

TOURISM TASMANIA ANNUAL REPORT

2023-2024



Using a TrailRider on the Tall Trees Walk,
Mount Field National Park
© Dearna Bond

TASMANIA

COME DOWN FOR AIR



Tourism
Tasmania

ACKNOWLEDGEMENT OF COUNTRY

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

We honour their uninterrupted care, protection and belonging to these islands, skies and waterways.

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.



wukalina Walk
© Jillian Mundy

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SUBMISSION TO THE MINISTER

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

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

Accordingly, we have pleasure in submitting to you for presentation to Parliament, this report on the affairs and activities of Tourism Tasmania for the financial year ended 30 June 2024.

Yours sincerely



Grant O'Brien
Chair
Tourism Tasmania Board

October 2024



Vanessa Pinto
Acting Chief Executive Officer
Tourism Tasmania

October 2024

ABOUT TOURISM TASMANIA

Tourism Tasmania is the state government's lead tourism agency.

It is a State Authority established in 2014 and a Statutory Authority established under the Tourism Tasmania Act 1996. It is governed by a skills-based board appointed by the Governor of Tasmania on the recommendation of the Minister for Tourism.

Tourism Tasmania leads the T21 visitor economy partnership by actively managing and contributing tourism expertise to strategy and policy development across government, industry and the community, for the benefit of all Tasmanians.

The agency leads, develops and manages the state's tourism brand and generates demand for travel to the state providing social, economic and cultural benefits for Tasmania's tourism industry, economy and community.

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ISSN: 1836-2966

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Fagus (Nothofagus Gunnii)
Cradle Mountain - Lake St Clair
National Park
© Kelly Slater



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 2024-2027.

The corporate plan outlines our role in tourism brand leadership, demand generation and providing leadership in Tasmania's visitor economy. It describes the agency's role in generating demand for visitation as well as its role in leading and influencing the development of policy, sharing insights, research, and data, and planning for the future visitor economy. Our collaboration with visitor economy stakeholders provides our customers with a world leading experience and enables a sustainable visitor economy for the benefit of all Tasmanians.

The agency delivers its role through:

A brand platform and marketing program that celebrates the identifiable character and spirit that makes Tasmania a special place, creates cultural and emotional connections with customers and encourages travel to Tasmania.

Leading, influencing and informing Tasmania's 2030 Visitor Economy Strategy planning and implementation on behalf of government and in partnership with industry to deliver on T21 goals.

Advocating and securing air and sea capacity to support more opportunities for our visitors and the community to travel in and out of Tasmania.

CHAIR STATEMENT

Tasmania's tourism sector continues to deliver benefits for the state's economy and the Tasmanian community.

Tourism is the backbone of Tasmania's brand and helps to promote and protect what makes Tasmania special, our environment, heritage, wildlife, arts and culture.

The industry is the heart of our visitor experience and the quality of our tourism products are the result of thousands of hardworking and innovative Tasmanians. I'd like to thank all of the industry operators who ultimately deliver the 'Tasmanian experience' to visitors that sets our state and tourism offer apart.

The past few years have not been easy, and the current economic conditions are adding further challenges, but these difficulties serve as a reminder of how resilient and innovative this industry is and the vital role it plays in our community.

During this period, Tourism Tasmania has delivered marketing campaigns that position Tasmania as a year-round destination for domestic travellers and attract visitors who will contribute positively to the community and environment.

The agency has worked hard to stay competitive in an environment where other states and countries with larger tourism marketing budgets are investing heavily to attract holiday visitors to their destinations.

Tasmania's 2030 Visitor Economy Strategy sets the direction for the Tasmanian Government in partnership with industry to manage our visitor economy sustainably through a positive impact plan. I would like to acknowledge the work of our T21 government and industry partners in collaborating with Tourism Tasmania to deliver our 2030 vision, allowing for our visitor economy to make a positive impact for Tasmania.

Through this strategy, we have continued to show our willingness to collaborate with industry and across government to ensure Tasmania can harness the opportunities available through a strong and growing visitor economy.

Investing consistently in creative, different and memorable brand and marketing activities not only converts current demand, but importantly creates future demand for Tasmania and our tourism industry operators and will remain a strong focus for the agency.

I would like to congratulate the Tourism Tasmania team on another strong year and thank former director Brett Torossi for her contribution to the board over the last decade. This year, the board welcomed new Director Penny Rafferty and I would also like to acknowledge and thank Vanessa Pinto for her contribution as Acting CEO during this period.

Tourism Tasmania's work is strengthened by the support of Jeremy Rockliff, Premier and Minister for Tourism and Hospitality, and his government. The support provided to Tourism Tasmania and state's visitor economy is vital to its ongoing success.

Grant O'Brien,
Chair Tourism Tasmania

CHIEF EXECUTIVE OFFICER STATEMENT

It has been a privilege to step into the Acting Chief Executive Officer role at Tourism Tasmania from late May 2024. I have enjoyed working closely with our passionate team and key stakeholders across government, regional tourism organisations and industry – to continue the outstanding work that delivers great value and impact to Tasmania. The commitment, dedication and passion of our tourism industry operators and experience providers is second to none and is the foundation of Tasmania’s tourism industry – I sincerely acknowledge that unwavering dedication.

In this report, you will see examples of the demand driving work the team have delivered to increase awareness of the state and differentiate our destination brand from competitors. This includes through our Come Down For Air and Off Season campaigns, Discover Tasmania website and app, brand and PR strategies, and improving access by air and sea.

Our Come Down For Air campaign has continued to be the foundation of Tourism Tasmania’s destination marketing strategy. It showcased Tasmania as the ‘antidote to the

straitjacket of modern life’ and calls on travellers to visit Tasmania and escape the stress and routine of everyday life.

The fourth iteration of our Off Season campaign continued to urge Australians and locals to embrace Tasmania’s cooler months and become a ‘winter person’. This year marked our greatest ever investment in the Off Season program, which continued driving visitation over the traditionally quieter travel period between May and August.

The Off Season was the perfect time of year to launch our Odd Jobs brand act, which encouraged Australians to take a break from their day jobs for a one-of-a-kind Tasmanian Odd Job tourism experience. Odd Jobs was highly successful, resulting in more than 1,200 pieces of media and social media coverage and a global audience reach of more than 1.2 billion.

The Discover Tasmania app and website were upgraded to improve access to content, travel information and useability, with more than 410,000 combined leads to operators from both platforms. Since its launch in April 2023, the app has been downloaded more than 76,000 times,

enabling visitors to plan their trips and generating 105,000 leads to operators in 2023–24.

Our brand campaigns continued to be supported by important partnerships with airlines, travel trade and a global PR strategy. As a small island with a small budget, a targeted and resolute international approach is vital to Tasmania’s success, with our key markets including New Zealand, United Kingdom, USA, Singapore, Hong Kong, China and Germany.

In addition to our demand generation work, the agency’s research and insights program and strong relationships with key access partners are key to the delivery of the 2030 Visitor Economy Strategy.

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

Vanessa Pinto,
Acting CEO Tourism Tasmania

BOARD OF DIRECTORS



GRANT O'BRIEN

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



SARAH CLARK

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



VANESSA PINTO

Vanessa Pinto stepped in as the Acting Chief Executive Officer from May 2024 while Sarah Clark took extended leave. Vanessa has forged a broad career within the private and public sectors in Tasmania and Western Australia through executive roles across brand, marketing, strategy, sales and business operations within the energy and civil services industries. Most recently, she has provided leadership within the ministerial parliamentary services and to corporate and strategic services across government. She has brought a depth of experience to Tourism Tasmania, including market strategy and brand positioning, and government and stakeholder relations. Vanessa joined the board with long-standing qualifications as an Australian Institute of Company Directors company director graduate.



CAROLYN MILLER

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



CLINT WALKER

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



ROD CUTHBERT

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




SHANE O'HARE

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



PENNY RAFFERTY

Penny Rafferty is Executive Chair, Luxury Lodges of Australia and has led the association since it was established in January 2010. This collective voice of independently owned and operated lodges and camps across Australia helped shape and define Australia's high-end experiential travel. Penny led the development of Tourism Australia's Sustainability strategy 2020-2024, the aim of which is to advocate, educate and elevate the many sustainability legacy stories of Australian tourism, meeting and growing consumer demand, and encouraging industry capability. Penny led the development of Tourism Australia's premium and luxury strategy 2017-2020. She is a member of the Virtuoso Sustainability Council and the inaugural Condé Nast Traveler Global Advisory Board 2023. She is also a Mentor for The Conscious Travel Foundation.

 **taypalaka Green Point Beach,**
Marrawah
© Jess Bonde



YEAR IN REVIEW



WINNER

Gold Effie Award for Insight and Strategic Thinking and Silver Effie Award for Travel, Leisure & Media (via BMF)



42,900

Tasmanian jobs supported by the tourism sector



\$3.48 BILLION

Visitor spend in year ending June 2024



1.3 MILLION

Visitors to Tasmania in the year ending June 2024



410,500

Leads to operators via Discover Tasmania website and app



1.22 MILLION

Followers on Tourism Tasmania social media channels



116,700

Subscribers across consumer, trade and industry e-newsletters



40.2 MILLION

Views of top performing video on [TikTok](#) and [Instagram](#)



76,700

Downloads of the Discover Tasmania App



950

Industry operators included in 105 famils



3

Major marketing campaigns, including Come Down For Air AUS and NZ, and Off Season



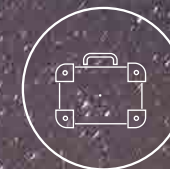
33

Global cooperative marketing campaigns



MORE THAN 5,200

Travel agents trained globally via the Tassie Specialist and Aussie Specialist programs



4.1 MILLION

Passengers welcomed at Hobart and Launceston airports



LEADING THE TASMANIAN VISITOR ECONOMY

Tasmania's 2030 Visitor Economy Strategy was released in August 2023, together with a three-year action plan for implementation.

This collaboration between government and the tourism and hospitality industry, through the T21 partnership, provides a long-term vision and plan to manage the growth of tourism sustainably, ensuring the visitor economy has a positive impact on Tasmania's economy, environment and way of life.

Tourism Tasmania led the implementation of the plan with its key partners and provided governance support for the T21 Steering Committee and quarterly meetings of the Premier's Visitor Economy Advisory Council.

Grant support was provided to key visitor economy partners, including Tasmania's four regional tourism organisations, the Tourism Industry Council of Tasmania, the Tasmanian Visitor Information Network, and for the delivery of visitor information by the City of Hobart and Launceston City Council as the gateways

to Tasmania. This funding is vital to enabling these organisations to deliver important programs for the benefit of their stakeholders and the broader tourism industry.

To prepare for the new Spirit of Tasmania ships, research and planning has been completed to direct priority-based investment in infrastructure, services, marketing and policy to respond to the forecasted additional visitation from the caravan and motorhome market.

A priority of the 2030 Action Plan for 2023-24 was the development of a business case testing the viability of enabling visitors to opt-in to a net zero visit to Tasmania, prioritising local carbon offsets. The business case was informed by consumer qualitative and quantitative market research, which found that consumers question the credibility of carbon offsets and have a high degree of scepticism towards carbon calculators, but that Tasmania's net zero emissions and renewable energy credentials are a unique proposition for Tasmania in the travel market.

Work with T21 partners has progressed to develop the Sustainable Visitation Framework, which will provide the methodology, data and tools to assess growth opportunities and areas that require management due to capacity constraints.



ACCESSIBLE TOURISM

One of Tourism Tasmania’s major goals is to improve **accessible tourism** for people of all abilities.

Through a partnership with [Vacayit](#), 50 audio guides have been produced to assist visually-impaired visitors with planning and enjoying their Tasmanian holiday. The audio guides highlight different visitor experiences, including details about wheelchair access, assistance dogs, braille and other on-site accessibility features. The guides are available on the Vacayit app and are being progressively added to the [Discover Tasmania website](#), with six added during 2023-24. Each feature signature experiences and destinations across Tasmania’s regions.

Tourism Tasmania also worked with Tourism Australia (TA) to identify Tasmanian tourism operators that offer trade ready accessible tourism experiences.

This information was included in TA’s new Accessible Australia online training course for Aussie Specialists, which educates travel agents across the globe about accessible travel options across Australia.

The course includes modules on accessible tourism offerings, getting around and travel tips, with 11 Tasmanian tourism operators featured in the course.

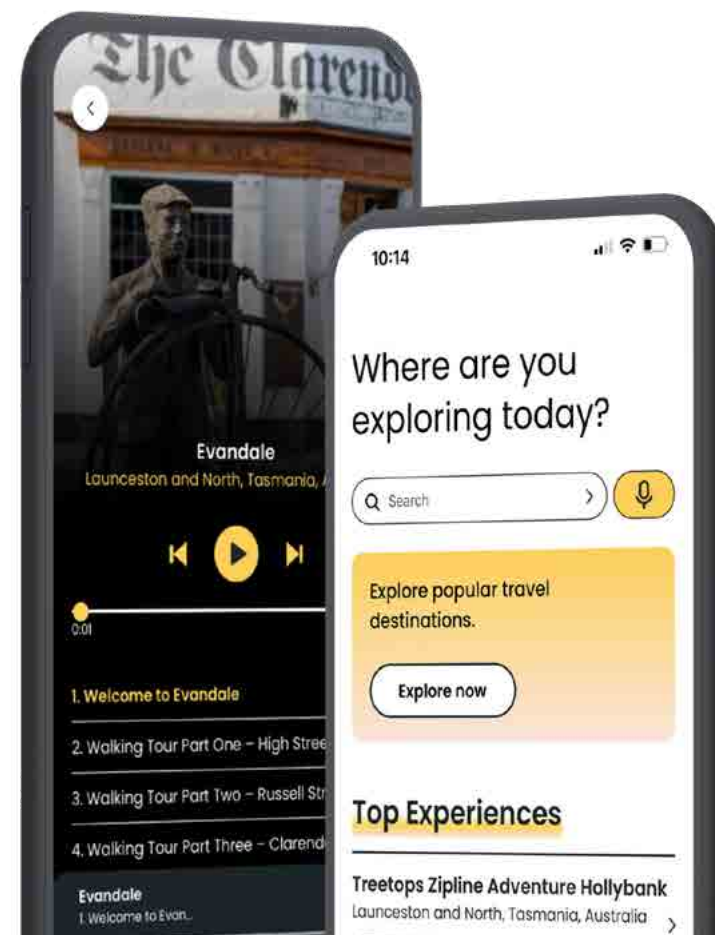
Accessible tourism in Tasmania has also featured in dedicated TA e-newsletters, appearing in three markets, including New Zealand, South Korea and Rest of World, with a subscriber base of more than 2,000 Aussie Specialist agents.

The e-newsletter will also be shared with all of TA’s markets by the end of 2024, which have a total active subscriber base of more than 37,000 agents.

The agency also assisted with the development of the Australian Government’s [WELCOME Framework](#) industry resource, launched in May 2024.



Exploring Hobart Waterfront
© Dearna Bond



TRACKING THE VISITOR ECONOMY

The Tasmanian Visitor Survey (TVS) celebrated a significant milestone in 2023-24, successfully completing the first 12 months of being a 100 per cent online experience for visitors, while maintaining the robustness the TVS has demonstrated for over 46 years. The move to an online survey is estimated to save more than 80,000 pages annually and reduce carbon emissions by an estimated 1.41 tonnes per year.*

KEY VISITATION INSIGHTS AT YEAR ENDING JUNE 2024

- Visitors continue to stay longer in the state, with **total nights** setting a new record high of 12.86 million, up 18 per cent on the year ending June 2019 and up 7 per cent on the same time in 2023.
- **Visitor spend was \$3.48 billion**, up \$976 million (39 per cent) from 2019, and down 9.7 per cent on the year ending June 2023.
- Although average spend per visitor was up 41 per cent on 2019, it still reduced to \$2,674. This is an 11 per cent drop from the year ending June 2023, bringing total expenditure for the year down. This reduction was a consequence of travellers spending their accumulated savings during post-pandemic

TOTAL VISITORS (INTERSTATE AND INTERNATIONAL) (TVS)			
Measure	12 months to June 2023	12 months to June 2024	% change 12 months to 2023-24
Total visitors	1,280,000	1,301,400	1.7%
Total expenditure (million)	\$3,853	\$3,480	-9.7%
Average spend per visitor in Tasmania	\$3,010	\$2,674	-11.2%
Total nights (millions)	11.98	12.86	7.3%
LEISURE VISITORS			
Total visitors	1,024,900	1,036,900	1.2%
Total expenditure (million)	\$3,234	\$2,968	-8.2%
Average spend per leisure visitor in Tasmania	\$3,156	\$2,862	-9.3%
Total nights (millions)	9.92	9.92	0.0%

- trips in 2022-23 following pent up demand for travel. This slowing down in spending was also evident as rising costs of living places pressure on households, travel decisions and spend.
- International visitation had almost fully recovered to pre-Covid levels in the year ending March 2024, with two markets, the USA and Germany, seeing more visitors

than the same period in 2019. Some international markets are slower to recover, including China.

Sources: Tasmanian Visitor Survey (TVS) captures interstate and international travel; it does not include intrastate travel or cruise.

** Determined through the Carbon Calculator on the Carbon Neutral website: carbonneutral.com.au/carbon-calculator/*

ACCESS TO TASMANIA

As an island state, strong air and sea access is vital to connect Tasmania with mainland Australia, and the world. Tourism Tasmania works collaboratively with key access stakeholders, such as airlines and airports, to maintain Tasmania’s share of domestic aviation capacity, and to increase flights and frequency on Tasmanian routes.

DOMESTIC FLIGHTS

During the past 12 months, domestic carriers have focused on stabilising schedules, improving on-time performance and minimising cancellations. While Tasmania experienced some operational delays and cancellations, the overall operational performance of airlines improved.

National aviation capacity challenges, relating to rising costs and reduced margins, have added significant financial pressures on airline businesses. The industry has faced

multiple issues with supply chains, delayed aircraft deliveries, pilots, engineers and resourcing, which have impacted growth and operational on-time performance, cancellation rates and flight delays.

Tourism Tasmania regularly communicated with Qantas, Jetstar, Rex Airlines and Virgin Australia to build frequency and capacity on core routes from Melbourne, Sydney and Brisbane to Hobart and Launceston, and to bolster newer routes from Adelaide, Perth, Gold Coast and Canberra to Hobart and Launceston.

Overall air capacity for Tasmania during the 2023-24 summer saw strong growth in seat capacity between December and March, with more than 110 per cent of the previous year’s capacity and 105 per cent of 2019 capacity recorded.

To support demand over the peak season, Virgin Australia operated successful

seasonal services from Perth and Adelaide to Launceston, and Adelaide to Hobart. Qantas also operated a successful service between Adelaide to Hobart from December 2023 until March 2024, with four flights per week during that period.

HOBART AND LAUNCESTON UPGRADES

In May 2024, Hobart Airport commenced work on a \$180 million-plus terminal upgrade project, with construction over a three-year period to deliver an expanded terminal for Tasmanians and visitors. Work has also begun on a \$100 million airfield upgrade project that includes runway, taxiway and apron upgrades to accommodate wide body aircraft.

Launceston Airport is embarking on a 10-year \$100 million infrastructure development plan. Phase one of the \$14 million check-in hall project was completed in September 2023, with self check-in kiosks, automated bag drops,

KEY AIRPORT PASSENGER TRAFFIC			
	12 months to June 2024	% change 12 months to June 2023	% change 12 months to June 2019
Hobart Airport	2.68 million	+5.8%	-1.8%
Launceston Airport	1.42 million	+9.9%	+2.4%

SPIRIT OF TASMANIA PASSENGER TRAFFIC (DEPARTING ONLY)* in the 12 months to June 2024	
Passengers	207,898
Visitors	142,846

*According to Tasmanian Visitor Survey data for the year ending June 2024.

and enhanced security screening opened in December 2023.

A \$4 million upgrade to the Virgin Australia cargo facility was also completed and formally opened in November 2023, with and arrivals hall upgrades also underway.

INTERNATIONAL FLIGHTS

Air New Zealand operated a direct flight service three times per week between Hobart and Auckland from November 2023 until April 2024 when the service was paused to allow for required engine maintenance. This change came as the airline adjusted its schedule to accommodate mandatory engine maintenance due to global engine issues faced by aircraft engine manufacturer Pratt & Whitney.

These engines are in Air New Zealand’s narrowbody aircraft, including those operating on its Hobart service, meaning the airline was required to ground several aircraft in the short to medium term, before resuming in October 2024.

The route performed well, with high passenger loads and strong performance, with Air New Zealand introducing larger aircraft to support summer demand for the service, adding an additional 10 per cent seat capacity during this period.

CRUISE

Cruise ships generate an important economic contribution to Tasmania’s visitor economy. During the 2023–24 cruise ship season, Tasmania welcomed 143 cruise ship visits, resulting in 237,764 passenger days and 114,439 crew days in Tasmania.

Tourism Tasmania appointed Roy Morgan Research to conduct a survey of cruise passengers in Hobart, Burnie and Port Arthur during the season. The survey found that cruise passengers and crew had a direct spend of approximately \$31 million on tours, food, activities, transport and shopping, with a further \$38 million in cruise line spend on port charges, shipping services, provisioning, Tasmanian travel agent commissions, and other services.

The economic boost from cruise shipping was shared across the state, with 83 port calls in Hobart, 33 in Burnie and 19 in Port Arthur, along with regional port calls in Coles Bay, Bell Bay, Stanley and Grassy on King Island. Highlights of the season included maiden visits by Disney Wonder and Virgin Voyages’ Resilient Lady.



© Hobart Airport



Celebrity EDGE © TasPorts

MARKETING PROGRAM

Tourism Tasmania competes in an Australian tourism landscape dominated by larger states, often with bigger tourism budgets.

In growing the visitor economy, the agency's demand and marketing strategies focus on capturing the attention and long-term awareness of travellers aligned to the state's brand values.

This 'value over volume' approach is achieved through domestic and international marketing that creates demand through emotional connections to ensure Tasmania stands out from other holiday destinations and maintains relevance among potential visitors. This generates leads to tourism operators and conversion into visitor bookings.

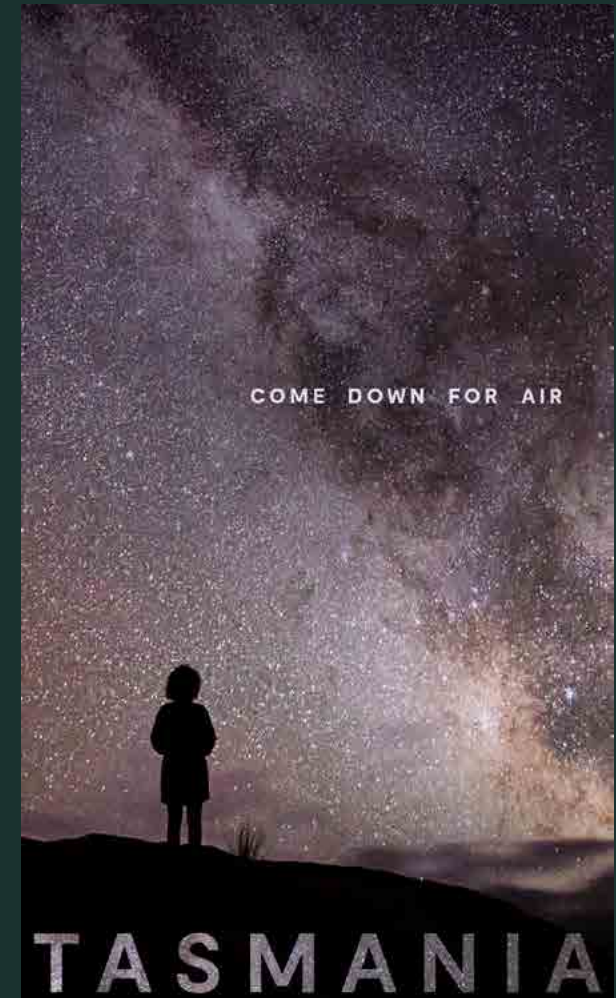
Research also shows that brands that behave similarly and do not stand out have to work much harder and spend more on paid media advertising to be noticed. Creative, distinctive and memorable activity enables the Tasmanian brand to receive strong results against higher overall investment from other states or destinations.

Tasmania's total brand communication awareness among Australian travellers ranked third against all states and territories, and New Zealand, for the year to June 2024. In total, 35 per cent of travellers had recent awareness of Tasmania's brand, behind only Queensland (41%) and New Zealand (41%)*.

This includes the Come Down for Air and Off Season campaigns and 'always on' marketing activity that connects audiences to Tasmanian content through the Discover Tasmania website and app, social media and e-newsletter, and the Tassie Trade website. The agency also delivers a strategic marketing program of airline and trade partnerships, public relations and earned media, along with travel trade, training and conversion activities.

To inform its strategy, the agency studied Australian leisure travellers to improve market opportunities. This helped identify three key target segments for future marketing activity, including Conscious Adventurers, Discoverers, and Positive Impact Travellers.

The agency ensures regional balance is delivered across marketing programs to highlight products, experiences and events that will encourage the regional dispersal of visitors.



* Source: Kantar Tourism Information Monitor – Total Brand Communications Awareness score for Quarter 2, 2024.

COME DOWN FOR AIR

The Come Down For Air brand underpins Tourism Tasmania’s destination marketing. It positions Tasmania as the ‘antidote to the straitjacket of modern life’ and invites travellers to escape the stress and routine of the everyday when they visit the state.

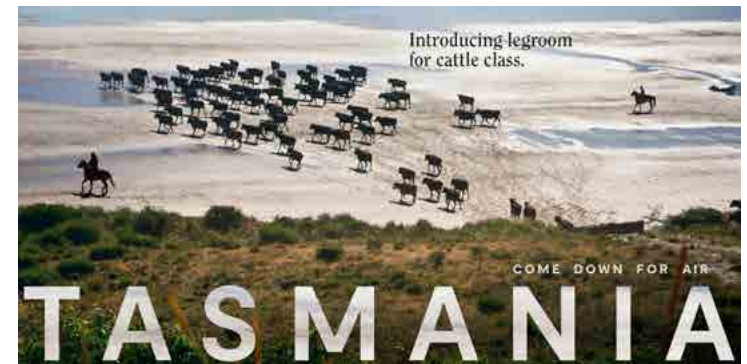
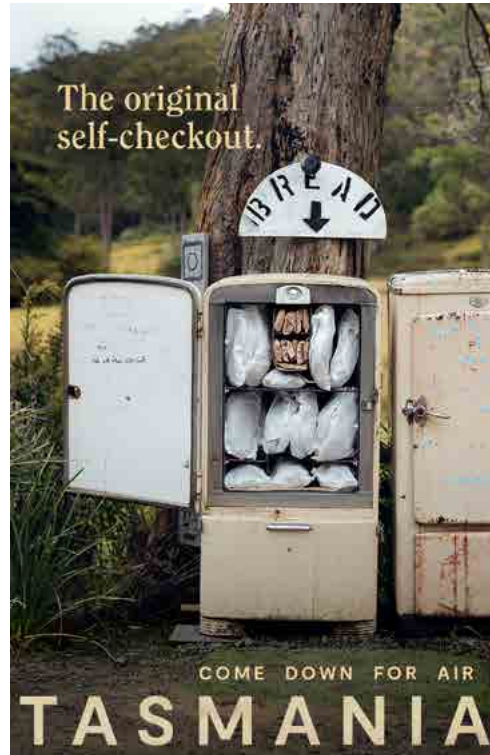
DOMESTIC

In 2023-24, domestic holiday travel started to soften after a post-COVID surge, and with outbound international travel beginning to recover, it was important to evolve the Come Down For Air brand campaign to ensure Tasmania continued to stand out and be competitive with other destinations.

A major Come Down For Air campaign was delivered across key interstate markets between October 2023 and March 2024 to drive awareness and consideration of Tasmania as a holiday destination.

The campaign activity was focused on metro and urban areas in Victoria, New South Wales, Queensland, Western Australia, and South Australia, delivered through online video, broadcast video on demand, social media, digital display, out-of-home, and audio.

It was also supported by content on the Discover Tasmania website, social media and

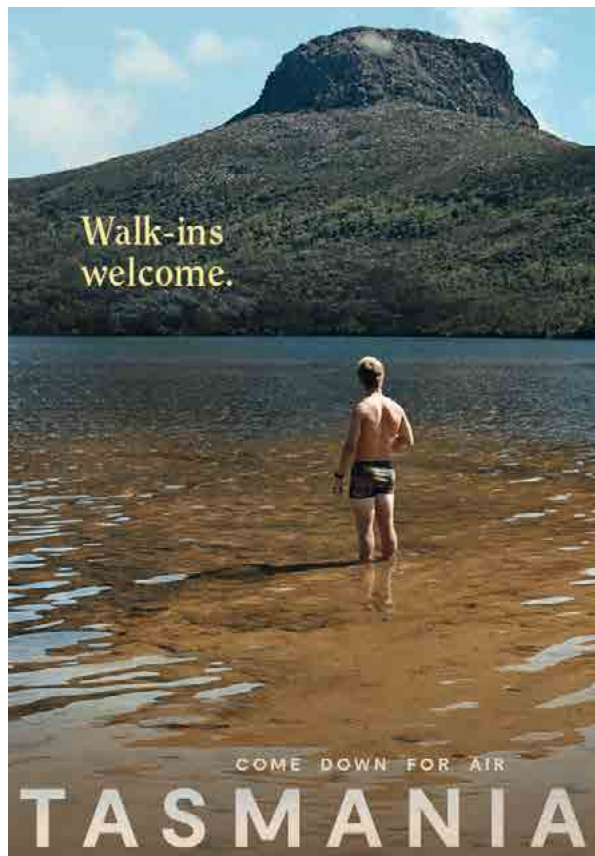


e-newsletter, along with content partnerships.

A partnership with The Guardian resulted in six in-depth feature articles, three visual guides and an audio-visual article, along with a partnership with

The Imperfects that included a podcast recorded at Spring Bay Mill on the east coast with Gina Chick, the winner of *Alone Australia*, which was supported by eight weeks of sponsored ads.

The Come Down For Air campaign showcased Tasmania to an estimated 15.3 million people aged 25-plus across Australia through traditional channels, with social media activity reaching 5.3 million people on Meta and 1.5 million people on TikTok.



NEW ZEALAND

New Zealand remains an important international market for Tasmania with direct flight connectivity, between Auckland and Hobart, facilitating improved connectivity between Tasmania and New Zealand, along with the Pacific and North America.

Tourism Tasmania delivered its Come Down For Air New Zealand campaign in market during April 2024 to build awareness and consideration for Tasmania as a holiday destination among New Zealanders.

The campaign highlighted Tasmania's points of difference, encouraging New Zealanders to experience what makes the state unique including our wildlife, history and heritage and culture.

Campaign advertising was delivered across television, online video, cinema, out-of-home, print and social media. This activity was supported by a partnership with TVNZ Seven Sharp that included four 3-minute stories featuring Tasmanian experiences, with one story released each week to engaged audiences.



NZ Brand Campaign, SevenSharp Partnership, Derby



NZ Brand Campaign, SevenSharp Partnership, Agrarian kitchen



NZ Brand Campaign, SevenSharp Partnership, Lark

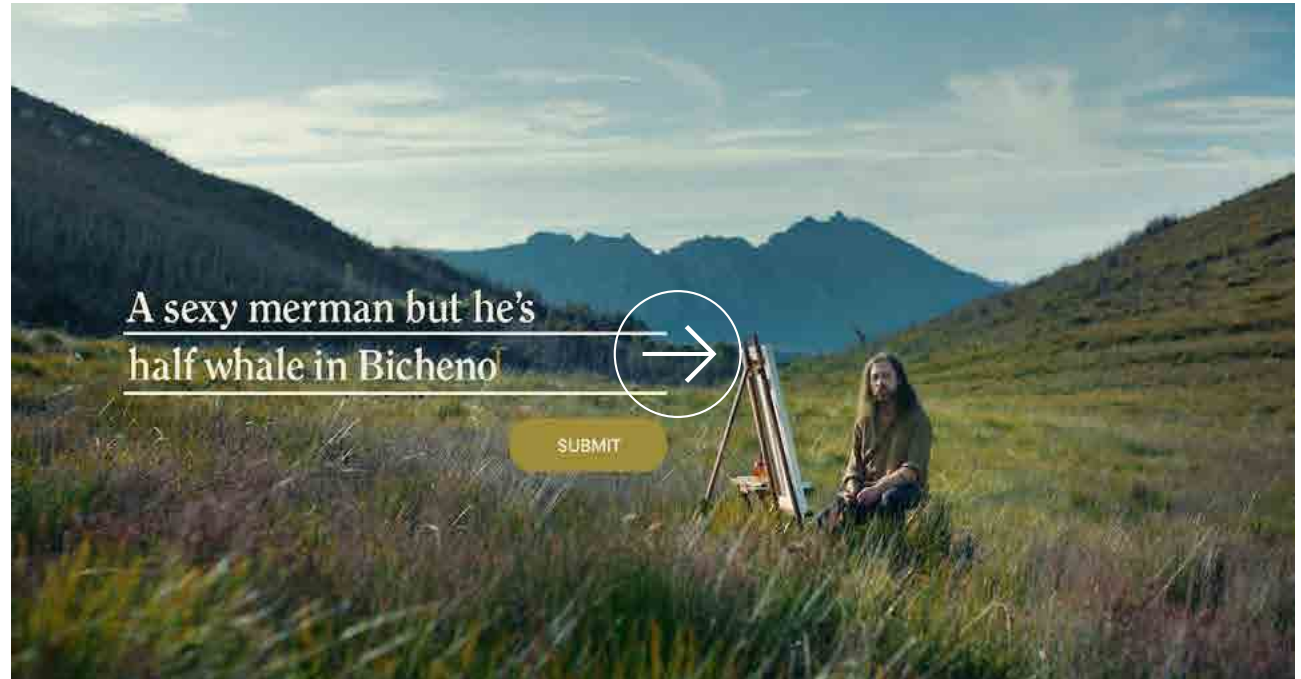
TASMANAi

To capture the attention of Australian travellers interested in arts and culture, Tourism Tasmania delivered the brand act, 'TasmanAi' between February and March 2024 as part of the Come Down For Air campaign.

The aim of TasmanAi was to demonstrate what Tasmania stands for and showcase the destination in a way that stands out from the tourism marketing initiatives of other destinations. It aimed to generate awareness of the state's thriving arts community, while commenting on the emergence of AI image generators.

TasmanAi involved participants accessing a [Discover Tasmania website portal](#), where they could pair an image of their choice with a Tasmanian location. Nine Tasmanian artists selected their favourite submissions and commissioned a series of original artworks. The initiative received more than 5,000 entries, with 29 prompts being selected to be commissioned into artworks.

The campaign was supported by paid and earned media coverage, which resulted in a combined audience reach of almost 16.3 million and featured on The Morning Show, which was syndicated to 26 channels across Australia.



i TO VIEW VIDEO: WWW.TOURISMTASMANIA.COM.AU/ANNUALREPORT2023-24



The Off Season campaign was delivered for a fourth year in 2024, with the aim of driving visitation over the traditionally quieter travel period between May and August.



The campaign aims to encourage interstate travellers and locals to change their perception of a winter holiday and 'become a winter person' by visiting the state during the cooler months.

This year's program saw Tourism Tasmania's biggest ever investment in a winter campaign. The creative black and white style was continued to leverage a distinctive Tasmanian tone and point-of-view that differentiated the state and achieved greater cut-through in a cluttered advertising environment.

A multi-channel national marketing strategy included TV, cinema, out of home activations, content partnerships, audio and digital, which were live in key domestic markets from April until July 2024.

Off Season content partnerships included Broadsheet and The Hobart Magazine, while strategic partnerships with key airlines Qantas and Virgin supported activity to drive holiday bookings.

The Off Season program was also supported by a one-off industry support program that promoted campaign offers to encourage visitor bookings.

In total, 381 tourism operators were involved in the Off Season campaign, providing more than 661 unique and exclusive winter experiences and events for visitors to book.

ODD JOBS

Tourism Tasmania launched ‘Odd Jobs’ in June 2024, a domestic PR-driven brand act that aimed to increase Off Season brand awareness.

Odd Jobs playfully sought to address work-related burn out by encouraging Australians to take a break from their day jobs for a uniquely Tasmanian winter ‘Odd Job’ experience. Ten tourism operators from across the state participated as hosts for the Odd Jobs winners.

Tourism Tasmania enlisted Josh Thomas, Australian comedian, writer and actor, to demonstrate Odd Job skill requirements, with this activity promoted through a series of videos

that were featured on digital channels, including LinkedIn.

The campaign received more than 10,600 entries through the Discover Tasmania website and resulted in close to 4,700 sign ups to the Discover Tasmania e-newsletter up to 30 June, with entries closing on 8 July.

Odd Jobs resonated strongly with domestic and international media through earned media coverage and limited paid media. This resulted in more than 1,200 pieces of media and social media coverage on the campaign to 30 June, attracting an audience reach of almost 1.2 billion across 21 countries through print, TV, radio, online, e-newsletters and podcasts.



i TO VIEW VIDEO: WWW.TOURISMTASMANIA.COM.AU/ANNUALREPORT2023-24

CONTENTS →

THE OFF MAY-AUG SEASON 2024



Off Season, The Hobart Magazine © Melanie Kate Photography

In Australia, earned media coverage included the Today Show, the Morning Show, The Project, Nine News and 10 Late News, local and national radio - including multiple ABC networks - along with online channels including news.com.au, TimeOut, 7 News, Smart Company and Delicious.

Despite the domestic focus of the campaign, Odd Jobs was covered by BBC World News and Brasil, the Mirror, Metro UK, the Independent, the Sun, Vanity Fair France, the Huffington Post France, la Repubblica Italy, CNN and Yahoo Canada.



DIGITAL EXPERIENCE

DISCOVER TASMANIA WEBSITE

Tourism Tasmania has made significant improvements to the Discover Tasmania website, including updates to the Trip Planner feature, new utility tools and refinements to the account creation and sign in process. Upgraded search and navigation capabilities allow for discovery of more content and connect users with what they are searching for faster.

Tourism Tasmania also evolved its Conversion Rate Optimisation program and Search Engine Optimisation, which have significantly increased site visibility and click through in search results, up 18.5 per cent on last year. Personalisation was increasingly used on the website to support campaign paid media and

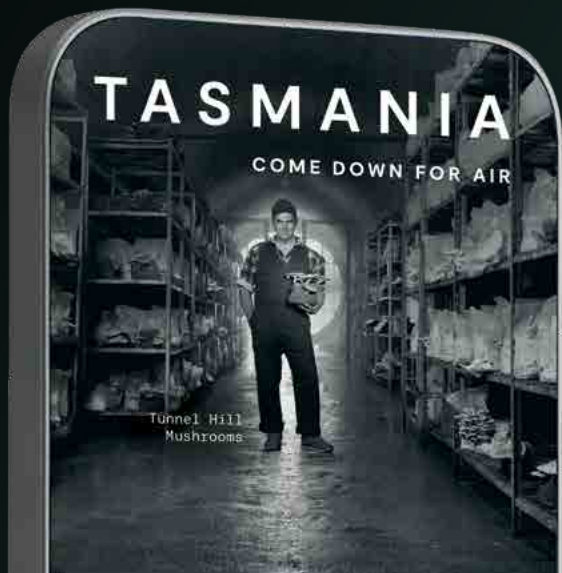
deliver tailored content that better aligned to where users have come from, and where they are at, in the customer journey.

In 2023-24, the Discover Tasmania website generated more than 305,000 leads to operators, which is measured by the number of times users have clicked on operator contact details on their Australian Tourism Data Warehouse (ATDW) listing. This includes web address, email or phone number.

DISCOVER TASMANIA APP

The Discover Tasmania app summer campaign was live from December 2023 to April 2024. Out-of-home advertising featured at airports and Spirit of Tasmania terminals targeting interstate visitors during the peak travel period. Digital display, social media and search advertising drove visitor downloads before arrival and on-ground.

A partnership with the Tourism Brochure Exchange provided year-round distribution of print collateral statewide. Updated campaign creative across all channels launched in May 2024 to encourage visitors arriving for the Off Season to access hundreds of winter-only offers and events through the app.



Tourism Tasmania also worked with Events Tasmania and industry to promote the Discover Tasmania app to interstate visitors to promote regional dispersal while visiting the state.

Enhancements were made to the app's trip planner feature to improve overall user experience and enable greater editing functionality. Improvements were also made to the account creation and sign in experience to help reduce barriers to sign up. A discovery, design and development process was undertaken to incorporate Tourism Tasmania's road trip itineraries within the app, with this feature released in July 2024.

Key results from 1 July 2023 - 30 June 2024:

- Downloads: 63,041 (approximately 25 per cent from paid campaign activity). Total lifetime downloads: 76,744 (between January 2023 - June 2024)
- Average engagement rate: 82.9 per cent
- Leads to operators: more than 105,000 (measured by the number of times app users have clicked on operator contact details on their Australian Tourism Data Warehouse listing within the app. This includes web address, email or phone number).

E-NEWSLETTERS

Tourism Tasmania's e-newsletter program supported domestic and international campaigns with inspiring, utility and planning content. The newsletters had an average open rate of

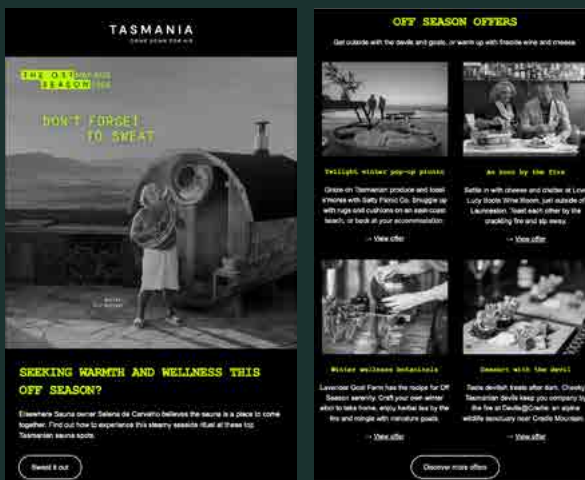
39 per cent and click through rate of 2.7 per cent compared to industry benchmarks of 33.25 per cent and 2.56 per cent, respectively.

SOCIAL MEDIA

Tourism Tasmania's social media channels continued to grow, with strong engagement during campaign periods and throughout the year.

The sharing of user-generated content showcased Tasmania to almost 1.3 million followers across Instagram, Facebook and X (Twitter), a 5.4 per cent increase in followers from the previous year.

Social media activity also highlighted sustainable Tasmanian experiences and the state's unique point of difference to Robert Irwin's 13 million social media followers, generating 8.5 million views.





CONTENT AND PR

UNORDINARY STORIES

The new Unordinary Stories multimedia content series was launched on the Discover Tasmania website in July 2023, providing travellers with visually engaging and meaningful content about Tasmania's diverse regions.

In total, 31 stories showcasing people, experiences and destinations were published, featuring engaging videos, images and articles.

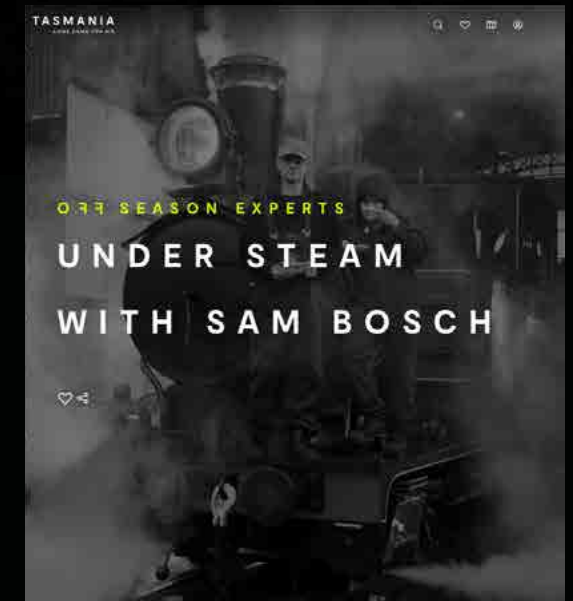
Major themes include positive impact and sustainability, palawa culture, wellness, inclusivity and accessibility.

During the Off Season campaign, 12 stories were published as part of the Unordinary Stories winter series, 'Local Experts'. Each story showcased an operator and their Off Season offers.

The three top performing Unordinary Stories were:

- [Linda Cafe: from ruin to reinvention with Zara Trihey](#)
- Robert Irwin's wild guide to Tasmania
- [7 top spots to see the Southern Lights](#)

i TO VIEW VIDEOS:
WWW.TOURISMTASMANIA.COM.AU/ANNUALREPORT2023-24



PUBLIC RELATIONS

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

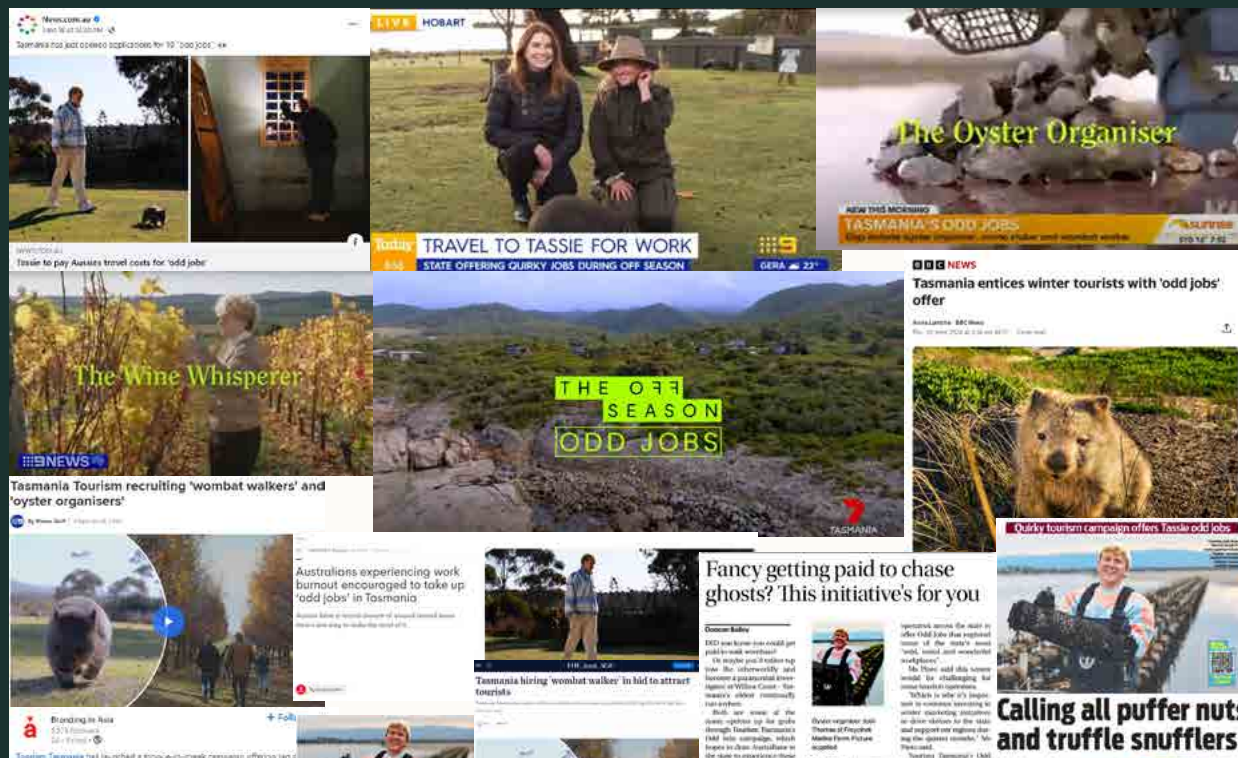
The program involved collaborating with Australian travel and lifestyle media to deliver engaging stories that captured the state’s brand across the national visitor market.

This was achieved through ongoing media relations, including 75 tailored media famils, along with bespoke and reactive media pitches, and the TasmanAi and Odd Jobs brand acts. These activities collectively resulted in a domestic PR audience reach of almost 724.9 million from more than 2,200 pieces of coverage.

All famils, media pitches and brand acts were underpinned by messaging pillars aligned to the agency’s 2023–24 content priorities.

Tourism Tasmania hosted an Off Season media event at Icebergs in Sydney attended by 24 media professionals across news, travel, lifestyle and culture. This resulted in 11 pieces of editorial and social media coverage.

The agency also delivered an international PR strategy to drive Tasmanian media stories in key global markets.



More than 277 Tasmanian tourism operators were mentioned in media because of earned media outcomes.

International PR activities resulted in an audience reach of almost 1.3 billion from 500 pieces of media coverage, including global PR results for the Odd Jobs initiative.

Domestic and international media highlights included coverage in The Australian, The Daily Telegraph, Escape, The Australian Financial Review, The Sydney Morning Herald, The Today Show,

7 News, Daily Mail, 9 Travel, The Morning Show, Australian Traveller, Gourmet Traveller, BBC World News and Brasil, The Standard (UK), The Times (UK), The New York Times, Forbes, The Wall Street Journal, Smithsonian Magazine, NZ Herald, Kia Ora, Wanderlust, La Repubblica, and many more.

Tasmania featured in the *New York Times*’ annual ‘52 Places to Visit’ list, with the Huon Valley named in *Condé Nast Traveler*’s ‘The Best Places to Go in Australia, New Zealand & the South Pacific in 2024’ list.

INTERNATIONAL MARKETING

International visitation is an important strategic focus for Tourism Tasmania, with the agency's international marketing strategy targeted at the key markets of New Zealand, USA, UK, Singapore, China and Hong Kong, with secondary market Germany targeted through PR activity.

Brand and partnership activity in New Zealand drove greater awareness of Air New Zealand's seasonal Auckland to Hobart flight, which aimed to support the ongoing viability of, and increase future demand for, the direct international route.

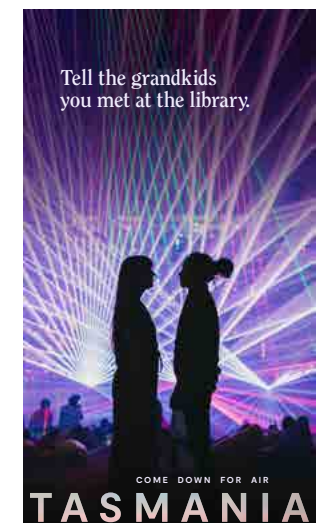
New Zealand activity included brand and destination awareness campaigns, and cooperative marketing activity with travel trade partners. A new global PR model was also implemented to maximise communications opportunities and ensure Tasmania's stories were targeted to top tier global media outlets.

Tourism Tasmania delivered cooperative marketing activities with key distribution partners in priority international markets that increased awareness of the state to generate bookings and increase visitation. The program focused on cooperative partner marketing, connecting travel trade operators with Tasmanian tourism operators, itinerary development support, familiarisation visits, and educating key distribution partners about Tasmania through training programs.

During 2023-24, Tourism Tasmania activated cooperative marketing programs with Tasmanian Vacations and Expedia. The activity leveraged in market brand messaging to grow awareness of, and bookings to, Tasmania. Domestic partnerships were executed alongside multiple international cooperative marketing programs.



Additionally, a core distribution partnership with Tasmanian Vacations during winter also highlighted Tasmanian winter holiday messaging through its direct and broader partner channels.



ATE23 Tasmania Stand @ Tourism Australia



TOURISM AUSTRALIA PARTNERSHIP

Tourism Tasmania works with Tourism Australia (TA) to leverage key partnership opportunities for the state and inclusion in TA's marketing activities.

Key activities included content partnerships with the New York Times and Travel + Leisure in the US, and the Telegraph in the UK. The agency partnered with TA on media famils through the International Media Hosting Program, most notably hosting Hong Kong's popular boy band MIRROR to film five episodes of their MIRROR Time TV special in Tasmania. MIRROR Time aired on ViuTV in Hong Kong from December 2023 to January 2024, accumulating more than 1 million views and a social media audience reach of more than 2 billion.

Tourism Tasmania delivered trade training through the Aussie Specialist Program, cooperative marketing activity with international trade partners, and contributed to the Signature Experiences Australia program, which showcased iconic and luxury experiences to global travel trade. It also supported participation at the Australian Tourism Exchange and international Marketplace events, which helped to continue building partnerships and media connections for Tasmania.

AIRLINE MARKETING PARTNERSHIPS

Tourism Tasmania partnered with airlines Qantas, Jetstar, Virgin, Rex and Air New Zealand to deliver seat sales, strategic digital marketing and targeting, broadcast marketing, content



partnerships and social media. This delivered bookings and boosted awareness of Tasmania as a holiday destination.

Airline conversion partnerships with Virgin, Qantas and Jetstar were delivered to drive increased bookings to Tasmania over the important winter and shoulder periods to support the Off Season winter campaign.

The Qantas partnership included a Tasmanian winter experience insert provided within the in-flight Qantas Travel Insider magazine, which was distributed on domestic flights and in Qantas Business and Club lounges. This partnership also leveraged various digital marketing, Tasmanian content and social media activities.

ENGAGEMENT AND INDUSTRY PROGRAM



INDUSTRY ENGAGEMENT

Strong engagement and connection with Tasmania’s tourism industry is vital to Tourism Tasmania’s marketing program. This helps to achieve the objectives of the T21 partnership and 2030 Visitor Economy Strategy, and with delivery of the agency’s brand promise to visitors.



The agency engaged with Tasmania’s tourism operators, regional tourism organisations (RTOs), the Tourism Industry Council of Tasmania and the Tasmanian Hospitality Association

to share strategic priorities, understand issues specific to regions and sectors, and work together to enhance Tasmania’s brand, environment, and community.

Industry briefings and events were held across Tasmania and online, attended by

more than 500 tourism industry operators and stakeholders. These briefings and events provided industry with the chance to engage with Tourism Tasmania’s CEO, receive agency and RTO strategy and opportunity updates, leverage marketing campaigns and learn about the Discover Tasmania app.

Ongoing information sharing with industry is delivered regularly through the agency’s industry [e-newsletter](#), [Tourism Tasmania corporate website](#) and industry toolkits.

Industry showcases, regional familiarisation visits and industry events allowed Tourism Tasmania to connect with tourism businesses to learn more about their business and visitor experience, in collaboration with RTOs.

SHARING RESEARCH AND INSIGHTS

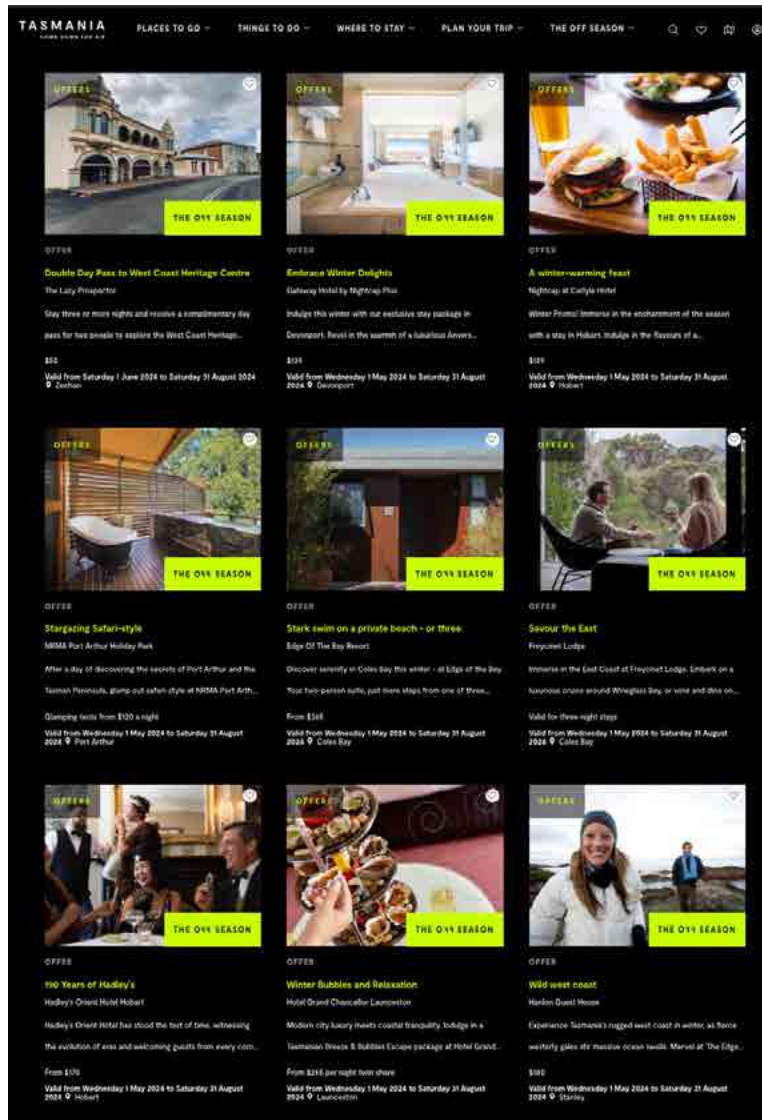
Tourism Tasmania responded to more than 120 tailored research requests from industry and government, supported major statewide projects with relevant and insightful inputs, and regularly provided industry with a summary of consumer, market and industry insights. Investment in PowerBI reporting has enhanced the presentation of data and insights.



Tourism Tasmania Board at Spring Bay Mill

The agency also profiled the domestic travel market to identify and attract the ideal visitor segments to Tasmania. This research and profiling focused on understanding the domestic travel market and identifying key differentiators across the travelling public.

Insights into these new segments and their unique characteristics were shared with the tourism industry through two online webinars. These events provided industry with the tools and strategies to better connect, communicate and market to these target audiences.



INDUSTRY MARKETING SUPPORT PROGRAM

A one-off industry marketing support program was provided to assist operators with marketing their Off Season offers and boosting their winter visitation period for 2024 and beyond.

Support was tailored to operators, including free expert help in creating 145 compelling offers, 119 professional photography offers, and digital support for 67 operators to help convert interest to bookings.

KING ISLAND

Tourism Tasmania continued delivering initiatives to support King Island tourism operators following

ongoing challenges caused by the island's 2022 COVID-19 outbreak. These focused on building greater year-round awareness of King Island through golf marketing and airline cooperative marketing activity.

A tourism strategy with digital marketing programs was also implemented, with improvements to on-island visitor experiences, including collateral and signage.

Visitor survey and research insights continue to support future planning, development, and visitor experience advancements on King Island. This program has been delivered in collaboration with West by North West, along with the King Island Council and tourism stakeholders.



King Island Arts and Cultural Centre
© Tourism Australia

EXPERIENCE PROGRAM

The agency's experience program created individually tailored itineraries to support domestic and international marketing activity. More than 350 delegates and 950 Tasmanian tourism and hospitality businesses were showcased through 105 familiarisation visits (famils) from media, distribution, content and industry partners.

Media hosting initiatives created opportunities for engaging storytelling, boosting the state's visibility, both domestically and internationally. The program aligned well with a robust global PR strategy that highlighted Tasmania's unique offerings and attractions.

Tourism Tasmania hosted a total of 85 media outlets from Australia, New Zealand, Singapore, United Kingdom, USA and Germany, along with two Australian Tourism Exchange media famils. The agency also hosted a further nine famils as part of Tourism Australia's International Media Hosting Program, with participants from USA, China, Germany, United Kingdom and Hong Kong.

Famil visits with travel trade partners were used as an immersive training tool to grow and develop participants' awareness of Tasmania

and influence their ability to sell and promote the state to their consumers. Through this program, tourism operators leveraged consumer interactions to create business opportunities.

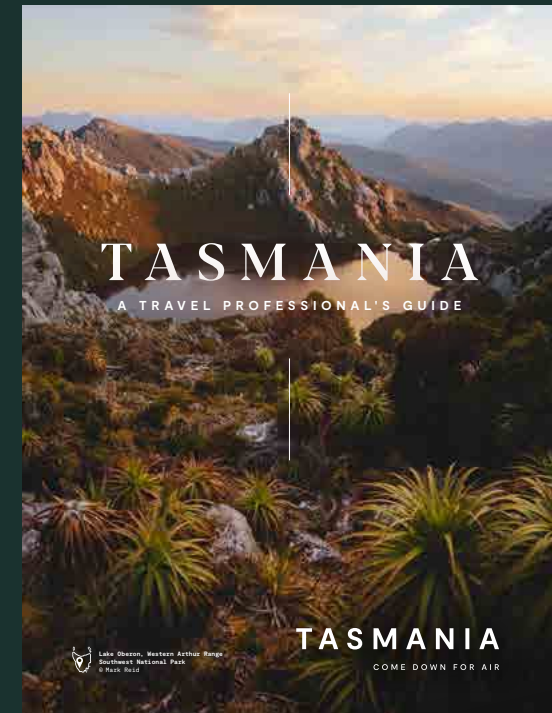
Tourism Tasmania hosted 12 travel trade famils for more than 90 travel trade partners from Australia, New Zealand, USA, Singapore, UK Germany, China and Hong Kong.

TRAVEL TRADE TRAINING

Travel professionals across the world were trained and engaged to enhance their understanding and awareness of Tasmania and ultimately their abilities to sell the state to customers.

This was primarily delivered through two training platforms, the Tassie Specialist Program in Australia and New Zealand, and Tourism Australia's Aussie Specialist Program, which connects more than 37,000 agents in more than 70 countries. The training was delivered through e-newsletters, innovative webinars and travel trade famils.

This built capability in partner knowledge of Tasmanian products and experiences and amplified Tasmania's visibility and appeal in



competitive global markets. The dedicated 'Tassie Trade' website provided access to information relevant to the agency's travel trade partners.

The agency also delivered training to key travel trade distribution partners in its priority markets, building connections to Tasmania's tourism operators.

PEOPLE AND CULTURE PROGRAM



Passionately Connected

In recognition that Tourism Tasmania’s people are critical to achieving the agency’s organisational purpose and goals, a three-year people strategy was developed to focus on continually improving employee experience. The strategy includes enhancing processes and systems, culture and inclusion, leadership and management, and talent and capability.

The staff-led cultural evolution insights program continued with a focus on strengthening workplace culture. This work involved encouraging staff to be brave, use their collective courage to navigate challenges, think big, push boundaries and be creative in the face of uncertainty.



Fearlessly Forward Thinking

New values were developed through a series of employee-led workshops.

Employee experience is enhanced through a shared purpose and strong connection to each other, the tourism industry, the island and the Tasmanian community.

The agency’s people continued to build their skills and knowledge through a variety of learning and development opportunities, including supporting its leaders to enhance culture and drive performance.

This included connecting with industry through attendance at operator showcases, participating in staff famil programs, and cultural awareness and safety training.



Authentically Human

Staff also attended the Destination Australia Conference, the Tasmanian Tourism Conference hosted by the Tourism Industry Council of Tasmania, and regional industry forums hosted by Tourism Tasmania.

Quarterly ‘Learning and Experience’ days increased employee alignment with strategy and developed individual and collective capability. Focus areas included strategic and program planning, values development and team building.

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



Quietly Pursuing Extraordinary

SUSTAINABILITY AND SYSTEMS IMPROVEMENTS

ENVIRONMENTAL SUSTAINABILITY

Aligned with the positive impact approach in Tasmania’s 2030 Visitor Economy Strategy, Tourism Tasmania is committed to minimising its impact on the environment by reducing greenhouse gas emissions.

Tourism Tasmania uses a third-party environmental consulting firm, Pathzero to measure and report on annual carbon emissions. This is managed through Pathzero's Software as a Service platform solution.

Tourism Tasmania has taken the initial steps in its environmental sustainability journey by establishing a carbon emissions baseline for the 2021-22 and 2022-23 financial years. This baseline includes emissions produced directly by the agency and those associated with the goods and services it procures. Leveraging this data, the agency has already initiated sustainability measures to reduce its carbon footprint and will continue to advance these efforts moving forward.

The calculated and verified emissions for 2022-23 were 8,079 tonnes of CO₂ equivalent (t CO₂ e), compared to 8,127 tonnes of CO₂ equivalent (t CO₂ e) for 2021-22, resulting in a year-on-year decrease of 48 tonnes of CO₂e (0.59%).

TOURISM TASMANIA’S GREEN HOUSE GAS (GHG) OUTPUT AS TONNES OF CO₂ EQUIVALENT (t CO₂ e) *

FY2021-2022	FY2022-2023
8,127	8,079

**Greenhouse Gas Emissions figures are based on Pathzero’s emissions factors, emission calculating models are updated over time in line with the most up to date and regionally relevant data.*

SUSTAINABILITY INITIATIVES IMPLEMENTED PRIOR TO 2023-24

Through its commitment to sustainable business practices, Tourism Tasmania has:

- Established positive impact contract terms and conditions for third-party suppliers;
- Implemented a new waste segregation and management plan;
- Developed a new travel policy that mandates carbon offsets for all flights where available and requires staff to choose the lowest emission options for rental vehicles and other ground transportation; and
- Reduced paper usage by removing a printer and switching to more renewable Australian suppliers for office stationery.

SUSTAINABILITY INITIATIVES IMPLEMENTED IN 2023-24

Tourism Tasmania has transitioned two of its three fleet vehicles from petrol to hybrid electric, with the remainder scheduled to transition by the end of 2024.



Unavale Vineyard, Flinders Island © Jasper Da Seymour

The agency has also adopted digital cab charges, more energy efficient equipment and prioritises sustainability when engaging in any building works, with special considerations for the disposal methods of equipment and materials.

OUR COMMITMENT TO TASMANIA'S ABORIGINAL PEOPLE

Tourism Tasmania acknowledges Tasmania's Aboriginal people as the traditional and ongoing custodians of the lands, skies and waterways of lutruwita (Tasmania). The agency has made a commitment to Tasmania's Aboriginal people to grow its understanding through respectful engagement and to support their aspirations for the future of their people and these lands. This commitment is ongoing.

Key to this commitment is the ongoing learning and development of the Tourism

Tasmania team. This includes ensuring staff and the Board of Directors undertake Cultural Awareness Training. The majority of staff have also undertaken Cultural Safety Training and actively seek opportunities to grow their knowledge and embed these learnings.

Tasmanian Aboriginal place names are incorporated where relevant across all of Tourism Tasmania's channels including in publications, maps and visual library assets. The agency works with Tasmanian Aboriginal tourism businesses to promote their experiences to visitors and travel trade through our brand, content, public relations, media hosting and partnerships programs and support their participation in relevant Tourism Australia programs such as Discover Aboriginal Experiences and the Australian Tourism Exchange.

Tourism Tasmania also shares knowledge

and understanding of the tourism industry through a cross-agency working group that aims to support new Tasmanian Aboriginal tourism business development, in consultation with the community.

ACCESSIBILITY AND INCLUSIVITY

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

To support the 2030 Tasmanian Visitor Economy Strategy, which aims to ensure Tasmania is a leader in accessible and inclusive tourism experiences, Tourism Tasmania has published information on inclusive tourism for the tourism industry. This provides an overview of the market and links to resources to assist industry to improve the accessibility and inclusiveness of their visitor experience.

palawa kipli, kipli takara tours
© Samuel Shelley



Little Beach Co Glamping
© Dearna Bond



Pedal Buggies Tasmania
© Tourism Australia



SYSTEMS AND PROCESS IMPROVEMENTS

Tourism Tasmania continues to simplify processes and enhance technology that drives value creation and supports the agency’s business goals.

As a data driven organisation, Tourism Tasmania fosters a culture of data security and privacy awareness, with a strong focus on data management standards to ensure data handling practices remain robust and progressive and mitigate risks to ensure protection of sensitive information through the improvement of relevant cyber security measures.

In 2023–24, Tourism Tasmania established the Chief Data Office to oversee and enhance its data governance framework. This office

emphasises the agency’s commitment to data security and privacy, ensuring alignment with standards and regulatory compliance.

Significant progress has been made on consolidating Tourism Tasmania’s enterprise systems, enhanced reporting functionality and improved data management with simplified processes. This has included:

- The development of a data lakehouse to improve effectiveness of data use, supporting better decision-making and strategic alignment.
- Delivery of the first phase of a customer relationship management (CRM) system to integrate and enhance stakeholder engagement and industry communications.
- Introduction of a new itinerary management and reporting solution to

support the delivery of Tourism Tasmania’s experience program through improved data collection, reporting insights and information security and privacy.

The data lakehouse, CRM and itinerary management tool is expanding and streamlining self-service access to insights and information within the agency and across the tourism industry. This improved functionality aims to improve response times and the autonomy of data access, increasing stakeholder satisfaction.

The delivery of these systems also achieves efficiency through automation and enhanced workflow to optimise resource allocation. These improvements are leading to a decrease in time spent on repetitive tasks and an improvement in overall operational efficiency.

Tasmanian Visitor Survey, Hobart airport © Sarajayne Lada



41 South © Tourism Australia



Coal River Farm © Alastair Bett



STATUTORY INFORMATION



WORKPLACE HEALTH SAFETY AND WELLBEING

The health, safety and wellbeing of Tourism Tasmania employees is of paramount importance. Ensuring that everyone is aware of their responsibilities, not only for their own safety but for that of others, is essential.

In 2023-24, there was a strong focus on training for the board, executive leadership team and all staff, with a particular emphasis on psychosocial safety in the workplace and to support mental health and wellbeing.

Additional training, workshops and consultations were held with those staff who manage various activities outside the office. This includes family or activities that support the creation of content assets, such as photography shoots, to manage increased risks for attendants.

Active management and review of the agency's office environment and ergonomic assessments, including for those who are approved to work from home on a regular or ad hoc basis, continue to be an important focus for ongoing management to keep employees safe and healthy.

The agency's social club coordinates various staff-led participation activities, promoting staff wellbeing and connections, and enhancing overall employee experience. Initiatives included a running club, a book club and participation in the Festival of Voices Corporate Choir Challenge.



Tasmanian Devil joey
© Lauren Bath

TOURISM TASMANIA BOARD OF DIRECTORS – ATTENDANCE AT MEETINGS

A total of six board meetings were held in 2023-24.

BOARD MEMBER	MEETINGS ATTENDED	MEETINGS ELIGIBLE TO ATTEND	NOTES
Grant O'Brien, Chair	6	6	
Brett Torossi, Non-Executive Director	2	3	Term concluded 21 Nov 2023
Shane O'Hare, Non-Executive Director	6	6	
Rod Cuthbert, Non-Executive Director	6	6	
Clint Walker, Non-Executive Director	6	6	
Penny Rafferty, Non-Executive Director	3	3	Term commenced 13 February 2024
Carolyn Miller, Non-Executive Director	6	6	
Sarah Clark, Non-Executive Director and Chief Executive Officer	5	5	Commenced parental leave as of 24 May 2024
Vanessa Pinto, Non-Executive Director and Acting Chief Executive Officer	1	1	Commenced Acting CEO as of 27 May

OUR STAFF

As of 30 June 2024, there were 83 Tourism Tasmania employees, not including casual staff.

EMPLOYMENT TYPE/EMPLOYEES	NUMBERS
Permanent	66
Fixed term	14
Head of Agency	1
Senior Executive	2
Full time	62
Part time	21
Casual	8
Male	18
Female	65

Figures do not include casuals or board members.

AUDIT AND RISK COMMITTEE

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

The committee comprises three board directors and a non-executive independent member with expertise in corporate governance, auditing, and financial reporting.

Tourism Tasmania's Chief Operating Officer and Manager Better Business attend ARC meetings, along with representatives from the agency's internal auditors and the Tasmanian Audit Office where appropriate.

ARC MEMBER	ARC MEETINGS ATTENDED	MEETINGS ELIGIBLE TO ATTEND	NOTES
Brett Torossi (Chair 2023)	2	2	Term concluded 21 November 2023
Shane O'Hare (Chair 2024)	4	4	ARC Chair as of 7 March 2024
Nick Burrows	4	4	
Clint Walker	4	4	
Carolyn Miller	3	4	

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 2023-24 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 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 2024.

GOVERNMENT PROCUREMENT

The following tables detail all contracts awarded and procurement processes undertaken in 2023-2024.

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

Total number of contracts awarded	46
Number of contracts awarded to Tasmanian businesses	6
Total value of contracts awarded	
- Excluding extensions	\$5,677,210
- Including extensions	\$6,980,110
Value of contracts awarded to Tasmanian businesses	\$800,275
Number of tenders called	1, resulting in 2 contracts awarded*
Number of tender bids received	19
Number of tender bids received from Tasmanian businesses	0

*In-market representation services in China and Hong Kong

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

Total number of contracts awarded	88
Number of contracts awarded to Tasmanian businesses	53
Value of contracts awarded	\$1,590,525
Value of contracts awarded to Tasmanian businesses	\$807,037

CONSULTANCY CONTRACTS OVER \$50,000

Total number of contracts awarded	Nil
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CONTRACTS AND TENDERS

The following tables provide detailed information on contracts valued over \$50,000, awarded by Tourism Tasmania in 2023–24

CONTRACTOR	DESCRIPTION	PERIOD	\$ VALUE	APPROVALS	TAS BUSINESS
Audley Travel Group Limited	Cooperative marketing campaign	19/10/2023 - 30/06/2024	\$100,000		No
Australian Tourism Data Warehouse Pty Ltd	Digital services	1/07/2024 - 30/06/2026	\$53,536		No
Australian Trade And Investment Commission	Research services	1/07/2023 - 30/06/2024	\$119,334	PP-2	No
BDA Marketing Planning Pty Ltd	2030 strategy - research services	3/04/2024 - 15/06/2024	\$50,000		No
Certus Solutions P/L	Data services	23/10/2023 - 1/07/2024	\$81,600		No
Chan Brothers Travel Pte Ltd	Cooperative marketing campaign	11/09/2023 - 15/05/2024	\$87,892		No
Deloitte Access Economics	2030 strategy - research services	13/05/2024 - 19/07/2024	\$140,000	PP-2	No
Expertise Events Pty Ltd	Australian Tourism Exchange	3/04/2024 - 30/06/2024	\$90,074		No
Flight Centre (UK) Limited	Cooperative marketing campaign	1/02/2024 - 30/06/2024	\$50,000		No
Hays Specialist Recruitment (Australia) Pty Ltd	Marketing services	2/10/2023 - 1/07/2024	\$75,000		Yes
Hong Kong Wing On Travel Service Limited	Cooperative marketing campaign	15/11/2023 - 30/05/2024	\$60,000		No
House Of Travel (NZ)	Cooperative marketing campaign	9/10/2023 - 28/02/2024	\$130,000	PP-2	No
Jetstar Airways Pty Limited	Cooperative marketing campaign	8/08/2023 - 1/10/2023	\$100,000	PP-2	No
Jetstar Airways Pty Limited	Cooperative marketing campaign	2/02/2024 - 18/03/2024	\$50,000		No
Jetstar Airways Pty Limited	Cooperative marketing campaign	23/05/2024 - 9/07/2024	\$100,000	PP-2	No
John And Josh International Pty Ltd	Content services	6/05/2024 - 31/08/2024	\$50,000		No
Klook Travel Technology Limited	Cooperative marketing campaign	2/01/2024 - 30/04/2024	\$50,000		No
Miramar Travel Limited	Cooperative marketing campaign	23/10/2023 - 30/05/2024	\$65,000		No
Monday.Com Ltd	Project management support	1/07/2024 - 30/06/2026	\$119,040	PP-2	No
Nanjing Tuniu International Travel Service Co Ltd	Cooperative marketing campaign	15/11/2023 - 30/05/2024	\$117,500	PP-2	No
Optimizely North America Inc	Digital services	13/05/2024 - 12/12/2025	\$88,893		No

CONTRACTOR	DESCRIPTION	PERIOD	\$ VALUE	APPROVALS	TAS BUSINESS
Osborne Images Pty Ltd	Content services	26/04/2024 - 30/05/2024	\$75,000		Yes
Qantas Airways Limited	Cooperative marketing campaign	26/03/2024 - 15/07/2024	\$303,000	PP-2, PF-2	Yes
Qantas Airways Limited	Cooperative marketing campaign	10/05/2024 -22/07/2024	\$100,000	PP-2	Yes
Relocateit Pty Ltd	Project management support	7/05/2024 - 31/08/2024	\$67,275		Yes
Rex Airlines	Cooperative marketing campaign	24/07/2023 - 30/10/2023	\$53,000		No
Roy Morgan Research Pty Ltd	Research services	16/11/2023 - 30/05/2024	\$76,160		No
Seven Network Limited	Content partnership	25/03/2024 - 1/12/2024	\$60,000		No
Southern World Vacations (Australia) Pty Ltd	Cooperative marketing campaign	16/10/2023 - 15/05/2024	\$75,000		No
Tasvacations Pty Ltd	Cooperative marketing agreement	9/04/2024 - 30/10/2025	\$180,000	PP-2	Yes
Trailfinders Ltd	Cooperative marketing campaign	10/08/2023 -30/10/2024	\$98,952		No
Travelscape Llc Expedia – USA	Cooperative marketing campaign	27/10/2023 - 31/05/2024	\$100,000	PP-2	No
Travix Travel Singapore Pte Ltd	Cooperative marketing campaign	8/12/2023 - 20/12/2024	\$50,000		No
Travix Travel Singapore Pte Ltd	Cooperative marketing campaign	22/02/2024 - 30/07/2024	\$60,000		No
Tourism Australia	Content partnership	6/10/2023 - 28/03/2024	\$73,648		No
Tourism Australia	Content partnership	1/05/2024 - 30/07/2024	\$100,000	PP-2	No
Tourism Australia	Marketing partnership	1/07/2024 -30/06/2027	\$240,000	PP-2	No
Tourism Australia	Representation services - US	1/07/2023 - 30/06/2024	\$116,594	PP-2	No
Virgin Australia Airlines Pty Ltd	Cooperative marketing campaign	1/12/2023 - 30/11/2024	\$166,980	PP-2	No
Virgin Australia Airlines Pty Ltd	Cooperative marketing campaign	18/02/2024 -29/04/2024	\$200,000	PP-2, C-1	No
Virgin Australia Airlines Pty Ltd	Cooperative marketing campaign	18/02/2024 -15/01/2025	\$300,000	PP-2, PF-2, C-1	No

Approvals PP-2 Limited tendering PF-2 Disaggregation C-1 Confidentiality

CONTRACTS BY QUOTES/TENDERS

CONTRACTOR	DESCRIPTION	PERIOD	\$ VALUE	APPROVALS	TAS BUSINESS
Spirit Of China Marketing Co Ltd	Representation services - China	Initial term 1/07/2024 – 30/06/2026 Extensions 1/07/2026 – 30/06/2029	Initial term \$558,600 Extensions \$837,900	PF-2	No
Travel Link Digital Co. Ltd	Representation services - Hong Kong	Initial term 1/07/2024 – 30/06/2026 Extensions 1/07/2026 – 30/06/2029	Initial term \$310,000 Extensions \$465,000	PF-2	No
Brunthaler & Geisler (T/A Hansmann PR)	PR services – Germany	1/07/2024 – 30/06/2025	\$54,000		No
Clemenger BBDO Pty Ltd	Digital services	18/03/2024 – 1/10/2024	\$233,132		No
Clemenger BBDO Pty Ltd	Digital services	10/05/2024 – 1/07/2024	\$248,000		No

Approvals: PF-2 Disaggregation

CONTRACT EXTENSIONS

CONTRACTOR	DESCRIPTION	PERIOD	\$ VALUE	APPROVALS	TAS BUSINESS
BMF Advertising Pty Ltd	Lead creative agency services	22/03/2024 – 21/03/2025	\$492,240	PP-6	No
Roy Morgan Research Pty Ltd	Research services	1/04/2024 – 31/03/2025	\$375,140	PP-6	No

Approvals: PP-6 Contract extensions

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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 2024 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.



Vanessa Pinto
Acting
Chief Executive Officer
Tourism Tasmania



Grant O'Brien
Chair
Tourism Tasmania Board

27 September 2024

27 September 2024



South Coast Track
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STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED
30 JUNE 2024

	Notes	2024 Budget \$'000	2024 Actual \$'000	2023 Actual \$'000
Income from continuing operations				
Revenue from Government				
Appropriation revenue – operating	3.1	37,745	38,588	38,147
Appropriation revenue – other	3.1	204	2,071	1,192
Grants	3.2	2,766
Recoveries	3.3	715	944	973
Total revenue from continuing operations		38,664	41,603	43,078
Net gain/(loss) on financial instruments and statutory receivables/payables	4.1	...	(1)	2
Total income from continuing operations		38,664	41,602	43,080
Expenses from continuing operations				
Employee benefits	5.1	8,505	9,504	8,344
Depreciation and amortisation	5.2	460	541	443
Supplies and consumables	5.3	3,942	4,389	5,914
Grants and subsidies	5.4	2,326	1,427	3,367
Advertising and promotion	5.5	23,748	25,983	24,056
Other expenses	5.6	207	143	137
Total expenses from continuing operations		39,188	41,987	42,261
Net result from continuing operations		(524)	(385)	819
Net result		(524)	(385)	819
Comprehensive result		(524)	(385)	819

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

STATEMENT OF FINANCIAL POSITION

FOR THE YEAR ENDED
30 JUNE 2024

	Notes	2024 Budget \$'000	2024 Actual \$'000	2023 Actual \$'000
Assets				
<i>Financial assets</i>				
Cash and cash equivalents	9.1	1	(82)	(745)
Receivables	6.1	297	213	643
<i>Non-financial assets</i>				
Property, Plant & Equipment	6.2	168	218	271
Intangibles	6.3	1,744	1,775	1,900
Other assets	6.4	362	453	736
Total assets		2,572	2,577	2,805
Liabilities				
Payables	7.1	235	25	13
Employee benefits	7.2	1,659	1,542	1,405
Other liabilities	7.3	10	17	9
Total liabilities		1,904	1,584	1,427
Net assets (liabilities)		668	993	1,378
Equity				
Accumulated funds/(deficit)		668	993	1,378
Total equity (deficit)		668	993	1,378

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 2024

	Notes	2024 Budget \$'000	2024 Actual \$'000	2023 Actual \$'000
		Inflows (Out-flows)	Inflows (Out-flows)	Inflows (Out-flows)
Cash flows from operating activities				
<i>Cash inflows</i>				
Appropriation receipts – operating	3.1	37,745	38,588	38,147
Appropriation receipts – other	3.1	204	2,071	1,192
Grants – Continuing operations		1,473
GST receipts		...	3,326	2,782
Other cash receipts		715	944	973
Total cash inflows		38,664	44,929	44,567
<i>Cash outflows</i>				
Employee benefits		(8,441)	(9,362)	(8,667)
Supplies and consumables		(4,580)	(4,094)	(5,797)
Grants and subsidies		(2,326)	(1,427)	(3,367)
GST payments		...	(2,895)	(3,143)
Advertising and promotion		(23,110)	(25,983)	(24,535)
Other cash payments		(207)	(143)	(9)
Total cash outflows		(38,664)	(43,904)	(45,518)
Net cash from (used by) operating activities	9.2	...	1,025	(951)
Cash flows from investing activities				
Cash outflows				
Payments for acquisition of non-financial assets		...	(362)	(720)
Total cash outflows		...	(362)	(720)
Net cash from (used by) investing activities		...	(362)	(720)
Net increase (decrease) in cash held and cash equivalents		...	663	(1,671)
Cash and deposits at the beginning of the reporting period		1	(745)	926
Cash and deposits at the end of the reporting period	9.1	1	(82)	(745)

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 2024

	Accumulated funds (deficit) \$'000	Total Equity (deficit) \$'000
Balance as at 1 July 2023	1,378	1,378
Total comprehensive result	(385)	(385)
Balance as at 30 June 2024	993	993

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

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

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED
30 JUNE 2024

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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. 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 2023-24 Budget Papers, which is not subject to audit.

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

2.1 STATEMENT OF COMPREHENSIVE INCOME

	Note	Budget \$'000	Actual \$'000	Variance \$'000	Variance %
Appropriation revenue - other	(a)	204	2,071	1,867	915%
Recoveries	(b)	715	944	229	32%
Depreciation and amortisation	(c)	460	541	81	18%
Supplies and consumables	(d)	3,942	4,389	447	11%
Grants and subsidies	(e)	2,326	1,427	(899)	(39%)
Employee Benefits	(f)	8,505	9,504	999	12%
Other expenses	(g)	207	143	(64)	(31%)

NOTES TO STATEMENT OF COMPREHENSIVE INCOME VARIANCES

- Budget variance due to scheduling delays in marketing program expenditure resulting in rollover from 2022-2023 to 2023-2024 of \$2.071 million.
- Variance due to funding received from the Department of State Growth unbudgeted for work associated with 2030 key direction initiatives (\$0.200 million).
- Variance relates to Discover Tasmania App (April 2023) asset capitalisation not included in 2023-24 Budget papers.
- Variation predominately reflects spending on additional marketing activity due to rollover - refer to note (a), that was not budgeted.
- Variation due to the first instalment of four new grant deeds for Regional Tourism Organisations budgeted to be paid in 2023-24 however was commenced in 2022-23 (\$0.852 million).
- Employee Benefits were above the original budget due to full establishment levels.
- Variation is mainly due to self-insurance payment (\$0.057 million) budgeted to Other Expenses but moving to other supplies and consumables under Property Expenses.

2.2 STATEMENT OF FINANCIAL POSITION

Budget estimates for the 2023-24 Statement of Financial Position were compiled prior to the completion of the actual outcomes for 2023-24. As a result, the actual variance from the Original Budget estimate will be impacted by the difference between estimated and actual opening balances for 2023-24. The following variance analysis therefore includes major movements between 30 June 2023 and 30 June 2024 actual balances.

	Note	Budget \$'000	2024 Actual \$'000	2023 Actual \$'000	Budget Variance \$'000	Actual Variance \$'000
Cash and deposits	(a)	1	(82)	(745)	(83)	663
Receivables	(b)	297	213	643	(84)	(430)
Other assets	(c)	362	453	736	91	(283)
Payables	(d)	235	25	13	(210)	12

NOTES TO STATEMENT OF FINANCIAL POSITION VARIANCES

- The overdrawn cash balance predominately reflects the year end GST refund receivable.
- Variation primarily reflects reduction of GST refund receivable and aged debtor
- Variation is due to the timing of annual contract payments, subscriptions and software licenses.
- Variation is the result of low creditors at year-end.

2.3 STATEMENT OF CASH FLOWS

	Note	Budget \$'000	2024 Actual \$'000	Budget Variance \$'000	Actual Variance %
Appropriation receipts – other	(a)	204	2,071	1,867	915%
GST receipts	(b)	...	3,326	3,326	100%
GST payments	(c)	...	(2,895)	(2,895)	100%
Other cash receipts	(d)	715	944	229	32%
Employee benefits	(e)	(8,441)	(9,362)	(921)	11%
Supplies and consumables	(f)	(4,580)	(4,094)	486	(11%)
Grants and subsidies	(g)	(2,326)	(1,427)	899	(39%)
Advertising and promotion	(h)	(23,110)	(25,983)	(2,873)	12%
Other cash payments	(i)	(207)	(143)	64	(31%)
Payments for acquisition of non-financial assets	(j)	...	(362)	(362)	100%

NOTES TO STATEMENT OF CASH FLOWS VARIANCES

- (a) Budget variance due to scheduling delays in marketing program expenditure resulting in rollover from 2022-2023 to 2023-2024 of \$2.071 million.
- (b) and (c) Due to their variability, no budget is set for GST receipts or GST payments
- (d) Variation due to funding received from the Department of State Growth unbudgeted for work associated with 2030 key direction initiatives (\$0.200 million)
- (e) Employee benefits were above the original budget due to full establishment levels
- (f) Variation predominately reflects reduced expenditure on contracted services.
- (g) Variation due to the first instalment of four new grant deeds for the Regional Tourism Organisations budgeted to be paid in 2023-24, however, commenced in 2022-23 (\$0.852 million).
- (h) Variation predominately reflects spending on additional marketing activity due to rollover – refer to note (a), that was not budgeted and additional marketing funding appropriation from the government during 2023-24 of \$500,000
- (i) Variation is due to workers compensation payment moving to other supplies and consumables.
- (j) Variation relates to intangible assets (\$0.336 million) and other capitalised assets purchased (\$0.25 million) not included in the budget papers.

2.4 UNDERLYING NET RESULT

Non-operational capital funding is the income from continuing operations relating to funding for capital projects. This funding is classified as revenue from continuing operations and included in the Net result from continuing operations. However, the corresponding capital expenditure is not included in the calculation of the Net result from continuing operations. Accordingly, the Net result from continuing operations will portray a position that is better than the true underlying financial result.

For this reason, the Net result from continuing operations is adjusted to remove the effects of funding for capital projects.

Tourism Tasmania has not recognised any non-operational capital funding or other one-off transactions relating to funding for capital projects. Accordingly, the Underlying net result from continuing operations does not differ from the Net result from continuing operations reported in the Statement of Comprehensive Income.

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.

	2024 Budget \$'000	2024 Actual \$'000	2023 Budget \$'000
<i>Continuing Operations</i>			
Appropriation revenue – operating			
Current year	37,745	38,588	38,147
Other Revenue from Government			
Appropriation Rollover under section 23 of the <i>Financial Management Act 2016</i>	204	2,071	1,192
Total revenue from Government	37,949	40,659	39,339

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).

	2024 \$'000	2023 \$'000
Grants with sufficiently specific performance obligations		
Australian Government Recovery for Regional Tourism Program:		
Current year	...	1,689
Funds received in prior year, but revenue recognised and funds spent in current year	...	1,077
Less: Revenue received in advance		...
Total revenue from Grants	...	2,766

3.3 RECOVERIES

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

	2024 \$'000	2023 \$'000
Aviation and Access	200	200
Grants and Subsidies	364	451
Visitor Economy	374	218
Marketing activities	6	99
Other recoveries	...	5
Total Recoveries	944	973

NOTE 4

NET GAINS/(LOSSES)

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

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

Key Judgement

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

	2024 \$'000	2023 \$'000
Impairment reversals/(losses) of:		
Receivables	(1)	2
Total net gain/(loss) on financial instruments	(1)	2

NOTE 5

EXPENSES FROM TRANSACTIONS

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

5.1 EMPLOYEE BENEFITS

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

(A) EMPLOYEE EXPENSES

	2024	2023
	\$'000	\$'000
Wages and salaries	7,449	6,505
Annual leave	556	325
Long service leave	101	(40)
Sick leave	235	168
Superannuation - defined benefit scheme	201	177
Superannuation - contribution schemes	871	725
Other post-employment benefits	(47)	332
Other employee expenses	138	152
Total	9,504	8,344

Superannuation expenses relating to defined benefit schemes relate to payments into the Consolidated Fund. 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 department contribution is 12.95 per cent (2022-23: 12.95 per cent) of salary.

Superannuation expenses relating to defined contribution schemes are paid directly to superannuation funds at a rate of 11 per cent (2022-23: 10.5 per cent) of salary. In addition, departments are also required to pay into the Consolidated Fund a "gap" payment equivalent to 3.45 per cent (2022-23: 3.45 per cent) of salary in respect of employees who are members of contribution schemes.

(B) REMUNERATION OF KEY MANAGEMENT PERSONNEL

	Short-term benefits		Long-term benefits		Termination benefits	Total
	Salary	Other Benefits	Super-annuation	Other Benefits & Long-Service Leave		
2024	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
<i>Key management personnel</i>						
Board Members						
Grant O'Brien, Chairperson	52	...	6	58
Brett Torossi (to 21/11/2023)	13	...	2	15
Carolyn Miller	29	...	3	32
Shane O'Hare	29	...	3	32
Rodney Cuthbert	29	...	3	32
Clint Walker	29	2	3	34
Penelope Rafferty (from 13/02/2024)	10	...	1	11
Management personnel						
Sarah Clark, CEO ¹	351	39	39	1	...	430
Mark Jones, Chief Operating Officer	180	4	20	7	...	211
Lindene Cleary, Chief Marketing Officer	259	19	29	9	...	316
Stephen Farquer, Director Aviation & Access Development	180	8	20	3	...	211
Edwina Morris, Director, Office of the CEO	180	18	20	4	...	222
Anne Greentree, Director Visitor Economy Strategy	180	7	20	3	...	210
Ben Phillips, Head of People and Culture (from 23/10/23 to 28/03/24)	61	...	7	68
Claire Boyle, Head of People and Culture (from 22/04/24)	23	...	2	25
<i>Acting key management personnel</i>						
Management personnel						
Vanessa Pinto, CEO (from 27/5/24) ¹	24	...	3	27
Total	1,629	97	181	27	...	1,934

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

(B) REMUNERATION OF KEY MANAGEMENT PERSONNEL

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

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

² Termination benefits payment relates entirely to accrued leave entitlement 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 2023-24 for key personnel is set by the *State Service Act 2000*. Remuneration and other terms of employment are specified in employment contracts. Short-term benefits include motor vehicle and car parking fringe benefits in addition to annual leave and any other short-term benefits. Long-term employee expenses include long service leave, superannuation obligations and termination payments.

Acting Arrangements

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

(C) RELATED PARTY TRANSACTIONS

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

This note is not intended to disclose conflicts of interest for which there are appropriate governance procedures in place. Noting where conflicts are disclosed, robust internal governance controls exist to ensure decisions regarding contracting and subsequent contract management discussions exclude those with a declared interest.

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:

	2024 Aggregate value of transactions \$'000	30 June 2024 Total Amount Outstanding or Committed \$'000
Payment of grants ¹	909	...
Total	909	...

¹ Grant payments made to Tourism Industry Council Tasmania. Board Director Clint Walker is the Finance Director of this entity at the time of this payment (\$0.235 million).
Grant payments made to Destination Southern Tasmania Regional Tourism Organisation. Management personnel Edwina Morris is a director of this organisation (\$0.239 million).
Grant payments made to West by North West Regional Tourism Organisation. Management personnel Anne Greentree is a director of this organisation (\$0.217 million).
Grant payments made to Visit Northern Tasmania Regional Tourism Organisation. Board Director Shane O'Hare is a Director of this organisation (\$0.218 million).

5.2 DEPRECIATION AND AMORTISATION

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

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

Leasehold improvements 10 years

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

Plant and equipment 3-25 years

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

Software 5 years

(A) DEPRECIATION

	2024 \$'000	2023 \$'000
Plant and equipment	30	15
Total	30	15

(B) AMORTISATION

Intangibles	462	379
Leasehold Improvements	49	49
Total	511	428
Total depreciation and amortisation	541	443

5.3 SUPPLIES AND CONSUMABLES

Supplies and consumables are recognised when it is probable that the consumption or loss of future economic benefits resulting in a reduction in assets and/or an increase in liabilities has occurred and the consumption or loss of future economic benefits can be measured reliably. Supplies and consumables include Marketing related expenses of \$1.217 million including \$1 million for Information Technology and \$0.179 million in Travel and Transport.

	2024 \$'000	2023 \$'000
Audit fees – financial audit ¹	26	25
Audit fees – internal audit	51	62
Office accommodation and vehicles rental	442	426
Consultants ²	31	6
Contracted services	657	1,711
Corporate overhead fee ³	903	903
Property expenses	108	122
Maintenance	5	25
Communications	45	62
Information technology	1,487	1,756
Travel and transport	406	354
Other supplies and consumables	228	462
Total	4,389	5,914

¹ Audit fees paid to Tasmanian Audit Office for the audit of financial statements.

² Consultants expenditure is related to the engagement of two different consultants for services for Tourism Tasmania's Audit and Risk Committee and Board Governance effectiveness; and the other for Board Strategy and Leadership Development.

³ Corporate overhead fee paid to the Department of State Growth pursuant to a Service Level Agreement.

5.4 GRANTS AND SUBSIDIES

Grant and subsidies expenditure is recognised to the extent that:

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

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

	2024 \$'000	2023 \$'000
Regional Tourism Organisations support (RTO's) ¹	852	2,189
Contribution to Tasmanian Visitor Information Network (TVIN)	340	340
Contribution to Tourism Industry Council Tasmania (TICT)	235	200
Australian Government Recovery for Regional Tourism Program - Recipient	...	638
Total	1,427	3,367

5.5 ADVERTISING AND PROMOTION

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

	2024 \$'000	2023 \$'000
On-line advertising	4,421	4,328
Social media advertising	1,041	1,004
Media advertising	7,088	5,983
Broadcast video on demand	934	853
Cinema advertising	265	386
Campaign production	2,634	1,794
Content partnerships	769	808
Co-operative/partnership marketing	3,209	3,085
Industry trade promotions	394	782
Experience Program expenses	540	286
Other advertising/promotional expenses	519	496
Contracted Services – Marketing	4,054	4,035
Non-staff travel expenses	115	216
Total	25,983	24,056

Total Direct Marketing spend by Tourism Tasmania in 2023-24 was \$27.2 million and includes Advertising and Promotion costs of \$25.983 million and supplies and consumables (\$1.217 million).

5.6 OTHER EXPENSES

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

	2024 \$'000	2023 \$'000
Salary on-costs – Workers Compensation	3	(4)
Training seminars and conferences	132	126
Workplace health, safety and wellbeing	1	1
Other	7	14
Total	143	137

NOTE 6

ASSETS

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

6.1 RECEIVABLES

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

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

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

	2024 \$'000	2023 \$'000
Receivables	213	652
Less: Provision for impairment	...	(9)
Total	213	643
Sale of goods and services (inclusive of GST)	2	10
Tax assets	211	633
Total	213	643
Settled within 12 months	213	643
Settled in more than 12 months		...
Total	213	643

(A) RECONCILIATION OF MOVEMENT IN EXPECTED CREDIT LOSS FOR RECEIVABLES

	2024 \$'000	2023 \$'000
Carrying amount at 1 July	(9)	(11)
Amounts written off during the year	9	...
Amounts recovered during the year	...	2
Increase/(decrease) in provision recognised in profit or loss
Carrying amount at 30 June	...	(9)

6.2 PROPERTY, 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 include 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**

	2024 \$'000	2023 \$'000
Leasehold improvements		
At cost	503	491
Less: Accumulated amortisation	(393)	(344)
Total leasehold improvements	110	147
Plant and equipment		
At cost	180	180
Less: Accumulated amortisation	(86)	(56)
Total plant and equipment	94	124
Work in progress (at cost)		
Leasehold improvements at cost
Plant and equipment	14	...
Total Work in Progress	14	...
Total property, plant and equipment	218	271

(B) RECONCILIATION OF MOVEMENTS

	2024 \$'000	2023 \$'000
Leasehold improvements		
Carrying amount at 1 July	147	185
Additions	12	11
Disposals
Amortisation expense	(49)	(49)
Carrying amount as at 30 June	110	147
Plant and equipment		
Carrying amount at 1 July	124	27
Additions	...	112
Depreciation expense	(30)	(15)
Carrying amount as at 30 June	94	124
Work in progress (at cost)		
Carrying amount at 1 July
Additions	14	...
Disposals
Carrying amount as at 30 June	14	...
Total property, plant and equipment	218	271

6.3 INTANGIBLES

An intangible asset is recognised where:

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

Intangible assets held by Tourism Tasmania are valued at cost less any subsequent accumulated amortisation and any subsequent accumulated impairment losses where an active market exists. Where no active market exists, intangibles are valued at cost less any accumulated amortisation and any accumulated impairment losses.

(A) CARRYING AMOUNT

	2024 \$'000	2023 \$'000
Intangibles with a finite useful life		
Software at cost	2,377	2,294
Less: Accumulated amortisation	(855)	(394)
	1,522	1,900
Work in progress (at cost)	253	...
Total	1,775	1,900

(B) RECONCILIATION OF MOVEMENTS

	2024 \$'000	2023 \$'000
Carrying amount at 1 July	1,900	1,682
Additions	336	597
Amortisation expense	(462)	(379)
Carrying amount as at 30 June	1,775	1,900

6.4 OTHER ASSETS

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

	2024 \$'000	2023 \$'000
Other assets		
Prepayments	453	736
Total	453	736
Utilised within 12 months	453	736
Utilised in more than 12 months
Total	453	736

The threshold for prepayment disclosure has increased from \$5 000 to \$10 000 to reflect the materiality relative to Tourism Tasmania expenditure..

NOTE 7

LIABILITIES

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

7.1 PAYABLES

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

	2024 \$'000	2023 \$'000
Creditors	7	5
Accrued expenses	18	8
Total	25	13
Settled within 12 months	25	13
Settled in more than 12 months
Total	25	13

Settlement is usually made within 30 days.

7.2 EMPLOYEE BENEFITS

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

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

	2024 \$'000	2023 \$'000
Accrued salaries	287	280
Annual leave	492	392
Long service leave	763	733
Total	1,542	1,405
Expected to settle wholly within 12 months	968	765
Expected to settle wholly after 12 months	574	640
Total	1,542	1,405

7.3 OTHER LIABILITIES

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

	2024 \$'000	2023 \$'000
Other liabilities		
Employee benefits – on-costs	17	9
Total	17	9
Expected to settle wholly within 12 months	17	9
Expected to settle wholly after 12 months
Total	17	9

NOTE 8

COMMITMENTS AND CONTINGENCIES

8.1 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.

	2024 \$'000	2023 \$'000
<i>By type</i>		
Commitments held with Finance-General		
Major office accommodation	468	942
Motor Vehicles ¹	43	6
Total Commitments held with Finance-General	511	948
Other Commitments		
Program commitments	13,027	11,123
Total other commitments	13,027	11,123
Total	13,538	12,071

	2024 \$'000	2023 \$'000
<i>By maturity</i>		
Commitments held with Finance-General		
One year or less	486	471
From one to five years	25	477
More than five years
Total Commitments held with Finance-General	511	948
Other commitments		
One year or less	7,960	7,515
From one to five years	5,067	3,608
More than five years
Total other commitments	13,027	11,123
Total	13,538	12,071

¹ Variation due to replacement of CEO vehicle (August 2023) and Pool Vehicle (March 2024)

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

8.2 CONTINGENT ASSETS AND LIABILITIES

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

(A) QUANTIFIABLE CONTINGENCIES

A quantifiable contingent asset is any possible asset that arises from past events and whose existence will be confirmed only by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the entity.

	2024 \$'000	2023 \$'000
Quantifiable contingent assets		
Recovery of funds ¹	117	...
Total quantifiable contingent assets	117	...

¹ Provision of \$0.117 million has been recognised for outstanding recovery of funds from Australian Government Recovery for Regional Tourism Grants Program to be returned in 2024-25.

NOTE 9

CASH FLOW RECONCILIATION

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

9.1 CASH AND CASH EQUIVALENTS

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

	2024 \$'000	2023 \$'000
Specific Purpose Account balance		
S535 Tourism Tasmania Financial Management Account	(82)	(514)
Australian Government Recovery for Regional Tourism Program (included in S535)	...	(231)
Total	(82)	(745)
Total Cash and cash equivalents	(82)	(745)

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

	2024 \$'000	2023 \$'000
Net result	(385)	819
Depreciation and amortisation	541	443
Net gain/(loss) on financial instruments & statutory receivables/payables	(1)	...
Decrease (increase) in Receivables	430	(346)
Decrease (increase) in Other assets	283	(374)
Increase (decrease) in Payables	12	(190)
Increase (decrease) in Employee Benefits	137	(222)
Increase (decrease) in Other liabilities	8	(1,081)
Net cash from (used by) operating activities	1,025	(951)

NOTE 10

FINANCIAL INSTRUMENTS

10.1 RISK EXPOSURES

(A) RISK MANAGEMENT POLICIES

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

- credit risk;
- liquidity risk.

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

(B) CREDIT RISK EXPOSURES

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

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

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

Financial Instrument	Accounting and strategic policies (including recognition criteria, measurement basis and credit quality of instrument)	Nature of underlying instrument (including significant terms and conditions affecting the amount, timing and certainty of cash flows)
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:

	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
2024						
Expected credit loss rate (A)	100%	
Total gross carrying amount (B)	2	2
Expected credit loss (A x B)

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

	Not past due \$'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
2023						
Expected credit loss rate (A)	100%	100%
Total gross carrying amount (B)	9	9
Expected credit loss (A x B)	9	9

(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 Liabilities		
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:

2024	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	25	25	25
Total	25	25

2023	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	13	13	13
Total	13	13	13

10.2 CATEGORIES OF FINANCIAL ASSETS AND LIABILITIES

	2024 \$'000	2023 \$'000
Financial assets		
Amortised cost	(80)	(735)
Total	(80)	(735)
Financial Liabilities		
Financial liabilities measured at amortised cost	25	13
Total	25	13

NOTE 11

EVENTS OCCURRING AFTER BALANCE DATE

There have been no events subsequent to balance date which would have a material effect on Tourism Tasmania's Financial Statements as at 30 June 2024.

NOTE 12

OTHER SIGNIFICANT ACCOUNTING POLICIES AND JUDGEMENTS

12.1 OBJECTIVES AND FUNDING

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

Tourism Tasmania plays a key leadership role within the T21 and PVEAC governance framework. It has developed, in partnership with industry and with the parts of government that have a role within the visitor economy, Tasmania's 2030 Visitor Economy Strategy.

The strategy aims to ensure the important contribution tourism makes to Tasmania is maintained and visitor contribution is enhanced. The agency plays a key role in sharing data and insights and influencing the development of policy and planning for the visitor economy future. It also ensures strong alignment and ongoing engagement with industry and government to deliver actions and priorities that strategically manage visitor economy growth and investment for the benefit of Tasmanians and our destination.

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

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

12.2 BASIS OF ACCOUNTING

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

Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board; and the Treasurer's Instructions issued under the provisions of the Financial Management Act 2016. The Financial Statements were signed by the Accountable Authority on 27 September 2024.

Compliance with the Australian Accounting Standards (AASBs and AASs) may not result in compliance with International Financial Reporting Standards (IFRS),

as the AASBs and AASs include requirements and options available to not-for-profit organisations that are inconsistent with IFRS. Tourism Tasmania is considered to be a not-for-profit and has adopted some accounting policies under AASBs and AASs that do not comply with IFRS.

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

The Financial Statements have been prepared on the basis that Tourism Tasmania is a going concern as the 2023-24 State Budget Papers disclose that Tourism Tasmania is fully funded by appropriation in 2023-24 and over the forward estimates. The continued existence of Tourism Tasmania in its present form and undertaking its current activities, is dependent on Government policy and on continuing appropriations by Parliament for Tourism Tasmania's administration and activities. Tourism Tasmania has made no assumptions concerning the future that may cause a material adjustment to the carrying amounts of assets and liabilities in the next reporting period.

12.3 REPORTING ENTITY

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

12.4 FUNCTIONAL AND PRESENTATION CURRENCY

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

12.5 CHANGES IN ACCOUNTING POLICIES

IMPACT OF NEW AND REVISED ACCOUNTING STANDARDS

In the current year Tourism Tasmania has adopted all of the new and revised Standards and interpretations issued by the Australian Accounting Standards Board

(AASB) relevant to its operations. This includes the adoption of AASB 2021-2: Amendments to Australian Accounting Standards – Disclosure of Accounting Policies and Definition of Accounting Estimates, and AASB 2021-6 Amendments to Australian Accounting Standards – Disclosure of Accounting Policies: Tier 2 and other Australian Accounting Standards. The impact of these accounting standard changes is that disclosure of only material accounting policies are now made. There are no other new or revised Standards or Interpretations issued by the Australian Accounting Standards Board that are relevant to Tourism Tasmania’s operations and effective for the current annual reporting period.

IMPACT OF NEW AND REVISED ACCOUNTING STANDARDS YET TO BE APPLIED

The following applicable accounting Standard has been issued by the AASB, AASB 2022-10 Amendments to Australian Accounting Standards – Fair Value measurement of Non-Financial Assets of Not-for-Profit Public Sector Entities. Tourism Tasmania has not yet determined the potential effect of the revised Standard on Tourism Tasmania’s Financial Statements.

12.6 FOREIGN CURRENCY

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

12.7 COMPARATIVE FIGURES

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

12.8 ROUNDING

All amounts in the Financial Statements have been rounded to the nearest thousand

dollars, unless otherwise stated. Consequently, rounded figures may not add to totals. Amounts less than \$500 are rounded to zero and are indicated by the symbol “...”.

12.9 TAXATION

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

12.10 GOODS AND SERVICES TAX

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

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

12.11 NON TRADED INVESTMENTS

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

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



Independent Auditor's Report

To the Members of Parliament

Tourism Tasmania

Report on the Audit of the Financial Statements

Opinion

I have audited the financial statements of Tourism Tasmania (the Authority), which comprises the statement of financial position as at 30 June 2024 and statements of comprehensive income, changes in equity and cash flows for the year then ended, notes to the financial statements, including a summary of significant accounting policies, other explanatory notes and the statement of certification signed by the Chair of the Board and the Chief Executive Officer (the Directors).

In my opinion, the accompanying financial statements:

- (a) present fairly, in all material respects, the Authority's financial position as at 30 June 2024 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 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, 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 Directors intends to cease operations, or have 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 Directors.
- Conclude on the appropriateness of 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 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.



Derek Burns
Director
Financial Audit Services
Delegate of the Auditor-General
Tasmanian Audit Office

27 September 2024
Hobart

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COME DOWN FOR AIR

