



Tourism Northern Tasmania

ANNUAL REPORT 2017-2018



“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.”



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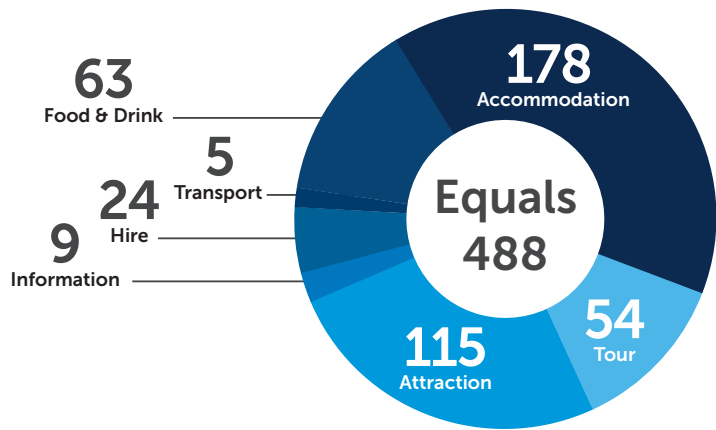
"Increasing visitor yield and dispersal are our renewed mantras."

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 the ABS 2016 Census, Northern Tasmania's residential population is estimated at 143,874 people and the local economy has a labour force of 64,084.

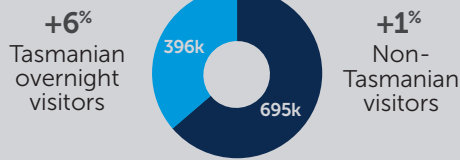
Tourism Businesses in the North

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



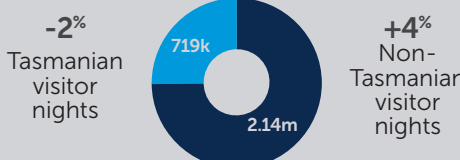
Visitor Number Growth

Total visitors 1.09m



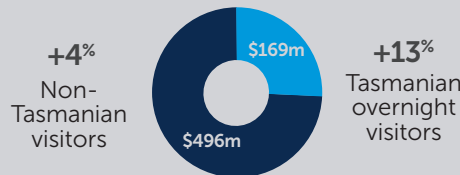
Visitor Nights Growth

Total nights 2.85m



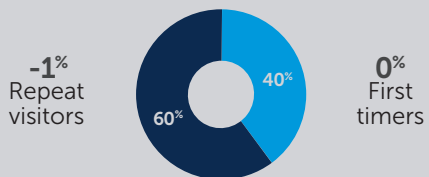
Visitor Expenditure Growth

Total expenditure \$665m



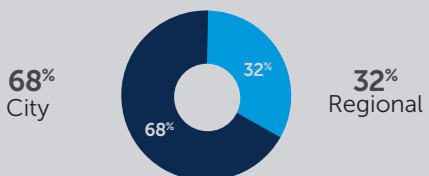
Repeat Visitors

(Non-Tasmanian)

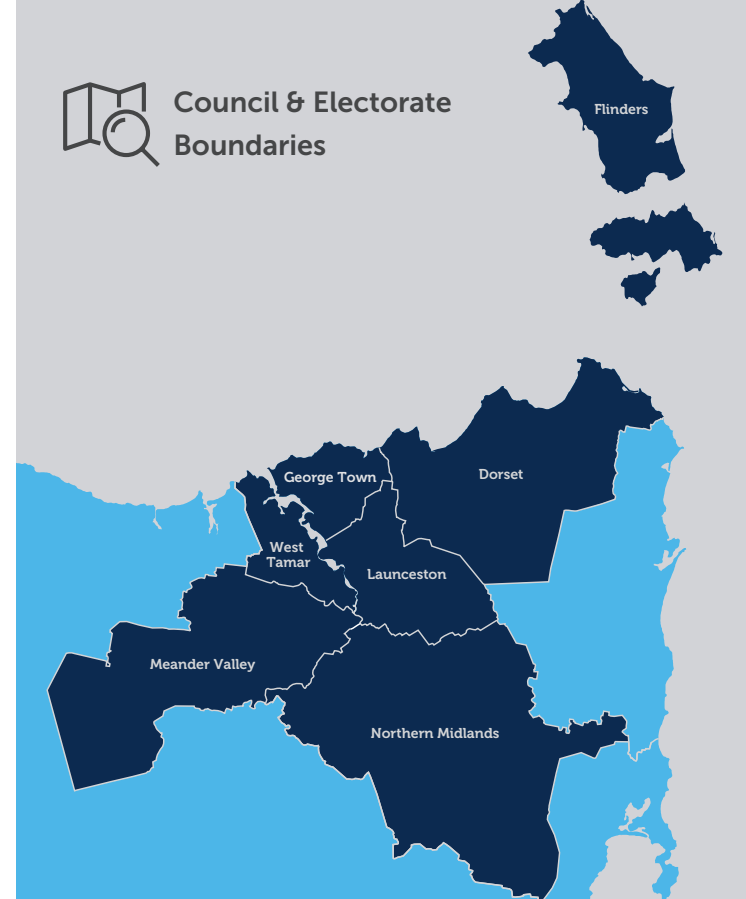


City Vs Regional

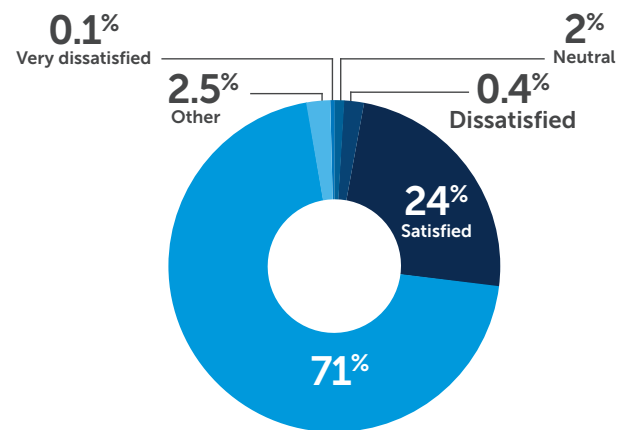
Dispersal of Visitor Nights (Non-Tasmanian)



Council & Electorate Boundaries



Visitor Satisfaction



All measures are current as at year end 30 June 2018, 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
- North East Tasmania Tourism Association
- Flinders Island Tourism and Business Association
- Great Western Tiers Tourism Association
- Heritage Highway Association
- Greater Esk 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.



Chairman's Report

As I finish this report, the latest news is that Tasmania's nature tourism numbers just released from the Parks and Wildlife Service for 2017/18 have tipped 1.4 million visitors. This is a healthy indicator of where some of our key strengths are in attracting visitors, the combination of adventure and beauty, activity and creativity in special places.

The spill over into activities outside of nature-based places such as soft adventure and creative pursuits, is something TNT has been focussed on for the past 12 months.

Of particular note is the effort going into the cool season event strategy. Sporting tournaments not only are a natural fit for the image of active healthy pursuits, they bring large numbers of sportspeople, friends, family and supporters all of whom make the most of a visit to

Tasmania with pre and post activities. Add unique cultural experiences such as musical theatre and we have a recipe that speaks to our boutique, playful, eclectic and quietly proud brand values that bring visitors to the region in our traditionally low season. The recent announcement of the Special Olympics to be hosted by the region is just the tip of the iceberg of what is possible.

Our special places are increasingly the backdrop for major events. We are particularly proud that First Basin, Cataract Gorge will host 800 national delegates for the Qantas Australian Tourism Awards next March. It is never a small achievement to host a prestigious event in a regional city, but to place it in one of our most spectacular and cherished locations demonstrates how we can bring these special places to life respectfully and responsibly.

We have been putting our minds and efforts to supporting the Tourism 21 strategic focus of encouraging and supporting visitors to stay longer, spread out from major centres and spend more while they do. With sustained growth in visitor numbers anticipated, visitor dispersal and yield are where TNT will increasingly focus its energies. A good example of this is working with each of our local destinations to ensure the region has strong attractors and reasons to visit each place. Local Government is key to this along with the increasingly active DAP (Destination Action Plan) leadership groups.

Market led disruptions remain a significant opportunity and challenge as new ways of experiencing the region, supporting visitors and attracting visitors grows. As a regional tourism organisation, we want to support the

right mix of opportunities for both local businesses and visitors. We believe that means we can't ignore the disruptors, such as the sharing economy, we need to work with them so they become a part of the way in which visitors choose to experience the region.

Our six core Destination Management Strategy priorities remain our guiding principles. They are worth reiterating:

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 great experiences and deliver excellent service. A good example of this is teaming up with City of Launceston and other Councils to create a consistent digital entry point (website) for the region making it easier for visitors to make choices about visiting destinations across the region.

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; being Tasmania's first gigabit city; the UTAS Northern Transformation project. All contribute to Launceston's aspiration to be a world leading regional city. An aspiration that TNT fully, actively advocates for.

3. Embracing the Disruption – acknowledging the sharing economy now accounts for over half the north's accommodation 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 ensures 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 will be 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 respond. Further to this we will be sharing this intelligence in real language for better business planning for everyone.

While we are passionate about our patch in the North, we are part of the State and as such we invest time in our state partnerships to ensure that we contribute to the "Tasmania" brand (because we all win from that), working with Tourism Tasmania and the Department of State Growth to build regional appeal, dispersal and industry resilience. But most of our focus is on delivering the best possible visitor experience in our patch.

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 TNT 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 Board Directors turning over in 2018/19 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 excited to have some new contributions. This keeps the Board fresh and ensures we are evolving with where the region's needs are.

Tourism continues to be a significant growth opportunity for the region. We are working hard to make the most of it for the North, for tourism businesses with skin in the game, for the community who host of visitors and for those who visit us, to make sure they come back, many times. We are working to make sure we remain competitive when the demand pendulum inevitably swings the other way and we can only do this with your support and partnership to see this region prosper from tourism.

James McKee

**Chairman,
Tourism Northern Tasmania Incorporated**



CEO'S Report

"Cultural and Sporting Events attracted to our region are reinvigorating how the visitor economy generates social and economic returns to our communities"

This year we welcomed MONA FOMA to Launceston, attracted the first Cool Season sporting event; the AFL Inclusion Festival, and helped secure the opportunity to host the 2018 Qantas Australia Tourism Awards. With a future that will continue to see MOFO and other major cultural events share the limelight with sporting events hosted across the region, a standing debate at TNT (Tourism Northern Tasmania) is "have we become a TENT (Tourism and Events Northern Tasmania)?"

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 is designed to ensure we aspire to position

our local destinations based on each community's strengths as recognised by visitors both current and future.

We have celebrated consistent growth in visitor numbers, reflected in the year end March 2018 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 become our primary focus.

- **True economic return from visitors.** We sustained growth in non-Tasmanian visitors to the north (+1%) consistent to that of Tasmania (+1.5%), while our overnight Intra-state visitor numbers grew by 6%, a reflection of the State economy improving?

On average non-Tasmanian visitors' length of stay was unchanged, yet they spent more per day (\$219) than in the previous year (+7%). The nett result was very positive, yet our goal to increase our share of all visitor nights spent in Tasmania to 28% by 2022 remains our focus.

- **Where and when visitors spent time across the region.** Launceston now enjoys 68% of all nights spent in the region. Seasonally the period of October to March remain our strongest period with 63% of all visitors to the region. These dispersal numbers are our dual targets within the Destination Management Strategy; i) position regional destinations to

attract 35% of visitor nights spent in the north, and ii) attract events during the May - October period to balance visitor loads to reflect a 60/40 seasonal split warm vs cool season.

- **How motivated were our visitors to share their experiences, and visit us again.** Across the region visitors very satisfied with their stay reached 71%. An additional 24% stating they also were satisfied. Against any reasonable benchmark a 95% rating is very positive indeed.
- **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 dropped slightly to 46% (down 2%), as did Spirit of Tasmania (down to 0.5% to 17%), made up by visitors who arrived in Tasmania via Hobart and other airports now reflecting 37%. It is a fair assumption to make that increased capacity via Hobart airport vs Launceston is having a bearing upon the port of entry decisions visitors are making ...

From August through to April of this past year the TNT Board and stakeholders reset the region's 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:

Tourism 21 Strategy Initiatives. As a joint partner with the RTOs of East, South and North West, Tourism Tasmania, the Tourism Industry Council of Tasmania and Dept. State Growth, we activated the Drive Journeys initiative. This will see significant investment

in marketing five journeys designed to disperse visitors across regional Tasmania. Two of these journeys will start in the North.

Attracting Cool Season Events. In 2016/17 we validated a business case that would see TNT actively bid for non-conference events to be hosted in the city, between April and September —a period of low visitor trading now known as the 'cool season'. With the appointment of Laura Manion as Business Development Manager – Events in October, TNT secured three sporting tournaments by June 2018, with an approximate total economic value of \$1.36m. This precedes the announcement of the city hosting the Under 15s AFL tournament in 2019, and the Special Olympics Australia events in 2020 and 2022 with an accumulative economic value of \$9.2m.

Place-Making Through Tourism. We secured funding and provided validation for the following; Projected Story Telling in the Cataract Gorge, a masterplan for Beauty Point Foreshore to compliment future cruise ship visits, funding to attract events to regional Tasmania, and the "to be confirmed" inaugural Australian Musical Theatre Festival. We also celebrated the opening of Woolmers Estate Visitor Centre and the Peppers Silo Hotel.

Audience Centric Marketing. We continued to talk to specific 'passion based' audiences on themes of Food, Mountain Biking, Events (see below) and touring. Tourism Tasmania's refreshed Go Behind the Scenery winter/spring campaign prominently featured northern experiences. Work commenced on developing a unifying destination website to provide a more efficient and highly optimised platform

for councils and industry groups to reach more prospective visitors.

Leveraging Returns from our Major Events. We renewed our model for working with events & festivals to ensure mutual benefit for participating events and their ability to attract visitors to our places. Great examples of this were partnerships with Hawthorn Football Club, Festivale, TyreSprite V8 Supercars, Effervescence, and the inaugural MONA FOMA festival. Watch this space for an exciting 2018/19 event calendar!

Inspiring our People, Celebrating our Successes. We hosted and participated in key forums across the year designed to inform and challenge our industry, such as the Built Heritage forum, MOFO Buzz, and the TICT State Tourism Conference. Eight Destination Action Plans provided the basis to distill local industry priorities. A great outcome from DAPs was the RTO leadership scholarships made available to small businesses across the State via the Tasmanian Leadership Program. AND we celebrated our industry through the Champions of Tourism Awards, Launceston Chamber of Commerce Business Excellence Awards, State Tourism Awards and onto the National Tourism Awards.

Community Inclusion. At the heart of our visitor economy is the community. TNT continued to live this truth through working with Beacon Foundation to inspire the next generation to enter our industry; we openly debated the virtues of the sharing economy good and not so good; we co-hosted a forum to debate 'peak tourism' with UTAS; and continued to be the voice that championed the value that visitors provide to our people and our places.



At the heart of every success we have is an ever-expanding group of partners. However the core remains our northern councils, our state government and agency partners and our engaged industry.

Our councils collectively contribute 48% of our annual base funding, and challenge us on matters of strategy and the need for us to stay focused on regional and local collective returns for their communities. Individually we have enjoyed success with each council. Examples include; attracting and hosting major events with the City of Launceston, promoting the new Dorset brand and marketing the “north-east” with Dorset Council; hosting the first cruise ship to the Tamar Valley and preparing for future visits; developing a proposal for MTB trails at George Town; positioning the Great Western Tiers as the Short-Walk capital of Tasmania with Meander Valley Council; supporting the proposal for a ‘Café in the North’ of Flinders Island and the inaugural Food and Crayfish Festival, and setting the foundations for a Northern Heritage Precinct with Northern Midlands Council.

Of our state government partners, Tourism Tasmania and Department of State Growth are foremost. During this year we have partnered with Tourism Tasmania to leverage through marketing many events and seasonal appeals, as well as gain an equal share of voice for the north in their mainland focused marketing campaigns. With Department of State Growth and our fellow Regional Tourism Organisations we commenced building the State’s future drive journeys critical to achieving our mutual goals of increasing visitor yield and dispersal across the State.

Without doubt the Northern Tasmania tourism industry are our strongest supporters. Over 488 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. 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.

The visitor economy, is by definition an intelligent argument that expands the importance of visitors to our state beyond the traditional boundaries of the tourism industry. More and more everyday Tasmanians are participating in the visitor economy. Over 700 Northern Tasmanians offer services through sharing economy platforms such as Airbnb and Stayz. This simple fact is motivation enough to identify our community as a critically important partner. Their awareness of the role they play in positively engaging with visitors is something we as an industry need to embrace. In saying that, critical issues of visitor safety and the quality of the experience offered will continue to be front of mind. How we inspire our ‘Tasmanian Hosts’ to share these values will remain a focus for TNT.

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

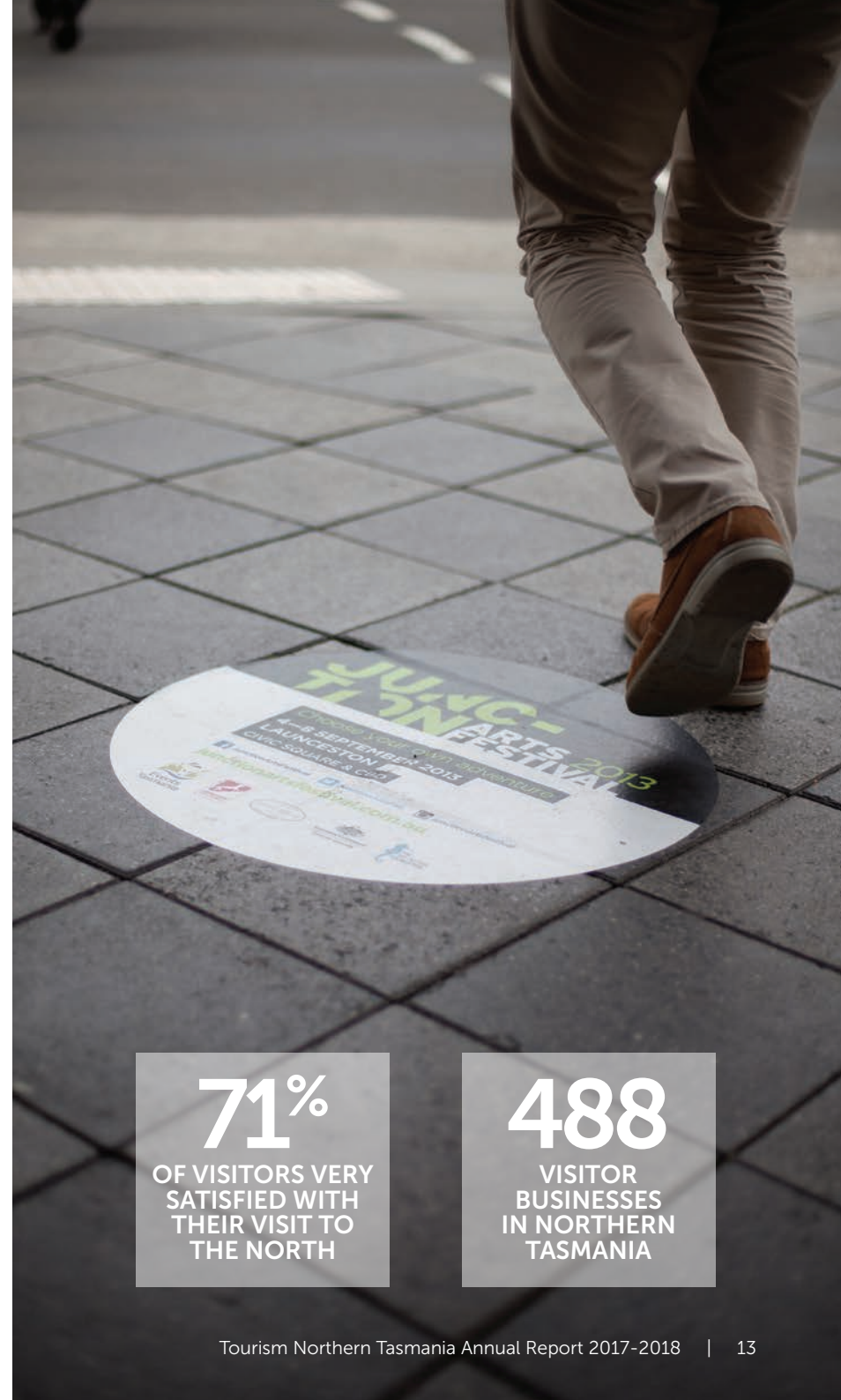
guide, govern and inspire our team to deliver the very best for the region. Our debates are many and varied, but always with the best interests of the community and the visitor industry in mind.

The TNT team. We started the year as a group of four, and ended the year as six, on a tally of 4.7 full time equivalents. The original group myself, Gillian Miles (Events & Festivals Specialist), Sarah Cannell (Marketing Manager) and Abby Stephens (Business and Operations Manager), expanded to include: Sonia Mellor (Industry & Community Liaison Manager) and Laura Manion (Business Development Manager – Events). Although we’ve evolved as a team, the professionalism and common-sense TNT has been acknowledged for in the past remains a core set of principles. It’s a privilege to work with this group of people.

We as a region have great times ahead of us, predicated by market conditions that for the most part, are moving in our favour, and economic stimulus through initiatives such as the City Deal and UTAS Northern Transformation projects. But to capitalise on these we must be united and leverage our strengths across agencies, industry, councils and community. During this past year TNT entered into an agreement with CityProm to cohabitate – to walk the talk of collaboration – we remain committed to inviting other agencies to join in this initiative to ensure culturally, strategically and financially as agencies we’re in-sync and efficient in how we invest our resources to optimise this future good fortune awaiting us.

Chris Griffin

CEO, Tourism Northern Tasmania Incorporated



71%
OF VISITORS VERY
SATISFIED WITH
THEIR VISIT TO
THE NORTH

488
VISITOR
BUSINESSES
IN NORTHERN
TASMANIA



TNT Board members

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 both St Giles and the Tourism Industry Council of Tasmania.

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 sustainable development principles used as a foundation for future innovation opportunities for the region.



TONY CHAPMAN
Board Director: Treasurer*

Tony is a business advisor specialising in strategy, business growth & development, leadership, and workplace culture. He is a partner in the consulting firm Sara Redman & Associates based in Launceston, and providing advice and consulting services to some of Australia's leading companies. Drawing on a diverse background in the strategic management and development of organisations, Tony has worked extensively with tourism businesses in the areas of strategy, systems, people, and the customer experience. He has previously owned and operated a hospitality business in the Tamar Valley, and been a judge in the Tasmanian Tourism Awards.

In addition to holding a number of company directorships, Tony is an active member of CPA Australia, the Australian Marketing Institute and the Australian Institute of Company Directors. He holds qualifications in management, strategy, business administration, marketing, governance, and accounting.

Tony is passionate about working with people and businesses to create opportunities, growth, and the realisation of potential.



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 4 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 Secretary of the Rotary Club of Central Launceston and is a presenter on community radio, City Park Radio.



TIM HOLDER
Board Director

Tim is the Executive General Manager of Tasmanian Broadcasters who operate 10 major commercial radio licences throughout Tasmania, employing about 150 people. Tim sits on several boards including City Mission and NRM North and is on the NRM State Council, responsible for advising the Minister.

Tim co-owns a nationally focused and rapidly growing audio production house Abes Audio, a "cloud based" business with a national and growing international customer base. Tim's board strengths include strong governance, finance, strategy and media engagement and marketing, both on and off line. Educated at Launceston Grammar School, Tim returned to Tasmania after spending 12 years on the mainland.

Tim believes in a strong and prosperous future for Tasmania and the necessity for tourism to be a vibrant economic driver.



RICK MARTON
Board Director*

Rick Marton brings to the TNT board a world of experience in brand and reputation management with specialties in people engagement. As a brand and culture architect, he leads a dynamic team of fresh thinkers at Effective Naturally – a strategic marketing company designed to build brands people rave about.

His experience covers all industries and counts SME's as clients through to some of Australia's best known brands. Despite working abroad so often, he still feels the pride of landing back home in Launceston seeing an opportunity for our region to create a leisure and business tourism experience that is unique and talk worthy.



GINA WOODWARD
Board Director

Gina is a passionate marketing and communications professional with a strong background in regional tourism. Since leaving the Victorian ski resorts in 2014, where she was 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 and marketing consultancy with a range of clients in Australia and overseas. Her main client is currently Great Walks of Australia, for whom she collectively markets premium guided walks to domestic and international audiences (consumer, trade and media), including four walks located in Tasmania.

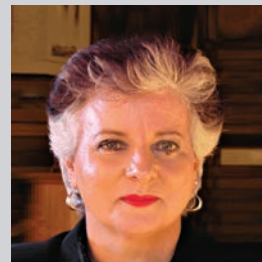
Her interest is in effective communications throughout the customer experience and in stakeholder engagement to achieve favourable outcomes for the region.



LIZ FRANKHAM
Board Director

Liz has interests in the Arts, food and wine, tourism and economic development. She has extensive experience in project management, tourism, and the arts, and as a consultant has worked with, The Glover Prize, The University of Tasmania, The Quamby Estate, MONA, Wine Tasmania, TasTAFE Drysdale, and the Junctions Arts Festival; where in 2016, she became Chair and President. In 2015 Liz joined the organising committee to help deliver Effervescence Tasmania, a celebration of the leading sparkling wines in the state which is held each November, Liz's other board commitments include Flinders Island Tourism and Business Inc (Executive Member), and Tourism Industry Council of Tasmania, (TICT).

Liz 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 twenty-five years' experience working on a vast range of Tasmanian tourism projects; providing industry-related advice to Government, business and private sector; and she owned and operated a successful accommodation business for 6 years.

Sarah has held a range of Board/ Committee positions. She is currently involved with the Tamar Valley Writers' Festival and the palawa Enterprises Trust Board, developing the wukalina Cultural Walk in Tasmania's beautiful North East.

She was deeply honoured to receive the Tasmanian Tourism Award's, Outstanding Contribution by an Individual (2013).

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!



JENNY EDIS
Board Director*

Jenny is the Co-founder and President (2012- 2014) and ongoing Committee Member of Harvest Launceston Community Farmers' Market.

A member of the 2009 Tasmanian Leaders Programme Pty Ltd she was awarded the Inaugural 2013 Tasmanian Leaders Community Achievement Award in 2013.

Her academic qualifications and experience are in Community Development, Travel and Tourism, Events, and Town Planning. She is currently a member of the Tasmanian Leaders Executive Leadership group.

Her move 9 years ago to Tasmania from New Zealand has culminated all her passions of community, tourism, food, farming, education, outdoor activities and the service industry.



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 the following past Board Directors for their time and commitment towards TNT: Rick Marton (resigned December 2017), Jenny Edis (resigned June 2018) and Tony Chapman (resigned June 2018).

The Board would also like to congratulate four new Board Directors who commenced in August 2018 – Lou Clark, Ben Davis, Paul Seaman and Rob King.



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

Currently Chris is in his sixth year as the founding CEO of Tourism Northern Tasmania, a position he came to after migrating to Tasmania to accept the role of Group Manager Marketing for Tourism Tasmania in early 2008.

Chris started his career working as the Marketing Manager for Taieri Gorge Railway, before being acquired by the national rail and ferry operator of New Zealand, Tranz Rail, to head up their International Sales team at the age of 26.

Chris relocated to Melbourne to work in the travel industry with Grand Pacific Tours, and eventually worked for Australian Pacific Tours and other companies. A return to Christchurch New Zealand saw him take on the role of General Manager Marketing of Christchurch & Canterbury Tourism, the largest regional tourism organisation in the country.

✉ 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 in Adelaide.

✉ abby@tnt.org.au



SARAH CANNELL
Marketing Manager

Sarah's our easily excitable Marketing Superstar who started with us in late 2014. Her role involves following strategy from several layers of the tourism industry and implementing them by building relationships with brand and media partners to market Northern Tasmania to the world, as well as keeping up to date on the latest digital marketing trends. This together with Sarah's collegiate approach to industry is what makes her the marketing dynamo that she is.

When Sarah is not in the office, or running around the region you can find her either in her garden at home or out and about drinking a cappuccino from one of our great café's.

* Sarah Cannell resigned in May 2018 and we welcomed Jo Mohr to the team as our new Marketing Manager in early July 2018.



GILLIAN MILES
Festival & Events Specialist

Gillian has had a long and successful career working with Events Tasmania and Tourism & Events ACT until her return to Launceston. She has a commitment 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



LAURA MANION
Business Development Manager for Sport, Special Interest & Major Events

Laura joined the team in late 2017 after working in the media industry for the past six years. Since commencing her role, Laura has engaged with a broad spectrum of sporting organisations and has helped bridge the gap between sport and tourism. In the short time frame that Laura has been with TNT we have had a very high success rate and look forward to sharing in future events with our community.

When Laura is not working with TNT she is exploring the state with her four year old son, Arthur, and attending an array of local events.

✉ laura@tnt.org.au



SONIA MELLOR
Community & Industry Liaison Manager

With a background in environmental planning and natural and cultural heritage management, Sonia took up the mantle from Gillian in the newly minted role of Community and Industry Liaison Manager. She has been continuing TNT's work with LTA's, Councils and the industry in identifying priorities to change the way we build experiences, communicate with, and attract visitors to our region.

A major part of her role has been focusing on the final rollout of the Destination Action Plans (DAPs) in the northern region, and working closely with the LTA's, Councils and DAP Leadership Groups to help them realise the potential in the DAPs. The first reviews of the DAPs are being undertaken to revitalise them for the next three years.

✉ sonia@tnt.org.au



“It’s about talking to the right people, at the right time, about what they’re passionate about through the channels they prefer – simple!”

The year that was

“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.”

Audience Centric Marketing

After 3 years of following our audience centric marketing approach, this year we checked in on how impactful our marketing was, our ‘fit’ with our target audiences and we reset of creative brand expression.

We continued to resource the creation of on brand shareable content for Tourism Tasmania and our individual operators to use. Professional photography undertaken in partnership with councils and industry encompassed 7 full days of photography spanning across 35 tourism experiences and 10 events. Over 200 new on-brand images were made available to Tourism Tasmania, individual councils and participating businesses. We captured video footage to produce new destination videos soon to be released, and partnered with our events in supporting their video productions.

Tourism Tasmania remains one of our most valuable market partners, with their Winter of Curiosity II, Tassie Style and Feed your Curiosity campaigns sharing northern Tasmania experiences and events to Life Long Learners across Australia and the world.

Destination Website

Work commenced on a unifying destination website initially in partnership with City of Launceston. The aim to reduce duplicate website investments, providing a more efficient and appealing web solution for potential visitors, and increasing the success rate from internet searches of prospective visitors seeking to make the North part of their Tasmanian holiday. Since this project has commenced, CityProm and two regional councils to date have committed to being part of this website project.

Northern Tasmania Food Diaries

In its third year, Food Diaries continued to provide ways for us to generate market awareness and engagement for northern food events and experiences. We partnered with;

- Tourism Tasmania and City of Launceston to deliver a ‘foodie Insta-meet’ resulting in 12,000 engagements on Instagram;
- Wine Industry Tasmania to profile the region at their VIN Diemen Events in Melbourne and Sydney;
- West Tamar Council and Events Tasmania to profile the Farmgate Festival via celebrity chef Ben Milborne;
- Melbourne Airport in promoting the 2018 Great Chefs Series events.
- Effervescence sparkling festival in profiling the event via Delicious Magazine, and
- Festive and Fairfax media, promoting incentives for visitors to travel for the event through regional mainland media outlets.

MTB & Cycle Tourism Marketing

Hosting Round 2 of the Enduro World Series in April 2017 put Northern Tasmania on the world map of Mountain Bike destinations. In between hosting the event again in March 2019, our focus this year was on converting demand for Blue Derby, by maintaining in-market activity. Projects included:

- Partnering with Tourism Tasmania to host MTB media Revolution (45,000 readership) and AMB (100,000 readership) and global influencer Pink Bike (1,010,000 social media reach)

- TNT worked with En-route Cycling Tours publicise road cycling events in Northern Tasmania via Cyclist Magazine (50,000 online readers) and a YouTube influencer Cycling Maven (40,000 followers).

Looking to the future as more Tasmanian MTB destinations come online across the state, TNT secured \$30,000 to lead a partnership of Tasmania RTOs and MTB businesses in developing a Tasmania MTB Marketing Program. The funding covers phase I of a program designed to personify the leading ride experiences across the state, and commencing in November 2018.

Supporting cycle tourism marketing, is the bike friendly accreditation program facilitated by the TICT. This is critical for our long-term success as a cycling destination ensure we’re not ‘white washing’ our credentials as a community that supports cycling at all levels.

Attracting, Developing and Leveraging our Events

Cool Season Events Strategy

The Cool Season Strategy was devised as a means to positively influence low levels of visitation experienced by the region between the months of April and September each year. As a strategy it proposes that after three years of following; we can annually positively affect up to 14 weeks of low-trading during these months by hosting:

- Four AFL football games
- Four major conferences
- Three cultural events (BOFA, Australian Musical Theatre Festival and Junction Arts Festival)

- Four major non-conference one-off events (eg. national sporting tournaments)

Central to the Cool Season Events Strategy 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. The strategy was founded upon an assessment into national events availability that matched the city's venues and facilities.

We have been active in this space for eight months and have bid for and won 6 events, as well as building a strong pipeline of future bids and regular stakeholder engagement.

Our first successful bid saw Launceston host the AFL Inclusion Carnival. This involved over 250 people travelling to Launceston for a week-long action packed footy and tourism experience. Second was securing the National Karate Championships for August 2019 that will see 1,500 people flock to Launceston to compete.

The largest bid to date is the Australian Special Olympics. Across two events this would secure approximately 6,000 people visit the region. The formal bid process required TNT to organise the bid document; liaise with multiple venues sporting codes, industry and council; secure financial support from State Government, City of Launceston, Meander Valley and West Tamar Councils; and host the Special Olympics delegation who assessed the city's ability to host the events. On 5 September 2018, Launceston was announced as the host city for both the 2020 and 2022 Special Olympics Australia events.

Through this role we have implemented a new CRM system to track industry and venue information. We have adopted an events calendar to allow TNT, Business Events Tasmania and others to work to avoid event date clashes and we have produced bidding collateral to showcase our region.

Qantas Australia Tourism Awards 2018

In February, Launceston was announced as the host city for this event to be held on Friday 1 March 2019. TNT supported

the development of the bid for this event, site inspections, and the initial event concepts which have now solidified into an event plan supported by all primary stakeholders. This event's ability to celebrate Tasmania through Launceston to the country cannot be underestimated

Developing Our Events

TNT participated in a partnership with MONA and others for Mona Foma to relocate to Launceston annually in January. The potential of this nationally significant cultural festival will evolve over time and the power of the MONA brand will shine a distinct light on the north of the state. The inaugural festival was held 12-14 January and attracted 10,000 people, many being new visitors of a younger demographic.

TNT has continued to provide support to events through Events Tasmania grants including Farm Gate Festival, Blooming Tasmania Flower & Garden Festival, Artentwine and Tamar Valley Writers Festival who have collaborated to promote Spring into the Tamar as a marketing initiative in 2018.

Researching the Potential of Musical Theatre

Gillian Miles, Events & Festivals Specialist for TNT initiated informal consultation with key players in Launceston regarding the musical theatre genre, with the intent of scoping the potential of a cool season cultural festival. The response from the community of interest has been extremely positive and resulted in Events Tasmania funding formal research into the scope, scale and potential of this festival concept. The primary aim of the event over time is to attract intra and interstate visitation. 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.

Event Partnership Marketing

One of our most cherished partnerships is with Hawthorn Football Club, an event organiser who generates visitation through hosting five AFL sporting events each year, four of which are held between May and August when we need the visitation the most. We continued to generate excitement and interest for our destination, as well as stimulating visitation on game weekends through this partnership. Our joint venture partnership has included; destination content promoted through Hawthorn's channels including business offers, suggested itineraries, images and stories and prize incentives to encourage visitation at game weekends; allowing us to reach upward of 340,000 of the club's followers.

Examples of other event partnerships included:

- Junction Arts Festival; Supporting Tourism Tasmania campaign inclusion and pitching editorial to selected media

- Blooming Tasmania; PR and Media support plus on-brand collateral development
- Farmgate Festival; Ben Milbourne promotions and video content creation
- Effervescence; Supporting Delicious magazine exposure and 'Not Quite Nigella' online blogger
- Festive; \$52,890 in media value delivered via Fairfax partnership and via TNT channels
- TyreSprint V8 Supercars; prize incentive promotions for pre-event activation.

Beauty Point Cruise Port

Driven by opportunity identified with the "Investing in our Tourism Future" investment project (2014), coupled with demand from the cruise ship industry, we have successfully positioned the Tamar Valley as Tasmania's newest cruise ship port. In partnership with TasPorts, Tourism Tasmania, West Tamar and George Town Councils and participating industry, the Ponant vessel *MS L'Austral* visited on 28 January 2017, which will be followed by *Carnival's Seabourn Sojourn* on 16 December 2018.

As supporting initiative was the development of a Masterplan for the Beauty Point Foreshore providing a landscape designed connection between the village and any future commercial use of existing facilities on Inspection Wharf.

Leading & Inspiring Industry

Destination Action Plans (DAPs)

DAPs currently are in place for: Flinders Island, Great Western Tiers, North East Tasmania, George Town, West Tamar, Launceston, the Fingal Valley, and the Northern Heritage Precinct.



"The Tamar Valley is one of the most iconic quality brands in Tasmania, luxury cruise ship visits validate this credential"



"Festivals and events inspire us, transport us to new ways of thinking, liberate us and challenge our creative selves... they're also really good for business"

Sonia Mellor, Industry and Community Liaison Manager for TNT has worked tirelessly to support and stabilise the eight local leadership groups, the new 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
- Mapping the trails of the Great Western Tiers, the new capital of short walks in Tasmania.
- Establishing a plan for a Northern Heritage Visitor Precinct
- Publishing the Masterplan for the Beauty Point Foreshore
- Supporting the merging of TNT and City of Launceston’s visitor websites
- Inaugural Tassie Scallop Fiesta
- Fingal Valley reserves infrastructure needs prioritised
- George Town Mt Bike park planning commenced

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 and enabling them to deliver upon actions laid out in their respective plans. TNT will continue to advocate for the value of each group’s time to be recognised financially in grant programs being made available into the future. Without this many DAP group’s run a very high risk of failing.

Industry Development & Recognition

TNT jointly with the other Tasmanian RTOs and Department of State Growth, offered professional development scholarships via the Tasmania Leaders

Program. The goal over the next three years is develop a cohort of regionally based business people as leaders and inspiration in their local communities. To date six small business people have received these 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’ nomination awards program, celebrating individuals in our industry who really make a difference. Across the seven categories (including one new category where people voted for the TAFE student Most Likely to Succeed), 50 legends of our industry were nominated for recognition. On the 23 November we celebrated these champions in front of 120 of our industry colleagues.

Northern Champions role call

- Tourism Personality of the Year – Karen Phillips
- Social Media Hero – Cathryn Cocker (Low Head Beach House)
- Service Wizard – Rebecca McDonald (Cataract on Paterson)
- Standout Food Ambassador – Curly Haslam-Coates (Vintage Tasmania)
- Event Organizer Extraordinaire – Ryan Limb (Vibestown)
- First Class Volunteer – Karen Phillips
- Most Dynamic Newbie – Dave and Eve Gibbons (Uncover Launceston)
- Trailblazing Innovator – Tara Howell (Blue Derby Pods Ride)
- Most Likely to Succeed – Sandy Liang (TasTAFE student)

State Tourism Award Winners’ role call
Gold

1. Ecotourism: Tasmanian Walking Company (National gold Hall of fame)
2. Specialised Tourism Services: RiverFly 1864 (National Silver)
3. Destination Marketing: Flinders Island Tourism and Business Association
4. Tourism Wineries, Distilleries and Breweries: Josef Chromy Wines

Silver

5. Tourist Attraction: Seahorse World
6. Festival and Events: Junction Arts Festival
7. Specialised Tourism Services: Launceston Airport
8. Tourism Wineries, Distilleries and Breweries: Moores Hill Estate
9. Caravan and Holiday Parks: Big 4 Launceston Holiday Park

Bronze

10. Tour and Transport Operators: Vertigo MTB
11. Deluxe Accommodation: The Sebel Launceston
12. 2017 Tasmanian Tourism Champion: Josef Chromy OAM

Prospecting for Investment

TNT advocated for key ‘place-making through tourism’ initiatives leading up to the State Government election in March 2018. Outcomes against these initiatives are as follows:

- **Cataract Gorge** – Project Story-telling to create night-time visitor experiences. \$800,000 secured



Visitor Engagement Strategy (VES)

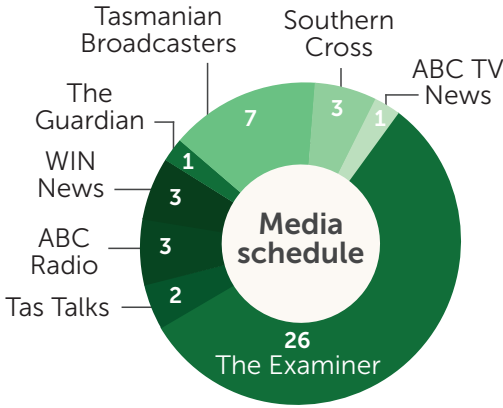
The State Government’s Visitor Engagement Strategy has been activated via the commencement of the Drive Journeys project. This will see five sign-posted journeys launched with the primary goal of dispersing visitor further across the State. The first journey, Great Eastern Drive, has been established for approximately four years. The second’s development commenced in November 2017, with a launch date of October 2018.

The third journey to be developed for a potential launch in March 2019 will see TNT take a lead role as project manager. Initial consumer research, coupled with the mapping of complementary visitor dispersal initiatives around the State have formed the basis of a recommendation that this journey be designed to connect the Central Highlands and the Midlands areas. This will be enabled through the completion of road upgrades in the Central Highlands, scheduled for completion in February 2019.

- **Beauty Point Foreshore beautification** – Masterplan completed, funding continues to be sought
- **Regional Event Attraction funding** – \$3million allocated to Events Tasmania budget
- **Completion of the North East Rail Trail to Lilydale** – decision made in August 2018
- **MOFO event relocation to Launceston** – five year agreement reached August 2018
- **Great Western Tiers Short-walk Capital of Tasmania** – funding continues to be sought
- **Northern Heritage Visitor Precinct** - funding continues to be sought

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

Growing the Support of Our Community





The TNT team out & about

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

1. TNT Board of Directors; 2. Abby and the Premier enjoying The Silos launch; 3. Gillian tasting Flinders Island crayfish;
4. Sarah and Abby having a ball at Junction launch; 5. Laura's secret Santa gift (homemade);
6. The girls on shoot at Clover Hill; 7. TNT's new Marketing Manager Jo Mohr; 8. TNT celebrating at Champions of Tourism.



Tourism Northern Tasmania Inc.

ABN 42 362 4 03 917

Financial Statements

30th June 2018

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Treasurer’s Report

A key focus for 2017-18 was consolidating the partnership approach underpinning so much of the activity of the organisation in recent times. From a financial perspective, this approach is creating a stable foundation on which to move forward. The organisation operated at a surplus for the year of \$39,662, compared to a surplus of \$41,652 the previous financial year.

TNT continued following a contemporary approach to marketing and community engagement. This saw total revenues reach \$732,514 compared to \$624,430 the year previous. This a result of increased grant funds, specifically to deliver the first year of the Cool Season Events Strategy, 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 years surplus, reflected predominantly in a reduction

in current liabilities. We are carrying Income in Advance of \$116,200 for projects which include; Great Chefs Series, Australian Musical Theatre Festival development, Tasmania MTB Brand development and Spring into the Tamar Festival. These funds are expected to be fully disbursed in the coming financial year. We remain in a solid cash position of \$366,462 which is down on the balance from the previous financial year of \$555,503.

For 2018-19, 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 come in with a relatively balanced budget.

Tony Chapman

Treasurer, Tourism Northern Tasmania





POWELL ACCOUNTING

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INDEPENDENT AUDITOR'S REPORT To the Members of Tourism Northern Tasmania Inc.

Opinion

I have audited the financial report of Tourism Northern Tasmania Inc., (the Entity), which comprises the statement of financial position as at 30 June 2018, the Income & Expenditure Statement, Statement of Cash Flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and Statement by Members of the Committee.

In my opinion:

- a) the accompanying financial report presents fairly, in all material respects, the financial position of the Entity as at 30 June 2018, and its financial performance and its cash flows for the year then ended in accordance with the financial reporting requirements of the *Associations Incorporations At 1964*.
- b) the rules relating to the administration for the funds of the association have been observed; and
- c) the association has kept proper records and other books during the period covered by the accounts.

Basis for Opinion

I conducted my 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 Report* section of my report. I am independent of the Entity 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 my audit of the financial report in Australia. I have also fulfilled my other ethical responsibilities in accordance with the Code.

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

Emphasis of Matter – Basis of Accounting

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

Responsibilities of Management and Those Charged with Governance for the Financial Report

Management 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 management 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, management is responsible for assessing the Entity's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using

GEOFFREY V. POWELL
CHARTERED ACCOUNTANT – REGISTERED COMPANY AUDITOR (No. 82) – REGISTERED TAX AGENT – J.P. 03866
POWELL ACCOUNTING TRUST A.B.N. 54 696 872 061

INDEPENDENT AUDITOR'S REPORT (Cont.) To the Members of Tourism Northern Tasmania Inc.

the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

My 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 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 this financial report.

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

- Identify and assess the risks of material misstatement of the financial report, 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 Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management'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 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 report or, if such disclosures are inadequate, to modify my opinion. My conclusions are based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate 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.

I communicate 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 I identify during my audit.

Geoffrey V Powell
6th September 2018

Powell Accounting

Level 1, 7 Quadrant Mall, Launceston Tas. 7250



Income & Expenditure Statement

Tourism Northern Tasmania Inc For the year ended 30 June 2018

	NOTES	2018	2017
Income			
Income			
Grants	2	629,120	548,540
Industry Sessions		103,394	75,890
Total Income		732,514	624,430
Total Income		732,514	624,430
Total Income		732,514	624,430
Expenses			
Administration Expenses		69,258	69,356
Board Expenses		62,736	46,373
Celebrate Expenses		23,516	18,354
DAPS Expenses		11,200	-
Depreciation		1,543	898
Major Events Expenses		34,759	21,996
Marketing Expenses		12,394	16,556
Project Expenses		96,770	95,809
Staffing Expenses	3	377,582	306,155
Stakeholder Engagement Expenses		4,237	7,280
Total Expenses		693,996	582,778
Operating result for the year		38,518	41,652
Net surplus/(deficit)		38,518	41,652



Statement of Financial Position

Tourism Northern Tasmania Inc As at 30 June 2018

	NOTES	30 JUN 2018	30 JUN 2017
Assets			
Current Assets			
Cash and deposits	4	366,462	555,503
Trade and other receivables	5	13,143	1,274
Total Current Assets		379,605	556,777
Non-Current Assets			
Property, plant and equipment	6	3,984	2,336
Total Non-Current Assets		3,984	2,336
Total Assets		383,589	559,112
Liabilities			
Current Liabilities			
Trade and other payables	7	27,222	37,526
Provisions	8	9,082	11,473
Unexpended Grants - Visitor Blue Print		-	226,171
Income in Advance		116,200	91,375
Total Current Liabilities		152,504	366,545
Total Liabilities		152,504	366,545
Net Assets		231,085	192,567
Members funds			
Accumulated surpluses		231,085	192,567
Total Members funds		231,085	192,567

Statement of Cash Flows

Tourism Northern Tasmania Inc
For the year ended 30 June 2018

	2018	2017
Operating Activities		
Receipts From Grants	494,249	580,127
Other receipts	101,021	81,164
Payments to and on behalf of employees	(380,848)	(301,354)
Payments to suppliers for goods and services	(400,269)	(371,972)
Net Cash Flows from Operating Activities	(185,848)	(12,035)
Investing Activities		
Payment for Property, Plant and Equipment	(3,192)	-
Net Cash Flows from Investing Activities	(3,192)	-
Net Cash Flows	(189,040)	(12,035)
Cash and Cash Equivalents		
Cash and cash equivalents at beginning of period	555,503	567,538
Cash and cash equivalents at end of period	366,462	555,503
Net change in cash for period	(189,040)	(12,035)



Notes to the Financial Statements

Tourism Northern Tasmania Inc
For the year ended 30 June 2018

1. Statement of Significant Accounting Policies

The financial statements are special purpose financial statements prepared in order to satisfy the financial reporting requirements of the Incorporations Act (TAS) 1964 and the Australian Charities and No-For-Profit Commission Act 2012. The committee has determined that the association is not a reporting entity. There are no requirements to comply with Australian Accounting Standards under the act. The extent to which Australian Accounting Standards and other mandatory professional reporting requirements have or have not been adopted in the preparation of the special purpose financial report is as follows:

The financial report has been prepared in accordance with the requirements of the following Australian Accounting Standards:

AASB 1031 Materiality

AASB 110 Events after the Balance Sheet Date

The financial statements have been prepared on an accruals basis and are based on historical costs. Material accounting policies adopted in the preparation of the financial statements are presented below and have been consistently applied unless otherwise stated.

Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks and other short-term highly liquid investments with original maturities of three months or less.

Provisions

Provisions are recognised when the association has a legal or constructive obligation, as a result of past events, for which it is probable that an outflow of economic benefits will result and that outflow can be reliably measured. Provisions are measured using the best estimate of the amounts required to settle the obligation at the end of the reporting period.

Employee Benefits

Provision is made for the association’s liability for employee benefits arising from services rendered by employees to the end of the reporting period. All employee benefits are expected to be settled within one year and have been measured at the amounts expected to be paid when the liability is settled.

Classification of employee benefits

An employee benefit liability is classified as a current liability if the association does not have an unconditional right to defer settlement of the liability for

at least 12 months after the end of the period. This would include all annual leave and unconditional long service leave entitlements.

Plant and Equipment

Where the cost of an item of plant and equipment exceeds \$1,000 and it is probable that future economic benefits associated with the item are expected to flow to the association the item is recognised as an asset. Where an item comprises a set, the set will be recognised as an item if the cost of the set exceeds \$1,000 and it is probable that future economic benefits associated with the set will flow to the association.

Plant and equipment is carried at cost less, where applicable, any accumulated depreciation and impairment losses.

Subsequent costs are included in the asset’s carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the association and the cost of the item can be measured reliably. All other repairs and maintenance are charged to the income and expenditure statement during the financial period in which they are incurred.

The depreciation rates used for each class of depreciable assets are:

Plant and Equipment 5-67%

Leases

Lease payments for operating leases, where substantially all the risks and benefits remain with the lessor, are charged as expenses on a straight-line basis over the lease term.

There were no finance leases for the reporting period.

Trade and Other Receivables

Receivables are carried at cost and recognised when the association has the right to receive the amount, it is probable that the economic benefits comprising the amount will flow to the association and the amount can be reliably measured. A provision for doubtful debts is recognised when there is objective evidence that an impairment loss has occurred at which point the impairment loss is recognised as an expense in the income and expenditure statement. Collectability of overdue accounts is assessed on an ongoing basis.

Revenue and Other Income

Revenue is measured at the fair value of the consideration received or receivable after taking into account any trade discounts and volume rebates allowed. Any consideration deferred is treated as the provision of finance and is discounted at a rate of interest that is generally accepted in the market for similar arrangements. The difference between the amount initially recognised and the amount ultimately received is interest revenue.

Interest revenue is recognised using the effective interest rate method, which for floating rate financial assets is the rate inherent in the instrument.

Revenue recognition relating to the provision of services is determined with reference to the stage of completion of the transaction at the end of the reporting period and where outcome of the contract can be estimated reliably. Stage of completion is determined with reference to the services performed to date as a percentage of total anticipated services to be performed. Where the outcome cannot be estimated reliably, revenue is recognised only to the extent that related expenditure is recoverable.

Government Grants and Income in Advance

Government Grants are assistance by the government in the form of transfers of resources to the association in return for past or future compliance with certain conditions relating to the operating activities of the company. Government grants include government assistance where there are no conditions specifically relating to the operating activities of the company other than the requirement to operate in certain regions or industry sectors.

Government grants are recognised immediately as revenue when (i) the association obtains control of the contribution or the right to receive the contribution (ii) it is probable the economic benefits comprising the contribution will flow to the entity and (iii) the amount of the contribution can be measured reliably. Grant income is recognised as income in advance when it does not meet the criteria detailed at” 1 (i) Critical Accounting Estimates and Judgments” for it to be recognised as income immediately. Grant income will be recognised as income in advance until the time it meets all the criteria listed therein.

All revenue is stated net of the amount of goods and services tax (GST).

Trade and Other Payables

Trade and other payables represent the liability outstanding at the end of the reporting period for goods and services received by the association during the reporting period which remains unpaid.

Liabilities are recognised for amounts to be paid in the future for goods and services provided to the association as at balance date whether or not invoices have been received. General creditors are unsecured, not subject to interest charges and are normally settled within 30 days of invoice receipt.

Trade and other payables includes the unspent portion of grant income (grants in advance).



Critical Accounting Estimates and Judgments

The committee evaluates estimates and judgments incorporated into the financial statements based on historical knowledge and best available current information. Estimates assume a reasonable expectation of future events and are based on current trends and economic data, obtained both externally and within the association.

Key Estimates - Impairment

The committee assesses impairment at the end of each reporting period by evaluation of conditions and events specific to the association that may be indicative of impairment triggers. Recoverable amounts of relevant assets are reassessed using

value-in-use calculations which incorporate various key assumptions.

Grant Revenue Recognition

“Revenue and Other Income” discloses income received from government contributions and specific purpose grant funding (less Income in Advance, where applicable). The association’s grant funding is recognised immediately as revenue when:

(a) the entity obtains control of the contribution or the right to receive the contribution

The association’s specific purpose grant funding is also recognised immediately as revenue where all these criteria are met. For the reporting period, the committee has assessed the specific purpose grant income received and the attached grant funding agreement to determine that grant income meets the criteria set out above. Where there is an obligation to refund uncompleted projects for which contributions were advanced, the unexpended amount of grant revenue has been recorded as income in advance. Refer also to “Government Grants and Income in Advance”at note 1(g).

Goods and Services Tax

Revenues, expenses and assets are recognised net of the amount of Goods and Services Tax (GST), except:

- Where the amount of GST incurred is not recoverable from the taxation authority, it is recognised as part of the cost of acquisition of an asset or as part of an item of the expense; or
- For receivables and payables which are recognised inclusive of GST.

The net amount of GST recoverable from, or payable to, the taxation authority is included as part of receivables or payables.

Income Tax

The committee has self assessed the income tax status of the association and has determined that it is exempt from income tax as it meets the Australian Taxation Office criteria in relation to its objects and wind up clauses.

Distribution of income and capital

Under the association’s constitution the income or capital of the association cannot be distributed to its members. In the event of a wind up the remaining capital must be transferred to an organisation with similar objectives.

Economic Dependency

The normal trading activities of the association depend to a significant degree on funding received from various sources including local and state government.

	2018	2017
2. Grants		
Grant Funds	22,000	-
Northern Councils	284,420	231,040
Tourism Tasmania	322,700	317,500
Total Grants	629,120	548,540
	2018	2017
3. Staffing Expenses		
Accrued Leave	(2,391)	(1,251)
Staff Training/Appreciation	5,346	2,034
Superannuation	32,063	26,334
Wages & Salaries Expenses	342,564	279,038
Total Staffing Expenses	377,582	306,155
	2018	2017
4. Cash Deposits		
CBA 067600 10859320	366,462	305,703
Visitor Blue Print	-	249,800
Total Cash Deposits	366,462	555,503
	2018	2017
5. Trade & Other Receivables		
GST	499	-
Trade Debtors	12,644	1,274
Total Trade & Other Receivables	13,143	1,274
	2018	2017
6. Property, Plant & Equipment		
Office Furniture & Equipment at Cost	16,207	13,015
Accumulated Depreciation Office Furniture & Equipment	(12,223)	(10,680)
Total Property, Plant & Equipment	3,984	2,336
	2018	2017
7. Trade & Other Payables		
ATO Integrated client account	7,948	11,535
Superannuation Payable	7,633	6,007
Trade Creditors	6,842	15,284
Other Creditors	4,800	4,700
Total Trade & Other Payables	27,222	37,526
	2018	2017
8. Provisions		
Provision for Annual Leave	9,082	11,473
Total Provisions	9,082	11,473

Statement by members of the committee

Tourism Northern Tasmania Inc For the year ended 30 June 2018

The committee of the association declare that:

1. the financial statements and notes, as set out in the financial report give a true and fair view of the association's financial position as at 30 June 2018, and its performance and cash flows, for the year ended on that date; and
2. in the committee's opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable; and
3. the financial report satisfies the requirements of the Associations Incorporation Act (Tasmania) 1964 and the Australian Charities and Not-For-Profit Commission Act 2012 to prepare accounts.

This declaration is made in accordance with a resolution of the committee.



Chairperson: James McKee



Treasurer: Tony Chapman



Contributors

Funding Partners

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

Local Tourism Associations

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

A Day On The Green
Agfest
Artentwine
Beerfest Launceston
Blooming Tasmania
Effervescence
Enduro World Series
Farmgate Festival
Festivale
Festival of Roses
Fiesta on George
Flinders Flicks
Flinders Island Food & Crayfish Festival
Fresh Comedy
Great Chef Series
Harvest Market
Hawthorn Football Games
Junction Arts Festival
Launceston Cycling Classic
Launceston MOFO (MONA FOMA)
Launceston Night Market
Launceston Tornadoes V Dandenong Rangers
Shakespeare In The Vineyard
Tasmanian Craft Fair
Tasmanian Garlic and Tomato Festival
Tas Open DanceSport
Tasmanian Trout Expo
Tyrepower Tasmania Super Sprint
Supercars
Winterfire

Market Partners

Cityprom
Events Tasmania
Hawthorn Football Club
LAFM/Chilli FM
Launceston Airport
Launceston Tornadoes
Melbourne Airport
Pink Bike
Sharp Airlines
Tasmania Hospitality Association
Tasmania Parks and Wildlife Services
TasTAFE
Tourism Australia
Tourism Industry Council Tasmania
Tourism Tasmania
University of Tasmania

Tasmanian RTOs

Cradle Coast Authority
Destination Southern Tasmania
East Coast Regional Tourism Organisation

Industry

A Taste of Flinders
Abel Gin
Alps and Amici
Anabels of Scottsdale
Bass and Flinders Centre
Beaconsfield Mine and Heritage Centre
Best Western Plus
Black Cow
Blue Derby Pods Ride
Branhholm Lodge
Brickendon
Cascade Cottage

Cataract on Paterson
Christmas Hills Raspberry Farm
Cinco Passiones
Clarendon House
Clover Hill Wines
Country Club Tasmania
Delamere
Deloraine Deli
Derby General Store
Dinner Belle
East Beach Tourist Park
Elmslie Tasmania
Evandale Market
Flinders Island Car Rental
Forest Walks Lodge
George Town Visitor Information Centre
George Town Watch House
Geronimo Aperitivo and Bar
Goaty Hill Wines
Gourlay's Sweet Shop
Hallams Waterfront Seafood Restaurant
Harvest Launceston
Hatherley Birrell Collection
Hillwood Berry Farm
Holm Oak Vineyards
Hotel Grand Chancellor
Hubert and Dan
Icena Accommodation
Ingleside Bakery
Inside Cafe
Iron Pot Bay Vineyard
Island Quarters
James Boag Brewery
Jansz

JJ's Bakery
Josef Chromy
King Thing Marketing
Lake Leather
Langdale Farm
Launceston Aquatic Centre
Launceston Distillery
Launceston Ghost Tours
Launceston Tickets
Launceston Visitor Information Centre
Lentara Grove
Little Rivers Brewery
Low Head Beach House
Low Head Penguin Tours
Low Head Pilot Station
Low Head Tourist Park
Mantra Charles Hotel
McDermott Coaches
Millers Orchard
Moores Hill
Mud Bar and Restaurant
Nigel's Gourmet on Tamar
Peppers Seaport
Peppers York Cove
Peppers Silos Hotel
Pipers Brook Vineyard
Platypus Park
Penny Royal Launceston
Postmasters Lodge
QVMAG
Red Brick Road Cider House
Red Feather Inn
Rosevears Hotel
Ross Female Factory

Saint John Craft Beer
Seahorse World
Sharp Airlines
Sinapius
Springfield Deer Farm
Stillwater
Stonethrow Launceston
Tailrace Centre
Tamar Ridge Cellar Door
Tamar Valley Resort
Tasmania Wool Centre
Tasmania Zoo
Tasmanian Wine and Cheese Tours
Taste.Walk.Talk
The Sebel Launceston
Timbre
Tin Dragon Trail Cottages
Trowunna Wildlife Park
Two Tonne Tasmania
Uncover Launceston
Van Dieman Brewing
Velo
Vertigo MTB
Vibestown
Village Bakery Inn
Vintage Tasmania
Wines for Joanie
Wingtons Glamping
Winter Brook Vineyard
Woolmers
3 Fermented Queens

Photography: Chris Crerar, C&B Creative, Rob Burnett, Sean Robson, Heath Holden, Martin Eadie, Amanda Crawford, Jacob Collings, Duncan Philpott, Zoe Howard, Brian Cooney, Mathew Farrell | **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

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