

Tourism Tasmania

Ministerial Charter

This Ministerial Charter is issued by:

Will Hodgman MP
Premier and Minister for Tourism

Date: 12 October 2014

www.tourismtasmania.com.au



Introduction

I am pleased to provide Tourism Tasmania and its Board of Directors with the Ministerial Charter in accordance with Section 24 of the *Tourism Tasmania Act 1996*.

Tourism Tasmania is a State Authority in accordance with the *State Service Act 2000*. The *Tourism Tasmania Act 1996* provides the objectives and functions of Tourism Tasmania.

Tourism Tasmania's Board of Directors must comply with this Ministerial Charter in accordance with Section 26 of the *Tourism Tasmania Act 1996*.

Interpretation

Expressions used in this Ministerial Charter have the same meaning as in the *Tourism Tasmania Act 1996*.

The following definitions are used throughout this Ministerial Charter:

Authority means Tourism Tasmania established under Section 4 of the *Tourism Tasmania Act 1996*.

Board means the Board of Directors of the Authority

Minister means the Minister for Tourism

Commencement and Term

This Ministerial Charter takes effect from 19 September 2014 and remains in effect until it is amended or revoked.

Policy Expectations

Tourism Tasmania's role is to market Tasmania as a holiday destination and maximise tourism's contribution to the economy.

Tasmania's tourism industry is made up of more than 2,200 separate businesses. It directly and indirectly supports around 40 000 jobs in Tasmania and contributes about \$2.4 billion to Gross State Product.

Tourism Tasmania Board of Directors is expected to provide advice to the Minister on significant issues that represent the state's tourism industry and/or impact on its contribution to the broader state economy.

Tourism Tasmania will play a key role in the Government's goal of attracting 1.5 million visitors per annum to Tasmania by 2020. The establishment of Tourism Tasmania as a stand-alone state authority focussed on marketing Tasmania as a destination, will assist Tourism Tasmania to maximise its contribution to this objective.

Responsiveness to the needs of the sector and active collaboration with industry and regional bodies, access and commercial partners, tourism operators and government agencies, will also be required to meet this objective.

Tourism Tasmania is marketing-led with a specific focus on research-driven marketing and distribution programs. In a dynamic marketplace, this will require an innovative and entrepreneurial approach in delivering programs that create demand for tourism in Tasmania that support a strong regional tourism network and to drive benefits for the Tasmanian economy.

In fulfilling its role, Tourism Tasmania must have regard for the joint State Government and Tourism Industry Council Tasmania *Protocol Agreement* signed in August 2005 and the industry goals identified in the joint government–industry strategic plan, *Tourism 21*.

Risk Management

The Minister expects Tourism Tasmania to identify business and financial risks and have in place risk management strategies that recognise and are commensurate with the risk profile of the Authority.

Corporate Plan

The Tourism Tasmania Board of Directors must prepare a corporate plan to cover a period of not less than 3 financial years in accordance with Section 27 of the *Tourism Tasmania Act 1996*.

Key Partnerships

Minister and the Board of Directors of Tourism Tasmania

In addition to responsibilities specified at Section 9 of the Act, the Chairperson is to formally meet with me regularly throughout the year, and as the need arises.

The Chair and/or Board of Directors of Tourism Tasmania will also, from time-to-time, meet with the Tourism Council Tasmania Limited Board, and other such Boards and agencies, with a direct relevance to tourism.

The Board is required to jointly undertake with me, when the needs so arises, the recruitment of a suitable chief executive officer. Suitable nominations may be submitted by the Board for my consideration.

Tourism Tasmania and the industry

Tourism Tasmania is to foster a strong working partnership with the tourism industry to ensure that industry goals identified in the joint government–industry strategic plan, *Tourism 21*, and formalised through the *Tourism Protocol Agreement*, between the State Government and the Tourism Council Tasmania Limited, are achieved and the plan is regularly updated.

Tourism Tasmania and the four regional tourism organisations

Tourism Tasmania is to continue to build on its relationship and cooperation with the four regional tourism organisations established mid-2012. Tourism Tasmania will recognise and support the regional focus of the RTO's, to deliver strong regional development of tourism and to support visitor engagement.

Access, Commercial and Distribution Partners

Tourism Tasmania will work in close partnership with airlines and airports to improve services to Tasmania and expand into new markets where growth opportunities exist, domestically and internationally.

Tourism Tasmania will also work closely with the TT-Line and other sea access partners to stimulate passenger travel by sea to the State.

Tourism Tasmania will also foster other commercial and distribution partnerships to drive demand for travel to Tasmania.

Tourism Tasmania, other Government Departments and other bodies

Tourism Tasmania will continue to build effective links with government departments to ensure that a whole-of-government approach to strategies and initiatives that support tourism are implemented.

Tourism Tasmania will work closely with other bodies that contribute to the brand values and attributes of Tasmania and that have the capacity to support the achievement of Tasmania's tourism growth potential of 1.5 million visitors by 2020.



Compliance with Policies of Government

Tourism Tasmania is to perform all functions and exercise all powers in accordance with the requirements of the *Tourism Tasmania Act 1996*; *State Service Act 2000*; and all other State and Commonwealth laws, regulations and instructions that impact upon its operations.

The Minister expects to be fully consulted on all significant tourism matters, as well as prior to the release of any information or public announcement relating to significant policies of the government.

The Minister expects to be advised before Tourism Tasmania establishes a business presence outside Tasmania and to seek approval before establishing any subsidiaries or joint ventures.