activity.

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## 5.4 GRANTS AND SUBSIDIES

Grant and subsidies expenditure is recognised to the extent that:

- the services required to be performed by the grantee have been performed; or
- the grant eligibility criteria have been satisfied.

A liability is recorded when Tourism Tasmania has a binding agreement to make the grants but services have not been performed or criteria satisfied. Where grant monies are paid in advance of performance or eligibility, a prepayment is recognised.

	2023 \$'000	2022 \$'000
Regional tourism organisations support (RTOs) <sup>1</sup>	2,189	1,502
Contribution to Tasmanian Visitor Information Network (TVIN)	340	340
Contribution to Tourism Industry Council Tasmania (TICT)	200	200
Australian Government Recovery for Regional Tourism Program - Recipients	638	3,600
Election Commitments - East Coast Tourism Tasmania	...	35
Transfers to Other Organisations	...	350
<b>Total</b>	<b>3,367</b>	<b>6,027</b>

<sup>1</sup> Increase due to first instalment payment of four new three-year grant deeds for the regional tourism organisations (\$0.852 million).

## 5.5 ADVERTISING AND PROMOTION

Advertising and promotion are recognised as expenses when a decrease in future economic benefits related to a decrease in assets or an increase in a liability has arisen that can be measured reliably.

	2023 \$'000	2022 \$'000
On-line advertising	4,328	5,872
Social media advertising	1,004	0
Media advertising	5,983	7,431
Broadcast video on demand	853	0
Cinema advertising	386	482
Campaign production	1,794	832
Content partnerships	808	0
Co-operative/partnership marketing	3,085	2,809
Industry trade promotions	782	370
Experience Program expenses	286	212
Other advertising/promotional expenses	496	29
Contracted Services – Marketing	4,035	5,948
Non-staff travel expenses	216	77
<b>Total</b>	<b>24,056</b>	<b>24,062</b>

Total Direct Marketing spend by Tourism Tasmania in 2022-23 was \$27.077 million and includes Advertising and Promotion costs of \$24.056 million (this includes \$1.588 million from the Australian Government Recovery for Regional Tourism Grants Program for Spring Road Trips and Agritourism campaign); supplies and consumables (\$2.156 million); intangible assets (\$0.597 million); and Employee Benefits (\$0.267 million). Increased detailed for Advertising and Promotion expense relative to 2021-22 descriptors.

## 5.6 OTHER EXPENSES

Other expenses are recognised when it is probable that the consumption or loss of future economic benefits resulting in a reduction in assets and/or an increase in liabilities has occurred and the consumption or loss of future economic benefits can be measured reliably.

	2023 \$'000	2022 \$'000
Salary on costs – Workers Compensation <sup>1</sup>	(4)	92
Training seminars and conferences	126	94
Workplace health, safety and wellbeing	1	5
Other	14	12
<b>Total</b>	<b>137</b>	<b>203</b>

<sup>1</sup> Variation is due to workers compensation payment moving to other supplies and consumables.

# NOTE 6

## ASSETS

Assets are recognised in the Statement of Financial Position when it is probable that future economic benefits will flow to Tourism Tasmania and the asset has a cost or value that can be measured reliably.

### 6.1 RECEIVABLES

Receivables are initially recognised at fair value plus any directly attributable transaction costs. Trade receivables that do not contain a significant financing component are measured at the transaction price.

Receivables are held with the objective to collect the contractual cash flows and are subsequently measured at amortised cost using the effective interest method. Any subsequent changes are recognised in the net result for the year when impaired, derecognised or through the amortisation process. An allowance for expected credit losses is recognised for all debt financial assets not held at fair value through profit and loss. The expected credit loss is based on the difference between the contractual cash flows and the cash flows that the entity expects to receive, discounted at the original effective interest rate.

For trade receivables, a simplified approach in calculating expected credit losses is applied, with a loss allowance based on lifetime expected credit losses recognised at each reporting date. Tourism Tasmania has established a provision matrix based on its historical credit loss experience for trade receivables, adjusted for forward-looking factors specific to the receivable.

	2023 \$'000	2022 \$'000
Receivables	652	308
Less: Provision for impairment	(9)	(11)
<b>Total</b>	<b>643</b>	<b>297</b>
Sale of goods and services (inclusive of GST)	10	10
Tax assets	633	287
<b>Total</b>	<b>643</b>	<b>297</b>
Settled within 12 months	643	297
Settled in more than 12 months	...	...
<b>Total</b>	<b>643</b>	<b>297</b>

## 6.2 LEASEHOLD IMPROVEMENTS AND PLANT AND EQUIPMENT

### (i) VALUATION BASIS

Non-current physical assets are recorded at historic cost less accumulated depreciation and accumulated impairment losses.

Cost includes expenditure that is directly attributable to the acquisition of the asset. The costs of self constructed assets includes the cost of materials and direct labour, any other costs directly attributable to bringing the asset to a working condition for its intended use, and the costs of dismantling and removing the items and restoring the site on which they are located. Purchased software that is integral to the functionality of the related equipment is capitalised as part of that equipment.

When parts of an item of plant and equipment have different useful lives, they are accounted for as separate items (major components).

### (ii) SUBSEQUENT COSTS

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

### (iii) ASSET RECOGNITION THRESHOLD

The asset capitalisation threshold adopted by Tourism Tasmania is \$10 000 for all assets. Assets valued at less than \$10 000 are charged to the Statement of Comprehensive Income in the year of purchase (other than where they form part of a group of similar items which are material in total).

## LEASEHOLD IMPROVEMENTS

### (A) CARRYING AMOUNT

	2023 \$'000	2022 \$'000
<b>Leasehold improvements</b>		
At cost	491	480
Less: Accumulated amortisation	(344)	(295)
<b>Total leasehold improvements</b>	<b>147</b>	<b>185</b>

**(B) RECONCILIATION OF MOVEMENTS**

	2023 \$'000	2022 \$'000
Carrying amount at 1 July	185	233
Additions	11	...
Disposals	...	...
Amortisation expense	(49)	(48)
<b>Carrying amount as at 30 June</b>	<b>147</b>	<b>185</b>

**PLANT AND EQUIPMENT****(C) CARRYING AMOUNT**

	2023 \$'000	2022 \$'000
<b>Plant and equipment</b>		
At cost	180	123
Less: Accumulated depreciation	(56)	(96)
<b>Total plant and equipment</b>	<b>124</b>	<b>27</b>

**(D) RECONCILIATION OF MOVEMENTS**

	2023 \$'000	2022 \$'000
Carrying amount at 1 July	27	34
Additions	112	...
Depreciation expense	(15)	(7)
<b>Carrying amount as at 30 June</b>	<b>124</b>	<b>27</b>

**6.3 INTANGIBLES**

An intangible asset is recognised where:

- it is probable that an expected future benefit attributable to the asset will flow to Tourism Tasmania; and
- the cost of the asset can be reliably measured.

Intangible assets held by Tourism Tasmania are valued at cost less any subsequent accumulated amortisation and any subsequent accumulated impairment losses

where an active market exists. Where no active market exists, intangibles are valued at cost less any accumulated amortisation and any accumulated impairment losses.

**(A) CARRYING AMOUNT**

	2023 \$'000	2022 \$'000
<b>Intangibles with a finite useful life</b>		
Software at cost	2,294	1,697
Less: Accumulated amortisation	(394)	(15)
<b>Total</b>	<b>1,900</b>	<b>1,682</b>

**(B) RECONCILIATION OF MOVEMENTS**

	2023 \$'000	2022 \$'000
Carrying amount at 1 July	1,682	...
Additions	597	1,697
Amortisation expense	(379)	(15)
<b>Carrying amount as at 30 June</b>	<b>1,900</b>	<b>1,682</b>

**6.4 OTHER ASSETS**

Other assets are recognised in the Statement of Financial Position when it is probable that future economic benefits will flow to Tourism Tasmania and the asset has a cost or value that can be measured reliably.

	2023 \$'000	2022 \$'000
<b>Other assets</b>		
Prepayments	736	362
<b>Total</b>	<b>736</b>	<b>362</b>
Utilised within 12 months <sup>1</sup>	736	168
Utilised in more than 12 months	...	194
<b>Total</b>	<b>736</b>	<b>362</b>

<sup>1</sup> Prepayments are for contracted commitments or annual subscriptions that are all to be expended over a 12-month period. Increase due to inclusion of software licenses in prepayments (\$0.132 million) and commencement of new contract arrangements (\$0.324 million).

# NOTE 7

## LIABILITIES

Liabilities are recognised in the Statement of Financial Position when it is probable that an outflow of resources embodying economic benefits will result from the settlement of a present obligation and the amount at which the settlement will take place can be measured reliably.

### 7.1 PAYABLES

Payables, including goods received and services incurred but not yet invoiced, are recognised at amortised cost, which due to the short settlement period, equates to face value, when Tourism Tasmania becomes obliged to make future payments as a result of a purchase of assets or services.

	2023 \$'000	2022 \$'000
Creditors	5	235
Accrued expenses	8	...
<b>Total</b>	<b>13</b>	<b>235</b>
Settled within 12 months	13	235
Settled in more than 12 months	...	...
<b>Total</b>	<b>13</b>	<b>235</b>

Settlement is usually made within 30 days.

### 7.2 EMPLOYEE BENEFITS

Liabilities for wages and salaries and annual leave are recognised when an employee becomes entitled to receive a benefit. Those liabilities expected to be realised within 12 months are measured as the amount expected to be paid. Other employee entitlements are measured as the present value of the benefit at 30 June, where the impact of discounting is material, and at the amount expected to be paid if discounting is not material.

A liability for long service leave is recognised, and is measured as the present value of expected future payments to be made in respect of services provided by employees up to the reporting date.

	2023 \$'000	2022 \$'000
Accrued salaries	280	194
Annual leave	392	544
Long service leave	733	857
<b>Total</b>	<b>1,405</b>	<b>1,595</b>
Expected to settle wholly within 12 months	765	833
Expected to settle wholly after 12 months	640	762
<b>Total</b>	<b>1,405</b>	<b>1,595</b>

### 7.3 OTHER LIABILITIES

Other liabilities are recognised in the Statement of Financial Position when it is probable that an outflow of resources embodying economic benefits will result from the settlement of a present obligation and the amount at which the settlement will take place can be measured reliably.

	2023 \$'000	2022 \$'000
<b>Revenue received in advance</b>		
Australian Government Recovery for Regional Tourism Program	...	1,077
<b>Other liabilities</b>		
Employee benefits – on-costs	9	13
<b>Total</b>	<b>9</b>	<b>1,090</b>
Expected to settle wholly within 12 months	9	1,090
Expected to settle wholly after 12 months	...	...
<b>Total</b>	<b>9</b>	<b>1,090</b>

# NOTE 8

## COMMITMENTS AND CONTINGENCIES

### 8.1 SCHEDULE OF COMMITMENT

Commitments represent those contractual arrangements entered by Tourism Tasmania that are not reflected in the Statement of Financial Position.

Leases are recognised as right-of-use assets and lease liabilities in the Statement of Financial Position, excluding short term leases and leases for which the underlying asset is of low value, which are recognised as an expense in the Statement of Comprehensive Income.

	2023 \$'000	2022 \$'000
<i>By type</i>		
<b>Commitments held with Finance-General</b>		
Major office accommodation	948	1,454
<b>Total Commitments held with Finance-General</b>	<b>948</b>	<b>1,454</b>
<b>Other Commitments</b>		
Program commitments	11,123	11,614
<b>Total other commitments</b>	<b>11,123</b>	<b>11,614</b>
<b>Total</b>	<b>12,071</b>	<b>13,068</b>

	2023 \$'000	2022 \$'000
<i>By maturity</i>		
<b>Commitments held with Finance-General</b>		
One year or less	471	486
From one to five years	477	968
More than five years	...	...
<b>Total Commitments held with Finance-General</b>	<b>948</b>	<b>1,454</b>
<b>Other commitments</b>		
One year or less	7,515	9,310
From one to five years	3,608	2,304
More than five years	...	...
<b>Total other commitments</b>	<b>11,123</b>	<b>11,614</b>
<b>Total</b>	<b>12,071</b>	<b>13,068</b>

Lease commitments shows amounts payable for major office accommodation and government motor vehicle fleet, payable over a period of one year or greater for which it has been deemed are excluded from the application of AASB 16.

The Program commitments shows amounts approved to clients payable over a period of one year or greater on which the actual amount payable is dependent upon expenditure being incurred and certain conditions being met by these clients and a claim submitted and approved for payment.

### 8.2 CONTINGENT ASSETS AND LIABILITIES

Contingent assets and liabilities are not recognised in the Statement of Financial Position due to uncertainty regarding the amount or timing of the underlying claim or obligation.

As at 30 June 2023, Tourism Tasmania did not have any contingent assets or liabilities.

# NOTE 9

## CASH FLOW RECONCILIATION

Cash means notes, coins, any deposits held at call with a bank or financial institution, as well as funds held in the Specific Purpose Account. Deposits are recognised at amortised cost, being their face value.

### 9.1 CASH AND CASH EQUIVALENTS

Cash and cash equivalents includes the balance of the Specific Purpose Accounts held by Tourism Tasmania, and other cash held, excluding those accounts which are administered or held in a trustee capacity or agency arrangement.

	2023 \$'000	2022 \$'000
<b>Specific Purpose Account balance</b>		
S535 Tourism Tasmania Financial Management Account <sup>1</sup>	(514)	(151)
Australian Government Recovery for Regional Tourism Program (included in S535) <sup>2</sup>	(231)	1,077
<b>Total</b>	<b>(745)</b>	<b>926</b>
<b>Total cash and deposits</b>	<b>(745)</b>	<b>926</b>

<sup>1</sup> The overdrawn cash balance reflects the end year GST refund receivable. Treasurer's approval for an overdraft limit of (\$0.500 million) is held and approval was granted to extend this to (\$0.75 million) for current year.

<sup>2</sup> The year end balance of the Australian Government Recovery for Regional Tourism Grants Program funds with outstanding recovery of funds to be returned in 2023-24.

## 9.2 RECONCILIATION OF NET RESULT TO NET CASH FROM (USED BY) OPERATING ACTIVITIES

	2023 \$'000	2022 \$'000
<b>Net result</b>	<b>819</b>	<b>2,071</b>
Depreciation and amortisation	443	71
Decrease (increase) in Receivables	(346)	555
Decrease (increase) in Other assets	(374)	(124)
Increase (decrease) in Payables	(190)	(398)
Increase (decrease) in Employee Benefits	(222)	18
Increase (decrease) in Other liabilities	(1,081)	(4,594)
<b>Net cash from (used by) operating activities</b>	<b>(951)</b>	<b>(2,401)</b>



# NOTE 10

## FINANCIAL INSTRUMENTS

### 10.1 RISK EXPOSURES

#### (A) RISK MANAGEMENT POLICIES

Tourism Tasmania has exposure to the following risks from its use of financial instruments:

- credit risk;
- liquidity risk.

The Tourism Tasmania Board of Directors has overall responsibility for the establishment and oversight of Tourism Tasmania's risk management framework. Risk management policies are established to identify and analyse risks faced by Tourism Tasmania, to set appropriate risk limits and controls, and to monitor risks and adherence to limits.

#### (B) CREDIT RISK EXPOSURES

Credit risk is the risk of financial loss to Tourism Tasmania if a customer or counterparty to a financial instrument fails to meet its contractual obligations.

The credit risk on financial assets of Tourism Tasmania which have been recognised in the Statement of Financial Position is the carrying amount, net of any provision for doubtful debts. Tourism Tasmania extends 30 day credit terms for sundry receivables.

Tourism Tasmania is not materially exposed to any individual overseas country or individual customer. Concentrations of credit risk by industry on Account Receivables are 100%.

Financial Instrument	Accounting and strategic policies (including recognition criteria, measurement basis and credit quality of instrument)	Nature of underlying instrument (including significant terms and conditions affecting the amount, timing and certainty of cash flows)
<b>Financial Assets</b>		
Receivables	Receivables are recognised at amortised cost, less any impairment losses.	The general term of trade for receivables is 30 days.
Cash and cash equivalents	Deposits are recognised at the nominal amounts.	Cash means notes, coins and any deposits held at call with a bank or financial institution, as well as funds held in the Special Deposits and Trust Fund. Tourism Tasmania does not earn any interest on funds held.

**EXPECTED CREDIT LOSS ANALYSIS  
OF RECEIVABLES**

The simplified approach to measuring expected credit losses is applied, which uses a lifetime expected loss allowance for all trade receivables.

The expected loss rates are based on historical observed loss rates adjusted for forward looking factors that will have an impact on the ability to settle the receivables. The loss allowance for trade debtors as at 30 June are as follows:

	Not past due	Past due 1-30 days	Past due 31-60 days	Past due 61-90 days	Past due 91+ days	Total
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
<b>2023</b>						
Expected credit loss rate (A)	...	...	...	...	100%	100%
Total gross carrying amount (B)	...	...	...	...	9	9
Expected credit loss (A x B)	...	...	...	...	...	...

Relates to Virgin Australia who were placed into liquidation as at 30 June 2020.

Carrying amount of debtor at past due 91+ days does not have an expected credit loss as the full amount of this debtor has been allocated as a specific provision.

	Not past due	Past due 1-30 days	Past due 31-60 days	Past due 61-90 days	Past due 91+ days	Total
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
<b>2022</b>						
Expected credit loss rate (A)	...	0.5%	1%	3.5%	45%	100%
Total gross carrying amount (B)	...	...	...	...	10	10
Expected credit loss (A x B)	...	...	...	...	...	...

**(C) LIQUIDITY RISK**

Liquidity risk is the risk that Tourism Tasmania will not be able to meet its financial obligations as they fall due. Tourism Tasmania's approach to managing liquidity is to ensure that it will always have sufficient liquidity to meet its liabilities when they fall due on the basis of continued funding from the Government.

Financial Instrument	Accounting and strategic policies (including recognition criteria and measurement basis)	Nature of underlying instrument (including significant terms and conditions affecting the amount, timing and certainty of cash flows)
<b>Financial Liabilities</b>		
Payables	Payables, including goods received and services incurred but not yet invoiced, are recognised at amortised cost, which due to the short settlement period, equates to face value, when Tourism Tasmania becomes obliged to make future payments as a result of a purchase of assets or services.	Settled within 30 days.

### MATURITY ANALYSIS FOR FINANCIAL LIABILITIES

The following tables detail the undiscounted cash flows payable by Tourism Tasmania by remaining contractual maturity for its financial liabilities. It should be noted that as these are undiscounted, totals may not reconcile to the carrying amounts presented in the Statement of Financial Position:

2023		Maturity analysis for financial liabilities							
	1 Year	2 Years	3 Years	4 Years	5 Years	More than 5 Years	Un-discounted Total	Carrying Amount	
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	
<b>Financial liabilities</b>									
Payables	13	...	...	...	...	...	13	13	
<b>Total</b>	<b>13</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>13</b>	<b>13</b>	

2022		Maturity analysis for financial liabilities							
	1 Year	2 Years	3 Years	4 Years	5 Years	More than 5 Years	Un-discounted Total	Carrying Amount	
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	
<b>Financial liabilities</b>									
Payables	235	...	...	...	...	...	235	235	
<b>Total</b>	<b>235</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>235</b>	<b>235</b>	

## 10.2 CATEGORIES OF FINANCIAL ASSETS AND LIABILITIES

	2023	2022
	\$'000	\$'000
<b>Financial assets</b>		
Amortised cost	(735)	936
<b>Total</b>	<b>(735)</b>	<b>936</b>
<b>Financial Liabilities</b>		
Financial liabilities measured at amortised cost	13	235
<b>Total</b>	<b>13</b>	<b>235</b>

# NOTE 11

## EVENTS OCCURRING AFTER BALANCE DATE

There have been no events subsequent to balance date which would have a material effect on Tourism Tasmania's Financial Statements as at 30 June 2023.

# NOTE 12

## OTHER SIGNIFICANT ACCOUNTING POLICIES AND JUDGEMENTS

### 12.1 OBJECTIVES AND FUNDING

Tourism Tasmania is a demand generator and brand leader. The agency's purpose is to connect travellers emotionally and culturally with Tasmania to generate demand and drive visitation, and lead a sustainable visitor economy delivering social, environmental and economic value for all Tasmanians.

Tourism Tasmania is also a leader and influencer, actively contributing knowledge and ideas to help shape policy for a thriving and sustainable tourism industry both now, and into the future. Its programs are a key pillar of the T21 Tasmanian Visitor Economy Strategy, partnering with industry and government to deliver shared visitor economy goals.

The activities of Tourism Tasmania are predominantly funded through Parliamentary appropriations. The Financial Statements encompass all funds through which Tourism Tasmania controls resources to carry on its functions.

Tourism Tasmania activities are classified as controlled. Controlled activities involve the use of assets, liabilities, revenues and expenses controlled or incurred by Tourism Tasmania in its own right.

The activities of Tourism Tasmania are predominantly funded through Parliamentary appropriations. The Financial Statements encompass all funds through which Tourism Tasmania controls resources to carry on its functions.

### 12.2 BASIS OF ACCOUNTING

The Financial Statements are general purpose Financial Statements and have been prepared in accordance with:

Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board; and the Treasurer's Instructions issued under the provisions of the *Financial Management Act 2016*.

Compliance with the Australian Accounting Standards (AASBs and AASs) may not result in compliance with International Financial Reporting Standards (IFRS), as the AASBs and AASs include requirements and options available to not-for-profit organisations that are inconsistent with IFRS. Tourism Tasmania is considered to be a not-for-profit and has adopted some accounting policies under AASBs and AASs that do not comply with IFRS.

The Financial Statements have been prepared on an accrual basis and, except where stated, are in accordance with the historical cost convention. The accounting policies are generally consistent with the previous year except for those changes outlined in Note 12.5 below.

The Financial Statements have been prepared on the basis that Tourism Tasmania is a going concern as the 2022-23 State Budget Papers disclose that Tourism Tasmania is fully funded by appropriation in 2022-23 and over the forward estimates. The continued existence of Tourism Tasmania in its present form and undertaking its current activities, is dependent on Government policy and on continuing appropriations by Parliament for Tourism Tasmania's administration and activities. Tourism Tasmania has made no assumptions concerning the future that may cause a material adjustment to the carrying amounts of assets and liabilities in the next reporting period.

### 12.3 REPORTING ENTITY

The Financial Statements include all the controlled activities of Tourism Tasmania. The Financial Statements consolidate material transactions and balances of Tourism Tasmania's output group.

### 12.4 FUNCTIONAL AND PRESENTATION CURRENCY

These Financial Statements are presented in Australian dollars, which is Tourism Tasmania's functional currency.

### 12.5 CHANGES IN ACCOUNTING POLICIES

#### IMPACT OF NEW AND REVISED ACCOUNTING STANDARDS

There are no new and revised Standards and Interpretations issued by the Australian Accounting Standards Board that are relevant to Tourism Tasmania's operations.

## 12.6 FOREIGN CURRENCY

Transactions denominated in a foreign currency are converted at the exchange rate at the date of the transaction. Foreign currency receivables and payables are translated at the exchange rates current as at balance date. Associated gains and losses are not material.

## 12.7 COMPARATIVE FIGURES

Comparative figures have been adjusted to reflect any changes in accounting policy or the adoption of new standards. Details of the impact of any changes in accounting policy on comparative figures are at Note 12.5.

## 12.8 ROUNDING

All amounts in the Financial Statements have been rounded to the nearest thousand dollars, unless otherwise stated. Consequently, rounded figures may not add to totals. Amounts less than \$500 are rounded to zero and are indicated by the symbol "...".

## 12.9 TAXATION

Tourism Tasmania is exempt from all forms of taxation except Fringe Benefits Tax (FBT) and the Goods and Services Tax (GST).

## 12.10 GOODS AND SERVICES TAX

Revenue, expenses and assets are recognised net of the amount of Goods and Services Tax, except where the GST incurred is not recoverable from the Australian Taxation Office (ATO). Receivables and payables are stated inclusive of GST. The net amount recoverable, or payable, to the ATO is recognised as an asset or liability within the Statement of Financial Position.

In the Statement of Cash Flows, the GST component of cash flows arising from operating, investing or financing activities which is recoverable from, or payable to, the Australian Taxation Office is, in accordance with the Australian Accounting Standards, classified as operating cash flows.

## 12.11 NON TRADED INVESTMENTS

In June 2001 Tourism Tasmania along with all the other state tourism authorities, and Tourism Australia contributed share capital in the establishment of Australian Tourism Data Warehouse Pty Ltd (ATDW). ATDW is a company limited by share, incorporated in NSW. The company is a central content and distribution platform for the Australian tourism industry.

Tourism Tasmania believes that because of the nature of ATDW and its shareholders and restrictions in the shareholder agreement, the shares have nominal value using the definition in AASB 13 of fair value. The standard defines 'fair value as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date'.



## Independent Auditor's Report

### To the Members of Parliament

#### Tourism Tasmania

### Report on the Audit of the Financial Statements

#### Opinion

I have audited the financial statements of Tourism Tasmania (the Authority), which comprises the statement of financial position as at 30 June 2023 and statements of comprehensive income, changes in equity and cash flows for the year then ended, notes to the financial statements, including a summary of significant accounting policies, other explanatory notes and the statement of certification signed by the Chair of the Board and the Chief Executive Officer (the Directors).

In my opinion, the accompanying financial statements:

- (a) present fairly, in all material respects, the Authority's financial position as at 30 June 2023 and its financial performance and its cash flows for the year then ended
- (b) are in accordance with the *Tourism Tasmania Act 1996*, the *Financial Management Act 2016* and Australian Accounting Standards.

#### Basis for Opinion

I conducted the audit in accordance with Australian Auditing Standards. My responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of my report. I am independent of the Authority in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to my audit of the financial statements in Australia. I have also fulfilled my other ethical responsibilities in accordance with the Code.

The *Audit Act 2008* further promotes the independence of the Auditor-General. The Auditor-General is the auditor of all Tasmanian public sector entities and can only be removed by Parliament. The Auditor-General may conduct an audit in any way considered appropriate and is not subject to direction by any person about the way in which audit powers are to be exercised. The Auditor-General has for the purposes of conducting an audit, access to all documents and property and can report to Parliament matters which in the Auditor-General's opinion are significant.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

My audit is not designed to provide assurance on the accuracy and appropriateness of the budget information in the Authority's financial statements.

#### Responsibilities of the Directors for the Financial Statements

The Directors are responsible for the preparation and fair presentation of the financial statements in accordance with Australian Accounting Standards, and the financial reporting requirements of Section 42 (1) of the *Financial Management Act 2016*. This responsibility includes such internal control as determined necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Directors are responsible for assessing the Authority'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 Authority is to be dissolved by an Act of Parliament, or the Directors intends to cease operations, or has no realistic alternative but to do so.

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

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my 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 the financial statements.

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

- Identify and assess the risks of material misstatement of the financial statements, 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 my 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 Authority's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Director.

- 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 Authority's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusion is based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Authority to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I 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 I identify during my audit.



David Bond  
**Assistant Auditor-General**  
**Tasmanian Audit Office**


25 September 2023  
Hobart






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**TASMANIA**

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