

TOURISM TASMANIA

ANNUAL
REPORT
2021-22

TASMANIA
COME DOWN FOR AIR





wukalina Walk
© Jesse Hunniford

ACKNOWLEDGMENT OF COUNTRY

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

We honour the uninterrupted care, protection and belonging to
these islands and its 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.

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 [@tourismtasmania](https://twitter.com/tourismtasmania)

 www.linkedin.com/company/tourism-tasmania

www.tourismtasmania.com.au

www.tassietrade.com.au

www.discovertasmania.com.au

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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 2022.

Yours sincerely



Grant O'Brien
Chair
Tourism Tasmania Board



John Fitzgerald
Chief Executive Officer
Tourism Tasmania

October 2022

ABOUT TOURISM TASMANIA

Tourism Tasmania is a demand generator and brand leader with clear objectives to attract leisure visitors to the state and grow air and sea access for travellers and the Tasmanian community.

Its programs are a key pillar of the broader Tasmanian visitor economy strategy, partnering with industry and across government to deliver on T21 visitor economy goals. Tourism Tasmania is also a leader and influencer, actively contributing knowledge and ideas to help shape policy on the development of a thriving and sustainable tourism industry now and into the future.

It is a State Authority that operates under the *Tourism Tasmania Act 1996* and is governed by a board of eight members appointed by the Governor on the recommendation of the Minister. The board of directors hold strong expertise in tourism development, sustainability, marketing and commerce.



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 2022-2025.

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 for a future visitor economy. This collaboration provides our customers with a world leading experience and enables a sustainable visitor economy for the benefit of all Tasmanians.

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.

EXECUTIVE STATEMENT CHAIR

Tasmania's tourism industry has been a long-standing strength of the state. It supports around 14.9 per cent of total Tasmanian employment – higher than the national average and highest in the country and underpins the economies of many regional communities. Beyond its economic and employment value, a vibrant tourism sector contributes significant social and cultural value to the Tasmanian community and promotes what is great about the state and its people.

This year, the COVID-19 pandemic has continued to impact the work of Tourism Tasmania and the sector with significant ongoing challenges and market disruption, international and domestic border restrictions, workforce constraints, supply chain issues and managing illness and isolation requirements.

The agency has worked closely with key tourism network stakeholders across the state including regional tourism organisations and industry bodies to understand the impact of the challenges we face and to ensure there is strong alignment and engagement in determining appropriate strategic responses.

Tourism Tasmania's program has been responsive to the changeable market conditions and despite the challenges has generated strong demand for travel in available markets, rebuilt access capacity and provided clear insights and leadership through T21 to support the shared goals of the T21 Visitor Recovery Action Plan 2020–22.

Tourism Tasmania has been instrumental in driving demand as border restrictions have allowed. The agency has continued to manage our strong brand and deliver effective messaging through Come Down for Air brand campaigns in domestic markets and New Zealand and the Off Season campaign boosting visitation over the traditionally quieter months. This year has seen the completion of phase one of a significant digital transformation program and launch of the new Discover Tasmania website, as well as tactical campaigns such as the Tassie Holiday Voucher program and key partnerships to drive conversion and increase visitor spend to support industry recovery.

The Tasmanian Visitor Survey data for the year ending June 2022 shows that spend and nights are recovering faster than visitor numbers compared to pre-COVID 2019 levels. Despite border restrictions in some markets, domestic visitor spend in Tasmania in the 2021-22 year was \$2.312 billion, the highest annual domestic spend on record, and up 60 per cent from the \$1.441 billion in the year to June 2021. The average spend per visitor also remains elevated with every month in the 12 months to June 2022 recording higher average spend per domestic visitor compared to the same months in 2019.

As an island state, access is vital for the tourism industry as well as the community. Tourism Tasmania's access team have worked tirelessly with airlines to re-establish and retain core routes, frequency and capacity, with the introduction of many new direct air routes into Hobart from most major cities and direct services between Launceston and Melbourne, Sydney, and Brisbane.

The T21 partnership between government and industry has continued to provide strong direction and vision for the sector to ensure the value of tourism to the economy and Tasmanian community was restored as quickly as possible.

Whilst the impact of the crisis has required a short term recovery response, Tourism Tasmania and the industry have not lost sight of the T21 long-term commitment to build a sustainable tourism industry

and achieve carbon neutrality by 2025. This ambitious goal represents the very best of our people and their deep sense of responsibility to our stunning natural environment. With more travellers than ever proactively selecting climate positive destinations, Tasmania can be a global leader in sustainable destination management.

Tourism Tasmania has continued to play a key T21 leadership role and collaborate on the development of the new 2030 Visitor Economy Strategy. This document will be an important roadmap to ensure the state can navigate the opportunities and challenges of the coming decade and continue to build this important sector for Tasmanians.

Strong and diverse tourism, hospitality, arts and events industries are vital to the overall success of Tasmania and even with its ongoing challenges, the past year has seen a display of strength and resilience of the Tasmanian people.

I'd like to thank former chair James Cretan and Ian Rankine for their contributions to the board and acknowledge the significant leadership of previous Premier and Minister for Tourism, Peter Gutwein. I would also like to thank the Premier and Minister for Tourism Jeremy Rockliff for his government's ongoing support of Tourism Tasmania's work and its role in supporting a strong state-wide economy.

On behalf of the board, I would also like to thank John Fitzgerald for his strong leadership, unwavering enthusiasm, and dedication to Tasmania throughout his 10 years as chief executive officer of Tourism Tasmania. John's commitment to strengthening Tasmania's tourism brand has left a significant mark on the industry and the state, and his leadership and contribution to Tourism Tasmania has enabled it to deliver some of the best destination marketing in Australia.



Grant O'Brien
CHAIR

EXECUTIVE STATEMENT CEO

Tourism Tasmania's role in the visitor economy was as important as ever in 2021-22. As domestic and international borders started to reopen, restoring and maintaining access and rebuilding demand and visitation was vital to the recovery of the industry and jobs around the state.

In a very competitive domestic marketplace, it was important that Tasmania mitigated competition from other destinations and maintained its share of voice and strong brand positioning. The impact of the pandemic saw ongoing volatility in the market as consumer confidence and sentiment around travel continued to fluctuate throughout 2020-21. In response to the changing environment, the agency delivered a range of programs and initiatives through a balanced portfolio of activity across markets to inspire confidence in Tasmania and convert our target audiences into active travellers and holiday makers.



Tourism Tasmania's Come Down for Air brand continued to perform strongly in setting Tasmania apart from other states. Travel bubbles with South Australia and Western Australia provided an opportunity to reach new audiences and increase awareness of the Tasmanian brand, and these audiences proved highly engaged.

Our Off Season campaign was launched for its second winter in key domestic markets, offering special experiences to drive conversion and support tourism industry recovery, while positioning Tasmania as a 'must do' winter destination. The campaign was disruptive in its daring black-and-white imagery that embodied winter revelry and a creative spirit unique to Tasmania.

In addition to our domestic and international brand programs, the agency:

- continued its Make Yourself at Home program to promote Tasmania to Tasmanians;
- delivered the successful Tassie Holiday Voucher program to travellers from WA, SA and QLD that injected approximately \$35 million in visitor expenditure in November and December 2021;
- supported over 130 industry operators to create audio visual content to market their businesses through Tourism Australia's National Experience Content Initiative; and
- when the Ashes put Tasmania on the world stage, we led an intra-agency working group to promote the state and leverage the opportunity.

The recovery of the industry is on track with the Tasmanian Visitor Survey showing that in the year ending June 2022, Tasmania welcomed nearly 800,000 mostly domestic visitors. While this is only 61 per cent of the pre-COVID June 2019 level, they spent \$2.39 billion in the state which is 96 per cent of the 2019 spend figures.

The Off Season campaign and winter events such as Dark Mofo were strong drawcards for domestic holiday visitors who spent \$868 million in Tasmania during the months of April, May and June. This was the highest visitor expenditure for any June quarter on record. The month of June 2022 alone saw total spend for holiday visitors three times more than the pre-COVID spend in June 2019.

The economic benefits from tourism are clear, but a strong visitor economy also provides much more to our community, contributing to social and cultural values and to infrastructure and environmental management. The development of the T21 2030 Visitor Economy Strategy was reactivated in March 2022 with a deliberate positive agenda for responsible and sustainable tourism, setting a common vision for government and industry. The development of the strategy will seek collaboration and consultation from industry and community leaders to design the agenda for Tasmania's visitor economy that delivers a positive impact for our destination, businesses and Tasmanians.

On a personal note, in December 2022 I will be stepping down as CEO of Tourism Tasmania after ten years in the role. Over the last decade, there has been significant economic and sector growth alongside the evolution of our tourism brand and marketing activity. While the impact of COVID on the tourism sector over the last two years has been momentous, I truly believe the next ten years will be the best yet for Tasmania, our people and our industry. It has been a great joy and pleasure to lead the passionate and truly talented team at Tourism Tasmania and I look forward to the ongoing success of the agency and Tasmania's tourism industry.



John Fitzgerald,
CHIEF EXECUTIVE OFFICER,
TOURISM TASMANIA

Speakeasy at Bar Stelo
© Jesse Hunniford

TOURISM
TASMANIA
BOARD OF
DIRECTORS



→ Grant O'Brien is the Chair of the Tourism Tasmania Board of Directors. He is a Tasmanian through and through, growing up on the north-west coast, before entering employment with Woolworths Limited in 1987 as an Assistant Accountant. He rose

GRANT O'BRIEN



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 and 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 seeking to establish a Tasmanian AFL team and continues to advise Government on this opportunity.

→ Brett Torossi is the chair of Tourism Tasmania's Audit Finance and Risk Committee. She is a well-respected, inventive and successful businesswoman who holds a passion for great design and innovative ideas. She strives for excellence in development

BRETT TOROSSO



projects, creating communities along with experiences and destinations that both move and inspire. With more than 25 years of governance, advocacy and strategic experience, Brett brings value to the wider 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, Trustees TMAG; 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 representative on the Premier's Visitor Economy Advisory Council; and Owner/Operator Avalon Retreats.

→ John Fitzgerald has been Chief Executive Officer of Tourism Tasmania since early 2013. Since that time, John has led a team that has contributed to Tasmania becoming a leading destination brand in Australia and beyond. Under John's leadership, Tasmania

JOHN FITZGERALD



has continued to evolve its brand and positioning in the domestic and international marketplace to become a highly desirable travel destination. Tasmania has enjoyed strong growth in visitation and visitor value during the period. John is leading the next phase of Tasmania's visitor economy evolution with a focus on driving yield, visitor dispersal and sustainability. Prior to joining Tourism Tasmania, John had an extensive career in senior executive positions in the tourism sector in Australia, over 20 years. Previous to his appointment at Tourism Tasmania, John was CEO at Tourism NT following senior appointments in his native Queensland. He was also a member of the Queensland Tourism Industry Council and he co-chaired the national Indigenous Tourism Working Group. John's contribution in the sector has extended to numerous board memberships and directorships including currently as chair of the T21 Steering Committee, overseeing Tasmania's visitor economy strategy implementation and is also a Director of Business Events Tasmania. John is a graduate of the Australian Institute of Company Directors.

→ Annie Beaulieu (BSc MBA GAICD) brings a passion for sustainability, a global perspective and strong business, political and scientific acumen. As a dynamic executive and strategic board member with over 20 years' experience in four different countries, Annie has developed an entrepreneurial leadership style. Taking a collaborative approach to complex problem solving, Annie founded the Good Compass Group, a global venture recognised

→ Carolyn Miller (BA Comms, MBA, GAICD) has been working in the marketing and advertising industry for over 20 years and has been a strategist at multiple award-winning agencies. She is seen as a Key Opinion Leader in the field, featuring as a regular panellist on the highly popular 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-

→ Clint Walker has been a passionate owner-operator of tourism businesses in Tasmania for 24 years and has lived in Stanley for 20 years with wife Katinka and (now) teenage son and daughter. His business career started in 1997 when he and Katinka created Devil's Playground Ecotours in Launceston and Hobart, before taking up the opportunity to buy Stanley Seaview Inn with Clint's parents as partners in 2001, which they still operate. In 2008, the

ANNIE
BEAULIEU



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 a Bachelor of Science from McGill University, an MBA and is a graduate of Cambridge University Institute for Sustainability Leadership and of the Australian Institute of Company Directors. Annie is a relentless adventurer, avid diver, long distance cyclist, passionate downhill skier and mountaineer who loves exploring Tasmania's wilderness. Annie is also a member of Tourism Tasmania's Audit and Risk Committee.

CAROLYN
MILLER



selling 'The Gruen Transfer' book. Carolyn is the Founding Director of communications consultancy 'The Honeycomb Effect' where her client base includes high profile brands such as Nespresso, Yahoo!, Lend Lease and The Australian Institute of Sport among many others. She is also highly 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 and was a Non-Executive Director of the board at Family Planning NSW from 2012 to 2018 and was elected as Vice President in 2015. Her board experience has been strengthened through her membership at the Australian Institute of Company Directors. She has also completed an Executive MBA from the University of Technology Sydney and has a BA Communications from the University of Western Sydney.

CLINT
WALKER



family created and operate Horizon Deluxe Apartments, and in 2011 Clint and Katinka created Burnie City Apartments which they also still operate. In April 2022, Clint and Katinka bought and rebranded what is now known as Hanlon Guest House. Clint has been involved in the Circular Head Tourism Association for many years, the last nine as President. 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, of which four years were as Co-Deputy Chair and now as Finance Director. In 2017 Clint completed an MBA degree at the University of Tasmania.

→ Michelle Cox (AD AppSc, GAICD) is the founder and director of tourism marketing and consulting firm, The Linchpin Company and production company, The Wabi Sabi Series. She has over 25 years of executive experience and a demonstrated track record in growing returns across Australia, Asia Pacific and global markets. She also has multinational experience in marketing, communications, travel and

MICHELLE COX



tourism and acquisitions. Previous appointments include Executive Director, Mergers and Acquisitions for Bastion Collective; Managing Director, Asia Pacific for STA travel and General Manager Marketing for the APT Group. Michelle has held executive and board appointments including Executive Director, Bastion Collective Global Board; Chair of the Australian Tourism Export Council, Northern Territory; Deputy Chair, Central Australian Tourism Industry Association and Director of Asia Pacific, STA Global Leadership Board. Michelle is currently a Non-Executive Director on the board of tourism adventure company Experience Co (ASX: EXP) and BSA Limited (ASX: BSA) and is a graduate of the Australian Institute of Company Directors.

→ Sarah Clark is the Managing Director for the Australia and New Zealand regions and sits on the global core management team of Intrepid Travel, the world's largest adventure travel company. Sarah began her career at Topdeck Travel as a tour guide and quickly rose up the ranks, establishing a presence in North and South America for the brand through to leading the global youth business in London

SARAH CLARK



as Global General Manager. Sarah also worked in retail as Vice President for STA Travel in Dallas, TX, leading strategy for air, product, marketing and online performance. Returning to Australia Sarah wanted to find where she would have the biggest global impact in sustainable travel, joining Intrepid Travel. Sarah's roles at Intrepid have included the General Manager, Marketing, Managing Director for APAC and Managing Director Intrepid Hotels.





Speakeasy at Bar Stelo
© Jesse Hunniford

LEADING VISITOR ECONOMY PLANNING

Tourism Tasmania is a lead partner in Tasmania's visitor economy, working with the tourism industry and across government to achieve the goals in the T21 strategy.

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.

The focus for 2021-22 has been on supporting the recovery of Tasmania's tourism and hospitality sectors, which continued to be affected by the impacts of the COVID-19 pandemic including interstate border closures, absence of the international visitor market, workforce and skills shortages and the challenge of reinstating and maintaining air access capacity.

The T21 steering committee met on 15 occasions and PVEAC met four times, to oversee implementation of the [T21 Visitor Economy Action Plan 2020-2022](#) which has been delivered in six-month tranches. The reports are available on the T21 website at www.t21.net.au

As at June 2022, 86 of 90 actions from the plan have been completed or are well underway, and plans are advanced to progress the remaining priorities which include:

- Preparing for the opportunity presented by the new *Spirit of Tasmania* vessels and the increased visitors they will bring.
- Working with Tasmanian Aboriginal people to foster tourism opportunities and ways to share culture.

- Achieving carbon neutral destination status by 2025.
- Designing the future model for visitor information and engagement.

Tourism Tasmania has conducted and been involved in regular industry engagement focussed on visitor economy recovery. The purpose of the engagement was to share information about recovery progress and provide confidence to industry with respect to forward planning, investment and updates on the delivery of the T21 Action Plan priorities.

Tourism Tasmania supports the tourism network through the administration and management of grant funding to several industry organisations to support the ongoing operations and delivery of programs and services on behalf of the tourism industry. This includes grant funds to:

- Tasmania's four regional tourism organisations – Destination Southern Tasmania, East Coast Tasmania Tourism, Visit Northern Tasmania and West By North West Tasmania.
- 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 to the gateway visitor information centres in Hobart and Launceston.

CRUISE RESEARCH

Cruise shipping has been an important contributor to the success of Tasmania’s visitor economy through direct expenditure by passengers and crew, local provisioning, port fees, and in dispersing cruise visitors and visitor expenditure into regional areas.

The cessation of cruise during COVID-19 provided an opportunity to undertake research on the value proposition of the cruise market for Tasmania, to determine its cost and benefits and its alignment with Tasmania’s brand.

KPMG was contracted to undertake triple bottom line research into the economic, environmental, and social impacts of cruise shipping in Tasmania, with the purpose of providing an evidence base to inform future policy and directions and to improve the value of this market and its segments to Tasmania. The work also contributes to the T21 vision for Tasmania to be a responsible and sustainable tourism destination.

In response to the research findings which were published in early 2022, a set of immediate actions are underway with development of longer-term directions being progressed through the T21 Steering Committee and PVEAC to provide the highest positive impact for Tasmania for this market.

AUSTRALIAN GOVERNMENT RECOVERY FOR REGIONAL TOURISM FUNDING

The Australian Government’s Recovery for Regional Tourism Program made \$13.5 million available for projects to assist the recovery of Tasmania’s visitor economy following the impacts of COVID-19.

The program objectives include driving interstate visitation, creating jobs in regions and improving product diversity to attract domestic visitors. Projects were approved by Austrade and endorsed by the T21 Steering Committee to ensure alignment with state priorities.

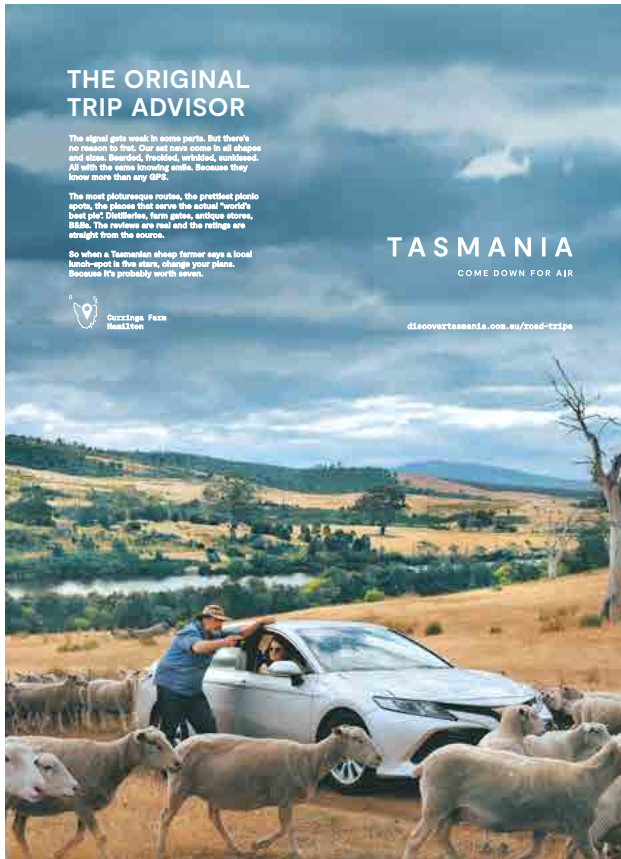
In total, 28 projects have been effectively planned, developed and funded, or are underway or completed. The projects range from agritourism product and market development; a business events familiarisation program; the extension of Tourism Tasmania’s winter marketing program; a Tassie Travel Vouchers incentive for the interstate market in the lead up to Christmas 2021; eight new product and experiences projects; a package of initiatives to grow and retain a skilled workforce; 13 events and festivals; and additional resourcing for Tasmania’s regional tourism organisations to support delivery of these projects. All projects are due to be completed by 30 November 2022.



Glen Huon Dairy Co. © Tourism Australia



Oyster Bay Tours - Freycinet Marine Farm © Tourism Australia



AGRITOURISM

The *T21 Visitor Economy Action Plan 2020-2022* identified implementing the *Tasmanian Government Agritourism Strategy (2019)* as a key priority for rebuilding visitation from the impacts of COVID-19, including:

- helping businesses engage with agritourism,
- reducing barriers that constrain the development of agritourism; and
- driving investment in new experiences.

Agritourism product and market development was identified as one of the highest priorities for the state, with the Agritourism Development Project receiving funding through the Recovery for Regional Tourism program in April 2021.

The project has delivered:

- Consumer research and marketing activities to drive interstate visitation including supporting Tasmanian producers



Guide Falls Farm © Tourism Australia

to be featured in the second series of Network Ten's *Left off the Map* during summer 2021-22.

- A product and business development program that received over 120 expressions of interest from around the state, with 51 businesses participating in the program.
- A masterclass program for 35 existing agritourism operators to enhance their visitor experiences.
- Regulatory mapping to consult with businesses and regulators on ways to simplify and streamline processes and identify how the regulatory environment can be fit-for-purpose in the Tasmanian agritourism context.

TOURISM AND HOSPITALITY JOBS

The Australian Government's Recovery for Regional Tourism Program provided funding support for the 'Tasmanians in Tourism and Hospitality' campaign, which targeted workers to fill critical skills shortages for the 2021-22 summer season and into the future. An industry-specific website was developed and supported by a marketing campaign targeting school leavers and students, as well as early retirees, to consider employment in the industry across a wide variety of roles. By June 2022, around 2,000 jobs had been advertised on the portal with the website gaining over 95,000 page views in a six-month period.

INDUSTRY ENGAGEMENT

Strong engagement and connection to Tasmania’s tourism industry is vital to Tourism Tasmania’s marketing program, the delivery of our brand promise to visitors, achieving T21 objectives, and supporting the recovery of the sector in response to the impacts of COVID-19.

The Tourism Tasmania team engaged regularly with the state’s tourism operators and the board and executive team met with the CEO and board members of the regional tourism organisations, Tourism Industry Council Tasmania and the Tasmanian Hospitality Association. These engagements provided an opportunity to connect and share strategic priorities, listen to regional or sector specific issues and continue to work closely to progress a positive strategic agenda to benefit all Tasmanians.

Industry events and agency updates were held across the state and online and were attended by over 380 tourism industry

operators and stakeholders throughout the year. These events provided industry with an update on Tourism Tasmania and regional tourism organisation programs, strategies and upcoming opportunities.

Industry Research and Insights Update reports were published monthly to provide the tourism industry with a summary of consumer, market and industry insights, as well as snapshots of forward demand for accommodation. These reports tracked recovery and provided insights and information on consumer sentiment to help inform business decisions.

Tourism Visitor Survey infrastructure



NECI shoot Tasmanian Wool Centre © Tourism Australia



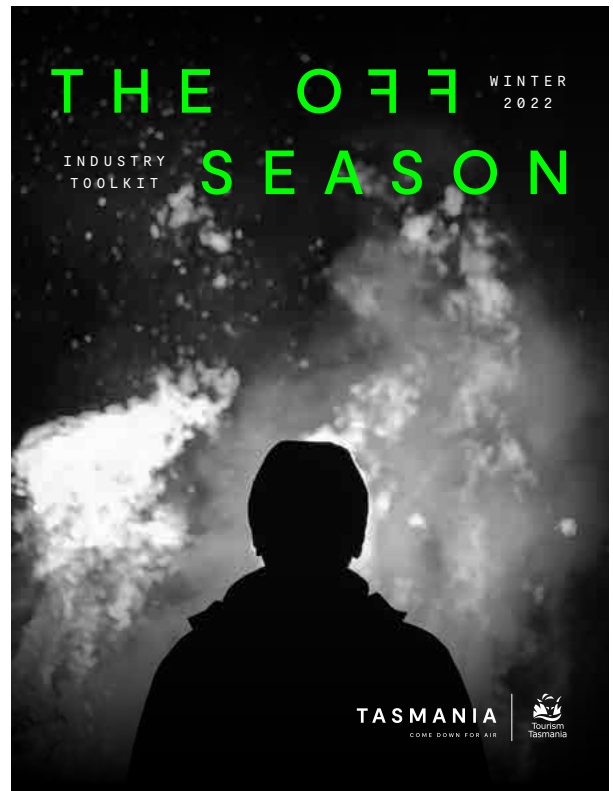
Tahune Adventures - Tahune Airwalk © Tourism Australia



In addition to the agency’s industry communication and engagement activity, the following programs were delivered to strengthen and support industry recovery:

THE OFF SEASON

Tourism Tasmania’s major winter marketing program, the Off Season, again invited Tasmanian tourism operators to create special Off Season offers to motivate visitors to travel during the traditionally quieter months. A total of 178 businesses were supported to develop unique offers that were listed on the Off Season website, bookable via a dedicated booking platform.

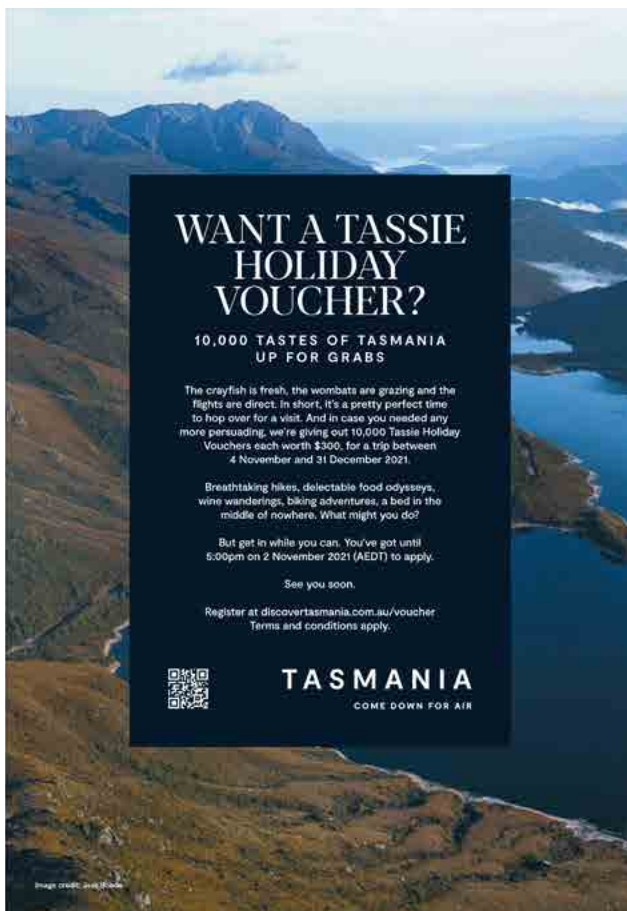


To help operators promote their Off Season experiences using social media, a toolkit was developed and operators were provided with the Off Season logo for use in their marketing materials.

TASSIE HOLIDAY VOUCHER

The Tassie Holiday Voucher program was developed by Tourism Tasmania to stimulate travel to Tasmania from South Australia, Queensland and Western Australia, as these states had open borders with Tasmania at the time.

Campaign activity was delivered in the three mainland states to promote the Tassie Holiday Voucher program, with vouchers distributed through a random ballot process. The vouchers provided \$200 towards accommodation and \$100 towards tours or



NECI shoot in progress at Bruny Island Chees @ Sam Denmead



NECI shoot Blue Hills Honey @ Tourism Australia

attractions for travel between November – December 2021.

Bookings made through the voucher program saw approximately 11,700 visitors travelling to the state and based on the average spend per visitor, the program is estimated to have injected approximately \$35 million into the state’s economy in the final two months of the year.

The Tassie Holiday Voucher program was funded through the Australian Government’s Recovery for Regional Tourism initiative.

NATIONAL EXPERIENCE CONTENT INITIATIVE (NECI)

Tourism Tasmania worked closely with the four regional tourism organisations to deliver Tourism Australia’s National Experience Content Initiative, a \$12 million content creation initiative aimed at supporting tourism businesses across Australia in their recovery and driving increased visitation by helping them to better market their experiences and attractions.

A total of 137 Tasmanian tourism experiences received a package of new imagery and footage shot by local production companies that will support their marketing efforts.

TRACKING THE VISITOR ECONOMY

Tourism Tasmania experienced significant disruption to its traditional and long-term visitor economy measurement tools during the early stages of COVID-19, however all reporting tools were able to run uninterrupted through 2021-22. Lockdowns and travel restrictions in 2021 from Tasmania's two largest markets of Victoria and New South Wales impacted visitation to the state.

Tourism Tasmania's research and insights were shared with government and industry to support strategic decision making including through regular engagement, monthly reporting and responding to over 300 bespoke research requests.

To track tourism demand and industry recovery, several complementary data sources were used to support existing tools including:

- **AirDNA** short-stay accommodation data to monitor state and regional recovery across sixteen indicator regions.
- **STR Global** commercial accommodation data, including partnering with industry stakeholders to increase participation of industry, leading to obtaining forward-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.

TOTAL VISITORS ³			
Measure	12 months to June 2021 ¹	12 months to June 2022 ²	% change
Total visitors	574,600	797,300	+39
Total expenditure (million)	\$1,456	\$2,390	+64
Average spend per visitor in Tasmania	\$2,535	\$2,998	+18
Total nights (million)	5.82	8.73	+50

LEISURE VISITORS ³			
Measure	12 months to June 2021 ¹	12 months to June 2022 ²	% change
Total visitors	476,900	636,400	+33
Total expenditure (million)	\$1,237	\$1,995	+61
Average spend per leisure visitor in Tasmania	\$2,596	\$3,135	+21
Total nights (million)	4.83	6.67	+38
Average spend per leisure visitor in Tasmania	\$2,596	\$3,135	+21

Source: Tasmanian Visitor Survey (TVS)

¹ Data collected from November 2020 to June 2021

² Data collected from July 2021 to June 2022

³ This visitor data captures interstate and international travel; it does not include intrastate travel.



TOURISM TASMANIA MARKETING PROGRAM 2021-22

Tourism Tasmania delivered a range of strategic brand building and tactical campaigns to continue to position Tasmania as a desirable holiday destination. The program was designed to be responsive to the changing market conditions and capitalise on market opportunities as borders continued to open and close due to COVID-19.

Tasmania's brand positioning was supported through the Come Down for Air and Off Season campaigns, while tactical activities such as The Ashes enabled Tourism Tasmania to showcase Tasmania's travel experiences outside of traditional advertising.

These programs were supported through engaging content delivered across Tourism Tasmania's marketing channels which include the Discover Tasmania and Tassie Trade websites, social media, content and media partnerships, electronic direct mail, as well as PR and earned media and through travel trade training.

COME DOWN FOR AIR

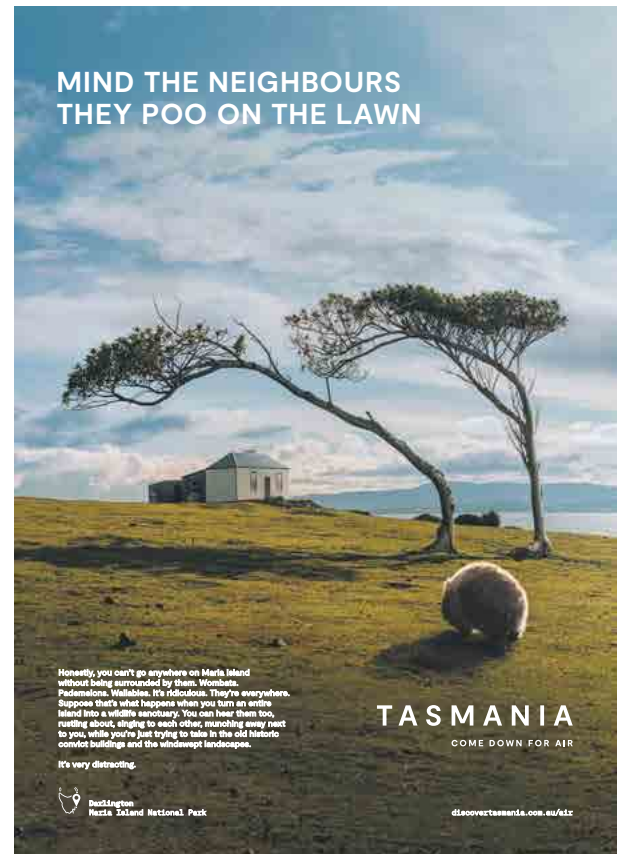
The Come Down for Air marketing campaign ran in domestic markets in two bursts during September–December 2021 and January–March 2022 to maintain awareness and consideration of Tasmania as a travel destination in a highly competitive marketplace, particularly as borders opened around Australia.

The campaign was delivered across Sydney, Melbourne, Brisbane, Adelaide, Perth and regional markets with Come Down for Air advertising showcased using a range of channels, including but not limited to television, out-of-home (OOH), broadcast video on demand (BVOD), print, audio, digital, and social media.

The first burst of activity allowed for agility in-market and to remain reactive to changing market conditions such as COVID-19 and natural disasters.

The campaign saw media consumption by audiences fluctuate in line with COVID-19 restrictions. Television advertising performed strongest when lockdowns were in place, whereas BVOD and OOH performed well when the audiences and markets were not restricted to travel.

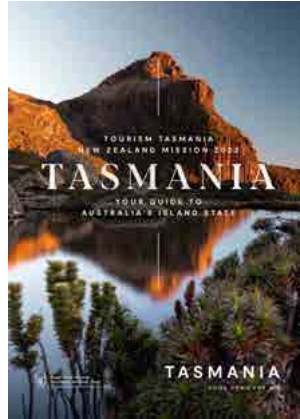
In order to be agile and target markets that were available, Tourism Tasmania



increased its activity in South Australia and Western Australia. These markets saw the strongest performance in terms of engagement, likely because of the minimal COVID-19 restrictions and the populations' increased readiness to travel. The impact of ongoing COVID-19 restrictions in Victoria and their reluctance or inability to travel saw lower levels of engagement.

NEW ZEALAND

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



Tourism Tasmania continued to build brand awareness and consideration for Tasmania as a holiday destination in New Zealand through a six-week Come Down for Air campaign during January – March 2022.

The campaign commenced with a screens approach (including TV, broadcast video on demand, cinema, out-of-home, online video and social) and followed with a content partnership with New Zealand Herald, audio advertising on Spotify and search engine advertising.

To set Tasmania apart from other Australian states, the campaign showcased the state's unique offerings, including wildlife, natural environment, history and heritage, food and beverage, arts and events.

SINGAPORE

Tourism Tasmania also ran a tactical campaign in Singapore when borders opened between Australia and Singapore to drive consideration for travel to Tasmania among high value travellers from that market.

The campaign included YouTube, digital and search engine advertising as well as content partnerships with Rice Media and Channel News Asia Lifestyle. A Skyscanner partnership was leveraged to drive bookings and conversion activity.

THE OFF SEASON



Tourism Tasmania's Off Season winter marketing program returned in 2022 and launched in key domestic markets 17 April 2022. The program is designed as a long-term marketing platform for the state, aimed at positioning Tasmania as a 'must do' winter experience to drive visitation over a traditionally quieter period.

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

To help Tasmania stand out as a destination in a competitive marketplace and to highlight the distinctness of a Tasmanian winter, Tourism Tasmania adopted an innovative approach for the tourism category and created a campaign featuring entirely black and white imagery with feedback and campaign results showing it achieved the desired cut-through in market.

The agency engaged Tasmanian tourism businesses to get behind the campaign encouraging them to develop unique and creative Off Season winter experiences around the state that could only be enjoyed during the cooler months. There were 178 special winter experiences listed on a dedicated booking platform as part of the campaign website. This enabled visitors to plan and book their travel direct with operators and generated greater awareness and understanding of Tasmania's innovative and creative visitor experiences over winter.

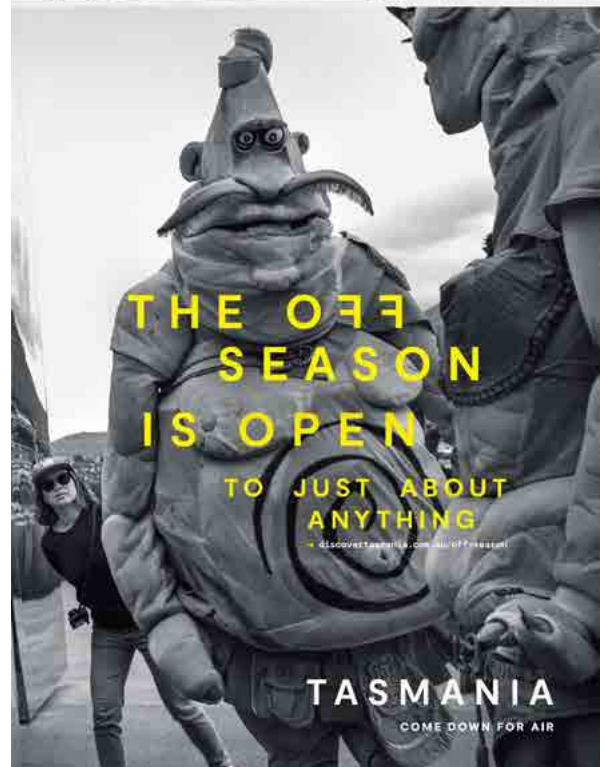
The campaign was delivered across cinema, online videos, print, digital and social media, audio and outdoor advertising (including painted murals in key mainland cities and airport billboards to welcome visitors in Hobart and Launceston).

The campaign was supported by PR, a content partnership with Broadsheet (digital and print), airline conversion partnerships with Qantas and Virgin Australia, and intrastate marketing activity to encourage Tasmanians to discover the wonders of winter. The Off Season campaign concludes at the end of August 2022.

Tourism Tasmania partnered with Virgin Australia to promote the Off Season through its online channels, special seat sales to drive flight bookings and through two special initiatives.

Virgin engaged the active streetwear brand P.E Nation to create a limited-edition version of the 'Tassie Tuxedo' for crew to wear on flights into Tasmania throughout the winter period.

On 1 June to mark the start of winter, a special Virgin Australia 'Black Tie in the Sky' flight flew from Melbourne to Hobart. Passengers were provided with an immersive Tasmanian experience at the gate lounge prior to boarding, with pre-departure performances and nature displays. Every Virgin passenger onboard the first flight of the Off Season received an exclusive Virgin Australia Off Season 'Tassie Tux' puffer jacket.



The activation was featured across social media and through public relations activity.

INTRASTATE MARKETING

The Make Yourself at Home intrastate brand platform continued to provide inspiration and rebuild confidence in Tasmanians to travel within the state and support the recovery of the tourism and hospitality industry.

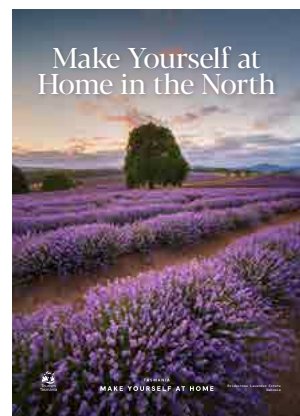
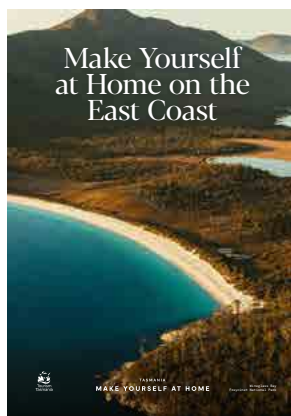
A range of seasonal guides were produced to showcase regional products and experiences. These appeared in metropolitan and regional press and were made available for digital download via email and social media marketing initiatives.

The Off Season campaign was promoted to Tasmanians during winter 2022 and was delivered through a range of channels including indoor and outdoor billboards, radio, and print publications.

The campaign was designed to build awareness of the Off Season, encourage Tasmanians to embrace and take pride in winter at home and to also take advantage of the unique Off Season experiences developed by Tasmanian tourism businesses.

KING ISLAND INCENTIVE SCHEME

In recognition of the challenges faced by tourism operators on King Island after an outbreak of COVID-19 impacted their peak visitor season, several initiatives were activated to support the island economy. Tourism Tasmania worked closely with the West by North West regional tourism organisation and with King Island Tourism Inc to incentivise holiday travel to the island.



The program included an extension of the airline underwrite subsidy with Sharp Airlines for flights from Hobart to both King and Flinders Islands, and the introduction of a Red Hot Winter return fare of \$300 per person between Hobart and King Island for a limited number of seats on three weekly services.

A travel voucher incentive with \$300 vouchers was made available for accommodation, experiences and car hire on the island, with marketing activity undertaken to promote the island in the key Victorian and Tasmanian markets.

UNORDINARY ADVENTURES

Tourism Tasmania targets visitors who travel to pursue their passions, positioning Tasmania as a leading destination for mountain biking, golf, walking and fly fishing enthusiasts.

A range of activity was undertaken to continue to build awareness of Tasmania as a world class destination for these Unordinary Adventures. Activity included:

- content hubs, curated video content and written editorial content
- partnerships in domestic markets to promote Tasmania’s newest mountain biking trails and partnerships with trusted sources within the mountain biking community, Flow Mountain Bike and We Are Explorers.
- working with key fly fishing influencers and networks including distributing bespoke hand-made Tasmanian flies tied by a local fly tier, with information about Tasmania’s world-class fly fishing, packaged in a high-quality branded tin

box to national and international people of influence who have a penchant for fly fishing.

- promoting statewide walking experiences, both multi-day and short walks, through integration with the broader Tourism Tasmania marketing program, regularly featuring in campaigns and content targeting interstate and intrastate audiences.
- Supporting a media familiarisation visit to Barnbogle to promote Tasmanian golf in the South Australian market.

Unique Charters © Tourism Australia



Roamwild Tasmania - Mt Owen MTB Shuttle © Tourism Australia



RiverFly 1864 © Tourism Australia

THE ASHES

Tourism Tasmania led the intra-agency branding and promotion working group, working in conjunction with Cricket Tasmania, Cricket Australia and other local partners to ensure Tasmania capitalised on the opportunity to showcase the state to the world when Tasmania hosted the Ashes for the very first time in January 2022.

A number of opportunities and partnerships were activated including media kits, promotion of Tasmanian produce to broadcasters, video content, live commentary with Ricky Ponting and brand adverts during breaks. It also included a special partnership with the Barmy Army to deliver Tasmanian messaging across their digital channels to promote Tasmania as a holiday destination.

TOURISM AUSTRALIA PROGRAM

Tourism Tasmania's partnership with Tourism Australia continues to be an important part of its global tourism strategy. The agency partners with Tourism Australia on its international campaigns through content partnerships, key distribution partner activity, international media hosting program and through the Aussie Specialist Program to provide Tasmanian training to the global travel trade.

Tourism Tasmania participates in global distribution training events such as 'Australia On Tour Roadshows' in North America,

United Kingdom and Europe and leverages these events to connect to an extensive range of global wholesale partners and frontline travel sellers.

In May 2022, Tourism Tasmania and 29 Tasmanian tourism operators attended the Australian Tourism Exchange and met with global buyers live and online.

The agency supports the Signature Experiences Australia program showcasing some of Australia's iconic experiences which includes 20 Tasmanian operators.

Australia On Tour - North America



DIGITAL MARKETING

Tourism Tasmania achieved a milestone with the relaunch of the Discover Tasmania website in June 2022. The launch was the first phase in Tourism Tasmania's digital transformation program to improve digital visitor information tools supported by a marketing technology platform.

Tourism Tasmania was provided with an additional \$500,000 per year over two financial years, 2021-22 and 2022-23, to develop digital tools with the additional funding allocated to the development of the website and a new mobile app.

The new Discover Tasmania website has been designed to better assist visitors in planning a holiday to Tasmania, providing an enhanced consumer experience and a personalisation function that matches consumers with website content relevant to their interests. This enables the consumer to explore, organise, share and collaborate when planning their itineraries to Tasmania.

Tasmanian businesses featured on the site are integrated through ATDW (Australian Tourism Data Warehouse) listings to drive greater leads to the tourism industry.

Tourism Tasmania's social media channels provided strong engagement with consumers throughout the year and during campaign periods. The Tassie rainforest therapy video was recognised by Facebook as exemplar and featured in an external resource used to educate advertisers on Meta's suite of video products. The highest performing social content in 2021-22 for exposure and engagement was a wombat video at Cradle Mountain which saw 702,539 plays, 30,931 likes and 568 comments.



MEDIA HOSTING AND PR

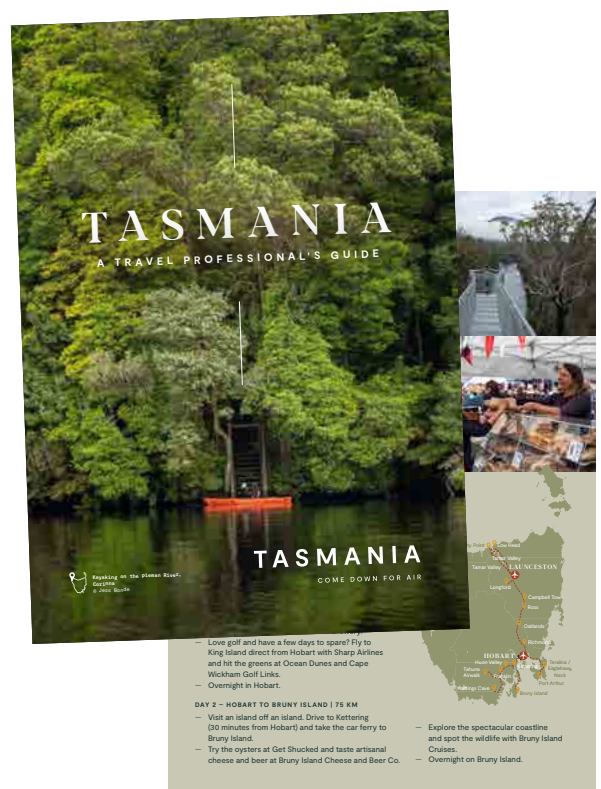
Tourism Tasmania's public relations program proactively engages with travel media to inspire story and content development that showcases Tasmania by hosting targeted media familiarisation visits. Despite challenges with border restrictions, the program supported 57 journalists to visit the state and experience tourism products firsthand, resulting in positive coverage published or syndicated across print and digital.

Domestic media highlights included coverage in The Australian, The Guardian, The Australian Financial Review, Qantas Travel Insider, The Age/SMH, Gourmet Traveller, The Weekend Australian, Mind Food, Robb Report, Travel and Luxury, Signature Luxury Travel, News Corp – Escape syndication, Australian Traveller, Conde Nast Traveller and Delicious Magazine.

EXPERIENCE PROGRAM

To support Tourism Tasmania's marketing activity, the experience program develops individually tailored itineraries for key media, influencers and travel trade that showcase the state's tourism and hospitality offerings.

Despite travel restrictions in 2021, Tourism Tasmania coordinated a total of 67 familiarisation visits (famils) to over 157 media and distribution partners. As part of the experience program, a total of 488 tourism businesses were showcased to media, influencers and travel trade guests.



TRAVEL TRADE TRAINING AND PARTNERSHIPS

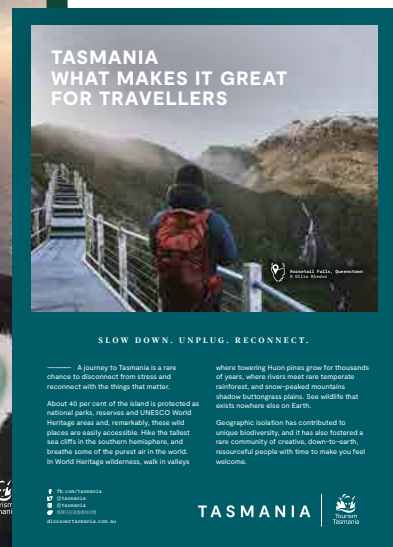
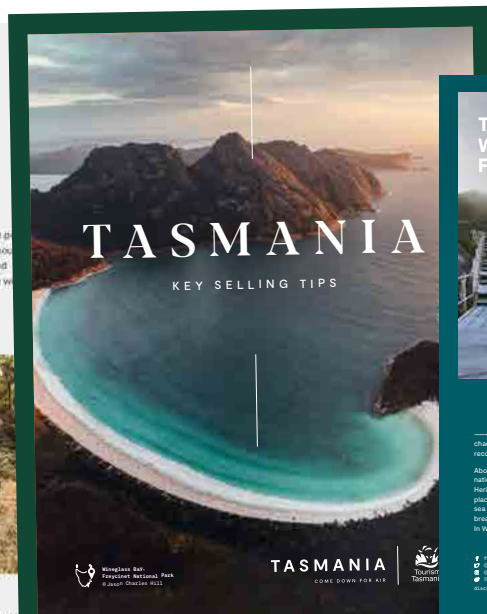
Tourism Tasmania works with key distribution partners (KDPs) to drive awareness of Tasmania and its tourism offering via strategically aligned programs that focus on training, experiences and events.

Key distribution activity in 2021-22 included partnerships with TasVacations, Abercrombie & Kent, House of Travel, Helloworld, Adventure Travel Trade Association and the Virtuoso network in North America.

Partners were also engaged through the Tassie Specialist Program, Tourism Australia's Aussie Specialist Program, targeted training webinars and the establishment of a dedicated bi-monthly electronic newsletter.



The Tassie Specialist Program continues to promote, inspire and educate domestic front line travel agents including a special Off Season training program to help travel agents leverage the campaign and package Tasmanian winter experiences for their customers.



ACCESS TO TASMANIA

DOMESTIC AIR CAPACITY

Throughout 2021-22, Tourism Tasmania worked with airlines to maintain frequency and capacity on core routes and to encourage and support the introduction of new domestic routes.

As COVID-19 related border restrictions eased early in 2022, air capacity recovered strongly, and the airlines delivered strong capacity growth from February through to June 2022.

New routes were introduced between Hobart and Launceston to Adelaide, Perth, Brisbane, Gold Coast and between Burnie and Melbourne.

Hobart Airport welcomed 1,507,263 passengers in 2021-22, representing 55 per cent of the same period for 2019-20 (pre COVID-19).

Of the 1,507,263 passengers, 1,492,363 were domestic passengers; 13,181 were regional (King and Flinders); and 1,719 were international passengers (Air New Zealand). Noting Air New Zealand did not operate for most of the year due to the impact of COVID-19.

Launceston Airport welcomed 722,324 passengers on scheduled interstate routes for 2021-22, representing 73 percent of the same period for (pre COVID-19) 2019-20.

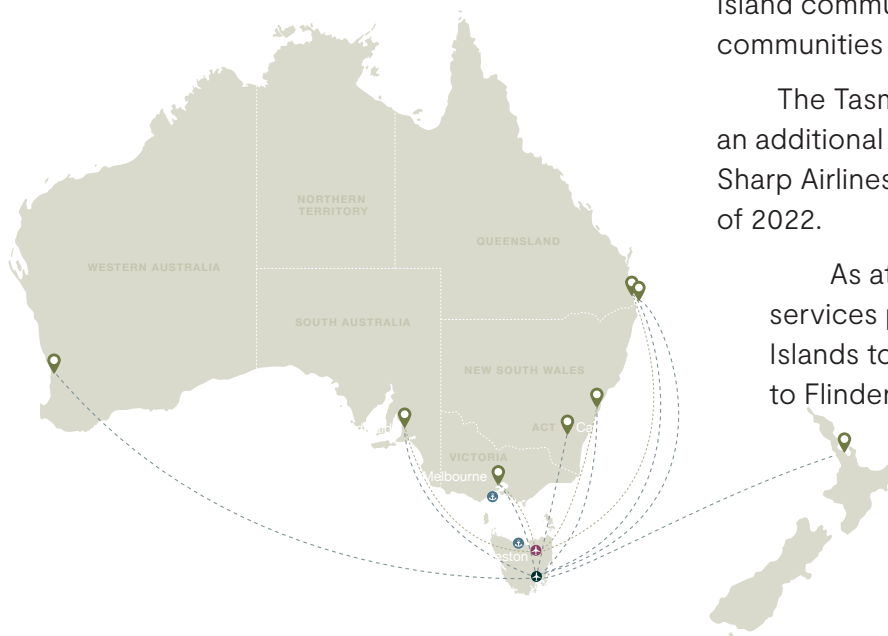
INTRASTATE ACCESS

In 2021-22 the Tasmanian Government reaffirmed its commitment to support the ongoing direct air services from Hobart to King and Flinders islands with Sharp Airlines.

The direct flights continue to provide social and economic benefits to the Island communities and have enabled the communities to have direct access to Hobart.

The Tasmanian Government committed an additional \$1 million of funds to support the Sharp Airlines flights through to the end of 2022.

As at 30 June 2022, the three services per week from Hobart to the Islands totalled 11,248 passengers (6,048 to Flinders Island and 5,200 to King island).





TOURISM

TASMANIA

PEOPLE AND
CULTURE
OVERVIEW



piyura kitina, Tasmanian Aboriginal Centre

As a values aligned organisation, Tourism Tasmania aims to empower curiosity, creativity and collaboration and foster connection to our place, our people and our customers.

We have focused on enhancing the employee experience, through an improved recruitment and selection program, induction and onboarding programs to build whole of system knowledge, and connection to our industry through attendance and participation in the Destination Australia Conference, TICT annual conference and other industry forums. Tourism Tasmania conducts operator showcases monthly with staff offered opportunities to increase industry knowledge and connection through familiarisation programs.

Tourism Tasmania's Unordinary Leaders program continued with the aim to build the culture and capability of the team. The program works on leadership from the 'inside out', starting with the individual

and their needs, and encouraging strong thought leadership at the organisation and community level. Learning circles have been established to apply leadership learnings, share insights and provide peer to peer accountability.

Tourism Tasmania holds monthly learning and experience days to increase alignment to strategy and to develop individual and collective capability. We are focusing on our collective positive impact and building awareness of destination management and connection to community. This includes growing our understanding, cultural awareness, and creating cultural safety to engage with Tasmania's Aboriginal community to respectfully understand their future ambition within Tasmania's tourism industry and support them to realise their ambition. An internal sustainability framework has also been developed to firstly measure and then identify behavioural change to reduce our carbon footprint.

STATUTORY INFORMATION

SYSTEMS AND PROCESS IMPROVEMENTS

To continue to drive greater business efficiency through process improvements, we have reviewed workflows, empowered staff through increased autonomy and created streamlined approval processes.

We have developed a contract management system to manage program risk and individual contract management with improved reporting outcomes, and procured a project management tool to better plan, manage and schedule work, collaborate across teams and support delivery of programs.

WORKPLACE HEALTH SAFETY AND WELLBEING

The workplace health safety and wellbeing (WHSW) of our people is of paramount importance at Tourism Tasmania. During the year the focus was on the physical and mental health of staff as we continued to respond to the COVID-19 pandemic. Staff were consulted in the development of the agency's risk assessments and COVID-19 Safety Plan as well as our vaccination policy. The assessments and Safety Plan were regularly reviewed and updated as circumstances continued to change.

Home ergonomics were also a focus throughout the year with the number of people working from home increasing due to COVID-19 quarantine or hybrid working arrangements.

TOURISM TASMANIA BOARD OF DIRECTORS - ATTENDANCE AT MEETINGS

A total of 7 meetings or scrums were held in 2021-2022.

BOARD MEMBER	MEETINGS ATTENDED	MEETINGS ELIGIBLE TO ATTEND	NOTES
Grant O'Brien	5	5	Commenced as Chair 29 October 2021
Annie Beaulieu	7	7	
Brett Torossi	6	7	
Carolyn Miller	6	7	
Clint Walker	5	6	Commenced as Board Director 13 September 2021
John Fitzgerald	7	7	
Michelle Cox	7	7	
Sarah Clark	6	6	Commenced as Board Director 20 September 2021
James Cretan	2	2	Ceased as Board Chair 29 October 2021
Ian Rankine	1	1	Ceased as Board Director 5 September 2021

OUR STAFF – NUMBERS AS AT 30 JUNE 2022

Permanent	67
Fixed term	8
Head of Agency	1
Senior Executive	1
Male (not including casuals)	17
Female (not including casuals)	60
Full time	57
Part time	20

Tourism Tasmania also employs 8 experience guides on a casual basis.

PREMIER'S ECONOMIC AND SOCIAL RECOVERY ADVISORY COUNCIL (PESRAC) INTERIM REPORT RECOMMENDATIONS AND PROGRESS REPORT

REC I-36	STATUS: COMPLETED
<i>The State Government should take all appropriate steps to re-establish visitor access to Tasmania at maximum feasible capacity once border controls allow demand to resume. This should include appropriate liaison with the Access Working Group, and should focus on both air and sea access, as well as the best evolving balance between them.</i>	
Leisure demand and visitation is critical to the recovery of airline services. Tourism Tasmania's Director of Access and Aviation ensured ongoing communication with airlines and the TT-Line which resulted in the re-establishment of core routes to Melbourne, Sydney and Brisbane and new direct air route capacity from Adelaide, Perth and Gold Coast into Tasmania. The construction of a temporary border processing facility at Hobart Airport was completed. Agreement from the Australian Government on Border Force and Biosecurity services enabled a new direct service between Auckland and Hobart by Air New Zealand to commence on 21 April 2021.	
REC I-38	STATUS: COMPLETED
<i>The State Government should build on the current intrastate and interstate marketing campaign by developing additional cost-effective practical initiatives to drive spending</i>	
The Make Yourself at Home campaign was undertaken to encourage Tasmanians to holiday in their own state with Tourism Tasmania's Come Down for Air campaign activated in key domestic markets and in New Zealand. The campaign incorporated the Tasmanian Drive Journeys to promote the state as a key touring destination which supports regional dispersal and increased visitor spend. The Off Season winter campaign has encouraged travel over the cooler months to further support industry recovery. Campaign advertising has been showcased across a range of channels including catch-up television, cinema, radio, print, social media, online and at out of home placements such as billboards, railway stations, street furniture etc.	

AUDIT AND RISK COMMITTEE (ARC)

The primary role of the 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 two 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.

BOARD MEMBER	MEETINGS ATTENDED
Brett Torossi, Chair	5/5
Ian Rankine, ARC Board Director and Committee Member	1/5*
Annie Beaulieu, ARC Board Director and Committee Member	5/5
Nicholas Burrows, Non-Executive Independent Audit Committee Member	5/5

* Term ended on 5 September 2021

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 2021-22 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. The agency did not receive any disclosures either directly or indirectly referred via the Ombudsman in the year to 30 June 2022.

TASMANIAN GOVERNMENT'S DISABILITY FRAMEWORK FOR ACTION

The government's vision is for a fully inclusive society that values and respects all people with disability as equal and contributing members of the community.

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

For visitors, the Discover Tasmania website has a new section featuring accessible travel experiences around the state, see <https://www.discovertasmania.com.au/planning/accessible-disabled/>.

GOVERNMENT PROCUREMENT

Tasmanian businesses are given every opportunity to compete for agency business. The following table details all contracts awarded and procurement processes undertaken in 2021-22 (excluding consultancies) with values in excess of \$50,000 ex 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 LOCAL BUSINESSES – CONTRACTS OVER \$50,000	
Number of contracts awarded	34
Number of contracts awarded to Tasmanian businesses	12
Value of contracts awarded	\$13,636,374
Value of contracts awarded to Tasmanian businesses	\$4,899,700
Number of tenders called	2*
Number of tender bids received	19
Number of tender bids received from Tasmanian businesses	5

**One of these tenders resulted in the awarding of three separate contracts*

CONTRACTS AND TENDERS

The following tables provide detailed information on Tourism Tasmania's contracts over \$50,000 awarded during 2021-22.

CONTRACTOR	DESCRIPTION	PERIOD	\$ VALUE	EXEMPTION	TAS BUSINESS
Abercrombie & Kent (Australia) Pty Ltd	A&K 2022 100 Club Meeting	31/12/2021 – 30/06/2022	\$56,996		No
Australian Trade and Investment Commission	Tourism Research 2021-22	01/07/2021 – 30/06/2022	\$112,378	PP-2	No
Cultivate Media Services Pty Ltd	Left off the Map 2	02/11/2021 – 30/06/2022	\$336,000	PP-2, PF-2	Yes
Darklab Pty Ltd	Dark Mofo Marketing Campaign	25/05/2022 – 01/07/2024	\$1,500,000	PP-2, PF-2	Yes
Deloitte Access Economics	Agritourism Economic Value Research	17/06/2022 – 28/10/2022	\$75,000		Yes
Expertise Events Pty Ltd	Services for Australian Tourism Exchange	21/04/2022 – 31/05/2022	\$80,000		No
Gullivers Pacific Ltd (Helloworld Travel)	New Zealand Marketing Campaign	28/04/2022 – 01/07/2022	\$75,000		No
House of Travel (NZ)	New Zealand Marketing Campaign	30/04/2022 – 30/07/2022	\$75,000		No
Impact Solutions International Pty Ltd	Unordinary Leaders Program 2.0	07/06/2022 – 30/07/2022	\$111,700	PP-2	Yes
Initiative Media Australia Pty Ltd	Media buying – Off Season Campaign	01/07/2021 – 15/09/2021	\$827,935	PP-2	No
Jetstar Airways Pty Ltd	Co-operative Marketing Campaign	05/08/2021 – 30/10/2021	\$100,000	PP-2	No
Jetstar Airways Pty Ltd	Co-operative Marketing campaign	30/03/2022 – 16/05/2022	\$100,000	PP-2	No
King Island Tourism Inc	King Island Voucher Incentive Program	28/03/2022 – 30/09/2022	\$260,000	PP-2	Yes
Mjoll Pty Ltd	Project Management Services	22/07/2021 – 29/10/2021	\$57,600		Yes
MKT Communications Pty Ltd	PR Services	08/02/2022 – 25/07/2022	\$84,750		No
Naked Bookings Pty Ltd	Online Marketplace – Interstate Voucher Scheme	27/09/2021 – 31/01/2022	\$295,500	PP-2	No
Naked Bookings Pty Ltd	Online Marketplace – Off Season	03/02/2022 – 30/09/2022	\$150,000	PP-2	No
Network 10	The Living Room	12/04/2021 – 30/06/2021	\$50,000		No

CONTRACTOR	DESCRIPTION	PERIOD	\$ VALUE	EXEMPTION	TAS BUSINESS
Qantas Airlines Limited	Co-operative Marketing Campaign	03/12/2021 – 15/08/2022	\$288,000	PP-2, PF-2, C-1	Yes
Relocateit Pty Ltd trading as 2PM Services	Project Management services	18/02/2022 – 30/06/2022	\$75,400		Yes
TasVacations Pty Ltd	Co-operative Marketing Campaign	01/10/2021 – 31/08/2022	\$150,000	PP-2	Yes
The20 Pty Ltd	Marketing and Information Campaign	03/09/2021 – 30/11/2021	\$246,000	PP-2	Yes
The20 Pty Ltd	Media Buying and Strategy Services	01/10/2021 – 14/01/2022	\$300,000	PP-2	Yes
Tourism Australia	Staff Secondment Agreement	01/07/2021 – 30/06/2022	\$90,247		No
Tourism Australia	Aussie Specialist Program	01/07/2021 – 30/06/2024	\$271,500	PP-2, PF-2	No
Tourism Australia (NZ)	New Zealand Media and Entertainment Content Partnership	15/11/2021 – 30/06/2022	\$50,000		No
Virgin Australia Airlines Pty Ltd	Co-Operative Marketing Campaign	21/06/2021 – 06/08/2021	\$150,000	PP-2, C-1	No
Virgin Australia Airlines Pty Ltd	Co-Operative Marketing Campaign	29/09/2021 – 11/08/2022	\$112,500	PP-2, C-1	No
Virgin Australia Airlines Pty Ltd	Co-Operative Marketing Campaign	23/05/2022 – 15/07/2022	\$100,000	PP-2, C-1	No
Virgin Australia Airlines Pty Ltd	Co-Operative Marketing Campaign	23/05/2022 – 12/10/2022	\$200,000	PP-2, C-1	No

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

CONTRACTS BY QUOTES/TENDERS

CONTRACTOR	DESCRIPTION	PERIOD	\$ VALUE	EXEMPTION	TAS BUSINESS
Episerver Inc (Optimizely)	Digital Transformation -Platform	13/12/2021 – 12/12/2026	\$1,723,652	PF-2	No
Orchard Marketing Pty Ltd	Digital Transformation - Implementation Partner –	10/12/2021 – 09/12/2026	\$3,708,289	PF-2	No
Okta Inc	Digital Transformation - Identity Management Licence	14/02/2022 – 13/02/2027	\$136,357		No
The20 Pty Ltd	Creative Agency - Intrastate Marketing Campaign	01/10/2021 – 30/09/2024	\$1,500,000	PF-2	Yes

CONTRACT EXTENSIONS

Tourism Tasmania did not exercise any reportable contract extensions.

TOURISM TASMANIA FINANCIAL STATEMENTS

FOR THE YEAR ENDING 30 JUNE 2022

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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 2022 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.



John Fitzgerald
CHIEF EXECUTIVE OFFICER
21 September 2022



Grant O'Brien
CHAIR OF THE BOARD
21 September 2022

STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30 JUNE 2022

	Notes	2022 Budget \$'000	2022 Actual \$'000	2021 Actual \$'000
Income from continuing operations				
Revenue from Government				
Appropriation revenue – operating	3.1	38,793	35,101	34,973
Appropriation revenue – other	3.1	900
Grants	3.2	5,700	9,186	595
Sales of goods and services		4
Recoveries	3.3	702	943	1,178
Total revenue from continuing operations		45,195	45,230	37,650
Expenses from continuing operations				
Employee benefits	4.1	7,977	7,853	7,448
Depreciation and amortisation	4.2	22	71	57
Supplies and consumables	4.3	4,552	4,943	3,777
Grants and subsidies	4.4	2,255	6,027	2,043
Advertising and promotion	4.5	37,347	24,062	24,774
Other expenses	4.6	70	203	244
Total expenses from continuing operations		52,223	43,159	38,343
Net result from continuing operations		(7,028)	2,071	(693)
Net result		(7,028)	2,071	(693)
Comprehensive result		(7,028)	2,071	(693)

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

AS AT 30 JUNE 2022

	Notes	2022 Budget \$'000	2022 Actual \$'000	2021 Actual \$'000
Assets				
<i>Financial assets</i>				
Cash and cash equivalents	8.1	(135)	926	5,024
Receivables	5.1	271	297	852
<i>Non-financial assets</i>				
Leasehold improvements	5.2	246	185	233
Plant and equipment	5.2	34	27	34
Intangibles	5.3	...	1,682	...
Other assets	5.4	453	362	238
Total assets		869	3,479	6,381
Liabilities				
Payables	6.1	85	235	633
Employee benefits	6.2	1,635	1,595	1,577
Other liabilities	6.3	12	1,090	5,683
Total liabilities		1,732	2,920	7,893
Net assets/(liabilities)		(863)	599	(1,512)
Equity				
Accumulated funds/(deficit)		(863)	559	(1,512)
Total equity/(deficit)		(863)	559	(1,512)

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 2022

	Notes	2022 Budget \$'000	2022 Actual \$'000	2021 Actual \$'000
		Inflows (Outflows)	Inflows (Outflows)	Inflows (Outflows)
Cash flows from operating activities				
<i>Cash inflows</i>				
Appropriation receipts – operating	3.1	38,793	35,101	34,973
Appropriation receipts – other	3.1	900
Grants - Continuing operations		5,700	4,590	6,261
GST receipts		...	3,630	2,306
Sales of goods and services		4
Other cash receipts		702	944	1,185
Total cash inflows		45,195	44,265	45,629
<i>Cash outflows</i>				
Employee benefits		(7,977)	(7,940)	(7,689)
Supplies and consumables		(4,552)	(4,570)	(3,687)
Grants and subsidies		(2,255)	(6,027)	(2,043)
GST payments		...	(3,132)	(2,821)
Advertising and promotion		(37,347)	(24,897)	(24,162)
Other cash payments		(70)	(100)	(68)
Total cash outflows		(52,201)	(46,666)	(40,470)
Net cash from / (used by) operating activities	8.2	(7,006)	(2,401)	5,159
Cash flows from investing activities				
<i>Cash outflows</i>				
Payments for acquisition of non-financial assets		...	(1,697)	...
Total cash outflows		...	(1,697)	...
Net cash from (used by) investing activities		...	(1,697)	...
Net increase / (decrease) in cash held and cash equivalents		(7,006)	(4,098)	5,159
Cash and deposits at the beginning of the reporting period		6,871	5,024	(135)
Cash and deposits at the end of the reporting period	8.1	(135)	926	5,024

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 2022

	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
Balance as at 30 June 2022	559	559

	Accumulated funds (deficit) \$'000	Total Equity (deficit) \$'000
Balance as at 1 July 2020	(819)	(819)
Total comprehensive result	(693)	(693)
Balance as at 30 June 2021	(1,512)	(1,512)

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 ENDING 30 JUNE 2022

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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 is monitored against that budget. This differentiates from the Budget information disclosed in the 2021-22 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 - recurrent	(a)	38,793	35,101	(3,692)	(10%)
Grants revenue	(b)	5,700	9,186	3,486	61%
Recoveries	(c)	702	943	241	34%
Grants and subsidies expense	(d)	2,255	6,027	(3,772)	(167%)
Advertising and promotion	(e)	37,347	24,062	13,285	36%
Other Expenses	(f)	70	203	(133)	(190%)

NOTES TO STATEMENT OF COMPREHENSIVE INCOME VARIANCES

- (a) Budget variation due to unspent budget cash flowed to a future period to cover committed Marketing activity (\$3.692 million).
- (b) Australian Government Recovery for Regional Tourism Grants Program funds received in current year (\$4.590 million). Funds received in prior year, but revenue recognised and funds spent in current year (\$5.673 million).
- (c) Additional cross entity recoveries from Tasmanian Government agencies Department of Communities and Department of State Growth.
- (d) Variance due to Australian Government Recovery for Regional Tourism Grant Program payments (\$3.599 million) and Regional Tourism Organisation additional grants (\$0.173 million).
- (e) Variation due to cash flow and rollover change to Marketing activity (\$3.692 million) and Australian Government Recovery for Regional Tourism Grant Program payments (\$9.186 million).
- (f) The variation is due to the budget for Other Expenses not including all relevant employee entitlement items. These have been classified in the budget for Employee Benefit Expenses.

2.2 STATEMENT OF FINANCIAL POSITION

Budget estimates for the 2021–22 Statement of Financial Position were compiled prior to the completion of the actual outcomes for 2021–22. As a result, the actual variance from the Original Budget estimate will be impacted

by the difference between estimated and actual opening balances for 2021–22. The following variance analysis therefore includes major movements between 30 June 2021 and 30 June 2022 actual balances.

	Note	Budget \$'000	2022 Actual \$'000	2021 Actual \$'000	Budget Variance \$'000	Actual Variance \$'000
Cash and deposits	(a)	(135)	926	5,024	1,061	(4,098)
Leasehold improvements	(b)	246	185	233	(61)	(48)
Intangibles	(c)	...	1,682	...	1,682	1,682
Other assets	(d)	453	362	238	(91)	124
Payables	(e)	85	235	633	150	398
Other liabilities	(f)	12	1,090	5,683	1,078	4,593

NOTES TO STATEMENT OF FINANCIAL POSITION VARIANCES

- (a) The cash balance predominantly reflects the Australian Government Recovery for Regional Tourism Program.
- (b) Variance due to amortisation of asset not budgeted for.
- (c) Variance is due to new Discover Tasmania website launched on 16 June 2022 and amortisation of asset.
- (d) Variation is due to reduction in prepayments.
- (e) Variance to budget primarily reflects an increase in creditors at year end relating to the winter marketing activity.
- (f) The increase in other liabilities predominantly relates to funds received for the Australian Government Recovery for Regional Tourism Program (\$1.077 million).

2.3 STATEMENT OF CASH FLOWS

	Note	Budget \$'000	Actual \$'000	Variance \$'000	Variance %
Grants revenue	(a)	5,700	4,590	(1,110)	(19%)
GST receipts	(b)	...	3,630	3,630	100%
GST payments	(c)	...	(3,132)	(3,132)	(100%)
Other cash receipts	(d)	702	944	242	34%
Grants and subsidies	(e)	(2,255)	(6,027)	(3,772)	(167%)
Advertising and promotion	(f)	(37,347)	(24,897)	12,450	33%

NOTES TO STATEMENT OF CASH FLOWS VARIANCES

- (a) Australian Government Recovery for Regional Tourism Program (\$4.590 million).
- (b) and (c) Net difference between GST receipts and payments. No budget set.
- (d) Variance due to additional cross entity recoveries from Department of Communities and Department of State Growth.
- (e) Variance due to Australian Government Recovery for Regional Tourism Grant Program payments (\$3.599 million) and Regional Tourism Organisation additional grants (\$0.177 million).
- (f) Variation due to cash flow and rollover change to Marketing activity (\$3.692 million) and Australian Government Recovery for Regional Tourism Grant Program payments (\$9.186 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.

	2022 Budget \$'000	2022 Actual \$'000	2021 Budget \$'000
Continuing Operations			
Appropriation revenue – operating			
Current year	38,793	35,101	34,973
Other Revenue from Government			
Appropriation Rollover under section 23 of the <i>Financial Management Act 2016</i>	900
Total revenue from Government	38,793	35,101	35,873

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.

	2022 \$'000	2021 \$'000
Grants with sufficiently specific performance obligations		
Australian Government Recovery for Regional Tourism Program:		
Current year	4,590	6,260
Funds received in prior year, but revenue recognised and funds spent in current year	5,673	...
Less: Revenue received in advance	(1,077)	(5,673)
Total	9,186	587
Wine Australia grant	...	8
Total	...	8
Total revenue from Grants	9,186	595

3.3 RECOVERIES

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

	2022 \$'000	2021 \$'000
Aviation and access	200	200
Grants and subsidies ¹	450	265
Visitor economy ¹	211	184
Marketing activities ^{1,2}	58	500
Other recoveries	24	29
Total Recoveries	943	1,178

¹ Additional cross entity recoveries from both the Department of Communities Tasmania and Department of State Growth.

² Decrease in Marketing Activity due to one off recovery for Holiday Here this Year (\$0.500 million) in 2021.

NOTE 4

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.

4.1 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

	2022 \$'000	2021 \$'000
Wages and salaries	6,047	5,831
Annual leave	507	391
Long service leave	92	(28)
Sick leave	171	125
Superannuation – defined benefit scheme	128	127
Superannuation – contribution schemes	741	662
Other post-employment benefits	52	158
Other employee expenses	115	182
Total	7,853	7,448

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 12.95 per cent (2021: 12.95 per cent) of salary.

Superannuation expenses relating to defined contribution schemes are paid directly to superannuation funds at a rate of 10 per cent (2021: 9.5 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 (2021: 3.45 per cent) of salary in respect of employees who are members of contribution schemes.

Normal leave patterns have been disrupted due to COVID-19.

(B) REMUNERATION OF KEY MANAGEMENT PERSONNEL

	Short-term benefits		Long-term benefits		Termination benefits	Total
	Salary	Other Benefits	Superannuation	Other Benefits & Long-Service Leave		
	\$'000	\$'000	\$'000	\$'000		
2022						
Board Members						
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
Caroline Miller	29	...	3	32
Sarah Clark (from 20/9/21)	19	...	2	21
Clint Walker (from 20/9/21)	18	...	2	20
Management personnel						
John Fitzgerald, CEO*	270	22	27	18	...	337
Emma Terry, Chief Marketing Officer	236	12	24	3	...	275
Mark Jones, Chief Operating Officer	168	2	17	1	...	188
Stephen Farquer, Director Aviation & Access	168	10	17	1	...	196
Edwina Morris, Director Office of the CEO	158	2	16	1	...	177
Anne Greentree, Director Visitor Economy Strategy	168	5	17	1	...	191
Total	1 382	53	140	25	...	1 600

2021	Short-term benefits		Long-term benefits		Termination benefits	Total
	Salary	Other Benefits	Superannuation	Other Benefits & Long-Service Leave		
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Board Members						
James Cretan, Chairperson	52	...	5	57
Brett Torossi	32	...	3	35
Michelle Cox	29	...	3	32
Ian Rankine	29	...	3	32
Annie Beaulieu	29	...	3	32
Carolyn Miller	29	...	3	32
Management personnel						
John Fitzgerald, CEO ¹	264	15	25	(6)	...	298
Emma Terry, Chief Marketing Officer	230	21	22	(2)	...	271
Mark Jones, Chief Operating Officer	164	4	16	2	...	186
Johan Van Pelt, Director Aviation & Access Development (to 14/8/20) ²	39	...	4	...	12	55
Stephen Farquer, Director Aviation & Access (from 3/8/20)	149	8	14	1	...	172
Amy Hills, Director Strategy, Government and Industry (to 7/8/20) ²	30	1	3	...	8	42
Edwina Morris, Director Strategy, Government and Industry (from 7/8/20)	131	4	12	18	...	165
Anne Greentree, Director Visitor Economy Strategy (from 8/7/2019)	164	9	16	3	...	192
Total	1,371	62	132	16	20	1,601

2021 Key Management Personnel figures have been amended to reflect an error correction.

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

²Termination benefits payment relates to accrued leave entitlements upon resignation.

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 2021-22 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. Fringe benefits have been reported at the grossed up reportable fringe benefits amount. The Fringe Benefits Tax (FBT) year runs from 1 April to 31 March each year, and FBT attributable to key management personnel is reported on that basis. 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:

	2022 Aggregate value of transactions \$'000	30 June 2022 Total Amount Outstanding or Committed \$'000
Purchase of services (on commercial arm's length terms) ¹	154	...
Payment of grants ²	524	...

¹Total amount relates to Cooperative Marketing Agreement with Tas Vacations Pty Ltd (Board Director Ian Rankine – is Chief Executive and a Director of Tas Vacations Pty Ltd). Amounts shown are inclusive of GST.

²Grant payments made to West by North-West Regional Tourism Organisation (Board Director Clint Walker is deputy chair).

4.2 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

	2022 \$'000	2021 \$'000
Plant and equipment	8	9
Total	8	9

(B) AMORTISATION

Intangibles	15	...
Leasehold Improvements	48	48
Total	63	48
Total depreciation and amortisation	71	57

4.3 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.

	2022 \$'000	2021 \$'000
Audit fees – financial audit	47	45
Audit fees – internal audit	18	51
Office accommodation and vehicles rental	456	450
Consultants	6	15
Contracted services ¹	2,032	877
Corporate overhead fee	903	904
Property expenses	65	60
Maintenance	15	1
Communications	59	63
Information technology	928	877
Travel and transport	149	184
Other supplies and consumables	265	250
Total	4,943	3,777

¹ Increase in Contracted services due to payments under the Australian Government Recovery for Regional Tourism Grants Program of \$1.629 million.

4.4 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.

	2022 \$'000	2021 \$'000
Regional Tourism Organisations support (RTO's) ¹	1,502	1,003
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	3,600	500
Election Commitments – East Coast Tourism Tasmania	35	...
Transfers to Other Organisations ²	350	...
Total	6,027	2,043

¹ Include one-off grant payment to West by North-West Regional Tourism Organisation (\$0.142 million).

² Transfers to Other Organisations relates to funds transferred to the Department of State Growth for the delivery of Flinders Island and the Tourism Master Plan Election Commitments originally appropriated to Tourism Tasmania.

4.5 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.

	2022 \$'000	2021 \$'000
On-line advertising	5,872	7,070
Media advertising	7,431	6,013
Co-operative/partnership marketing	2,809	3,192
Industry trade promotions	370	391
Visitor Joint Promotion (VJP) expenses	212	240
Other advertising/promotional expenses	1,343	3,812
Contracted Services – Marketing ¹	5,948	3,996
Non-staff travel expenses	77	60
Total	24,062	24,774

¹ Increase in Contracted Services – Marketing due to Tassie Holiday Voucher Program with payments to Tasmanian operators funded by the Australian Government Recovery for Regional Tourism Grants Program (\$1.629 million).

Total Direct Marketing spend by Tourism Tasmania in 2021-22 was of \$27.220 million made up of Advertising and Promotion includes Advertising and Promotion costs of \$24.441 million and \$2.779 million supplies and consumables. A total of \$3.883 million was funded from the Australian Government Recovery for Regional Tourism Grants Program.

4.6 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.

	2022	2021
	\$'000	\$'000
Salary on costs – Workers Compensation	92	59
Training seminars and conferences	94	165
Workplace health, safety and wellbeing	5	5
Other	12	15
Total	203	244

NOTE 5

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.

5.1 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.

	2022 \$'000	2021 \$'000
Receivables	308	862
Less: Provision for impairment	(11)	(10)
Total	297	852
Sale of goods and services (inclusive of GST)	10	16
Tax assets	287	836
Total	297	852
Settled within 12 months	297	852
Settled in more than 12 months
Total	297	852

5.2 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

	2022	2021
	\$'000	\$'000
Leasehold improvements		
At cost	480	480
Less: Accumulated amortisation	(295)	(247)
Total leasehold improvements	185	233

(B) RECONCILIATION OF MOVEMENTS

	2022	2021
	\$'000	\$'000
Carrying amount at 1 July	233	281
Amortisation expense	(48)	(48)
Carrying amount at 30 June	185	233

PLANT AND EQUIPMENT

(C) CARRYING AMOUNT

	2022	2021
	\$'000	\$'000
Plant and equipment		
At cost	123	123
Less: Accumulated depreciation	(96)	(89)
Total plant and equipment	27	34

(D) RECONCILIATION OF MOVEMENTS

	2022	2021
	\$'000	\$'000
Carrying amount at 1 July	34	43
Depreciation expense	(7)	(9)
Carrying amount at 30 June	27	34

5.3 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

	2022 \$'000	2021 \$'000
Intangibles with a finite useful life		
Software at cost	1,697	776
Less: Accumulated amortisation	(15)	(776)
Total	1,682	...

(B) RECONCILIATION OF MOVEMENTS

	2022 \$'000	2021 \$'000
Carrying amount at 1 July
Additions	1,697	
Amortisation expense	(15)	...
Carrying amount at 30 June	1,682	...

5.4 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.

	2022 \$'000	2021 \$'000
Other assets		
Prepayments	362	238
Total	362	238
Utilised within 12 months	168	238
Utilised in more than 12 months	194	...
Total	362	238

Prepayments are for contracted commitments or annual subscriptions that are all to be expended over a 12-month period.

NOTE 6

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.

6.1 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.

	2022 \$'000	2021 \$'000
Creditors	235	627
Accrued expenses	...	6
Total	235	633
Settled within 12 months	235	633
Settled in more than 12 months
Total	235	633

Settlement is usually made within 30 days.

6.2 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.

	2022 \$'000	2021 \$'000
Accrued salaries	194	149
Annual leave	544	547
Long service leave	857	881
Total	1,595	1,577
Expected to settle wholly within 12 months	833	766
Expected to settle wholly within 12 months	762	811
Total	1,595	1,577

6.3 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.

	2022 \$'000	2021 \$'000
Revenue received in advance		
Australian Government Recovery for Regional Tourism Program	1,077	5,673
Other liabilities		
Employee benefits – on-costs	13	10
Total	1,090	5,683
Expected to settle wholly within 12 months	1,090	5,677
Expected to settle wholly after 12 months	...	6
Total	1,090	5,683

NOTE 7

COMMITMENTS AND CONTINGENCIES

7.1 SCHEDULE OF COMMITMENTS

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.

	2022 \$'000	2021 \$'000
<i>By type</i>		
<i>Lease Commitments</i>		
Other leases	1,454	1,944
Total lease commitments	1,454	1,944
Other Commitments		
Program commitments	11,614	8,743
Total other commitments	11,614	8,743
Total	13,068	10,687
<i>By maturity</i>		
Operating lease commitments		
One year or less	486	480
From one to five years	968	1,464
More than five years
Total lease commitments	1,454	1,944
Other commitments		
One year or less	9,310	6,147
From one to five years	2,304	2,596
More than five years
Total other commitments	11,614	8,743
Total	13,068	10,687

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.

7.2 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 2022, Tourism Tasmania did not have any contingent assets or liabilities.

NOTE 8

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.

8.1 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.

	2022 \$'000	2021 \$'000
Specific Purpose Account balance		
S535 Tourism Tasmania Financial Management Account	(151)	(649)
Australian Government Recovery for Regional Tourism Program	1,077	5,673
Total	926	5,024
Total cash and deposits	926	5,024

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

	2022 \$'000	2021 \$'000
Net result	2,071	(693)
Depreciation and amortisation	71	57
Decrease (increase) in Receivables	555	(581)
Decrease (increase) in Other assets	(124)	215
Increase (decrease) in Employee benefits	(398)	548
Increase (decrease) in Payables	18	(58)
Increase (decrease) in Other liabilities	(4,594)	5 671
Net cash from (used by) operating activities	(2,401)	5,159

NOTE 9

FINANCIAL INSTRUMENTS

9.1 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)
Financial Assets		
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:

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

Relates to Virgin Australia who were placed into liquidation in 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.

2021	Not past due \$'000	Past due 1-30 days \$'000	Past due 31-60 days \$'000	Past due 61-90 days \$'000	Past due 91+ days \$'000	Total \$'000
Expected credit loss rate (A)	...	0.2%
Total gross carrying amount (B)	...	15	10	25
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)
Financial Assets		
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:

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

2021		Maturity analysis for financial liabilities							
	1 Year \$'000	2 Years \$'000	3 Years \$'000	4 Years \$'000	5 Years \$'000	More than 5 Years \$'000	Un- discounted Total \$'000	Carrying Amount \$'000	
Financial liabilities									
Payables	633	633	633	
Total	633	633	633	

9.2 CATEGORIES OF FINANCIAL ASSETS AND LIABILITIES

	2022 \$'000	2021 \$'000
Financial assets		
Amortised cost	936	5,040
Total	936	5,040
Financial Liabilities		
Financial liabilities measured at amortised cost	235	633
Total	235	633

NOTE 10

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 2022.

NOTE 11

OTHER SIGNIFICANT ACCOUNTING POLICIES AND JUDGEMENTS

11.1 OBJECTIVES AND FUNDING

Tourism Tasmania's role is as a demand generator and brand leader in Tasmania's visitor economy by leading and influencing the development of policy and planning for a future visitor economy.

This is actioned by:

- celebrating Tasmania's uniqueness through our marketing program which entices customers who are aligned to our brand to travel to Tasmania;
- advocating for and securing air and sea capacity to support visitor travel to Tasmania and to support the community to travel in and out of Tasmania;
- leading the T21 Visitor Economy Strategy Implementation on behalf of government to enable a sustainable visitor economy for the benefit of all Tasmanians.

Tasmania's visitor economy has been hit hard by the COVID-19 pandemic. In this changed environment the agency's focus is on rebuilding Tasmania's tourism and hospitality industry through demand generation and access advocacy work, leading and coordinating industry specific recovery planning, through our role chairing the T21 Visitor Economy Steering Committee and supporting the Premier's Visitor Economy Advisory Council.

This will mean Tourism Tasmania will operate in the intrastate market, which is not normally within its remit – in addition to interstate and international, collaborating with the regional tourism organisations to uncover a breadth and depth of experiences that will showcase Tasmania.

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.

11.2 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 11.5 below.

The Financial Statements have been prepared on the basis that Tourism Tasmania is a going concern as the 2021–22 State Budget Papers disclose that Tourism Tasmania is fully funded by appropriation in 2021–22 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.

11.3 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.

11.4 FUNCTIONAL AND PRESENTATION CURRENCY

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

11.5 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.

11.6 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.

11.7 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.

11.8 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 "...".

11.9 TAXATION

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

11.10 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.

11.11 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 2022 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 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 2022 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 Directors.

- Conclude on the appropriateness of the Directors use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the 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
Delegate of the Auditor-General

Tasmanian Audit Office

23 September 2022
Hobart



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TASMANIA

COME DOWN FOR AIR

