

Tourism Tasmania

Ministerial Charter

This Ministerial Charter is issued by:

Will Hodgman MP
Premier and Minister for Tourism

Date: October 2018

www.tourismtasmania.com.au



Introduction

I am pleased to provide Tourism Tasmania and its Board of Directors with the Ministerial Charter in accordance with Section 24 of the *Tourism Tasmania Act 1996*.

Tourism Tasmania is a State Authority in accordance with the *State Service Act 2000*. The *Tourism Tasmania Act 1996* provides the objectives and functions of Tourism Tasmania.

Tourism Tasmania's Board of Directors must comply with this Ministerial Charter in accordance with Section 26 of the *Tourism Tasmania Act 1996*.

Interpretation

Expressions used in this Ministerial Charter have the same meaning as in the *Tourism Tasmania Act 1996*.

The following definitions are used throughout this Ministerial Charter:

Authority means Tourism Tasmania established under Section 4 of the *Tourism Tasmania Act 1996*

Board means the Board of Directors of the Authority

Minister means the Minister for Tourism

Commencement and Term

This Ministerial Charter takes effect from October 2018 and remains in effect until it is amended or revoked.

Overall Expectations

Tourism Tasmania is responsible for taking tourism to the next level in Tasmania by ensuring the visitor economy remains one of the state's greatest competitive strengths.

Tourism Tasmania's role is to be a demand generator and brand leader for Tasmania. Its marketing program should celebrate the identifiable character and spirit that makes Tasmania special, creating cultural and emotional connections with the state.

Tourism Tasmania is also to be a leader and influencer of policy, through the contribution of ideas and strategy to inform decision-making for tourism in the state.

Tourism Tasmania's Board of Directors is expected to provide advice to the Minister on:

- Policy, strategy and initiatives which relate to leading and activating Tasmania's tourism brand.
- Policy and initiatives which relate to future tourism strategy as relevant to the Authority's leading role in T21- Tasmania's Visitor Economy Strategy.
- Policy, strategy and initiatives which relate to improving access to Tasmania by air and sea.

Tourism Tasmania will not only play a key role in the Government's goal of attracting 1.5 million visitors per annum to Tasmania by 2020, it will target travellers who represent the greatest value to the state by dispersing regionally and spending more.

In fulfilling its role, Tourism Tasmania is expected to connect with industry and government to ensure its work is reflective and aligned with customers' experiences on-the-ground. It will do this by ensuring its work program is aligned with industry, products and experiences in Tasmania and through supporting industry excellence.

The Board will be guided by the principles of understanding Tasmania's uniqueness, challenging traditional thinking, being consumer-centric and accountable yet fearless. The Board will advocate for effective governance frameworks for Tourism Tasmania that reflect the dynamic and changing market environment in which it operates and seek flexibility to meet its objectives where relevant and necessary. The Board will give consideration to the legislative environment, employment frameworks, contract and procurement provisions and corporate service support requirements of the Authority.

Tourism Tasmania must have regard for the industry goals identified in the joint government–industry strategic plan, *Tourism 21*.

Risk Management

The Minister expects Tourism Tasmania to identify business and financial risks and have in place risk management strategies that recognise and are commensurate with the risk profile of the Authority.



Corporate Plan

The Tourism Tasmania Board of Directors must prepare a corporate plan to cover a period of not less than 3 financial years in accordance with Section 27 of the *Tourism Tasmania Act 1996*.

Leadership & Engagement

Minister and the Board of Directors of Tourism Tasmania

In addition to responsibilities specified at Section 9 of the Act, the Chairperson is to formally meet with me regularly throughout the year, and as the need arises.

The Chair and/or Board of Directors of Tourism Tasmania will also regularly meet with the Tourism Council Tasmania Limited Board, and other such Boards and agencies with a direct relevance to tourism.

The Board is required to jointly undertake with me, when the need so arises, the recruitment of a suitable chief executive officer. Suitable nominations may be submitted by the Board for my consideration.

Tourism Tasmania and the industry

Tourism Tasmania will connect and engage with the tourism industry to progress goals identified in the joint government–industry strategic plan, *Tourism 21*, and work collectively to ensure those goals are achieved and the plan is regularly updated.

Tourism Tasmania and the four regional tourism organisations

Tourism Tasmania recognises and supports the regional tourism model and works in partnerships with regional tourism organisations (RTOs) to enable the achievement of agreed objectives aligned to the goals of *T21*. Tourism Tasmania will recognise and support the regional focus of the RTOs, to deliver strong regional development of tourism and to support visitor engagement.

Access, Commercial and Distribution Partners

Tourism Tasmania will work in close partnership with airlines and airports to improve services to Tasmania and expand into new markets where growth opportunities exist, domestically and internationally.

Tourism Tasmania will also work closely with the TT-Line and other sea access partners to stimulate passenger travel by sea to the State.

Tourism Tasmania is to recognise the importance of maintaining an ongoing strategic relationship with the TT-Line as it works to deliver an unparalleled and unique sea transport service across Bass Strait.

Given the TT-line's role as a key access partner, Tourism Tasmania will work with the company to ensure shared outcomes under T2I and effectively plan for the increase in visitor numbers expected to be delivered by two new ferries and encourage the dispersal of those visitors.

Tourism Tasmania will also foster other commercial and distribution partnerships to drive demand for travel to Tasmania.

Tourism Tasmania, other Government Departments and other bodies

Tourism Tasmania will work in close partnership with other government departments to progress a coordinated approach to the implementation of government tourism policy.

Tourism Tasmania will work closely with other bodies that contribute to the brand values and attributes of Tasmania, ensuring the state's brand value and appeal as a leisure destination is maintained.

Compliance with Policies of Government

Tourism Tasmania is to perform all functions and exercise all powers in accordance with the requirements of the *Tourism Tasmania Act 1996*, *State Service Act 2000* and all other State and Commonwealth laws, regulations and instructions that impact upon its operations.

I expect to be fully consulted on all significant tourism matters, as well as prior to the release of any information or public announcement relating to significant policies of the government.

I expect to be advised before Tourism Tasmania establishes a business presence outside Tasmania and to seek approval before establishing any subsidiaries or joint ventures.