



# *Tourism Northern Tasmania*

ANNUAL REPORT 2018-2019

Tourism  
Northern  
Tasmania



"At our heart is a charming city of character in a region full of characters offering an eclectic collection of boutique experiences. It's a culture where conservative contradicts offbeat. You're made to feel special here, where you don't just savour the end product; you're given the freedom to live part of its story, to understand what you're consuming and why it is how it is."

# Contents

Destination Profile & Performance .....	4
Introducing Tourism Northern Tasmania.....	6
Chair's Report .....	8
CEO's Report.....	10
TNT Board Directors .....	14
The TNT Team Members .....	18
The Year That Was.....	20
The TNT Team Out & About.....	28
Financial Statements.....	30
Treasurer's Report.....	31
Auditor's Report.....	32
Income & Expenditure Statement.....	34
Notes to the Financial Statements.....	37
Contributors .....	40







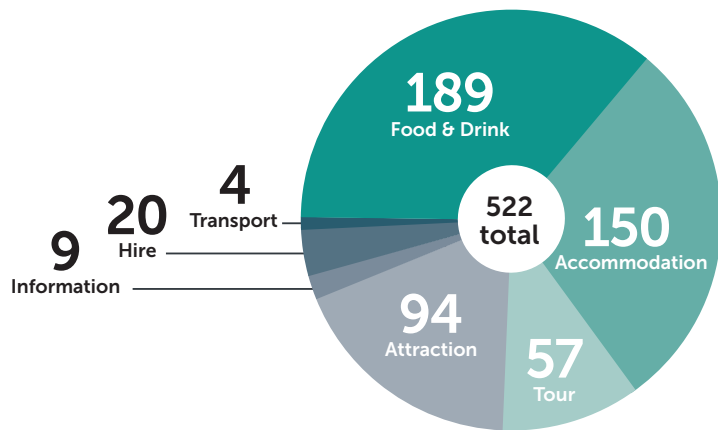
**"Increasing visitor yield  
and dispersal are our  
renewed mantras."**

# Destination Profile & Performance

The Northern Tasmania region spans approximately 30 percent of the state of Tasmania. This region is a popular visitor destination with natural attractions and well preserved heritage features. Based on latest Census data, population is estimated at 135,183 and the local economy has a labour force of 64,084.

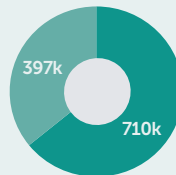
## Tourism Businesses in the North

\*only products in ATDW (Australian Tourism Data Warehouse) database are represented.



## Visitor number growth

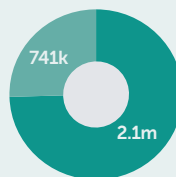
**0.25%**  
Tasmanian  
overnight  
visitors



**+2.1%**  
Non-  
Tasmanian  
visitors

## Visitor nights growth

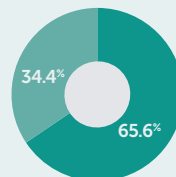
**2.6%**  
Tasmanian  
visitor nights



**+1%**  
Non-  
Tasmanian  
visitor nights

## Regional visitor dispersal

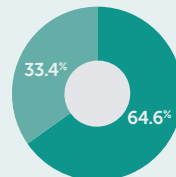
**+34.4%**  
Visitor nights  
spent in other  
Northern places



**65.6%**  
Visitor nights  
spent in  
Launceston

## Seasonal visitor dispersal

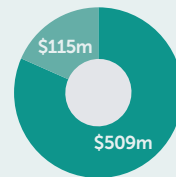
**33.4%**  
Visitor nights  
hosted between  
May – October



**64.6%**  
Visitor nights  
hosted between  
November – April

## Visitor expenditure growth

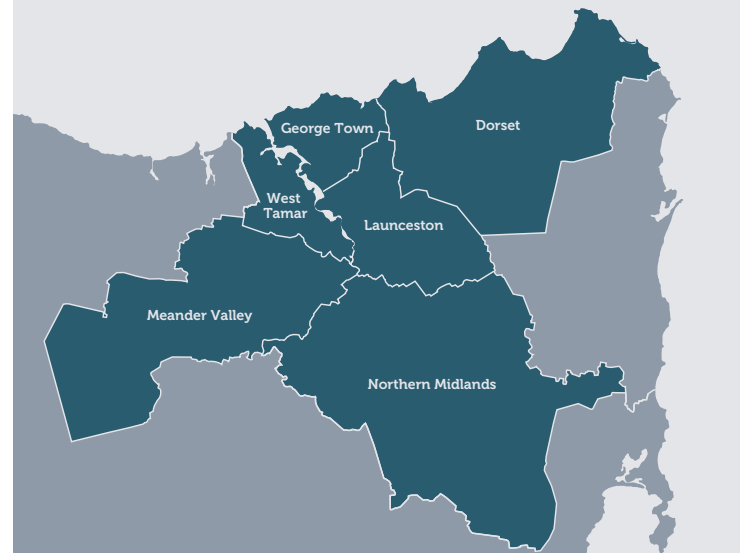
**+3.5%**  
Non-  
Tasmanian  
visitors



**+7.4%**  
Tasmanian  
visitors

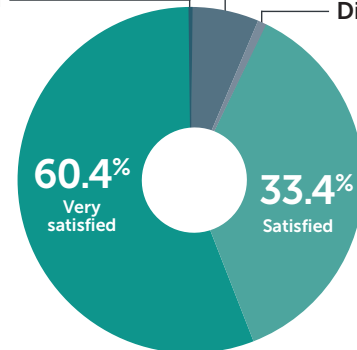


Council & Electorate  
Boundaries



## Visitor satisfaction

**0.2%** Very dissatisfied  
**5.3%** Neutral  
**0.7%** Dissatisfied



All measures are current as at year end 31 March 2019, according to the Tasmanian Visitor Survey and National Visitor Survey. Actual performance measures should be treated as indicative only.



# Introducing Tourism Northern Tasmania

Tourism Northern Tasmania (TNT) was incorporated as an association on Monday 5 November 2012. The purpose of this entity, defined as a Regional Tourism Organisation (RTO), is to manage and lead the visitor destinations of Northern Tasmania in such a way that stimulates improved economic, social and environmental returns from the visitor economy.

**Members of the association include funding councils and local tourism associations as listed:**



## Industry Association Members

- Launceston Tamar Valley Tourism Association
- Heritage Highway Association
- Flinders Island Tourism and Business Association
- Great Western Tiers Tourism Association

**State Government is a critical strategic and funding partner administered through Tourism Tasmania and Department of State Growth.**



Tourism Northern Tasmania's Vision  
**Tourism Northern Tasmania aspires to increase economic and social return from the visitor economy to the communities across our region.**

## Our Values

### Force Multiplier

Our value of collaboration allows us to punch above our weight as we stand as one region with multiple stories.

### Worldly

We're competing on a world stage and focused on the part we can own in the bigger picture.

### Determined

A no-nonsense organisation that is clear in its journey and aims high to achieve what may not yet be thought possible.

### Dynamite

We'll approach with the energy we need to sustain our course in a measured manner.

### Harmonious

We lead by example and we take the time to stand in the shoes of those we represent.





# Chair's Report

This is the last time I will be writing this report as the Chair of TNT. My maximum of two terms has finished and while that is sad for me personally, it brings opportunity for someone else to bring some fresh leadership to TNT and tourism in the region. Renewal done right is a great invigorator and opportunity.

That gives me the opportunity to reflect a little on the last 6 and a bit years. I was reminded recently of an interview I did when I started in this role in which I gave us 6 months to figure out the core proposition and “icon” for visitation to northern Tasmania. We worked very hard as a board and organisation to do just that. 6 years later with a dose of hindsight and some wisdom, we have realised we don't need a single icon. It is in fact our diversity and incredible richness of reasons to visit that make us unique. That is much harder for marketers to get their head around, but it creates a much more sustainable model for us. No massive concentrations of visitors to single points with groaning infrastructure, limited mass tourism, interregional dispersal, very high repeat visitation (lots to come back for) and the list could go on.

I also reflect on the cohesive nature of this region. We pull together most of the time. It has been my privilege to work closely with our partners in Industry, Local Government and State Government. We have had our occasional challenges but on the whole, we have maintained a model which is the envy of other regions and in doing so have achieved results which no one group, business or level of Government could do on their own. When we all get behind an initiative, even if some of it is out of our immediate patch, we all benefit. Each part of the puzzle lifts visitation to the region. Take Derby, Beauty Point Foreshore, the Cool Season strategy, Food and Wine trails and events. I am particularly excited by some of the new prospects coming through with the Short Walks in Meander Valley and the Ben Lomond opportunities.

We may not be able to distil the region into an icon, or even two but my own reflection is that we have found our DNA in soft adventure and culture. Visitors love our walking, our cycling, our golf and our fishing as much as they love our theatre, our museums, our arts festivals and our literary and film events. Together they are

things we as a community excel in and are passionate about, they are true to who we are, and visitors love that authenticity.

The Qantas Australian Tourism Awards in March was a particularly special moment. No small achievement to host the awards in a regional city but to place it in one of our spectacular natural locations demonstrates how we can bring these special places to life in different ways. As a community we pulled together to show what a community hosting visitors looks like.

Plenty of our energy over the past six months has been taken up in supporting and working with the review of Tourism 21 Strategy. This is crucial for the region as the key directions at the state level flow through to the region in policy settings, funding, partnerships and departmental strategies. We along with the other RTO's are advocating strongly for a stronger whole of Government approach to Tourism, practical and funded strategies around yield and dispersal along with major infrastructure upgrades to facilitate visitor growth. This is ongoing and I am pleased TNT has been able to take a leading role in this advocacy.

At the other end of the spectrum, one of my joys is how well the Destination Action Plan groups have taken hold. Having this truly flexible local leadership and action is in my view, the key to the region lifting together. TNT, Government and industry cannot do everything. Local leadership and particularly local passion, local investment and collaboration can and will deliver greater results. Our and State Government support for the DAP groups is one area I would like to see lifted. The returns to us all will only grow.

Our six core Destination Management Plan directions remain our guiding focus. They are worth reiterating here with a number of current examples and opportunities.

- 1. Brand of Place** – it's more than marketing, we continue to work to ensure the brand ideals of our destinations align to that of the Brand of the State and provide a blueprint for how we all create experiences and deliver service.
- 2. World Leading Regional City Destination** – National and International sporting tournaments, evolving the city's night time economy with creative arts festivals and activities, reimagining key places such as Cataract Gorge, Tasmania's first gigabit city, the UTAS Northern Transformation project all contribute to TNT's support for Launceston's aspiration to be a world leading regional city
- 3. Embracing the Disruption** – The sharing economy accounting for over half the north's visitor service providers; encouraging innovative start-up businesses; evolving the community mind-set away from a job in tourism to a career in the visitor economy; while being more engaged in how we respond to the impacts of climate change, particularly in the case of natural

disasters. But we also need to prepare for the next 'disruption' by forward thinking 'what if' scenarios so we're acting upon rather than reacting to change

- 4. Community That Hosts** – seen through the lens of the Destination Action Plans, it is obvious that it takes a community to host a visitor. As such we are changing how we communicate with community (and industry), how we inspire best practice services, celebrate our successes and advocate for change that to ensure every great Tasmanian holiday starts in the north

- 5. Audience Centric Marketing** – we continue to focus on a two-way discussion with our prospective visitors, based on what they're passionate about that we're able to deliver. Cycling, Food, Cruise, Events and escapism travel experiences remain our focus

- 6. Real-time Data & Technology** – continuing to work with the development of Launceston and the region as a Smart City/Region continues to be central to better understanding what, where and when we have exceeded visitor expectations and how we response. Further to this we will be sharing this intelligence in real language for better business planning for everyone.

A continued focus this year has been to make our mantra, “all good Tasmanian holidays start in the north” more real on the ground. Three good examples of this are the work we continue to do with Launceston and Melbourne Airports to drive increased visitation into Launceston, a stronger relationship with the Spirit of Tasmania and an increasing cruise ship visitation schedule for the Tamar.

Local Government is crucial in supporting a good and growing visitor economy and again, our relationship with Local

Government has matured, allowing for a much higher level of collaboration, with us and with each other. That is where our future lies. Each part of the region working toward relevant, interrelated value propositions but doing so together.

The Tourism Northern Tasmania Board has continued to operate effectively the past 12 months and continues to balance strategy with good governance to ensure the excellent work of the CEO and staff have clear direction and stability. There will be a number of other Directors turning over in 2019/20 as part of a natural cycle of renewal and I am delighted to have had such excellent contributions from those directors finishing their terms and will be excited to watch from a distance as new Directors and the new Chair make their impact.

On a personal note, I would like to thank our partners, it has indeed been a privilege to work with you all through thick and thin for the good of our industry and our community. To the Board members of TNT, present and past, what a delight! Robust, engaged, passionate, active, committed, skilled. It has been my privilege and pleasure to be the first amongst equals with you over the past six and a bit years. To Chris and his team (with special mention of Abby), the journey has been a joy, your commitment, patience and support has been unwavering and I can only wish you all the very best into the future. I finish my term satisfied that this organisation and this community will continue to be a community that hosts visitors in a very special way for a long time to come.

**James McKee**

**Chair,  
Tourism Northern Tasmania Incorporated**





2.1%

INCREASE IN  
INTERSTATE  
VISITORS'

64.6%

OF VISITOR  
NIGHTS HOSTED  
NOV-APR

# CEO'S Report

**"We hosted the nation, secured funding for the future and kicked goals in our cool season... but it's not a time for compliancy, or disunity."**

This year we hosted the Qantas Australia Tourism Awards in Cataract Gorge, Launceston. Hosted in the greatest regional city in Australia, 120 businesses and 400 Tasmanians joined together to create an unforgettable award gala event for 840 guests. For Tourism Northern Tasmania (TNT) and our closest partners, this was the ultimate reward for a two year journey that argued the virtues of such an event being held; i) outside a capital city and, ii) somewhere truly inspiring. Credit is shared with many, but the vision of Rick Marton as Event Director, the drive of Luke Martin, Chief Executive Officer of the Tourism Industry Council of Tasmania, and flexibility of City of Launceston Council cannot go unmentioned.

TNT again proved what a collaborative regional partnership looks like in action. Together we have:

- bid for cool season events to offset the region's stark seasonality, winning eight events from eight bids
- successfully lobbied for government funding to support infrastructure developments
- celebrated our arts via partnerships with MONA, Junction Arts Festival and the newly minted Australian Musical Theatre Festival
- reaffirmed that Blue Derby remains in the top 5 Mountain Bike destinations in the world by hosting the 2019 Enduro World Series

- supported our airport's \$1million cooperative campaign with Jetstar to stimulate demand and
- negotiated for our future share of state-wide projects such as the Tasmanian Journeys project and Tourism Tasmania's soon to be launched new brand marketing campaign.

Throughout the year the TNT team has continued to work with community and industry leaders to champion the delivery of Destination Action Plans. Each plan designed to ensure we aspire to position our local destinations based on each community's strengths as recognised by visitors both current and future.

During a period where visitor growth is softening across Australia and New Zealand, we have enjoyed growth in visitor numbers slightly below the State average, reflected in the year end 31 March 2019 statistics. Visitor yield plus regional and seasonal dispersal, the real measures of success for any regional destination in the country, are on track but need to remain our primary focus.

## True economic return from visitors

We sustained growth in non-Tasmanian visitors to the north (+2.1%) compared to that of Tasmania (+3%), while our overnight Intra-state visitor numbers increased by 0.25% to 397,000. On average non-Tasmanian visitors' length of stay was up slightly to 4.1 nights (+2.5%), with a per day spend of \$235, up 2.3% on the previous year. The nett result was very positive, yet our goal to increase our share of all visitor nights in Tasmania to 24% by 2022 remains our focus.

## Where and when visitors spent time across the region

Launceston now hosts 66% of all nights spent in the region. Seasonally the period of November to April remains our strongest with 65% of all visitors to the region. These dispersal numbers remain our dual targets within the Destination Management Strategy; i) position regional destinations to attract 37% of regional visitor nights, and ii) attract events during the May - October period to balance visitor loads to reflect a 60/40 seasonal split warm vs cool season.

## Access really matters!

Where our visitors enter the state often predicates how long they stay in our region. The percentage of visitors to our region arriving via Launceston Airport remained steady at 46%, as did Spirit

of Tasmania at 17%, with the remaining visitors arriving through Hobart and other airports (37%).

## Destination Management Plan - action

The TNT Board and funding partners continued to direct TNT's efforts in delivering upon priorities within Northern Tasmania's Destination Management Strategy. Following these priorities, project successes I am particularly proud of in terms of how the TNT team and our partners have performed this year include:

### 1. Place-making through tourism.

We partnered with our council members to advocate for and secure funding for visitor infrastructure, critical to sustaining visitor economy growth. These included: Beauty Point Foreshore Masterplan implementation, Mt George Mountain Bike Park development, air and sea access projects on Flinders Island and built cultural initiatives in Launceston (ie Albert Hall and other venues). We also continued to work toward; i) a resolution to the North East Rail Corridor debate; ii) a major upgrade to visitor facilities on Ben Lomond and; iii) the positioning of Meander Valley as the Short Walk Capital of Tasmania.

**2. Audience centric marketing.** We continued to talk to specific 'passion based' audiences on themes of Food, Mountain Biking, Events, Cruise and Touring. Tourism Tasmania's refreshed Go Behind the Scenery campaigns prominently featured northern experiences. In December we also launched our unifying destination website to provide a more efficient and highly optimised platform for all councils and industry groups to reach more prospective visitors.

### 3. Attracting cool season events.

During this past year, the second of an initial three-year pilot program, we proved that we could actively change seasonal visitation by hosting non-conference events between May and October, now known as the 'cool season'. TNT secured eight events during the year, with an approximate direct visitor spend of \$15.6million. The first two of these events hosted in July 2019, contributed to a significant rise in hotel occupancy.

### 4. Leveraging our major events.

Our model for working with events & festivals to create mutual benefit for them and the visitors they attract to our places, continued to generate returns. Great examples of this were;

- Partnering with Hawthorn Football Club to personally invite 10,000 selected club members to visit Launceston via a 'cutting edge' video invitation
  - Extending the length of stay for delegates attending the Qantas Australia Tourism Awards event by sharing a dedicated website
  - Partnering with MONA FOMA in their Air MOFO promotion, ensuring lucky winners of free flights to the event, also had plenty of choices to stay longer and spend more
  - Co-hosting the world famous chef, Alex Atala, as part of the Great Chefs Series 2018, and sharing his testimonial of Tasmanian places such as Flinders Island, Meander Valley, Launceston and the Tamar Valley, with hundreds of thousands of people.
- 5. Inspiring our people, celebrating our successes.** We co-hosted forums across the year designed to inform and challenge our industry,





**\$509m**  
IN NON-  
TASMANIAN  
VISITOR  
EXPENDITURE

COLD SEASON  
EVENTS SECURED  
**\$15.6m**  
IN ECONOMIC  
RETURN

such as; the Beauty Point cruise ship expo, Tourism Tasmania forums, MOFO industry sessions, and the TICT State Tourism Conference. We supported the region's Destination Action Plan (DAP) groups by providing support and access to scholarships for professional development. In return the groups directed and delivered local visitor activity. We also celebrated our industry through the Champions of Tourism Awards, Launceston Chamber of Commerce Business Excellence Awards, State Tourism Awards and of course the Qantas Australia Tourism Awards.

6. **Tourism 21 Strategy initiatives.** As joint partner with the RTOs of East, South and North West, Tourism Tasmania, and the Department. State Growth, we launched one and designed three more Drive Journeys across the State. This program will see significant investment in marketing five 'journeys' (including Great Eastern Drive) to disperse visitors across regional Tasmania.

At the heart of every success we have is an ever-expanding group of partners.

The core remains: State government and agency partners, our engaged industry and northern councils.

Tourism Tasmania and Department State Growth remain our core agency partners, through which we interpret the State Tourism Strategy directives and receive much needed funding. Together and with other agencies such as; Events Tasmania, Tasmania Parks and Wildlife Service and Drysdale we delivered a number of essential projects such as; consumer marketing, Destination Action Plan support and delivery, the Tasmanian Journey project, Cool Season event bids, hosting and leveraging celebrity chef events, and advocacy for place-making initiatives.

Without doubt the northern Tasmania tourism industry are our strongest supporters. Over 520 businesses, in excess of 75% of which employ less than four people. They create the core of the visitor experience that the community then rounds out through how we all welcome and embrace visitors to our state. Our brand lives in the experiences created predominantly by these businesses. Without these experiences we would have little to

share with prospective visitors. We have continued to consciously market with our industry in ways that suit often what little time and money they can provide. This contribution of both services and funds is critical to our marketing successes.

Our councils collectively contributed 48% of our annual base funding and challenged us on matters of strategy and the need for us to stay focused on regional as well as local returns for their communities. Individually we have enjoyed success with each council, in partnership with local industry groups, but it's through our regional unity that we have collectively achieved our greatest successes. All of the above mentioned initiatives are regionally significant in their nature and impact.

In closing I'd like to acknowledge the TNT tribe, the collective of people who are committed, often beyond any definition of common sense, to making successes of the goals we set ourselves.

First, the TNT Board, a skills-based pro-bono group all of whom enthusiastically contribute their time and energy to guide, govern and inspire our team to deliver the very best for the region. Our

debates are many and varied, but always with the best interests of the community and the visitor industry in mind.

The TNT team. This year we saw two team members move onto bigger and better things; Laura Manion our inaugural Business Development Manager – Events, and Sonia Mellor, Community and Industry Liaison Manager both left the team in late 2018. Bree Philpot and Kirsten Bach took up each role respectively, joining myself, Jo Mohr (Marketing Manager), Gillian Miles (Events & Festivals Specialist) and Abby Stephens (Business and Operations Manager). Although we've evolved as a team, the professionalism, fun and common-sense TNT has been acknowledged for in the past remains our core set of principles. It's a privilege to work with this group of humans.

We as a region have achieved great things this past year, and ahead of us we've got great opportunities and some solid challenges. Initiatives such as a renewed City Deal, the idea of regional collaboration gaining momentum across the north and a soon to be reinvented State Tourism Strategy all offer real potential, but are balanced with a softening in macro visitor trends, the ever competitive nature of growing aviation capacity and a slowing of the national economy. To navigate these times, we must all insist upon unity in our region continuing, so we can leverage our strengths across agencies, industry, councils and community and most importantly we must all always 'do what we said we were going to do.'

**Chris Griffin**

**CEO, Tourism Northern Tasmania Incorporated**



**520**  
OF VISITORS VERY  
SATISFIED WITH  
THEIR VISIT  
TO THE NORTH

**65.6%**  
VISITOR NIGHTS  
SPENT IN  
LAUNCESTON





# TNT Board Directors

**TNT Board Directors come from a broad cross-section of the industry and community. Their focus remains on good governance, good strategy and championing the vision and priorities of Tourism Northern Tasmania.**



**JAMES MCKEE**  
Chair

James has a passion for Northern Tasmania and the opportunities for the region and tourism.

James has held a wide variety of board positions, including in not-for profit organisations and private companies across a range of sectors. He is currently the Chairman of the Launceston Airport Community Aviation Consultative Group, a director of the Tourism Industry Council of Tasmania, Anglicare and the Launceston Church Grammar School.

In his roles as a director James has a particular interest in organisational leadership, strategy and community engagement. He is a graduate of the Murray Darling Basin Leadership Program, and has been part of community development processes in the USA and India. He has a particular interest in seeing regional development principles used as a foundation for future innovation opportunities for the region.



**ROB KING**  
Board Director: Treasurer

Rob King is one of those natural marketers - he just knows what works! After 26 successful years in the media, he left to help Beck with her growing marketing consultancy and has never looked back.

He brings to the company a wealth of knowledge gained across a number of key roles specialising in customer service, sales, sales training, marketing and project management with Fairfax Media. As Circulation Manager of two of the countries largest regional newspapers, he was widely sought after in this field.

As a member of the senior management team for 8 years, he was involved in the strategic direction of the business and the transformation to digital publishing as traditional print-stream revenue diminished. Most recently, because of his extensive marketing background and ability to be an all-around great guy, in August 2018 Rob was appointed to the Board of Tourism Northern Tasmania.



**ADRIAN WOOD**  
Board Director: Secretary

Adrian Wood has retired following a career in international relations and international business development in various public and private sector organisations in Australia and New Zealand, including NSW Trade & Investment, NSW Business Chamber and Trade NZ. His roles focused on investment attraction and the development of trade in goods and services, including tourism and international education.

Adrian has lived in Launceston for 6 years and before that he was a regular visitor for over 30 years, having married a Tasmanian from the Tamar Valley. Since moving to Launceston, he has become active in a number of cultural, community and economic development organisations. Adrian is currently a member of the Regional Development Australia Tasmanian Committee and is a presenter on community radio, City Park Radio. He is also a member of the City Park Radio Management Committee.



**BEN DAVIS**  
Board Director

Ben is all about northern Tasmania. It's his favourite spot in the world. The place he learned to ride a bike, where he fell in love and has grown into the person he is today.

He went away, but like a lot of us, he returned and brought with him years of experience in marketing, tourism, strategy development and leadership. It's that experience that gives Ben a unique perspective to destination marketing and tourism.

He's developed brand for iconic institutions like James Boag, and taken the helm at the Launceston Leisure and Aquatic Centre. He's now the Senior Marketing Manager at Bank of Us, Tassie's only customer owned bank, as well as an owner of the Star Theatre. It may seem like a lot but Ben takes it all in his stride ... well, he is a freaking awesome human after all.

Ben and his family are head over heels in love with northern Tasmania and he's dedicated to being part of this vibrant, thriving region and community for years to come.





**PAUL SEAMAN**  
Board Director

Paul is a passionate hotelier and tourism professional with over 20 years of experience in the industry. Having held senior roles across multiple international hotel brands in Sydney, Darwin and now Tasmania he brings a depth of knowledge from both regional and capital city tourism. In his current role as General Manager of Peppers Silo Hotel and Area Manager for ACCOR hotels he oversees the operations and performance of five hotels within the ACCOR network in Tasmania.

An advocate for all things Tasmanian and with a strong personal history in the north of the state Paul is passionate about the opportunities and success that that broad tourism industry can bring to the north.

Paul has previously been a member of the LTVTA board. He holds a Bachelors of Business in Management & Economics and a Masters of Business Leadership.



**GINA WOODWARD**  
Board Director

Gina is a passionate marketing and communications professional with a strong background in regional tourism. Her enthusiasm for working with Northern Tasmania stems from similar destination marketing work around Australia across key tourism pillars.

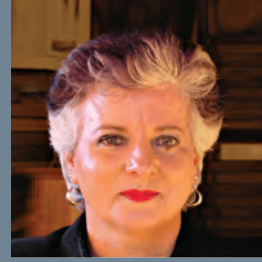
Since leaving the Victorian ski resorts in 2014, as the Head of Marketing, Sales & Reservations for Hotham and Falls Creek and sat on the Board of Alpine Resorts Tourism, Gina has been operating her own communications & marketing consultancy with clients in Australia and overseas. She managed the collective marketing for Great Walks of Australia from 2015-19 and has worked closely with Tourism Australia state tourism bodies in this time. She is currently on the board of Tourism Snowy Mountains, NSW, and a judge of the 2019 Tasmanian Tourism Awards.



**LIZ FRANKHAM**  
Board Director

As a cultural strategist, Liz has interests in the arts, food and wine, tourism and economic development, she lived and worked in Melbourne in Communications and Marketing for many years, and returned 'home' to Tasmania, via Flinders Island. She maintains her sheep farm and a great love for the Furneaux Islands, and co-created and Chaired the last two Flinders Island Food and Crayfish Festivals. She has extensive experience in governance, project management, tourism, festivals, and the arts. Liz believes festivals are a huge driver for cultural and community growth, and as Chair of Junction Arts Festival, she has seen first-hand the results.

Liz is a Director of the Tourism Industry Council of Tasmania, (TICT). She has a Bachelor of Education and a Masters of Business (Innovation, Regional Development and Entrepreneurship) from University of Tasmania.



**SARAH LEBSKI**  
Board Director

Sarah is an acknowledged leader in the Tasmanian tourism industry. She has more than twenty-five years experience working on a vast range of Tasmanian tourism projects.

Sarah is also a tourism educator at the University College, developing curricula and teaching into the Associate Degree in Applied Business (Tourism and Events Specialisation).

Sarah's many industry positions have included TICT representative on the Tasmanian Heritage Council, Board Director of the palawa Enterprises Trust that developed the wukalina Walk, and Chair of Judges for the Tasmanian Tourism Awards.

Sarah and her family have enjoyed living in the magnificent West Tamar area for over 30 years. She is passionate about gardening, sustainable living and her island home!



**LOU CLARK**  
Board Director

Lou Clark has worked at Bell Bay Aluminium, part of the Rio Tinto Group since 2011. As Principal Advisor Communities and Communication, Lou's role is to develop and implement the smelter's community and external relations strategy in line with the site's business priorities and objectives. Lou's role also has a strong focus on developing long term mutually beneficial relationships within the Tasmanian community. Lou has a Bachelor of Laws degree from the University of Tasmania and is a 2009 graduate of the Tasmanian Leaders Program.

In 2019 Lou has been recognised for her work achievements, skills and leadership qualities winning the Exceptional Woman in a Non-Executive Role in Tasmanian Women in Resources Awards. Lou was chairman of Launceston's annual food and wine event from 2008-2017. She is currently a committee member of Regional Development Australia Tasmania and a member of the board of management of NRM North.



**CHRIS COLLEY**  
Board Advisor\*\*

Chris joined the Board in March 2015, representing the Parks and Wildlife Service as a member of the PWS executive and Regional Manager North. Chris has a background of over 30 years in forestry and park management, including extensive experience in the areas of visitor center management, interpretation and nature based tourism in NSW and Tasmania.

In his time in Tasmania he has seen an exponential increase in visitation and has been an integral part of the transition within the Parks and Wildlife Service to make the necessary adjustments to policy and management in order to be able to accommodate the changing demands for use of Tasmania's exceptional natural assets.

He is passionate about meaningful engagement with the Aboriginal community and the sustainable use of Tasmania's world renowned National Parks and reserves. Chris is also a member of the East Coast Regional Tourism Board.



**\*The Board would like to acknowledge Tim Holder who after six years as a founding Board Director of TNT, resigned in February 2019.**

**\*\*The Board also welcomed Donna Stanley as Advisor from Tasmania Parks and Wildlife Service in August 2019, replacing Chris Colley.**





# The TNT Team Members

**A small team of dedicated and passionate people work behind the scenes at Tourism Northern Tasmania. We've each got our own specialities, so feel free to contact us for a chat.**



**CHRIS GRIFFIN**  
Chief Executive Officer

Chris's experience lies in the tourism and travel sectors, having worked for over 23 years across all facets of these interrelated industries.

He started his career as the Marketing Manager for Taiari Gorge Railway, then went to the ferry operator Tranz Rail, to head up the International Sales team at the age of 26.

Chris relocated to Melbourne to work with Grand Pacific Tours, and eventually worked for APT and other companies. He return to New Zealand for the role of General Manager Marketing of Christchurch & Canterbury Tourism, the largest regional tourism organisation in the country.

Currently Chris is in his seventh year as the founding CEO of Tourism Northern Tasmania and addition to his regional leadership role, Chris also holds board positions with Cityprom and Northern Tasmania Development Corporation.

✉ [chris@tnt.org.au](mailto:chris@tnt.org.au)



**ABBY STEPHENS**  
Business & Operations Manager

Abby plays an integral role at TNT and is our all-rounder / jack of all trades. From managing logistics to organising all of our events, she is the go to person for all things Tourism Northern Tasmania.

Abby's multi-faceted role not only provides full support to the CEO and Board and the smooth operation of our office but she also acts as the Project Manager for key initiatives that support our industry and stakeholders. Abby operates at the highest level when managing projects, many of which are public facing and high profile.

In her spare-time you will find Abby and her daughter enjoying what our area has to offer whilst also spending time with her family back in Adelaide.

✉ [abby@tnt.org.au](mailto:abby@tnt.org.au)



**JO MOHR**  
Marketing Manager

Jo's remit to promote northern Tasmania is a blend of partnership development, attending to media enquiries, managing digital assets, campaign development, content creation and seeking opportunities to drive visitation and awareness of our region. Ask her about her role and she'll say it doesn't feel like work and that it's a privilege to promote the north.

Within the marketing landscape Jo's passion and skill set includes uncovering and authentically telling brand stories, creating unique and memorable customer experiences through thoughtful design, and she describes crafting creative and engaging content as 'her happy place.' On the weekend you may find Jo enjoying one of our festivals and events, taking it easy at a local café or exploring a park with her two young daughters and husband.

✉ [jo@tnt.org.au](mailto:jo@tnt.org.au)

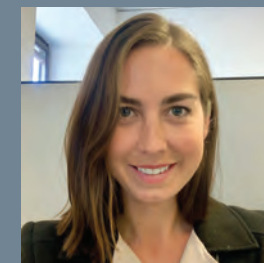


**GILLIAN MILES**  
Festival & Events Specialist

Gillian is committed to working collaboratively with event organisers in developing business and event plans, building event brands and understanding niche audiences, especially for festivals and events which contribute to the visitor economy.

She has a particular interest in festivals that reflect the identity and interests of the host community and which align with the Tasmanian brand, recognising that visitors are seeking authentic experiences and personal connections to the destination.

✉ [gillian@tnt.org.au](mailto:gillian@tnt.org.au)



**BREE PHILPOT**  
Business Development Manager for Sport, Special Interest & Major Events

Bree's focus is to lead the Cool Season Collective with the aspiration to create confidence and improve profitability in our industry through hosting and marketing events during the cool season.

A major part of Bree's role is to provide events expertise, commercially bid for events to be held in our region, secure funding, market events and act as a 'concierge' between event organisers, industry, councils and venues.

Outside of the TNT office Bree enjoys hiking, exploring the state and enjoying all of the goodness that Tasmania has to offer.

✉ [bree@tnt.org.au](mailto:bree@tnt.org.au)

\* We welcomed Bree Philpot to the team as Business Development Manager – Sport, Special Interest & Major Events following Laura Manion's resignation in November 2018.



**KIRSTEN BACH**  
Community & Industry Liaison Manager

Kirsten's background in the airline industry, local council and corporate training are the perfect combination of skills to assist her in working with the community and industry to develop the visitor economy. Her focus on communication and collaboration across the region sees her working with the Destination Action Plan (DAP) groups, LTA's, Councils, stakeholders, industry and community to enhance the visitor experience.

On her days away from work you may find her exploring our region with her husband and two children, enjoying our beautiful beaches or relaxing with a glass of bubbles in her hand!

✉ [kirsten@tnt.org.au](mailto:kirsten@tnt.org.au)

\* We welcomed Kirsten Bach to the team as Community and Industry Liaison Manager, following Sonia Mellor's resignation in November 2018.





“If creating content is King, then sharing it is Queen, and she wears the pants.”

# The Year That Was

“This year was tagged as the ‘Year of the North’... we think that’s every year! But in celebration we did some new things within our solid annual plan.”

## Attracting & Developing our Events

Success of our events program this year was in proving that we could make a difference during our cool season (May to October), while playing to our strengths with our major event partners.

### Qantas Australia Tourism Awards 2018

On 1st March 2019 Launceston hosted the Qantas Australia Tourism Awards in First Basin, Cataract Gorge. This the accumulative efforts of many partners across two years and has had the profound effect of changing how future awards events are hosted elsewhere in the country.

Acknowledgement of key partners has already been given in an earlier section of this Annual Report, however TNT’s role should not go unmentioned. Our initial role was to advocate and co-negotiate between the Australian Tourism Industry Council, State bodies and local partners. We hosted three VIP visits to the site of the event during the year and presented the aspiration of hosting the event in various forums. With City of Launceston Council, we navigated community sentiment, good and bad, relating to restricting use of the First Basin area.

As the event neared TNT’s role evolved to focus on the delegate experience. In partnership with ATIC a dedicated ‘destination’ webpage was shared with prospective delegates to stimulate length of stay, and ensure they felt welcomed and informed while visiting our region. 840 guests attended the event, and according to ATIC post-event survey the average spend per delegate

was \$900, with 1,393 commercial accommodation rooms booked across the period.

### Cool Season Collective

This was the second year of a three-year pilot program called the Cool Season Collective. It’s our way to positively influence low levels of visitation experienced by the region between the months of May and October each year. Activity this year included:

- Support development, and launch of inaugural events; Tassie Scallop Fiesta and the Australian Musical Theatre Festival
- Securing the rights to host eight participation events worth a collective \$15.6 million in direct visitor spend
- Leveraging major winter events such as; Hawthorn Football game weekends, Great Chefs Series, and Junction Arts Festival.

Central to the Cool Season Collective is TNT’s lead role in bidding for non-conference events. This role commenced in October 2017, funded by City of Launceston, Silverdome, TNT and supported by Events Tasmania.

Although the region did not host a secured event in 2018/19, the following event bids were won:

- Miss Teen Australia Nationals 2019
- AFL Under 15s Tournament 2019
- Karate National Championships 2019
- Australian Veteran Golf Championships 2019

- Orienteering National Championships 2020
- Over 70’s Veteran Cricket 2020
- Special Olympics Australia Junior Games 2020
- Special Olympics Australia National Games 2022

The future of the Cool Season Collective was assured by the end of the year with all seven Northern councils confirming their financial support of the program as part of future agreements with Tourism Northern Tasmania.

### Developing Our Events

Gillian Miles, Events & Festivals Specialist for TNT, in partnership with Neil Cameron (creator of Festival of Voices) completed what has been a two-year journey to codesign a new cultural event for Launceston, the Australian Musical Theatre Festival.

The primary aim of the event over time is to attract intra- and inter-state participants. Equally important is building capacity in the cultural sector and engaging with all levels of our community from youth, to socially disadvantaged, to amateur performers and professional artists.

In May 2019, the inaugural Australian Musical Theatre Festival was run, by a hugely capable Board and management team. 348 people participated in 4 days of workshops and masterclasses that accumulated in a public performance on Saturday 25th May 2019 that attracted an audience of over 800.



## Audience Centric Marketing

We have been dominant in content creation, amplifying event marketing and making the most of our access partners... and it's paying off.

### Content & Sharing

This year we invested heavily in video content aligned to our audience's motivations of; food, culture, sports, cycling and high yield travellers. We partnered with Tourism Tasmania and local industry to resource the creation of on brand shareable content for us all to use.

8 film productions were produced, profiling 30 different visitor experiences and 15 events.

### Destination Website

We officially launched our new unifying destination website initially in partnership with City of Launceston, on Monday 17th December 2018. The aim, to reduce duplicate website investments, providing a more efficient and appealing website for potential visitors to use, while

increasing the success rate from internet searches of prospective visitors seeking to make the north part of their Tasmanian holiday. Since the website has launched, we have commenced discussions with three northern councils about migrating to use this website as their own.

### Access Marketing with Melbourne Airport

Access is the life blood for Tasmania's tourism industry, and visitors arriving in the north of the state have a greater potential to stay longer in our region. 46% of interstate visitors to our region arrived through Launceston Airport. We enjoyed success through our long-standing media partnership with Melbourne International and Launceston Airports, projects included:

- Collaborating with Launceston Airport to create content for a 16 page and 36 page inflight magazine inserts and prize promotions as part of their six month Jetstar marketing campaign
- Valentine's Day retail promotion with Melbourne Airport's 'Fall in love with Launceston'

- Melbourne Airport sharing the Hawthorn personalised video campaign through their channels, and
- Virgin Australia's seat sale across the Melbourne to Launceston route.

### Cycle Tourism Marketing

Blue Derby once again was the host of Round 2 of the Enduro World Series in March 2019, cementing its place in the top five Mountain Bike destinations in the world.

Across the summer, leading up to the event TNT;

- Created a content and distribution partnership with Flow magazine to create the articles 'What's new in Derby' and 'Air-Ya-Garn with Miles Smith'
- Facilitated the introduction to the event - trails were presented from the air by helicopter and distributed via EWS global channels
- Supported multiple media visits including internationally renowned MTB photographer and influencer Sven Martin.

- With Cityprom co-hosted a central city mountain bike event including 'trick riders' and MTB brands.

### Event Partnership Marketing

Amplifying the marketing of our annual events is becoming a main-stay within TNT's marketing program. Events as 'invitations to travel' to Tasmania at anytime of the year are critical to the returns we gain from the visitor economy. Two examples include:

**Hawthorn AFL Football Club.** Although our partnership continued to include; destination content promoted through Hawthorn's channels including business offers, suggested itineraries, images and stories, this year we tried something new.

Together we created a campaign concept not seen in Australian sports marketing. A video invitation personalised to 10,000 of Hawthorn's members who related to the Lifelong Learner profile.

The invitation sent via electronic direct mail (eDM), with a call to action to our website, could also be 're-gifted', allowing anyone to personalise the invitation and share it with friends on social media. This encouraged other partners to share the invitation through their channels. The result, an accumulative media reach to approximately 18,700 inter-state travellers.

**MONA FOMA.** MONA ran the first 'full program' MONA FOMA event in Launceston 13th – 20th January 2019. The results were fantastic by any economic or social measure applied, with between 4,000-6,000 of tickets sold for each day.

TNT co-hosted the second annual 'MOFO Industry Session' event in September, with over 120 people attend. We assisted with the Air MOFO

promotion, which saw 160 people win seats on a charter flight called 'Air MOFO,' providing land transport and social media activation. We also partnered with Tourism Tasmania to run an Insta-meet with 16 hosted influencers and photographers, ensuring regional experiences were matched with the MONA FOMA program.

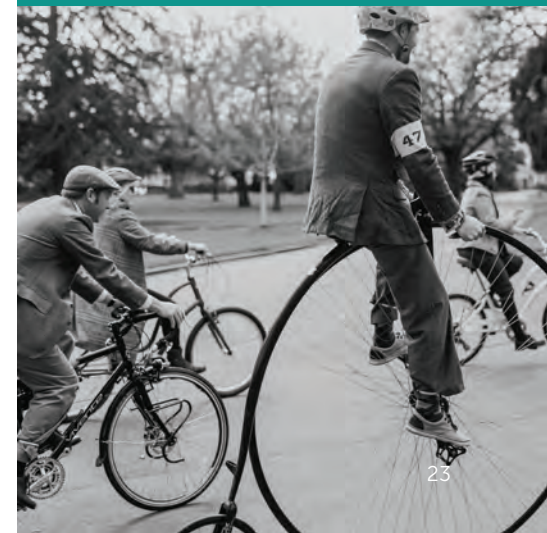
In 2020 our partnership with MONA enters a new phase, with a dedicated destination website hosted by TNT, yet branded by MONA to promote and direct MOFO attendees around the region and State.

Other valued event marketing partnerships included:

- Great Chefs Series - hosting media from the Australian, producing content with Alex Atala
- Junction Arts Festival - supporting visiting media, Broadsheet magazine
- Spring into the Tamar - supported promotion of: Blooming Tasmania, Farmgate Festival, Junction Arts Festival, Artentwine and the Tamar Writers Festival
- Ten Days on the Island - supported The Guardian's visit to profile the event
- Effervescence - social media activation and sharing
- Festivale and Hobart Hurricanes - prize promotion to increase visitation to both events
- TyreSprint V8 Supercars - prize incentive promotions for pre-event activation
- AGFEST - hosted an instameet profiling Tasmania's rural culture
- BOFA Film Festival - supporting visiting media that generated coverage in The Age, The Sydney Morning Herald, Brisbane Times, and watoday.com.au.



**"Events are invitations to travel to Tasmania at any time. They give people permission to indulge in their passion."**





Cruise Ship Attraction

On the 16th December 2018 the Tamar Valley hosted it’s second cruise ship visit in recent times. The Seaborn Legend dropped anchor and the Tamar Valley hosted its passengers. TNT’s role continued to be focused on promoting to cruise lines and shore excursion agents the virtues of the Tamar Valley as a destination for small luxury vessels. In partnership with Tourism Tasmania and TasPorts, we also secured future visits:

2019-20 Season	2020-21 Season
7 Nov Caledonian Sky	19 Dec Star Breeze
28-29 Feb The World	11 Feb Star Breeze

Leading & Inspiring Industry

Destination Action Plans

Destination Action Plans (DAPs) are currently in place for: Flinders Island, Great Western Tiers, North East Tasmania, George Town, West Tamar, the Fingal Valley. Launceston is currently being reviewed by its DAP group and the Northern Heritage Precinct DAP, although completed, is in need of local leadership.

Sonia Mellor, and now Kirsten Bach, Industry and Community Liaison Manager for TNT have worked tirelessly to support and stabilise local leadership groups, to be confident as custodians of these action plans.

Each Group has had its successes, big and small, but some stand-outs for us included:

- Flinders Island Crayfish Festival, year two

- Mapping the trails of the Great Western Tiers, the new capital of short walks in Tasmania

- Publishing and then securing fund for the Masterplan for the Beauty Point Foreshore

- North East audience profiling and social media promotions

- Fingal Valley walking tracks and access roads will be repaired and upgraded by 31st December. This includes Mathinna Falls, Grey Mares Tail Falls and Evercreech

- Mt George Mountain Bike Park project securing Federal Government funding

- George Town Tourist Map and social media training

Although some groups have been successful in raising funds to allow them to apply for grants, it’s evident that for any group, baseline financial resourcing is the biggest challenge in keeping a group cohesive. TNT will continue to advocate for the value that each group’s time to be recognised within grant programs being made available into the future.

Industry Development & Recognition

TNT, with the other Tasmanian RTO’s and Department of State Growth, for the third year running offered professional development scholarships via the Tasmania Leaders Program. The goal is to develop a cohort of regionally based small business people as leaders and inspiration for their local communities. This year seven people received scholarships and voiced their support for scholarships being continually offered.



Celebrating Our People

Success in tourism as a business or as a destination is always about the connection that happens between a visitor and a local. In recognition of this TNT continued the ‘Champions of Tourism’ peer nomination awards program, celebrating individuals in our industry who really make a difference. Across the nine categories, 45 legends (240 in total) of our industry were nominated for recognition. On the 15 November we celebrated these Champions in front of 120 of our industry colleagues.

Northern Champions Role Call

- Tourism Personality of the Year – Brock Kerslake (taste.walk.talk)
- Social Media Hero – Brigitte Trobbiani (Junction Arts Festival)
- Service Wizard – Skye Cusack (Hotel Grand Chancellor Launceston)
- Standout Food Ambassador – Brock Kerslake (taste.talk.walk)
- Event Organizer Extraordinaire – Tony Scott (Tassie Scallop Fiesta)

- First Class Volunteer – Damien Pinkerton

- Most Dynamic Newbie – Sean Robson and Andrew Corbett (Overland Track Transport)

- Trailblazing Innovator – Cathryn Cocker (Low Head Beach House)

- Most Likely to Succeed – Skye Cusack (TasTAFE student)

State Tourism Award Winners’ Role Call

Gold

1. Major Festivals and Events: Hawthorn Football Club
2. Festivals and Events: Festivale
3. Specialised Tourism Services: Launceston Airport
4. Destination Marketing: Visit Flinders Island
5. Gustav Award for Best New Business: Peppers Silo Hotel

Silver

6. Festivals and Events: Junction Arts Festival
7. Specialised Tourism Services: RiverFly 1864
8. Adventure Tourism: Blue Derby Pods Ride
9. Tourism Restaurants and Catering Services: Stillwater
10. Tourism Wineries, Distilleries and Breweries: Josef Chromy Wines
11. Caravan and Holiday Parks: Big 4 Launceston Holiday Park

Bronze

12. Tourist Attractions: Seahorse World
13. Visitor Information Services: Great Western Tiers Information Centre
14. Tourism Wineries, Distilleries and Breweries: Moores Hill Estate
15. People’s Choice: Overland Track Transport

Other

16. 2018 Tourism Minister’s Young Achiever Award: Jo Youl



## Prospecting for Investment

TNT advocated for key 'place-making through tourism' initiatives leading up to the Federal Government election in March 2019. In partnership with lead proponents, outcomes against these initiatives were as follows:

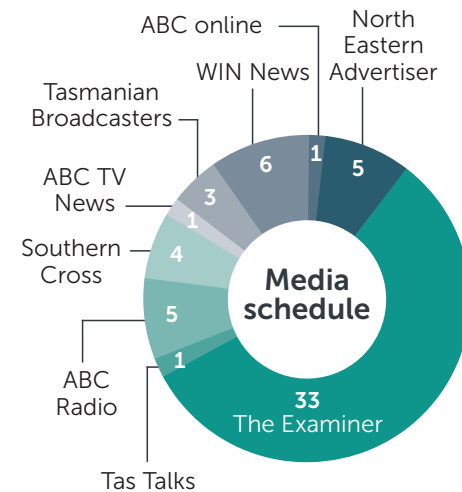
- **Mt George Mountain Bike Park** – \$4.4million secured to build this project
- **Beauty Point Foreshore beautification** – \$3million to deliver upon the Masterplan
- **Flinders Island Access** – \$6.6million for Flinders Airport upgrade and Lady Barron Safe Harbour projects
- **Built Cultural Initiative** – \$10 million secured as part of a renewed City Deal to include event venue developments.

TNT will continue to advocate for place-making initiatives, especially those included in Destination Action Plans and local government plans, such as:

- **Cataract Gorge** – Project Storytelling to create night-time visitor experiences
- **Dual use of the North East Rail Corridor**– Rail trail funding to be secured and heritage railway concept to be realised
- **Ben Lomond visitor complex** – building a new multi-purpose facility to attract year-round visitation
- **Meander Valley, Short-walk Capital of Tasmania** – TNT to co-fund and deliver a Masterplan to direct future investment and activity
- **Northern Heritage Visitor Precinct** – evolving the 'Reassign' project of old into a future visitor experience.

## Growing the Support of Our Community

Local News Media Coverage of TNT Stories



## Visitor Engagement Strategy

### Tasmanian Journeys

The State Government's Tasmanian Journeys project continued, with the launch of the Western Wilds journey to accompany the Great Eastern Drive. The program will see five journeys launched by June 2020, with the primary goal of dispersing visitor further across the State.

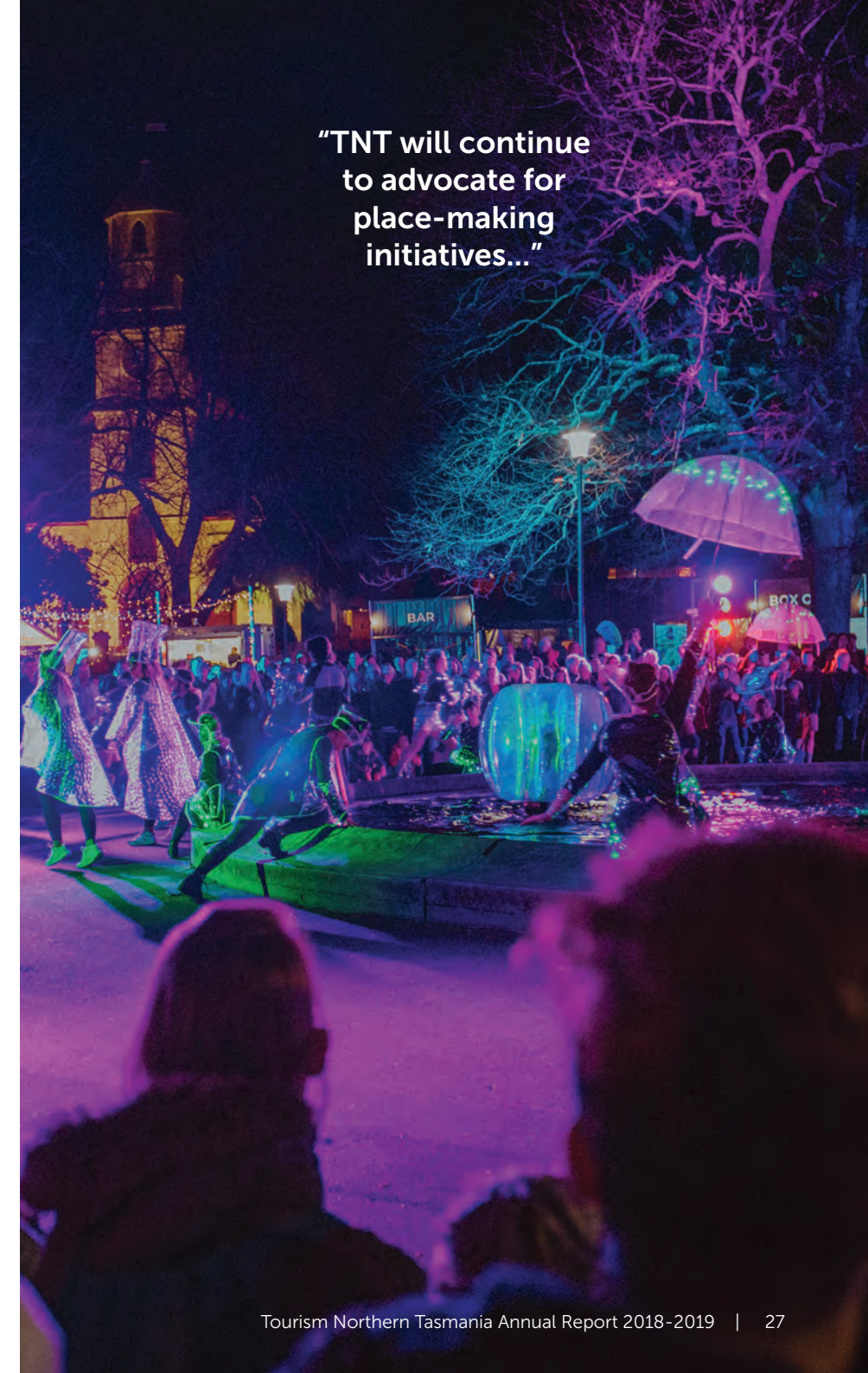
The third journey to be developed for a potential launch in late 2019, will be a Journey south of Hobart, in recognition for the hardship felt by the community during the bushfire's of January.

For the remaining two journeys, TNT partnered with Department State Growth, Tourism Tasmania and other Tasmanian RTO's to conceptualise. Initial consumer research coupled with the mapping of complementary visitor dispersal initiatives around the State formed the basis for two concept journeys which are currently being workshopped with industry and local councils. Actual launch of future journeys is expected during 2020.

### Tourism 2030 – The Future of the Visitor Economy

Early advice was provided that a process to update and evolve the current State Tourism Strategy, Tourism 21 will commence in late 2019. This is a critical document that should challenge and direct our collective thinking with regard to the social, environment and economic implications of growing our visitor economy in Tasmania.

"TNT will continue to advocate for place-making initiatives..."







## The TNT Team Out & About

**"The TNT team have made it our priority to engage with stakeholders and the broader community"**

1. TNT Team exploring the wonders of Flinders Island; 2. Jo Mohr Hot Ballooning; 3. Gillan Miles guest appearance on Adrian Wood's City Park Radio segment; 4. Our CEO and the lovely Lilly up early to catch a hot air balloon ride; 5. Rick Marton and Chris Griffin acting suspicious with raspberries from Christmas Hills at Launceston Airport; 6. Our CEO and West Tamar Council welcome the cruise ship Seaborne Legend; 7. Some of the TNT staff experiencing Sharp Airlines; 8. Gillian Miles having a blast at Ten Days on the Island; 9. Stunning ladies all in blue attending QATA18.







Tourism Northern Tasmania Inc.

ABN 42 362 4 03 917

# Financial Statements

30th June 2019

Contents

Treasurer’s report .....	31
Independent audit report .....	32
Income & expenditure statement .....	34
Statement of financial position .....	35
Statement of cash flows .....	36
Notes to the financial statements .....	37
Statement by members of the committee.....	39

## Treasurer’s Report

A key focus for 2018-19 was delivering upon priority projects directed by the Northern Tasmania Destination Management Plan in partnership with funding members of the organisation, State Government and seven northern councils.

This year was the third year of a three year funding partnership between Tourism Northern Tasmania (TNT) and seven northern councils, with renewal for a further three years sought. From a financial perspective, this renewal seeks to sustain a stable foundation on which the region’s destination management strategy can evolve.

During the 2018-19 period, the organisation operated at a surplus for the year of \$13,297, compared to a surplus of \$38,519 the previous financial year.

TNT continued following a contemporary approach to marketing and community engagement. This saw total revenues

reach \$795,087 compared to \$732,514 the year previous. This a result of increased grant funds received to support delivery of agreed projects, as well as funds from industry partners for a variety of projects.

In terms of the balance sheet, members funds have grown by the amount of the current year’s surplus, reflected predominantly through an increase in cash in bank. We are carrying Income Received in Advance of \$120,000 for projects which include; Restaurant Tasmania, Tasmania MTB Brand project and Tasmanian Journeys Project. These funds are expected to be fully disbursed in the coming financial year.

We remain in a solid cash position of \$398,952 which is up on the balance from the previous financial year of \$366,462.

For 2019-20, the budget reflects and enables the shifts in direction and approach identified through the evolved Destination Management Strategy for the region, and is expected to see the organisation follow a balanced budget.

**Rob King**  
Treasurer, Tourism Northern Tasmania







Crowe Tasmania  
ABN 84 006 466 351  
62 Paterson Street  
LAUNCESTON TAS 7250  
PO BOX 1000  
LAUNCESTON TAS 7250  
Main +61 (03) 6323 1222  
Fax +61 (03) 6323 1231  
www.crowe.com.au

## Tourism Northern Tasmania Inc

Independent Auditor's Report to the Members of Tourism Northern Tasmania Inc

### Opinion

We have audited the financial report of Tourism Northern Tasmania Inc. (the Association), which comprises the statement of financial position as at 30 June 2019, the income and expenditure statement for the year then ended, the notes to the financial statements, and the board's declaration.

In our opinion, the accompanying financial report presents fairly, in all material respects, the financial position of the Association as at 30 June 2019 and of its financial performance for the year then ended in accordance with the accounting policies described in Note 1.

### Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Association in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist the Association to meet the requirements of the *Associations Incorporation Act (Tasmania) 1964*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

### Responsibilities of the Board for the Financial Report

The board is responsible for the preparation and fair presentation of the financial report in accordance with the financial reporting requirements of the applicable legislation and for such internal control as the board determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the board is responsible for assessing the Association's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless the board either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

The title 'Partner' conveys that the person is a senior member within their respective division and is among the group of persons who hold an equity interest (shareholder) in its parent entity, Findex Group Limited. The only professional service offering which is conducted by a partnership is the Crowe Australasia external audit division. All other professional services offered by Findex Group Limited are conducted by a privately owned organisation and/or its subsidiaries.

Findex (Aust) Pty Ltd, trading as Crowe Australasia is a member of Crowe Global, a Swiss Verein. Each member firm of Crowe Global is a separate and independent legal entity. Findex (Aust) Pty Ltd and its affiliates are not responsible or liable for any acts or omissions of Crowe Global or any other member of Crowe Global. Crowe Global does not render any professional services and does not have an ownership or partnership interest in Findex (Aust) Pty Ltd. Liability limited by a scheme approved under Professional Standards Legislation. Liability limited other than for acts or omissions of financial services licensees.  
© 2019 Findex (Aust) Pty Ltd

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

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

As part of an audit in accordance with the Australian Auditing Standards, the auditor exercises professional judgement and maintains professional scepticism throughout the audit. The auditor also:

- Identifies and assesses the risks of material misstatement of the financial report, whether due to fraud or error, designs and performs audit procedures responsive to those risks, and obtains audit evidence that is sufficient and appropriate to provide a basis for the auditor's 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.
- Obtains 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 entity's internal control.
- Evaluates the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by those charged with governance.
- Concludes on the appropriateness of those charged with governance's 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 entity's ability to continue as a going concern. If the auditor concludes that a material uncertainty exists, the auditor is required to draw attention in the auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify the auditor's opinion. The auditor's conclusions are based on the audit evidence obtained up to the date of the auditor's report. However, future events or conditions may cause the entity to cease to continue as a going concern.
- Evaluates the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation. The auditor communicates with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that the auditor identifies during the audit.

Crowe Tasmania  
CROWE TASMANIA

Malcolm Matthews

Partner

Launceston

Date: 27/8/19





## Income & expenditure statement

For the Year Ended 30 June 2019

	Notes	2019 \$	2018 \$
<b>Income</b>			
Grant Funding	2	703,652	629,120
Industry Sessions		91,435	103,394
<b>Total Income</b>		<b>795,087</b>	<b>732,514</b>
<b>Expenses</b>			
Administration Fees		113,066	69,258
Board Expenses		35,781	62,736
Celebrate Expenses		-	23,516
DAPS Expenses		-	11,200
Depreciation		7,910	1,543
Major Events Expenses		15,000	34,759
Marketing		20,354	12,394
Meeting		22,414	0
Project Expenses		164,646	96,770
Staffing Expenses	3	394,347	377,582
Stakeholder Engagement Expenses		8,271	4,237
<b>Total Expenses</b>		<b>781,789</b>	<b>693,995</b>
<b>Net surplus/(deficit)</b>		<b>13,297</b>	<b>38,519</b>



## Statement of financial position

As At 30 June 2019

	Notes	2019 \$	2018 \$
<b>Assets</b>			
<b>Bank</b>			
CBA Bank Account		398,952	366,462
<b>Total Bank</b>		<b>398,952</b>	<b>366,462</b>
<b>Current Assets</b>			
Trade Debtors and Other Receivables	4	101	13,143
<b>Total Current Assets</b>		<b>101</b>	<b>13,143</b>
<b>Fixed Assets</b>			
Property, Plant and Equipment	5	2,510	3,984
<b>Total Fixed Assets</b>		<b>2,510</b>	<b>3,984</b>
<b>Total Assets</b>		<b>401,550</b>	<b>383,091</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Trade and Other Payables	6	23,258	27,222
Provisions		13,910	9,082
Income Received in Advance		120,000	116,200
<b>Total Current Liabilities</b>		<b>157,168</b>	<b>152,504</b>
<b>Total Liabilities</b>		<b>157,168</b>	<b>152,005</b>
<b>Net Assets</b>		<b>244,383</b>	<b>231,085</b>
<b>Equity</b>			
Current Year Earnings		13,298	38,518
Retained Earnings		231,085	192,567
<b>Total Equity</b>		<b>244,383</b>	<b>231,085</b>



## Statement of cash flows

As At 30 June 2019

	2019 \$	2018 \$
<b>Operating Activities</b>		
Receipts from Grants	707,454	494,249
Other receipts	104,477	101,020
Payments to and on behalf of employees	(389,519)	(380,849)
Payments to suppliers for goods and services	(383,486)	(400,269)
<b>Net Cash Flows from Operating Activities</b>	<b>38,926</b>	<b>(185,849)</b>
<b>Investing Activities</b>		
Payment for Property, Plant and Equipment	(6,435)	(3,192)
<b>Net Cash Flows from Investing Activities</b>	<b>(6,435)</b>	<b>(3,192)</b>
<b>Net Cash Flows</b>	<b>32,490</b>	<b>(189,041)</b>
<b>Cash and Cash Equivalents</b>		
Cash and Cash Equivalents at beginning of period	366,462	555,503
Cash and Cash Equivalents at end of period	398,952	366,462
<b>Net change in cash for period</b>	<b>32,490</b>	<b>(189,041)</b>

## Notes to the financial statements

### Tourism Northern Tasmania Inc For the year ended 30 June 2018

#### 1 Accounting Policies

These financial statements are a special purpose financial report prepared in order to satisfy the accounts preparation requirements of the Associations Incorporation Act (Tasmania) 1964.

The board have determined that the Tourism Northern Tasmania Inc. is not a reporting entity and therefore there is no need to apply Australian Accounting Standards or other mandatory professional reporting requirements in the preparation and presentation of the financial statements.

The financial report has been prepared on an accruals basis and is based on historical costs modified by the revaluation of selected non-current assets, financial assets and financial liabilities for which the fair value basis of accounting has been applied.

The following specific accounting policies, which are consistent with previous periods unless otherwise stated, have been adopted in the preparation of this financial report:

#### (a) Property, Plant and Equipment

Each class of property, plant and equipment is carried at cost or fair value less, where applicable, any accumulated depreciation and impairment losses.

The depreciation rate used for plant and equipment is 5 - 67%.

#### (b) Employee Benefits

Provision is made for the association's liability for employee benefits arising from services rendered by employees to balance date. Employee benefits that are expected to be settled within one year have been measured at amounts expected to be paid when the liability is settled, plus related oncost.

#### (c) Revenue

Grants are recognised as revenue in the period in which the entity expects to use the grant funding. Grant funding received in advance is recorded as a liability, and is recorded as revenue in the following period.

Other revenue is recognised when the entity obtains control over the funds, which is generally at the time of receipt.







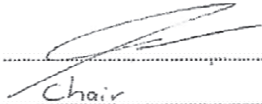
Statement by members of the committee

Tourism Northern Tasmania Inc

Board's Declaration

In the opinion of the board, the financial report:

- (a) presents fairly the financial position of Tourism Northern Tasmania Inc. as at 30 June 2019 and its performance for the year ended on that date in accordance with the accounting policies outlined in Note 1 to the financial statements;
- (b) satisfies the requirements of the Associations Incorporation Act (Tasmania) 1964 to prepare accounts; and
- (c) at the date of this statement, there are reasonable grounds to believe that Tourism Northern Tasmania Inc. will be able to pay its debts as and when they fall due.

Signed:   
Position: Chair  
Date: 23/8/19

(d) Goods and Services Tax (GST)

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office. In these circumstances the GST is recognised as part of the cost of acquisition of the asset or as part of an item of the expense. Receivables and payables in the statement of financial position are shown inclusive of GST.

	2019	2018
	\$	\$
2 Grant Funding		
Grant Funds	85,000	22,000
Northern Councils	290,648	284,420
Tourism Tasmania	328,004	322,700
Total Grant Funding	703,652	629,120
3 Staffing Expenses		
Accrued Leave	4,828	(2,391)
Staff Training/Appreciation	3,619	5,346
Superannuation	32,701	32,063
Wages and Salaries Expenses	353,200	342,564
Total Staffing Expenses	394,347	377,582
4 Trade and Other Receivables		
GST	12	499
Trade Debtors	89	12,644
Total Trade and Other Receivables	101	13,143
5 Property, Plant and Equipment		
Office Furniture & Equipment at Cost	17,535	16,207
Accumulated Depreciation Office Furniture & Equipment	(15,026)	(12,223)
Total Property, Plant and Equipment	2,510	3,984
6 Trade and Other Payables		
ATO Integrated client account	4	7,948
Other Creditors	4,800	4,800
Superannuation Payable	8,231	7,633
Trade Creditors	10,223	6,842
Total Trade and Other Payables	23,258	27,222



# Contributors

## Funding Partners

City of Launceston  
Dorset Council  
Flinders Council  
George Town Council  
Meander Valley Council  
Northern Midlands Council  
Silverdome  
Tourism Tasmania  
West Tamar Council

## Local Tourism Associations

Flinders Island Tourism & Business Inc.  
Great Western Tiers Tourism Association  
Heritage Highway Region Tourism Association  
Launceston Tamar Valley Tourism Association  
North East Tasmania Tourism Association

## State and Regional Partners

Cityprom  
Department of Communities Tasmania (Silverdome)  
Department of State Growth  
Events Tasmania  
Launceston Airport  
Launceston Chamber of Commerce  
Northern Tasmania Development Corporation  
Regional Development Australia  
Spirit of Tasmania

Tasmanian Hospitality Association  
Tasmanian Parks and Wildlife Service  
Tasports  
TasTAFE  
Tourism Industry Council Tasmania

## Events

10 days on the Island  
Agfest  
Australian Musical Theatre Festival  
Beerfest Launceston / Royal on Eve  
Big Bash  
Blooming Tasmania  
BOFA  
Effervescence  
Enduro World Series  
Farmgate Festival  
Festivale  
Festival of Roses  
Fiesta on George  
Flinders Island Food & Crayfish Festival  
Fresh Hop Beer Festival  
Harvest Market  
Hawthorn Football  
Junction Arts Festival  
Launceston Cycling Classic  
Launceston MOFO (MONA FOMA)  
Launceston Night Market  
NAB AFL Women  
NZ NBA  
Panama Festival  
Party in the Paddock

QATA18  
Spring into the Tamar  
Tamar Valley Writers Festival  
Targa  
Tasmanian Craft Fair  
Tasmanian Garlic and Tomato Festival  
Tassie Scallop Fiesta  
Tyrepower Tasmania Super Sprint  
Supercars

## Market Partners

Cityprom  
Delicious  
Fairfax Media  
Flow Magazine  
Hobart Hurricanes  
Jetstar  
Launceston Airport  
Melbourne Airport  
Qantas  
Share Plate Magazine  
Sharp Airlines  
Tourism Australia  
Tourism Tasmania  
University of Tasmania  
Westpac

## Tasmanian RTOs

West by North West  
Destination Southern Tasmania  
East Coast Regional Tourism

## Industry

A Taste of Flinders  
Abel Gin  
Alps and Amici  
Autorent Hertz  
Barnbogle  
Baileys Lane  
Bespoke Patisserie  
Best Western Plus  
Black Cow  
Blue Derby Pods  
Bluestone Bar and Kitchen  
Boags Centre For Beer Lovers  
Bread & Butter  
Bridestowe  
Christmas Hills Raspberry Farm  
Clover Hill Wines  
Colonial Hotel  
Country Club Tasmania  
Encore Theatre  
Exeter Bakery  
ETC Bakery  
Flick the Bean  
Flinders Island Car Rental  
Geronimo Aperitivo and Bar  
Goaty Hill Wines

Harvest Launceston  
Hatherley Birrell Collection  
Hot Air Ballooning Tasmania  
Hotel Grand Chancellor  
Hubert and Dan  
Josef Chromy Wines  
Kooparooka Niara Tours  
Launceston Distillery  
Launceston Visitor Information Centre  
Liberty Balloon Flights  
Little Rivers Brewery  
Low Head Beach House  
Mantra Charles Hotel  
Marjories  
McDermott Coaches  
Moores Hill  
Miners Gold Brewery  
Mud Bar and Restaurant  
Murphy Bloom  
Ocho Beer  
Off the Table  
On Your Bike Tours  
Peppers Seaport  
Peppers Silos Hotel  
Red Brick Road Cider House

RiverFly 1864  
Rockjaw Tours  
Saint John Craft Beer  
Sawyers Bay Shacks  
Seahorse World  
Sharp Airlines  
Sinapius  
Stillwater  
Tamar Ridge Cellar Door  
Tamar Valley Resort  
Tamar Valley Wine Route  
Tasmanian Truffles  
Taste.Walk.Talk  
The Cabin Exeter  
The Flinders Wharf  
The Perch  
The Sebel Launceston  
Timbre  
Trek Tours Australia  
Turners Stillhouse  
Unique Charters  
Velo  
Vertigo MTB  
Woolmers

**Photography:** TIL Pictures, Adam Gibson, Sven Martin, Natasha Mulhall Photography, Lusy Productions, Jesse Hunniford, Prime Perspectives, Rob Burnett, Martin Eadie, Zoe Howard, Chris Crerar, Geoff Robson, Funky Trunks, Richard Strong  
**Design:** Clever Creative



# *Thank you*

The Board and Management of Tourism Northern Tasmania Incorporated would like to express their sincere thanks to all those individuals and agencies who fund, support and champion the activity of our Regional Tourism Organisation.

Without the collective efforts of many, TNT would not be in the position to lead and inspire our industry and stakeholders to deliver upon our destination's management plan.







# Tourism Northern Tasmania

Tourism Northern Tasmania Inc. ABN: 42 362 403 917  
Level 1, Suite 1, 63-65 Cameron Street, Launceston, TAS 7250  
Phone: +61 3 6380 6099 Email: [admin@tnt.org.au](mailto:admin@tnt.org.au)  
[www.northerntasmania.com.au](http://www.northerntasmania.com.au)

