

2022-2023

ANNUAL REPORT

*We are a community of hosts,
caring for, and sharing with visitors
our adventures, living history, and
gastronomic experiences, gleaned
from our fertile valleys and
boutique city culture.*

We are Northern Tasmania.
You Will Grow Here.



The Tasmanian tourism industry acknowledges the Tasmanian Aboriginal people and their enduring custodianship of lutruwita / Tasmania. We honour 40,000 years of uninterrupted care, protection and belonging to these islands, before the invasion and colonisation of European settlement. As a tourism industry that welcomes visitors to these lands, we acknowledge our responsibility to represent to our visitors Tasmania’s deep and complex history, fully, respectfully and truthfully. We acknowledge the Aboriginal people who continue to care for this country today. We pay our respects to their elders, past and present. We honour their stories, songs, art, and culture, and their aspirations for the future of their people and these lands. We respectfully ask that tourism be a part of that future.

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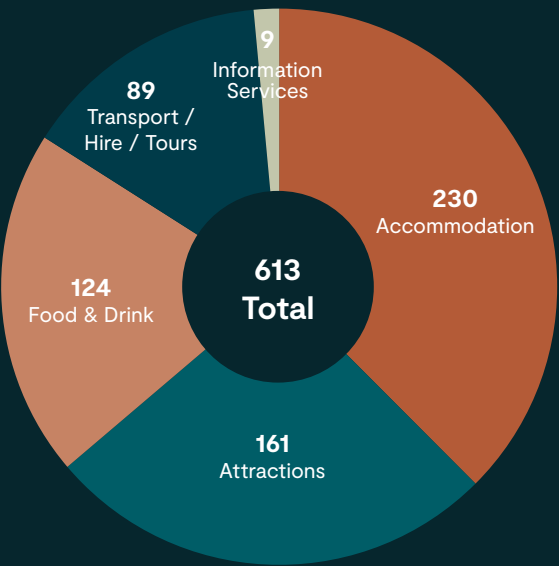


DESTINATION PROFILE AND PERFORMANCE

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, the population is estimated at 155,694, there are 74,707 local jobs, and 75,302 residents are employed.



Tourism Businesses in the North



Council Boundaries

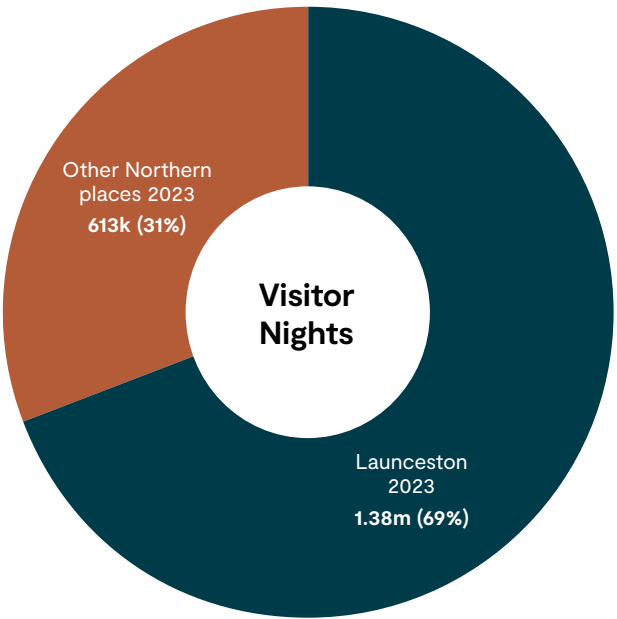


TOURISM IN THE NORTH

Year End 31 March 2023

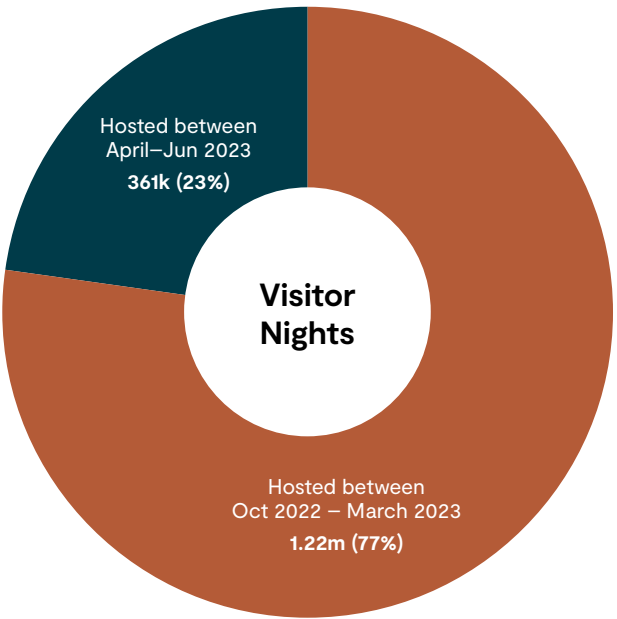
Regional Visitor Dispersal

Non-Tasmanian visitor nights only



Seasonal Visitor Dispersal

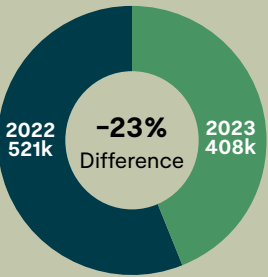
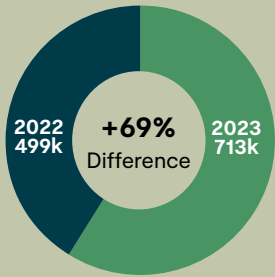
Non-Tasmanian visitor nights only



Visitor Numbers Growth

Non-Tasmanian visitors

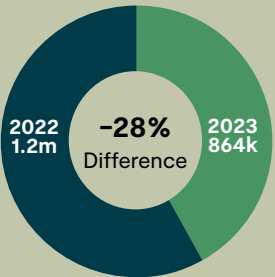
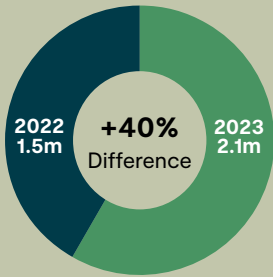
Tasmanian overnight visits



Visitor Nights Growth

Non-Tasmanian visitors

Tasmanian overnight visits



All measures are current as at 31 March 2023 according to the Tasmanian Visitor Survey and National Visitor Survey (with the exception of the Seasonal Visitor Dispersal chart which uses dates October 2022 to June 2023). Note that TVS does not capture visitation to the Bass Strait Islands. Actual performance measures should be treated as indicative only.

Introducing

VISIT NORTHERN TASMANIA

Visit Northern Tasmania (VNT) 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 Tourism Tasmania
- Flinders Island Business Inc
- Launceston Chamber of Commerce
- Heritage Highway Association
- Tamar Valley Wine Route
- Great Western Tiers Tourism Association

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



VISIT NORTHERN TASMANIA'S VISION

We are the trusted leader of the visitor economy of northern Tasmania. We are an important source of knowledge in and about our region and connect our industry with the community, helping both to continue to grow and thrive. We make a real difference on the ground.

OUR VALUES

A Voice for the North

We challenge, champion and lead the vision for the visitor future of our communities, inspiring others to get on-board

Natural Connectors

We instinctively seek partnerships to achieve mutual goals, and we feel a sense of responsibility with and for our partners

Tasmanian, Yet Worldly

We are competing on a world stage, but we're Tasmanian first, focused on the part of the big picture we can influence

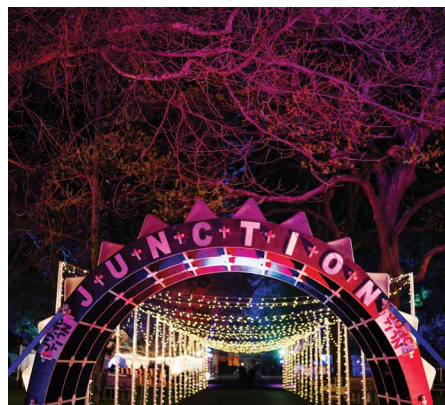
Pragmatic, Courageous Doers

We are a no-nonsense organisation that is clear in its journey, that bravely aims to achieve what may not yet seem possible, and we do what we say we'll do

CHAIR'S REPORT

The value of the visitor economy to the state and our region has always been a key economic driver and it has been encouraging to see the last 12 months as a period of both recovery and normalisation for our industry.

As the domestic market rebounded strongly Northern Tasmania welcomed some 713,000 visitors in the 12 months to March 2023, up 68.5% on the previous 12 months. We remain the second most visited region in Tasmania with 548,000 visitors staying overnight equating to just over 2,000,000 nights spent in region (up 31%). Our own Cataract Gorge attracted 262,000 visitors in the year to March, just 4,000 less visitors than Cradle Mountain and more visitors than the Bay of Fires.



Whilst this was an extremely encouraging set of visitation numbers, most recent sentiment

would indicate that a normalisation year is ahead for us. While 84% of travellers saying they will return, the timing of that return visit is becoming longer as we are seeing international travel compete strongly.

Equally the year has been a period of regrowth and regeneration within our industry with new CEOs at Tourism Tasmania, Tasmanian Industry Council and three of the four Regional Tourism Organisations, and we welcomed Tracey Mallett to the helm of Visit Northern Tasmania.

Just our second CEO in 10 years, our transition to a new CEO has been timely as we celebrate both the successes of the past, the wins of the present and the opportunities for the future.

It is in that framework that our strategic work for FY23 has been focused around embedding new ways of working and interacting with industry, our member councils and state bodies.

We have focused on refining and sharpening our Destination Management Plan and its immediate

actions and future aspirations. We have used this framework to be part of the conversation that has helped influence and inform the final construction of the State's 2030 Visitor Economy Strategy.



Equally we have adapted our strategies for the North to seek a congruent alignment between State, Member Council, industry and our visitors.

Working with and listening to our member councils on how the visitor economy shapes their communities and how to align strategies and visions is and will continue to be central to our efforts. Once

again we saw a year of industry development, product growth and innovation across the region. From ground breaking augmented reality visitor experiences, advancing infrastructure projects and proposals for embracing positive impact tourism, we are advancing the value of the visitor economy in our communities and using it to tell our stories.

Launceston and its surrounds remains key to our success in attracting and dispersing visitation and we continue to advocate for new and enhanced infrastructure and visitor amenity in conjunction with the Launceston Place Brand to ground visitors in a sense of place while they are here.

Continuing in a year of change we farewelled some of our VNT family. Kirsten Bach most recently moving on and we thank her for the support of industry, operators and key projects. Gillian Miles will shortly be taking on retirement and a new life in the South and leaves a legacy of successful and enduring events in the North. Finally a special acknowledgment of Abby Stephens for her 10 years of service to VNT as our Business Manager. Abby has been the face of VNT for as long as it has existed and key to its past, present and future success and on behalf of the board we wish her, Gillian and Kirsten all the best.

Paul Seaman

Chair,
Visit Northern Tasmania





CEO'S REPORT

What an honour this is to write my first report as CEO of Visit Northern Tasmania (VNT)! In a year that has seen record spending in the visitor economy even though visitor numbers are not quite back to pre-COVID levels, clearly those visitors are staying longer and enjoying some of our wonderful offerings.

It has been pleasing to see increased visitation to the north, as evidenced through accommodation occupancy levels and Tourism Tasmania's visitor analysis data. However, now that people are comfortable travelling internationally again, we must keep working together to ensure that Tasmania is still a destination of choice. Not only do we need to keep attracting them to Tasmania, we need to showcase the best of northern Tasmania to ensure regional dispersal.

At this crucial time of recovery, it has been exciting to work with the State on the development of the 2030 Visitor Economy Strategy. Positive impact continues to be at the centre of our visitor economy, and is the core of the new strategy. We have revitalised our Destination Management Plan to align to this and will implement the agreed actions in a number of ways – by supporting Tourism Tasmania on implementation of the Strategy; by working with Tourism Industry Council Tasmania (TICT) on embedding this, and by leading our own projects in this space. Over the past year, VNT was proud to be part of some key initiatives that illustrate these principles.

1. Zero Waste Events. Partnering with Events Tasmania, we finalised an 18 month program to provide 10 participating events expertise and coaching on reducing their waste. The learnings from this program are now available online to be shared with event organisers across the state and we are considering how to keep this momentum going.
2. Carbon Auditing. Partnering with the Tourism Industry Council of Tasmania (TICT) and Local Carbon we participated in our own carbon auditing providing a pathway to being carbon neutral at a business level, and are now supporting local industry to be part of the TICT's program.
3. Accessibility pilot and workshops. Partnering with Events Tasmania, VNT has hosted events to educate operators on accessibility for people with disability, and plans to expand this.
4. Regenerative tourism – the Islander Way project has wrapped up and an action plan is being developed to work with the Flinders Island community and visitors to help give back through the ethos of regenerative tourism.

In parallel with the development of the State 2030 Visitor Economy Strategy, VNT refreshed its own Destination Management Plan to ensure alignment between our four pillars and the eight key directions of the State Strategy. An annual action plan has now been developed and we look forward to supporting growth in the visitor economy through achievement of those actions – all of which will lead us to achieving the vision and goals of the State Visitor Economy Strategy.

This past year saw VNT deliver on some of the many projects funded through the Federal Regional Tourism Recovery program, including:

- Opening the Gate – a state-wide agritourism business incubator that allowed us to work with many new and existing agritourism businesses.
- REASSIGN Heritage Interpretation – launched in December 2022, this project aims to create a precinct in the northern midlands that celebrates convict heritage, while paying respect to country by illustrating aboriginal history across the Grassy Woodlands area.
- Wild Tamar – working with George Town Council to attract new soft adventure tourism businesses to the area.

- Blue Derby green trail – supporting Dorset Council in the design and construction of new trails ahead of the Enduro World Championships
- Meander Valley Short Walk Capital – positioning the Great Western Tiers as an accessible walking destination not just a drive through to Cradle Mountain.

We continued to market northern destinations through our partners. Tourism Tasmania as our principle marketing partner delivered a series of very successful interstate marketing campaigns, including:

- Off Season winter campaign, with 68 northern businesses participating.
- Come Down For Air marketing campaign making a welcome return to key markets.

Together with our Council funding partners, we have partnered on a number of collaborative marketing approaches around the AFL Games in Launceston with the Tassie Hawks; with Dorset Council and Blue Derby Foundation for the Enduro World Championships; with Tamar Valley Wine Route and with many event organisers to promote events and encourage visitation around agriCULTURED, Australian Musical Theatre Festival, Tassie Scallop Fiesta, Festivale, Junction, Mona Foma and many more.

The funding agreements we enter into with Tourism Tasmania, and the seven northern councils that make up our region are critical to VNT's success.

Our council members collectively represent the interests of northern communities and the part they play in our visitor economy, and we thank these Councils for their enthusiasm and active participation:

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

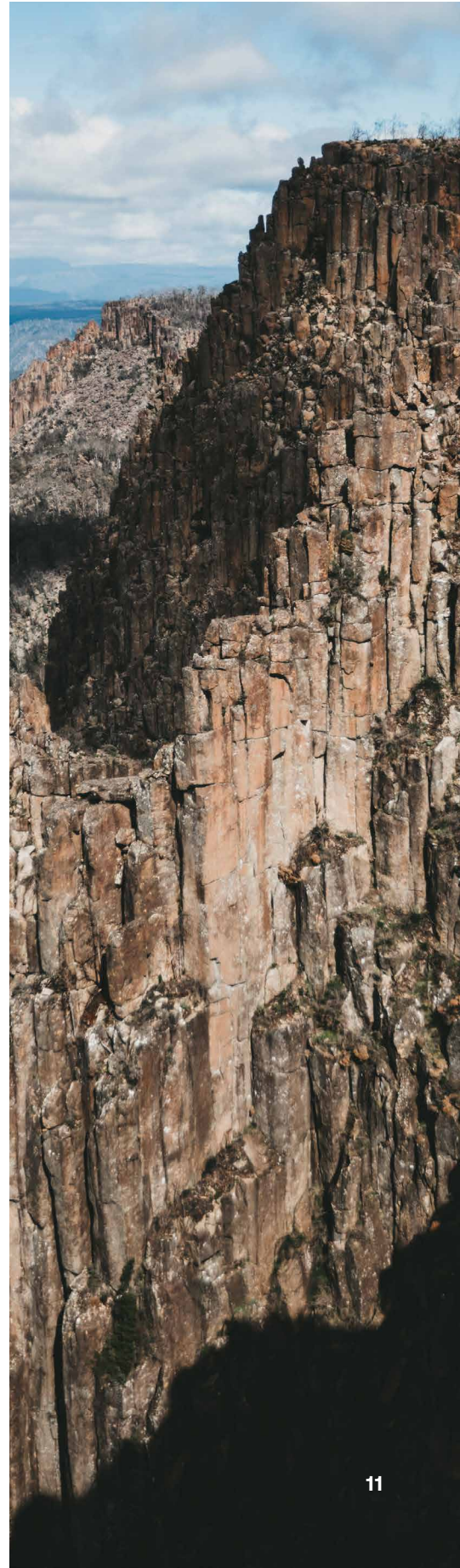
There has been some change on the VNT Board, a skills-based pro-bono group all of whom freely contribute their time and energy to guide, govern and inspire our team to deliver the very best for the region. I thank those who have contributed so effectively until now, and welcome the new Board members who join us to grow a prosperous and sustainable tourism industry in the north. I would especially like to thank the Board and in particular, Chair Paul Seaman for the support and direction they have provided me since I started.

The VNT team comprises highly skilled and invested people committed to making a real difference to our community and the people who work across our tourism, events and hospitality sectors. Of course, we also form a much bigger team comprising our seven councils, local tourism associations, fellow RTOs, government and industry bodies and our amazing operators. Collaboration is what we do best in the north and we greatly enjoy the partnerships through which we do our daily work.

Tracey Mallett



CEO,
Visit Northern Tasmania





BOARD MEMBERS

VNT Board Members 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 Visit Northern Tasmania.



Paul Seaman
Chair

Paul is a passionate hotelier and tourism professional with over 25 years of experience in the industry. Having held senior roles across multiple international hotel brands in Sydney, Darwin, and 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.

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 the tourism industry can bring to the North. He holds a Bachelor of Business in Management & Economics, Masters of Business Leadership and is a member of the Australian Institute of Company Directors.



Sam Reid
Board Member

Sam is co-founder of Willie Smith's Cider, based in the Huon Valley Tasmania and the Managing Director of Du Cane Brewery & Dining Hall on Princes Square in the Heart of Launceston.

Sam served as President of Cider Australia for 6 ½ years and is passionate about the difference quality local food and beverage can make to regional, communities around Australia. The Du Cane Brewery & Dining Hall has been designed to help cement Launceston's designation as 'UNESCO City of Gastronomy' and to help kick-start Northern Tasmania's opportunity in the Agri-Tourism sector.

Prior to that Sam had a corporate career spanning 15 years and 3 continents working in senior marketing and innovation roles.



Stuart Loone
Secretary

Stuart has 25 years' experience in the arts and cultural sector. Currently, he is Programs Manager with Theatre North. Prior to this, Stuart was General Manager at Spring Bay Mill, assisting with the transformation of the 42-hectare site into a cultural and tourism space while restoring its natural values.

He was previously a Board Director of East Coast Tourism Tasmania and was founding convener of the Spring Bay Tourism Group. He sat on several East Coast working groups related to the visitor economy

Stuart has worked for Ten Days on the Island, Tasdance, Tasmania Performs, University of Tasmania and Artology. He is currently a board member of Stompin Youth Dance Co and was a founding board member of the Theatre Council of Tasmania.



Shane O'Hare
Board Member

Shane is a highly experienced global tourism and aviation sector Board Director and CEO with a career spanning over 40 years within the aviation industry. Shane's various senior and management roles, including appointments at Qantas Airways, Etihad Airways, Royal Jet Group and APAC (Melbourne Airport).

Shane founded a regional airline, Seair Pacific Airlines, an award-winning tourism operation in Queensland.

He is currently a Board Director of Tourism Tasmania while also serving as Chief Executive Officer and Board Director of Launceston Airport.

Shane is a keen traveller and is passionate about enhancing the Tasmanian tourism industry.

Shane is a fellow of the Australian Institute of Company Directors and also holds an MBA from Bond University.



Dr Oscar Vorobjovas-Pinta
Board Member

Dr Oscar Vorobjovas-Pinta is a passionate academic in the area of tourism and events. He is the Course Coordinator for the Graduate Certificate, Graduate Diploma and Master of Tourism, Environmental and Cultural Heritage at the School of Social Sciences at the University of Tasmania. Oscar is also the President of the Australian and New Zealand Association for Leisure Studies. Oscar has over a decade of experience working in the tourism industry both as a professional and as an academic.

Oscar is a leading expert on LGBTQI+ communities in the context of tourism, events, leisure, and hospitality. His research interests are the sociology of tourism, tourist behaviour, and technology-enhanced tourism experiences.



Donna Stanley
Observer

Representing the Tasmania Parks and Wildlife Service (PWS), Donna joined the Board as an 'Observer' in March 2020. As PWS Regional Manager North, Donna brings to the board some 28 years experience in reserve management, with both a professional and personal interest in Tasmania's reserve estate, especially in the north and east of the state.

Finding the balance of appropriate use of our exceptional natural assets is a challenge, but one that Donna proactively approaches on a day to day basis, sharing that experience, among others with our Board. Donna is also a member of the East Coast Tasmania Tourism board and Chair of the Stompin Youth Dance Company board.



Nicole Sherriff
Public Officer

Nicole kick started her career with a science degree while working as a bushwalking guide in lutruwita/ Tasmania- going on to manage the company. Her personal and professional motivations focus on sustainability, conservation, environmental management and tourism in Tasmania and New Zealand. Her experience has been applied across a range of industry sectors including tourism, reserve lands management, power generation and airport operations. Joining the Board in February 2023, she values the opportunity to contribute to the sustainability and viability of tourism in northern Tasmania.



Sarah Wells
Board Member

Sarah joined the Board in February 2023 as an experienced marketing professional who has worked with hundreds of Tasmanian businesses specialising in marketing strategy and digital solutions. Sarah is the Marketing Manager at Tasmanian Walking Company. An adventure seeker at heart and a natural storyteller, Sarah proudly works alongside an incredible team who wholeheartedly commit to protecting the natural environment and educating guests on how to walk respectfully through our wild places and live more sustainably. Sarah shares truly Tasmanian stories, channelling place branding which steers visitors towards a meaningful Tasmanian experience, leaving them feeling connected and eager to return.

In 2023, Sarah was a finalist in the Tourism Young Achiever Awards in the Tourism and Hospitality category.



Miao Yu
Board Member

Miao joined as a board member in February 2023 as a financial auditor in the public sector with a recent third master's degree in accounting from the University of Tasmania. She's not only passionate about finance but also a staunch advocate for Tasmanian tourism. Having lived in Tasmania for two years as an international resident, Miao is committed to connecting Tasmania's unique offerings with international visitors and promoting the local tourism industry.

FORMER BOARD MEMBERS

We would like to thank the following board members for their contribution to VNT and their ongoing support for the region.

Sarah Lebski
Lou Clark
Michael Cullen
Simone Hackett



THE VNT TEAM MEMBERS

A small team of dedicated and passionate people make up the Visit Northern Tasmania team. We've each got our specialisations, so feel free to contact us for a chat.



Tracey Mallett
Chief Executive Officer
tracey@visitnorthtas.org.au

Tracey came to Visit Northern Tasmania in January 2023 after a 23-year career in local government across Melbourne and Launceston. Tourism and Economic Development has been part of her portfolio for more than 8 years, and Tracey's very first qualification was a Diploma in Tourism in 1991.

Her first career was actually land surveying, after obtaining a Bachelor degree in this in 1995. Working with the level of government closest to community allowed Tracey to try many aspects of council life, and helped her obtain additional qualifications including a Masters in Information Systems and to graduate from the Australian Institute of Company Directors.

Outside of work, Tracey and her husband run a small black angus cattle stud and enjoy travelling the country in their caravan.



Chris Griffin
OUTGOING -
Chief Executive Officer

Chris' experience lies in the tourism and travel sectors, having worked for over 25 years across all facets of these interrelated industries.

His career commenced as the Marketing Manager for Taieri Gorge Railway, Dunedin New Zealand before heading up the International Sales team for TranzRail. He relocated to Melbourne, where he worked with travel wholesale companies before returning to New Zealand, to the role of General Manager Marketing of Christchurch & Canterbury Tourism.

Arriving in Tasmania in early 2008, Chris was part of Tourism Tasmania management team as Group Manager Destination Marketing. He commenced with Visit Northern Tasmania in 2012 as the inaugural CEO and departed in December 2022.



Abby Stephens
Business & Operations
Manager

Abby plays an integral role at VNT and is our all-rounder. From managing logistics to organising all VNT events, she is the go-to person for all things Visit Northern Tasmania.

Abby's role is multi-faceted providing full support to the CEO and Board, smooth operation of our office, and 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 with her partner and daughter enjoying what our area has to offer.



Kirsten Bach
Industry & Project Manager
- Regional Tourism

With a rich background spanning the airline industry, Local Council, and corporate training, Kirsten possesses an ideal skill set for fostering community and industry growth in 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.

She is passionate about Northern Tasmania and 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!



Fiona Sturman
Business Development
Manager Events
fiona@visitnorthtas.org.au

Fiona'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 her role is to provide events expertise, identify new event opportunities, commercially bid for events, secure funding, and act as a 'concierge' between event organisers, industry, councils, and venues.

Outside of work you'll find Fiona at the beach, cooking, travelling, or taking a walk with her dogs Diesel and Milli.



Gillian Miles
Festival &
Events Specialist
gillian@visitnorthtas.org.au

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 is the co-founder of Festival of Voices (Hobart), the Australian Musical Theatre Festival (Launceston) and agriCULTURED (Northern Tasmania).



Bree Philpot
Partnership Marketing
Manager
bree@visitnorthtas.org.au

During 2022/2023 Bree worked on key marketing projects such as the May Events Campaign, Archie 100 collaboration with QVMAG, video and blog content to promote Reassign alongside the regular demands of the role such as social media, managing digital content, collaborating with partners, and creating curated itineraries.

Bree loves the opportunity to work on a project and successfully delivered the Zero Waste Events Tasmania Program - a passion project that aligns well with Bree's personal values.

Outside of work you'll find Bree outdoors hiking to a mountain or waterfall, out on a mountain bike ride, attending a festival or event, or on a road trip exploring Tassie.



Renée Hardwicke
Industry Coordinator
renee@visitnorthtas.org.au

Renée joined the Visit Northern Tasmania team with a breadth of knowledge from many years spent working in the hospitality and tourism industry, focusing on workforce development, skills needs, and promoting the industry.

She has extensive experience as a hospitality and tourism teacher with both public and private registered training organisations. Her skills in training combined with a strong knowledge of the tourism and hospitality industry make her a great addition to the team.

During 2022/2023 Renée's key focus was to support tourism businesses in creating new or updating existing Australian Tourism Data Warehouse (ATDW) listings.

In her spare time, you will find her exploring Tassie with her husband or relaxing at home with her two little dogs.

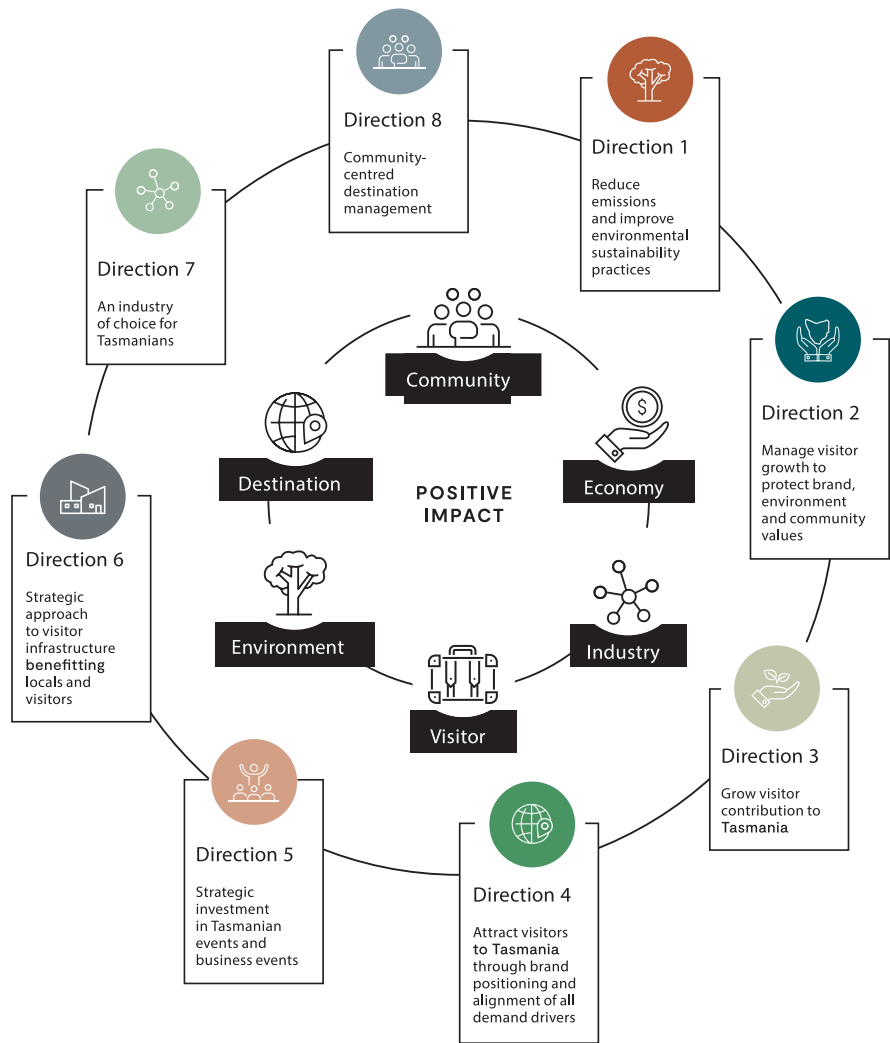
NORTHERN TASMANIA DESTINATION MANAGEMENT PLAN

From any crisis, some of the most important learnings can inform future direction. Although both the State Government’s Visitor Economy Strategy and VNT’s Destination Management Plan were well advanced in research and direction prior to COVID, we all took the opportunity to look back and incorporate our learnings into a more refined strategic direction.

2030 Visitor Economy Strategy Tasmania

Tasmania is an attractive destination and we expect continued growth. Through the State Government’s 2030 Visitor Economy Strategy, we will all proactively manage growth to protect and enhance Tasmania’s brand, environment and community values. The State Government’s vision for Tasmania’s visitor economy is that it maximises the good, minimises the harm and shares the benefits broadly.

The 2030 Visitor Economy Strategy sets out 8 key directions to grow and manage our visitor economy.



VNT’s Destination Management Plan

VNT took the opportunity with the finalisation of the State Visitor Economy Strategy to revisit our Destination Management Plan and ensure it aligned to the eight key directions of the State Strategy.

2030 Visitor Economy Strategy TASMANIA Vision

By 2030, the visitor economy will be valued by Tasmanians for its positive impact to our environment, prosperity and way of life, and Tasmania will be valued by visitors for being a genuinely different experience.

Northern Tasmania Vision

We are a community of hosts, caring for, and sharing our adventures, living history and gastronomic experiences with our visitors. We are Northern Tasmania. You will Grow Here.

PILLAR 1

Indulge in our creative city

Launceston – or Lannie for short – is a close knit community that always has time for the people, time to connect.

PILLAR 2

Choose your own adventure

Our region is the ultimate landscape to pursue riding, walking and year-round adventures that connect you with our exceptional natural places.

PILLAR 3

Explore our living history

Stories of how our convict past met an ancient aboriginal culture are shared honestly by locals who own these truths.

PILLAR 4

Connect and grow

Be part of a genuine slice of Tasmanian life sharing produce and bounty through the people that grow here.



THE YEAR THAT WAS

As we transitioned even more back to “normal” visitation, it was pleasing to see many other aspects of our industry back on track. From events to destination marketing, from new products to increased media attention, 2022/23 was a great year to be in the tourism industry

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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 VNT reignited the ‘Champions of Tourism’ awards program, celebrating individuals in our industry who really make a difference.

On the 8th December 2022 we celebrated these Champions at the Clarendon Arms in Evandale. We thank the following sponsors for their support: Events Tasmania, Launceston Airport, TICT, Launceston Central Marketing, UTAS, THA, and Tasmania Parks & Wildlife.

Northern Champions roll call

- **Local Leader** - Doug Cox (Swinging Gate Vineyard)
- **Standout Food Ambassador** - Kim & Daniel Croker (Fork it Farm)
- **Event Organiser Extraordinaire** - Bredette Koen (Special Olympics)
- **Service Wizard** - Nathaniel Wicks (Wingtons Glamping) and Lydia Coote (Stelo at Pierre’s)
- **The Innovator** - Sam Reid (Du Cane Brewing)
- **Sustainable Legend** - Kimberley Eaton (agriCULTURED/Golden Brown Tasmania)
- **Tourism Restaurants and Catering Services** - Grain of the Silos
- **Caravan & Holiday Parks** - BIG4 Launceston Holiday Park
- **Self Contained Accommodation** - The Granary, Richmond Hill
- **4-4.5 Star Deluxe Accommodation** - Peppers Silo Hotel

BRONZE

- **Tourism Wineries, Distilleries & Breweries** - Turner Stillhouse
- **Excellence in Food Tourism** - Fork n Farm Artisan Homestead



State Tourism Award winners’ roll call

GOLD

- **Festivals & Events** - Junction Arts Festival
- **Aboriginal & Torres Strait Island Experience** - wukalina Walk
- **Visitor Information Services** - City of Launceston Visitor Information Centre
- **Business Event Venues** - Peppers Silo Hotel
- **Major Tour & Transport Operators** - McDermott’s Coaches

SILVER

- **Tourist Attractions** - Gorge Scenic Chairlift
- **Major Tour & Transport Operators** - Launceston Airport



National Tourism Award winners’ roll call

GOLD

- **Aboriginal & Torres Strait Island Experience** - wukalina Walk

BRONZE

- **Business Event Venues** - Peppers Silo Hotel

Launceston Chamber of Commerce Award Winners

- **Exceptional Workplaces** - The Metz
- **Marketing Excellence** - Launceston Airport
- **Exceptional Tourism & Hospitality** - Fork n Farm Homestead

DESTINATION MARKETING

We have been proactive in generating content and boosting partner marketing to communicate our message elevating Northern Tasmania to position our region as the destination of choice in Tasmania.

Supporting Tourism Tasmania

Discover Tasmania Website and App

In June 2022 Tourism Tasmania launched their new consumer facing website, discovertasmania.com.au designed to better assist visitors in planning a holiday to Tasmania. In the fourth quarter of 2022 the Discover Tasmania App was launched. The App enhances the on-ground experience for visitors in Tasmania by helping them to discover things to do, events and services relevant to their location and interests.

Campaigns

Throughout the year, we worked closely with Tourism Tasmania to support their campaign activity. Some highlights included:

Spring Campaign

We worked closely with Tourism Tasmania on putting together the Spring Campaign by providing input into content and, product inclusions for Northern Tasmania. The campaign was a demand generating program to grow visitation and reduce seasonality

in early spring to ultimately move consumers from dreaming to booking their perfect Tasmania Road trip. The campaign delivered a road trips focused campaign within the footprints of Drive Journeys and Experience Trails, with the call to action through to Drive Journeys pages and itineraries on DT.com.

The campaign also integrated agritourism offerings to raise the awareness of agritourism in Tasmania. The campaign ran from August 2022 to October 2022.

Island Flights

This campaign supported the direct flights from Hobart to King and Flinders Island. It ran under the Make Yourself at Home campaign banner and included a combination of print, content, digital display and press ads to highlight the uniqueness of each island.

Off Season Winter Campaign

The campaign seeks to build on the success of the previous Off Season campaigns, positioning Tasmania as a 'must do' winter experience and driving visitation over a traditionally quieter period. In 2022/2023 a total of 62 operators in the North created an offer for Off Season. This year offers could be booked directly with operators and were loaded to ATDW for the purpose of feeding to the campaign's digital presence.



Campaign advertisement examples

Marketing Support for Events

We supported events with activity suited to the needs of the event which included social media posts, blogs, website landing pages, video and competitions.

Highlights included The Archie 100 Tour that was supported in partnership with QVMAG and Orotan, a competition and digital campaign were run in the lead up to the tour to build awareness of Launceston's cultural scene and drive visitation to the region.

Grant funding to undertake marketing activity for the Longford Grand Prix Exhibition was designated to Visit Northern Tasmania by the event organiser. Marketing activity included promotion of Northern Tasmania at Motorclassica 2022, digital advertising

onboard Spirit of Tasmania vessels and at Launceston airport, print advertising in motoring magazines and ticket sales via RACV.

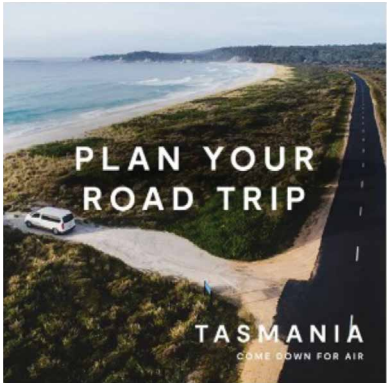
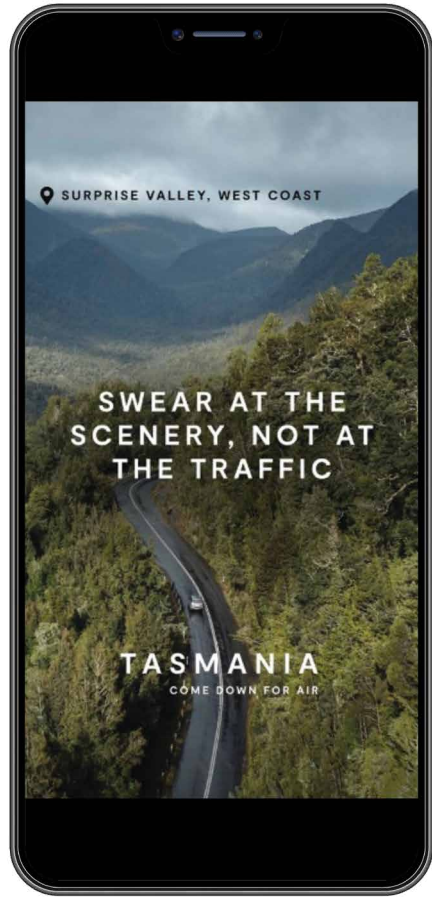
Support was given to Mona Foma with an industry briefing, sharing of Mona Foma content via digital channels and on the digital screen in the arrivals hall of Launceston airport. A dedicated landing page was created on our website for the event.

Digital advertising screens at Launceston Airport and onboard Spirit of Tasmania vessels, were used to display video content in the lead up to major events.

Northern Tasmania was promoted to the sporting events industry via a paid social media placement in partnership with the National Sports Convention 2023.



agriCULTURED feature in Sharp Traveller – Sharp Airlines



Campaign advertisement examples



Partnership Marketing and Content

We continued to work with key stakeholders to deliver content and campaigns.

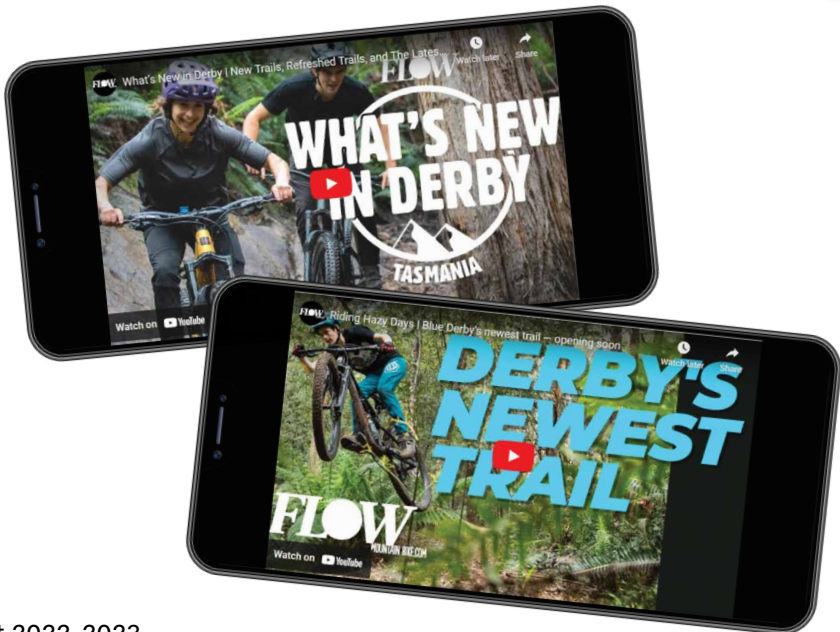
Football – Hawthorn partnership

Visit Northern Tasmania, Hawthorn Football Club, City of Launceston, and Launceston Gastronomy partnered to theme the president’s function at UTAS Stadium for the season launch on 2 March 2023. Four local producers showcased their products on the night.

In 2020 the Point of View footy vignettes were created with the Hawks team to promote Tasmania’s Unordinary Adventures, walking, mountain biking, golf, and others. Due to Covid-19 the vignettes were placed on hold, with three of the four original teams returning in 2023 the concept of the vignettes was revisited with a competition and itinerary added to bring the campaign to life.

Mountain Biking – Flow MTB and Wild Tamar

The Flow Mountain Bike team travelled to Blue Derby to check out the latest developments in the area, content featured Main Street Derby, Derby Pit Stop, Tasmania, Lot40, Lake View Derby, Dorset Hotel, Floating Sauna Lake Derby, Trails Espresso, Evolution Biking, Vertigo MTB Blue Derby, MADMTB, and World Trail. They also previewed an upcoming trail set to debut at the UCI Enduro World Cup in April 2023.



Publications

Northern Tasmania and Launceston featured in publications throughout 2022/2023.



COOL SEASON COLLECTIVE

This year saw the Cool Season Events program continue with event attraction activity together with the realisation of some major events that were postponed during the Covid-19 pandemic. Cool Season is a means to positively influence low levels of visitation experienced by the region between the months of May and October each year, by creating, attracting, and leveraging major events.

Flow on effect of the pandemic is still being felt with many events that are on national rotation shifting their schedule to return to their regular pattern. Reduced levels of funding together with increased operational costs has created challenges for some events and consequent change of planned location and in some instances, this has resulted in events no longer being able to proceed regardless of location.

The second half of 2022 was a busy period for events with the 2022 Special Olympics National Games, 2022 AusCycling BMX National Championships and, the National Over 70’s Cricket Championship all delivering strong visitation to Northern Tasmania. These three events delivered in excess of 5,500 visitors to Northern Tasmania during October and November 2022.

Special Olympics showcased our region’s capability to host a large-scale, national sporting event and meet accessibility requirements.



BMX National Championships

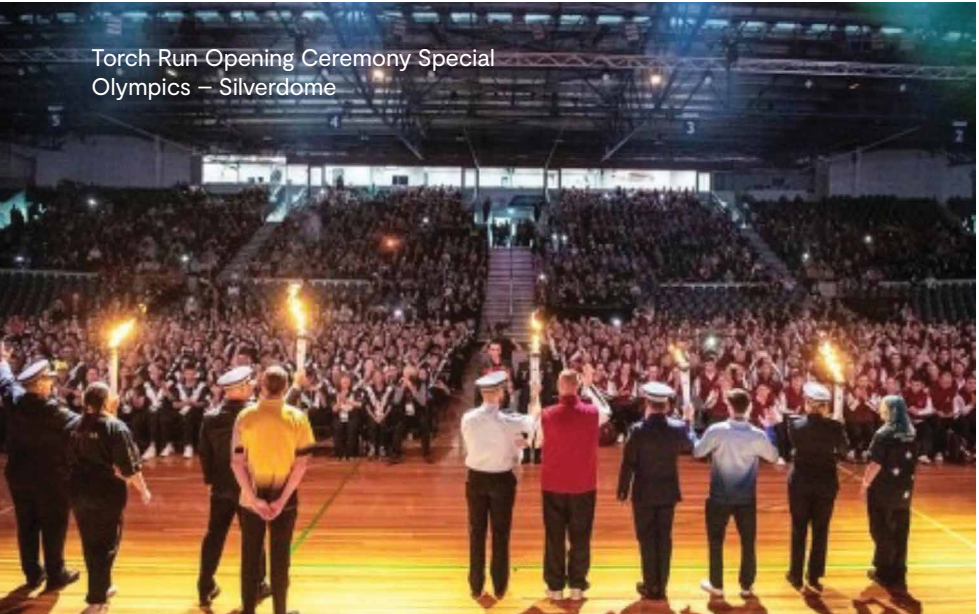
Highlights from the event included airside handling of teams on arrival to Launceston airport to facilitate efficient movement of the large volume of arrivals, high commendation from event organisers for several operators including Kinetic, Aspect Tamar Valley Resort and Northern Athletics. A total of 19,352 meals were provided, 368 coach transfers and 314 car rentals during the event.

Over 200 families extended their stay post games. An economic value of approximately \$2million was delivered by way of expenditure directly from the Games Organising Committee. The event has enriched our region by raising awareness of accessible tourism and events, demonstrating our capacity to welcome a diverse range of visitors by providing genuine care and consideration to their needs.

Visit Northern Tasmania in partnership with Events Tasmania delivered industry capability workshops for the events industry including Zero Waste Events and, Accessible Tourism. The events industry was invited to participate in a consultation workshop, providing feedback to assist with informing the Tasmanian Events Strategy 2023-2027.

Events Hosted

- Special Olympics Australia National Games
- Auscycling BMX National Championships
- Veterans Cricket Australia Over 70’s Championship
- Australian National Gravel Championship
- Archie 100 Tour
- World Supermodel Championships
- UCI Enduro World Cup



DEVELOPING OUR EVENTS

Gillian Miles, Festival & Event Specialist for VNT, has worked with new and upcoming events across the year, providing invaluable expert advice and guidance. In addition, we support events navigating pandemic restrictions and also those looking to the future, via the ZWET program.

agriCULTURED

Festival & Event Specialist, Gillian Miles, provided the third and final year of direct support to the VNT cool season initiative, agriCULTURED, in 2023.



Gastronomy Northern Tasmania (GNT, formerly Launceston Gastronomy) formalised its ongoing support as the governance body for the future, and Caro Brown (Board member GNT) has taken the lead as the Chair of the festival. This has been a turning point for agriCULTURED as Caro brings a wealth of experience through her A/Director Agriculture & Water role within NRE, as well as being a small producer of premium cider. Gillian provided the support for the event to achieve a new three-year funding contract with Events Tasmania.

agriCULTURED has continued to evolve with four days of engaging content focusing on a high profile Meet the Producers dinner at Grain



of the Silos, a community-based day at Inveresk in partnership with UTAS, a Conversations in the City day where international celebrity Joost Bakker opened proceedings, and the day featured agritourism, climate

change impacts, and investment opportunities for startups. A new initiative Kanamaluka/River Tamar Journey taking people on farms to experience food provenance, culture and farming from a new perspective broke new ground. FermenTas hosted another sold-out dinner at Timbre. The scene is set for the event to attract interstate audiences, with strategic planning occurring to further define the target markets with a propensity to travel for a purpose.

Australian Musical Theatre Festival May 2023

Gillian has continued to provide support to the AMTF Board as a mentor to the festival which has now matured and is known nationally, attracting increasing numbers of groups of students from almost every state. Her work focused on attracting resources for a new three-year contract with Events Tasmania to include adequate funds to undertake a major branding process, as well as to facilitate a five-year review, and forward planning and restructure to adapt to the increasing scale of the event.



WORKING WITH INDUSTRY

VNT worked to support industry in an evolving environment, as we settle into the new norm after the pandemic.

Continuously providing industry with the most relevant and up to date information:

- Providing support for businesses to upskill or enhance
- Providing regional support to operators through information provision
- Advocating on behalf of industry
- Helping industry navigate grants and other government supports
- Conducting joint industry focused events to keep industry updated
- Facilitating industry's participation in Tourism Tasmania's Off-Season campaign.

Local Tourism Activities

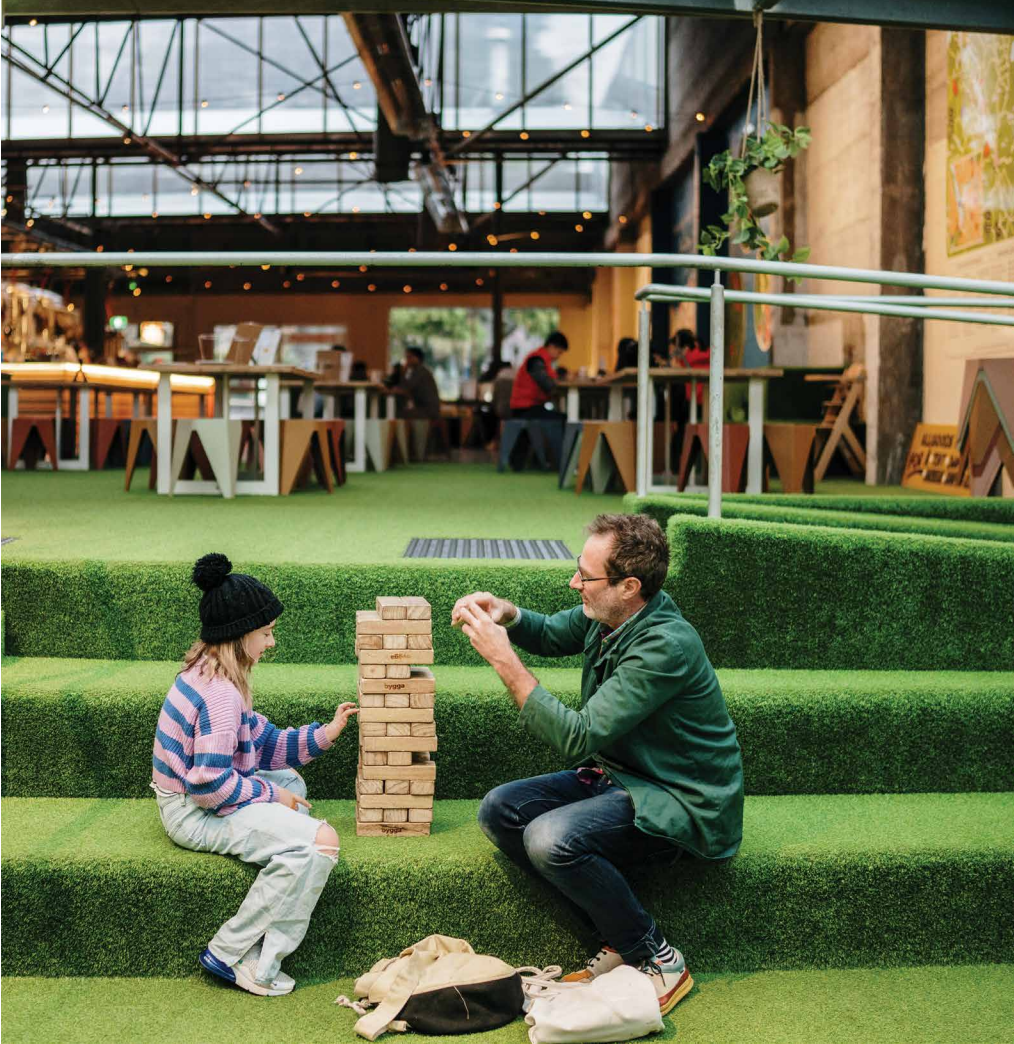
VNT have worked to support industry and local municipalities through developing and supporting the product offerings in the north. Some of the successes have included:

- The Great Western Tiers Tourism Association with their walks storytelling project which supports establishing Meander Valley as the Short Walks Capital of Tasmania
- Wild Tamar Project
- Supporting Dorset Council with the creation of Hazy Dayz
- Supporting the Derby Foundation

Opening the Gate – Accelerating Agritourism. This state-wide agritourism business incubator allowed VNT to work with 10 new agritourism businesses on mainland

Tasmania, 10 existing businesses on refining their product and a combination of 8 new and existing businesses on Flinders Island. The cumulative results of this initial stage in an ongoing agritourism movement was a hallmark of regional Tasmania's destination credential. The business development component of this intensive program developed existing agricultural businesses that were wanting to expand into tourism offerings. The business development program not only refined the product offering but worked on developing the businesses knowledge of the tourism industry through an interactive educational program. The experiences that resulted from this program, ranged from on farm tour experiences through to luxury accommodation farm stay experiences. All the developed experiences align their story with the brand of Tasmania. Since the initial Open the Gate program which concluded at the end of November 2022 VNT have worked closely with the participants in the program to help them develop and communicate their product. VNT have supported further programs that emerged: FarmGate futures and the upcoming Agritourism Accelerator program scheduled for 2023/2024.

Our Industry & Project Manager Kirsten Bach also represented the north on a panel discussion on Agritourism at the 2022 Australian Regional Tourism Conference Ballarat.



REASSIGN

The completion of the REASSIGN project occurred over this financial period with stage 1 of the project being launched in December 2022 and the project being communicated and marketed between January to July 2023. Staff familiarisations and training, media visits and awareness were components of the work that occurred in 2023. VNT's Industry and Project Manager Kirsten Bach also attended the Historical Heritage Summit representing this project and providing insight into the future of Heritage in the state.

ATDW Conversion Enhancement

Federal funds from the Regional Recovery Tourism program were allocated to an ATDW project to enhance lead generation and conversion for local tourism businesses from digital channels. This six-month intensive project's focus was on enhancing the quantity and quality of tourism business content on Australia Tourism Data Warehouse (ATDW) that fuels many tourism websites and apps. This is a particularly critical project given the newly reinvented State tourism website and app, discovertasmania.com. The project was completed on 30 November 2022 with VNT continuing this work with tourism businesses throughout the financial year.

As part of this project some workshops were delivered by Michelle Crawford and Sophie Hanson on how to take beautiful images and reels to enhance businesses listings.

Tamar Valley Cruise

VNT have continued to support the Cruise industry's reintroduction after Covid, working with Tasports and Cruise companies to support Tamar Valley as a small luxury cruise destination. The Tamar Valley continues to be a drawcard for boutique cruise ships with more growth to come in future seasons.

Industry Development and Recognition

VNT jointly with the other Tasmanian RTO's and Department of State Growth, for the sixth year running supported professional development for industry via the Tasmania Leaders Program. We have also encouraged industry to attend several workshops to enhance and develop their skills and knowledge. Through Champions of Tourism, we recognised and celebrated industry leaders.



PLACE MAKING

Regional Tourism Recovery fund \$13.5million

Funding generously offered by Federal Government in late 2020 enabled Regional Tourism Organisation's of Tasmania, partnering with State Government, to develop a series of demand driver projects to both grow our industry as well as develop new experiences.

For the North key projects that have progressed included:

- **Reassign Heritage Interpretation** – creating a precinct in northern midlands that celebrates convict heritage through significant estate properties, while paying respect to country by illustrating aboriginal history across the Grassy Woodlands area.

- **Wild Tamar** – working with George Town council to attract new soft adventure tourism businesses to the area, complimenting the newly opened George Town Mountain Bike trail network.
- **Blue Derby green trail** – supporting Dorset council in the design and construction of a new green 'flow' trail to enhance Debry's family and recreational rider offering.
- **Event Support** – seven northern event organisers connected through Events Tasmania to gain funds to sustain through the pandemic period.

State Funded Place making

State government funding, in partnership with local government, advanced additional projects:

- **Meander Valley Short Walk Capital** – positioning the Great Western Tiers as an accessible walking destination not just a drive through to Cradle Mountain. VNT project managed an audit of the key walking trails.
- **Dual use of the Northeast Rail Corridor** – Rail trail development to be completed and heritage railway concept to be realised.
- **Ben Lomond visitor complex** – building a new multi-purpose facility to attract year-round visitation.

Advocating for future developments

VNT continued to advocate for place-making initiatives, especially those aligned with both local government plans, and the region's destination management plan.

- **City of Launceston Major event venues** - UTAS Stadium development and the feasibility of a business events venue.
- **City Heart Stage II** – enhancing Launceston's night-time visitor economy through considered reinvention of central city places.
- **Princess Theatre Modernisation** – successfully advocating for State government election commitment to enhance this vital event venue.
- **Kanamaluka Story-telling Experience** – localised Aboriginal storytelling following trails between George Town and Low Head.
- **Launceston Airport Terminal upgrade** – ensuring our award-winning airport continues to grow with future visitor demand.
- **Ben Lomond visitor complex** – building a new multi-purpose facility to attract year-round visitation.
- **Beauty Point Cruise and visitor precinct** – advancing the case for Beauty Point to develop into a visitor precinct centred upon Inspection Head, a developed foreshore and the village itself.





THE VNT TEAM OUT AND ABOUT

The VNT team have made it our priority to engage with stakeholders and the broader community.



Kirsten at the 2022 Tasmanian Tourism Awards – pre dinner drinks, Wrest Point Casino.



VNT CEO, Tracey Mallett with incoming TICT CEO, Amy Hills, Tamar Valley Wine EO, Claudia Vinson and Marions Vineyard Operator Cynthea Semmens.



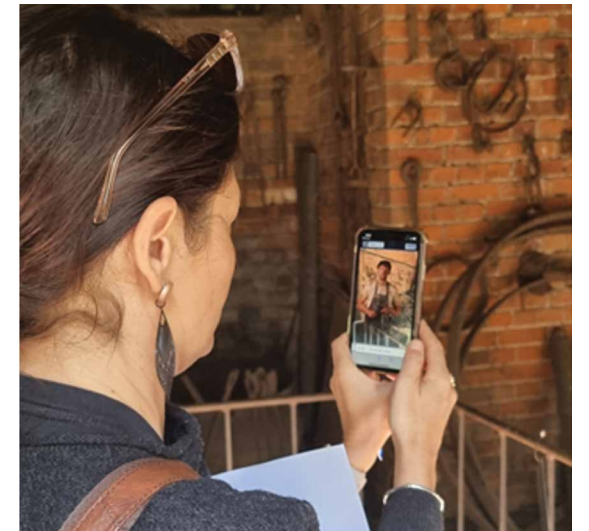
Open the Gate end of Project Event, Swinging Gate Vineyard. CEO, Chris Griffin presenting to the group.



VNT Chair, Paul Seaman and VNT CEO, Tracey Mallett at the 2022 Qantas Australian Tourism Awards – Sydney.



VNT Team at Champions of Tourism 2022, Clarendon Arms Hotel. L-R: Kirsten, Abby, Fiona, Renee, Gillian, Bree.



Kirsten testing the Reassign installations at Brickendon Estate.



VNT Team end of year celebration 2022 at Cabbage Tree Hill. Front row L-R: Chris, Gillian, Renee, Bree. Back row L-R: Abby, Fiona, Kirsten



Gillian and Bree at the 2022 Tasmanian Tourism Awards.



Renee, Bree and Gillian at the VNT 2022 AGM held at DuCane Brewery.



VNT CEO Tracey Mallett and Jana Monnone at Flinders Island, for the Islander Way Project.



FINANCIAL STATEMENTS

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Tourism Northern Tasmania Inc
30 June 2023

TREASURER'S REPORT

The financial year ending 30 June 2023 saw a more normal year for Northern Tasmania's Visitor economy, compared to the COVID impacted years.

Like all businesses, as the economy adjusts from the impact of the pandemic, we have seen a higher cost environment, a tighter employment market and adjustments to salaries as market rates increase. This has placed ongoing pressure on our operating cost base, from which our core services to be a leading voice for industry are delivered.

Despite this, Visit Northern Tasmania (VNT) has continued to deliver on our strategic objectives and complete key enabling projects within the financial framework granted by the ongoing support of our northern council partners and Tourism Tasmania.

In 2022-23, total revenue increased slightly, up \$1,024,452 up from \$907,926 in 2021-22. This was in part due to CPI adjustments in funding agreements and in part from the final year of ATDW COVID recovery grant.

Operating expenditure in 2022-23 totalled \$990,906. The additional costs related to executing a range of strategic initiatives, general cost increases and acquittal of grants. Some savings were achieved in salaries through vacancies during recruitment for some positions.

VNT operated within its financial parameters, with a positive cash flow at the end of the period.

Looking ahead, we will see the renewal of our funding agreement with Tourism Tasmania, and ongoing support with all seven Councils, Visit Northern Tasmania is positioned to maintain the financial resilience necessary to deliver our continued and strong voice for the Northern Tasmania visitor economy.

Paul Seaman

Chair & Interim Treasurer,
Visit Northern Tasmania



INDEPENDENT AUDIT REPORT



Crowe Audit Australia
ABN 13 969 921 386
Digital Audit Hub
Main 0 4722 9743
www.crowe.com.au

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 2023, the income and expenditure statement and statement of cash flows for the year then ended, the notes to the financial statements, and the committee’s declaration.

In our opinion, the accompanying financial report presents fairly, in all material respects, the financial position of the as at 30 June 2023 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 Committee for the Financial Report

The committee 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 committee 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 committee 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 committee either intends to liquidate the Association or to cease operations, or has no realistic alternative but to do so.

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.

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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.

We 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 the auditor identifies during the audit.

Crowe Audit Australia

CROWE AUDIT AUSTRALIA

Ahhhh

Tafadzwa Mudarikwa
Associate Partner
Toowoomba 12/09/2023

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 external audit, conducted via the Crowe Australasia external audit division and Unison SMSF Audit. All other professional services offered by Findex Group Limited are conducted by a privately owned organisation and/or its subsidiaries.

INCOME AND EXPENDITURE STATEMENT

For the Year Ended 30 June 2023

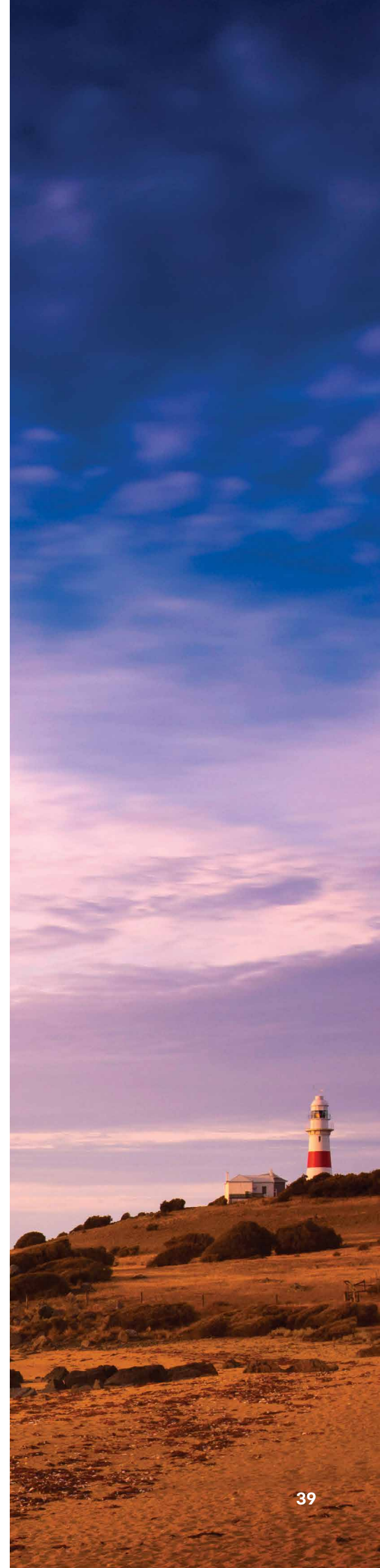
	Notes	2023 \$	22 \$
Income			
Grant Funding	2	789,186	860,179
Industry Sessions		153,267	47,747
ATO Rebates		-	-
Total Income		942,453	907,926
Expenses			
Administration Fees		114,835	116,010
Board Expenses		55,186	35,051
Depreciation		1,876	659
Major Events Expenses		32,801	70,313
Marketing		26,653	26,834
Meeting		50,669	9,321
Project Expenses		77,133	73,603
Staffing Expenses	3	551,824	555,205
Total Expenses		910,977	886,996
Net surplus		31,476	20,930



STATEMENT OF FINANCIAL POSITION

As at 30 June 2023

	Notes	2023 \$	2022 \$
Assets			
Bank			
CBA Bank Account		592,842	487,019
Total Bank		592,842	487,019
Current Assets			
Trade Debtors and Other Receivables	4	10	6,254
Suspense account		-	1,012
Total Current Assets		10	7,266
Fixed Assets			
Property, Plant and Equipment	5	4,704	881
Total Fixed Assets		4,704	881
Total Assets		597,556	495,166
Liabilities			
Current Liabilities			
Trade and Other Payables	6	39,588	34,622
Provision for Annual Leave		20,279	32,508
Income Received in Advance		217,389	123,301
Total Current Liabilities		277,256	190,431
Non-Current Liabilities			
Provision for Long Service Leave		15,088	30,999
Total Non-Current Liabilities		15,088	30,999
Total Liabilities		292,344	221,430
Net Assets		305,212	273,736
Equity			
Current Year Earnings		31,476	20,930
Retained Earnings		273,736	252,806
Total Equity		305,212	273,736



STATEMENT OF CASH FLOWS

As at 30 June 2023

	2023 \$	2022 \$
Operating Activities		
Receipts from Grants	962,193	885,834
Other receipts	172,577	44,954
GST paid or (received)	17,762	12,512
Payments to and on behalf of Employees	(637,171)	(567,957)
Payments to Suppliers for Goods and Services	(403,838)	(308,642)
Net Cash Flows from Operating Activities	111,522	66,701
Investing Activities		
Payment for Property, Plant and Equipment	(5,699)	-
Net Cash Flows from Investing Activities	(5,699)	-
Financing Activities		
Receipts from Financing Activities	-	-
Payments for Financing Activities	-	-
Net Cash Flows from Financing Activities	-	-
Net Cash Flows	105,823	66,701
Cash and Cash Equivalents		
Cash and Cash Equivalents at beginning of period	487,019	420,318
Cash and Cash Equivalents at end of period	592,842	487,019
Net change in cash for period	105,823	66,701

NOTES TO THE FINANCIAL STATEMENTS

30 June 2023

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. (TNT) 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

Short-term employee benefits

Liabilities for wages and salaries, including non-monetary benefits, annual leave expected to be settled wholly within 12 months of the reporting date are measured at the amounts expected to be paid when the liabilities are settled.

Other long-term employee benefits

The liability for long service leave is expected to be settled with in next 12 months of the reporting date are for the employees of seven year and more years' service.

(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.



1 Accounting Policies (continued)

(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.

2 Grant Funding

Economic dependency

TNT is dependent on the ongoing receipt of grants from the State government and local government to continue to deliver community services. At the date of this report, the directors have no reason to believe that the State and local government will discontinue their support of the TNT.

	2023 \$	2022 \$
State Government Grant	89,381	108,597
Northern Councils	345,983	303,146
Tourism Tasmania	353,822	448,436
Total Grant Funding	789,186	860,179

3 Staffing Expenses

Accrued Leave	(3,206)	12,617
Accrued Long Service Leave	6,567	3,308
Sponsorship - Awards & Support	2,500	-
Staff Recruitment / Temp	1,506	580
Staff Training/Appreciation	3,395	4,627
Superannuation	51,020	47,758
Wages and Salaries Expenses	490,042	486,314
Total Staffing Expenses	551,824	555,204

4 Trade and Other Receivables

Prepaid Expenses	-	-
GST Receivable	-	3,273
Trade Debtors	10	2,981
Total Trade and Other Receivables	10	6,254

5 Property, Plant and Equipment

Office Furniture & Equipment at Cost	17,535	17,535
Accumulated Depreciation Office Furniture & Equipment	(17,490)	(17,220)
	45	315
Computer Hardware/Software	6,866	1,167
Accumulated Depreciation Computer Hardware/Software	(2,207)	(601)
	4,659	566
Total Property, Plant and Equipment	4,704	881

6 Trade and Other Payables


GST Payables	14,489	-
PAYG Withholding Payable	11,893	23,504
Trade Creditors	13,206	11,118
Total Trade and Other Payables	39,588	34,622

STATEMENT BY MEMBERS
OF THE COMMITTEE

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 2023 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 Chairperson
Date: 12/09/2023



CONTRIBUTORS

Funding Partners

On page 6

Local Tourism Associations

On page 6

Photography Credits

In order of appearance in this report: Cover and Back page Stu Gibson; Launceston Place Brand; Ideas Banq; Tourism Tasmania & Rob Burnett; Flow Mountain Bike; Nick Hanson; Tourism Australia; Jarrad Seng; Revolution MTB; Dietmar Kahles; Jasper Da Seymour; Brand Tasmania; Ness Vanderburgh; MelanieKate; Dearn Bond.

Design

Clever Creative



THANK YOU

The Board and Management of Visit Northern Tasmania 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, VNT would not be in the position to lead and inspire our industry, partners and community to deliver upon our destination’s management plan.

An aerial photograph of a lush green forest. A large, weathered tree trunk lies horizontally across the upper half of the image. Below it, a winding dirt path cuts through the dense vegetation. The text "YOU WILL GROW HERE." is superimposed in white capital letters across the middle of the image, with a small white triangle pointing upwards to the right of the text.



YOU WILL GROW HERE.



Derby
Photography credit: Stu Gibson

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