

## STATUTORY INFORMATION

### BOARD COMMITTEES

#### Audit, Finance and Risk

The main functions of the Committee are to provide the Board with advice on the internal audit charter and to monitor risk management, financial and internal systems.

#### Events

The main functions of the Committee are to advise on the strategic directions and goals for Events Tasmania; advise the Minister and Premier of the resources required to deliver the Major Events program, the including a flexible funding source for recommended major events and to advise and recommend major events to be supported.

### OUR STAFF

As at 30 June 2011, Tourism had 86.96 full-time equivalent (FTE) employees with a head count of 106. The FTE count was made up of 56.94 females and 30.02 males.

### CONTRACTS AND CONSULTANTS

The following tables provide detailed information on Tourism Tasmania's contracts and consultancies with a value of \$50 000 or over (excluding GST) for 2010-11.

### RIGHT TO INFORMATION

Tourism Tasmania has a legal obligation to respond to requests for information in accordance with the *Right to Information Act 2009*, which came into effect on 1 July 2009. The Act provides members of the public with the right to access information held by government and its agencies, with the exception of information deemed by the Act to be exempt.

In 2010-11, Tourism Tasmania received eight applications under the Act. Of those, four applications resulted in the information being released in full, three applications resulted in information released in part and one application where Tourism Tasmania was not in possession of the information.

### TASMANIA TOGETHER

The Tasmania Together goals and benchmarks are an integral part of the State Government's strategic policy framework and provide a basis for setting government priorities and the allocation of resources.

As at 30 June 2011, Tourism Tasmania, within the Department of Economic Development, Tourism and the Arts, shared the co-ordinating Agency responsibility for certain sections of Goal 10, namely 'Thriving and innovative industries driven by a high level of business confidence'.

Standard 10.8 (what we are trying to achieve under this goal) is to co-promote our island advantages including our clean green image, natural resources, location and people.

### BOARD OF DIRECTORS ATTENDANCE 2010 TO 2011

Board	Current Term	Board Meetings	Finance, Audit & Risk Committee	Events Committee
Simon Currant	20/6/11 – 19/6/13 (5th term)	10		6
Grant Hunt	1/6/11 to 31/5/14 (1st term)	0		
Mark Kelleher	21/8/09 to 20/8/12 (1st term)	7		
Wayne Kirkpatrick	13/9/10 to 12/9/11 (3rd term)	10	4	
Tony Mayell*	9/5/11 ongoing (1st term)	1		
Kimberly Seagram	13/9/10 to 12/9/12 (3rd term)	11		5
Alison Stubbs	2/3/09 to 1/3/12 (2nd term)	11	4	
Brett Torossi	30/8/10 to 29/8/13 (1st term)	10	4	

### No longer serving on the Tourism Tasmania Board Directors

Bob Annells	2/3/09 to 31/5/11 (2nd term)	11		6
Juanita von Stieglitz	11/7/08 to 10/7/10 (3rd term)	0		
Felicia Mariani**	30/1/06 to 21/1/11 (1st term)	5		
Rowan Sproule*** A/ CEO	29/12/10 to 8/5/11	5		

\*Tony Mayell is the Chief Executive Officer and his representation on the Board is for the term of his appointment.

\*\*Felicia Mariani is the former CEO and her representation on the Board was for the term of her appointment.

\*\*\*Rowan Sproule was Acting Chief Executive Officer and his representation on the Board was for the term of this appointment.

Indicators used to measure progress are 10.8.1 Tourism expenditure and 10.8.2 Visitor numbers. Performance in the twelve months to June 2011 was as follows:

- Total spend up 3 per cent \$1,558 billion
- 895 400 visitors as passengers on scheduled air and sea transport (down 2 per cent)
- Average length of stay 9 nights

#### A WHOLE-OF-GOVERNMENT FRAMEWORK FOR TASMANIANS WITH A DISABILITY

In 2010-11, Tourism Tasmania contributed to the Disability Framework for Action.

The Tourism Tasmania consumer website [www.discovertasmania.com.au](http://www.discovertasmania.com.au) was developed in accordance with the Tasmanian Government's accessibility standards with due attention paid to the principles laid down by World Wide Web Consortium (W3C). Tourism Tasmania publishes the website with a content management system that is widely used by a range of government organisations, universities, art galleries, large museums and commercial enterprises in Australia and worldwide.

On the website, Tourism Tasmania provides accessible product, attractions and tours to ensure they are easily found by this market segment. Additionally with our online electronic brochures (flick books), we have taken special

care to ensure that, as well as being visually attractive and functional, a text version is available that can be accessed by text readers and other assisted technologies.

The 2011 updated version of the Wheelie Good Guide to Tasmania (ParaQuad Tasmania) will be published on [www.discovertasmania.com.au](http://www.discovertasmania.com.au).

#### Accessible Tourism

The Accessible Tourism project is delivered on a community basis and includes tourism related businesses and councils that provide services and facilities for the visitor including for Tasmanians travelling intrastate. These services and facilities are an asset to visitors with accessible needs including the growing seniors market. The workshop is also delivered to the Tasmanian Visitor Information Network centres.

Accessible Tourism workshops will continue in 2011-12 by request and will use the Accessible Tourism Resource Kit to facilitate the ongoing development of innovative products and services catering to the accessible and seniors market. The resource kit provides templates to help operators deliver quality information online for the accessible component of their product or service.

The Accessible Tourism Resource Kit is available on the Tourism Tasmania corporate website [www.tourismtasmania.com.au](http://www.tourismtasmania.com.au).

Table 1: Contracts with a value of \$50,000 or over (excluding GST) and excluding consultancy

Name of Contractor	Location of Contractor	Description of Contract	Period of Contract	Total Value of Contract
Destinations PR Limited	New Zealand	New Zealand Marketing Services Representation	1/03/2011 to 28/02/2013	175 000
			Plus optional extension provision 1/03/2013 to 28/02/2015	175 000
Deloitte Touche Tohmatsu	TAS	Tourism Tasmania Internal Audit Services	1/01/2011 to 31/12/2013 Plus optional extension provision 1/01/2014 to 31/12/2016	165 000 200 000
Moreton Hire Pty Ltd	QLD	Tasmania Trade Exhibit - Australian Tourism Exchange	25/11/2010 to 31/10/2011	80 000
			Plus optional extension provision 1/11/2011 to 31/10/2012	65 000
Media Moguls Communications Pty Ltd	VIC	National Public Relations Representation	1/09/2010 to 31/08/2011	137 000
			Plus optional extension provision 1/09/2011 to 31/08/2013	247 000
AMROP Cordiner King	VIC	Executive search and recruitment services for the position of Chief Executive Officer; Tourism Tasmania	1/01/2011 to 31/05/2011	65 000

Table 2: Contracts with a value of \$50,000 or over (excluding GST) and excluding consultancy

Name of Contractor	Location of Contractor	Description of Contract	Period of Contract	Total Value of Contract
NIL				

## LIST OF PUBLICATIONS

### BROCHURES

Tasmanian Visitors Map  
Golf brochure  
60 Great Short Walks brochure  
Blooming Tasmania  
Caravan and Camping brochure  
Your Island of Inspiration – motivational brochure  
Tasmanian Wildlife Map  
National Parks and Reserves brochure  
Angling Guide  
Gay and Lesbian brochure

### EVENTS

Events Tasmania Grants Program  
Events Tasmania Event Development Program

### RESEARCH

Northern Tasmania: A Demand Update  
Motivations Research - Appeal Triggers and Motivations  
for Tourism in Tasmania - 2011  
Market Snapshot Tasmanian Cruise Ship Survey  
Tasmanian Tourism Snapshot (Quarterly)  
International Tourism Snapshot (Quarterly)  
Tourism Fast Facts

### CORPORATE

Tourism Tasmania Annual Report 2009-2010  
Tourism Tasmania Corporate Plan 2010-2013  
Statement of Corporate Intent 2011-2013  
Our Services Booklet

### E-NEWSLETTERS

Discover Tasmania e-newsletter  
Events Tasmania – e-newsletter  
Natural State News (media)  
Tourism Talk (Corporate)  
International /Domestic Newsletters (trade)