

# Tourism Tasmania

## POSITIVE IMPACT PLAN 2025-2028



Forest Bathing Experience,  
Nature. Be in it.  
© Harrison Candlin - Vagary

**TASMANIA**

COME DOWN FOR AIR



Tourism  
Tasmania

We acknowledge the Tasmanian Aboriginal people  
and their enduring custodianship of Lutruwita (Tasmania).

We honour their uninterrupted care, protection and belonging  
to these islands, skies and waterways, before  
the invasion and colonisation of European settlement.

As part of 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.

Read [Our Commitment](#) to the Tasmanian Aboriginal people.





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# Foreword

As the state government's lead tourism agency, Tourism Tasmania has an important role in meeting the goal of the 2030 Visitor Economy Strategy – to promote and protect Tasmania through a visitor economy that champions our natural environment, grows our prosperity, and empowers visitors to make a positive impact to island life.

Positive impact is a priority jointly held with our T21 industry and government partners. We each have responsibilities in delivering this, as a sector and as individual organisations. The team at Tourism Tasmania want to play their part.

Our staff and Board of Directors share the passion and aspiration that our visitor economy continues to grow its strong positive value for Tasmania.

We are already on the journey of making a positive impact.

Tasmania is a very special place for each and every one of us, demonstrated in our values. Over many years we have been acting to reduce our impact and grow the positive contribution we make to Tasmania, our home.

This Plan brings focus, visibility and accountability to our efforts.

Sarah Kingston Clark  
Chief Executive Officer  
July 2025

Our Plan ensures that positive impact is embedded into decision-making of Tourism Tasmania, measured over time, and championed as core to our role as a public organisation.



Martha Vale Park  
© Jasper Da Seymour

# Introduction

Tourism Tasmania's Positive Impact Plan builds on a strong foundation.

Many of the outlined principles and actions are already woven into our business as usual.

This Plan dials up momentum and focusses our effort on the areas where we want to maximise our impact. It consolidates what's working, clearly communicating our impact and advocating for the role of tourism in shaping a better future for Tasmania.

This Plan embeds positive impact in our decision-making, measured over time, and championed as core to our role as a public organisation.

It's an uncomplicated commitment: we're making Tasmania, and the planet, a better place through purposeful action.

We will consider all our impacts – environmental, economic, social and cultural – and measure against globally accepted standards.

This approach will uphold positive impact as a long-term and embedded part of our business.

Our approach is pragmatic and incremental, seeking continuous improvement and integration into our daily work – building momentum by delivering on clear milestones.

We're a small island, taking small steps towards big impact.

Simply put, we are focussed on:

- Strengthening and embedding what's already working
- Identifying and addressing gaps over time
- Using clear metrics to track progress and accountability
- Staying flexible and responsive as the context evolves.

We're a small island, taking small steps towards big impact.



# Plan on a page

## Purpose

To connect travelers emotionally and culturally with our island, drive visitation and enhance visitor contribution, and lead a sustainable visitor economy that delivers social, environmental and economic value for all Tasmanians.

## Values

PASSIONATELY  
CONNECTED

FEARLESSLY FORWARD  
THINKING

AUTHENTICALLY  
HUMAN

QUIETLY PURSUING  
EXTRAORDINARY

## Focus area

### TAKING CARE OF BUSINESS

Using science-based targets, we will shrink our carbon footprint and weave sustainability, equity and cultural care into our operations, procurement, partnerships and organisational culture.

### TAKING THE LEAD

We will grow the value of tourism for Tasmania, influencing policy and planning through research and insights and leading ecosystem change through advocacy to benefit Tasmanians and travellers across all regions of the island.

### TAKING SUSTAINABLE TRAVEL SERIOUSLY

We will protect Tasmania's unique values through brand, campaign and destination design to grow value over volume, share the benefits of tourism across all regions and smooth seasonality.

## Goal

Be the new benchmark for positive impact as a public sector agency.

Maintain and nurture trust in tourism to shape Tasmania's future.

Influence and manage visitation to create positive impacts for Tasmania.

## UN SDG's



# Taking care of business

**Our goal is to be the new benchmark for positive impact as a public sector agency.**

We recognise our responsibility to model the change we want to see. This means our own operations and decision-making need to consistently reflect care, sustainability and public value to underpin our brand and strategy.

Our work to date has laid down a strong foundation.

We measure our emissions and have identified the baseline to plan and measure future activities against. We already have a range of measures in place to reduce our emissions.

Our Commitment demonstrates our desire to grow our knowledge and understanding of Palawa history and culture, and the actions we are taking to embed this in our work.

Our organisational values have been shaped by deep engagement across our team. We regularly measure satisfaction and wellbeing, and support ways of working that foster a high-performing and inclusive organisational culture.

We support our local community through fundraising and participation in events that engage and connect with the broader Tasmanian community.

We are proud of the positive impact we already make while quietly pursuing the extraordinary. Our goal through this Plan is to prioritise growing our impact.

## We will:

- Define ESG targets, including Scope 3, and develop a plan to achieve the targets.
- Measure and publicly report our progress.
- Investigate the potential for Tourism Tasmania to pilot a public sector standard of endorsement with B Lab to achieve our goal to meet the highest standards of social and environmental performance, accountability and transparency.
- Mature our Aboriginal Cultural Safety proficiency including implementing knowledge building programs and meaningful engagement with Aboriginal people.
- Introduce programs that enable our team to make a practical positive impact for Tasmania.
- Develop ethical marketing guidelines.
- Increase market visibility of experiences and product that showcase positive impact.



# Taking the lead

## Our goal is to maintain and nurture trust in tourism to shape Tasmania's future.

As a sector built on storytelling, tourism can influence systems and support others to act, helping Tasmania thrive socially, culturally, environmentally and economically.

As the lead government agency for tourism, Tourism Tasmania has a platform to shape systems, build capability and position tourism as a force for good for people and place.

The established T21 governance supports this role in shaping how tourism is understood, valued and connected across government, industry and with our community.

Our leadership and advocacy, promoting the direct and indirect value of tourism across all regions of the island, grows the business case for investment in tourism as core to Tasmania's future.

Quality and timely data and research provide the evidence base for our advocacy.

Research tells us the Tasmanian community values the role tourism plays, and we don't take this for granted.

We recognise our important role in leading a visitor economy committed to making a positive impact for Tasmania and advocating for the essential measures that fulfil this vision.

## We will:

- Lead the T21 Tasmanian Government and industry partnership to deliver the maximum value for Tasmania.
- Continue to measure Tasmanian community sentiment for tourism and provide leadership and advocacy to address issues as required, growing social licence of Tasmanians for the visitor economy.
- Invest in and share data and research to advocate for measures that grow benefits across the state.
- Influence policy and planning at all levels of government to grow tourism's broader value and manage negative impacts.
- Enable operators to grow their impact through information and tools in the Tourism Hub.



# Taking sustainable travel seriously

## Our goal is to influence and manage visitation to create positive impacts for Tasmania.

Tourism Tasmania plays an essential role in shaping demand and visitor behaviour at every stage of the customer journey.

As the principal demand driver for Tasmania, we're committed to using our influence to guide respectful, responsible visitation and support community wellbeing, protect places and ensure Tasmania's appeal is sustained over time.

Our brand has deep roots in Tasmania's unique values.

We care about attracting markets aligned with travellers who value what is special about Tasmania, driving demand to all corners of the island and sharing the real benefits of the visitor economy with all Tasmanians. We're focussing on a clear strategy to grow visitation in the shoulder seasons and the Off Season, providing year-round benefits.

Tasmania is a unique proposition and continues to grow. Our responsibility goes beyond driving demand, to managing growth through our T21 leadership role.

Our existing work has highlighted our pressure points and opportunities for growth. We are well advanced on planning to identify options that will pave a new roadmap, empowering us to manage growth with considered care for environmental, community and cultural values.

## We will:

- Finalise and operationalise the Sustainable Visitation Framework policies and processes with T21 partners.
- Create common positive impact terminology and share with industry and partners to maximise impact of communications with visitors at all stages of the customer journey.
- Develop an evidence-based approach to enable visitors to be stewards of what is special about Tasmania through action.
- Embed social, cultural and environmental care in campaigns and content.
- Evolve longer term strategy to promote visitation out of peak season and into regions.



# Action plan

## FOCUS AREA ONE

### Taking care of business

	2025/26				2026/27				2027/28			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Develop ESG targets												
Embed ESG into all policies												
Incorporate ESG measures in corporate reporting												
Investigate transitioning carbon accounting aligned with industry supported programs												
Expand carbon accounting to include Scope 3												
Finalise ESG aligned procurement framework												
Develop emissions reduction plan												
Investigate the potential for Tourism Tasmania to pilot a public sector standard of endorsement with B Lab												
Mature the agency's Aboriginal Cultural Safety proficiency including implementing knowledge building programs and meaningful engagement with Aboriginal people												
Work with relevant stakeholders to deliver Tourism Tasmania's action within the government's Closing the Gap plan												
Support the marketing and promotion of existing and emerging Aboriginal tourism experiences												
Develop a positive impact education module for staff												
Introduce and promote staff volunteering and workplace giving initiative												
Embed the Tourism Tasmania values to create meaningful links and action to areas of positive impact												
Embed Positive Impact into staff Annual Plans												
Develop ethical marketing guidelines												
Increase market visibility of experiences and product that meet positive impact criteria												

FOCUS AREA TWO

## Taking the lead

	2025/26				2026/27				2027/28			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Lead an annual program of work for T21 partners that delivers on the Visitor Economy Strategy.												
Increase the agency's profile nationally through advocacy, thought leadership opportunities and engagement with industry bodies.												
Evolve the Story of Tourism including increasing awareness of the social and cultural value tourism brings to Tasmanians as well as economic opportunities.												
Enhance our corporate brand through corporate communications strategy and industry engagement program.												
Develop information and tools for operators and share on the Tourism Hub												
Measure Tasmanian community sentiment for tourism.												
Invest in new data sources that grow understanding of the value of the visitor economy.												
Share data and research on the Tourism Hub.												
Influence policy and planning to grow tourism's broader value.												

FOCUS AREA THREE

## Taking sustainable travel seriously

Develop an approach to enable visitors to be stewards of what is special about Tasmania ('visitor pledge').												
Embed social, cultural and environmental care in campaigns and content.												
Continue to strengthen industry connectivity and representation with our programs.												
Finalise the Sustainable Visitation Framework policies and processes with T21 partners.												
Create common positive impact terminology and share with industry and partners to maximise impact of communications with visitors at all stages of the customer journey.												
Research the value-action gap to support visitor stewardship.												
Evolve longer term strategy to promote visitation out of peak season and into regions.												

#discovertasmania

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