

Tourism Tasmania Annual Report

2024-2025



Red Rock Hut
© Sukma Bowling

TASMANIA

COME DOWN FOR AIR



Tourism
Tasmania

Acknowledgement of Country

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.

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.



Tiagarra Tasmanian Aboriginal Cultural Centre
© Stu Gibson



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Submission to the Minister

Section 41 of the *Tourism Tasmania Act 1996* (the Act) requires that the board of directors must prepare for the Authority (Tourism Tasmania) an annual report for each financial year. The Act states that the annual report is to include the following information and documents:

- The Statement of Corporate Intent which relates to the corporate plan that takes effect at the beginning of the next financial year
- The financial statements of the Authority for the financial year to which the annual report relates, including a copy of the opinion of the Auditor-General in respect of the financial statements
- A report on the operations of the Authority during that financial year
- Section 42 of the Act states that the Minister must lay a copy of the annual report before each House of Parliament within four months after the end of the financial year to which the annual report relates.

Accordingly, we have pleasure in submitting to you for presentation to Parliament, this report on the affairs and activities of Tourism Tasmania for the financial year ended 30 June 2025.

Yours sincerely



Grant O'Brien
Chair
Tourism Tasmania Board
October 2025



Sarah Kingston Clark
Chief Executive Officer
Tourism Tasmania
October 2025

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About Tourism Tasmania

Tourism Tasmania is the state government's lead tourism agency.

It is a State Authority established in 2014 and a Statutory Authority established under the *Tourism Tasmania Act 1996*. It is governed by a skills-based board appointed by the Governor of Tasmania on the recommendation of the Minister for Tourism.

Tourism Tasmania leads the T21 visitor economy partnership by actively managing and contributing tourism expertise to strategy and policy development across government, industry and the community, for the benefit of all Tasmanians.

The agency leads, develops and manages the state's tourism brand and generates demand for travel to the state providing social, economic and cultural benefits for Tasmania's tourism industry, economy and community.



Borradale Stanley
© Lola Hubner



Statement of Corporate Intent

While this publication looks back over the past twelve months, the *Tourism Tasmania Act 1996* states that the annual report is to include the Statement of Corporate Intent relating to the corporate plan that takes effect at the beginning of the next financial year. This statement of corporate intent is a summary of the Tourism Tasmania Corporate Plan 2025-2028.

The Corporate Plan outlines our role in tourism brand leadership, demand generation and providing leadership in Tasmania's visitor economy. It describes the agency's role in generating demand for visitation as well as its role in leading and influencing the development of policy, sharing insights, research, and data, and planning for the future visitor economy. Our collaboration with visitor economy stakeholders provides our customers with a world leading experience and enables a sustainable visitor economy for the benefit of all Tasmanians.

The agency delivers its role through:



A brand platform and marketing program which celebrates the identifiable character and spirit that makes Tasmania a special place, creates cultural and emotional connections with customers and encourages travel to Tasmania.



Leading, influencing and informing Tasmania's 2030 Visitor Economy Strategy planning and implementation on behalf of government and in partnership with industry to deliver on T21 goals.



Advocating and securing air and sea capacity to support more opportunities for our visitors and the community to travel in and out of Tasmania.



Tyndall Range, West Coast Range
© Matty Eaton

Our collaboration with visitor economy stakeholders provides our customers with a world leading experience and enables a sustainable visitor economy for the benefit of all Tasmanians.

Chair statement

Tasmania's visitor economy continues to be a cornerstone of our state's success, supporting communities across every region and creating meaningful opportunities for Tasmanians.

For more than 130 years, tourism has been woven into the fabric of our state, empowering local communities and driving economic growth. Today, this industry supports 50,800 Tasmanian jobs – one in every six jobs across our state – and injects \$4.55 billion into our economy annually. This represents the highest tourism share of gross state product of any state in Australia, demonstrating the vital role our industry plays in Tasmania's prosperity.

The breadth of tourism's economic impact extends far beyond accommodation and attractions. For every dollar a visitor spends in Tasmania, a further 83 cents is generated elsewhere in our economy, flowing through our cafes, bakeries, restaurants, petrol stations, supermarkets, and countless other businesses. This multiplier effect creates a rising tide that lifts every community.

This is all despite Tasmania operating in an intensely competitive environment. The state competes against states with marketing budgets we can only aspire to, where Queensland and New South Wales can outspend us for visitor attention every day of the week. However, our experience has shown that success isn't always about how much you spend, rather how strategically you deploy your resources.

Tasmania's strength lies in our authenticity. We have a unique state with unique attractions, unique experiences, and most importantly, unique people

who make up a remarkable industry. Our marketing must cut through the noise, stand out in crowded markets, and ensure Tasmania is front of mind when travellers plan their next escape.

The momentum we've built is substantial. Since our Come Down For Air campaign launched in 2019, awareness of Tasmania as a holiday destination has increased by 12 percentage points, reaching its highest level in four years.

Tasmania now holds the second-highest destination awareness in Australia, behind only Queensland. This is a testament to the power of authentic, creative marketing that captures our state's distinctive character.

This summer delivered record visitor numbers and nights, supported by strong shoulder and winter seasons. Our brand campaigns, including Come Down For Air and our innovative Off Season campaigns, are delivering genuine cut-through in a competitive marketplace. When people consider their next holiday destination, Tasmania is now positioned prominently in ways it wasn't five years ago.

Our success is grounded in the strategic direction provided by Tasmania's 2030 Visitor Economy Strategy. This isn't simply a document that sits on a shelf. It's a living, actionable roadmap backed by regular progress reporting that translates strategy into measurable results.

I encourage all Tasmanians to take pride in what we've collectively built, celebrate the jobs and economic contribution we've created, and feel confident in our ability to continue to grow visitation sustainably.

When we share our place, our stories, and our way of life with visitors, we showcase the best of what makes Tasmania special.

Tourism Tasmania's continued success depends on the outstanding work of our dedicated team and the collaborative efforts of our industry partners. I want to acknowledge the commitment of our board members and congratulate our staff who work tirelessly to position Tasmania as a world-class destination.

The support we receive from government recognises the vital contribution tourism makes to Tasmania's future. This partnership approach between government, industry, and community creates the foundation for sustainable growth that benefits all Tasmanians.

Looking ahead, I'm confident that our continued focus on authentic storytelling, strategic marketing, and collaborative partnerships will ensure Tasmania's visitor economy remains a driving force for our state's prosperity.

Tourism Tasmania's work has been strengthened by the support of Jeremy Rockliff, Premier and Minister for Tourism and Hospitality. We thank him for his support for Tourism Tasmania and the state's visitor economy, which is vital to the sector's ongoing success.



Grant O'Brien,
Chair Tourism Tasmania

Chief Executive Officer statement

Tourism Tasmania's role and focus is to provide strong leadership that shapes the state's tourism future, generate demand and grow visitation to support our industry and deliver a positive impact to Tasmanians.

We work collaboratively across the visitor ecosystem to ensure the strategy and actions outlined in the 2030 Visitor Economy Strategy are delivered in partnership with our industry and across government.

Tourism Tasmania's marketing strategy aims to drive value over volume, increase visitor dispersal into our regions and smooth out seasonality to manage growth sustainably across the year and across the state.

The strategy aims to convert demand into bookings and build future demand through a strong brand positioning and interesting and engaging marketing communications.

Destination marketing plays a critical role in creating awareness and overcoming barriers to travel and our work must continue to be interesting and engaging to cut through in a highly competitive market.

The Come Down For Air brand platform continues to be highly successful an effective foundation to our destination marketing strategy. Our market-leading approach to nurturing and developing the brand helps us to stand out and importantly be effective in our investment. We know this because, ultimately, dull advertising is more expensive and less effective.

We have increased awareness of Tasmania's brand with Australian audiences and despite a much smaller budget than larger states, we are now second only to Queensland.

The achievements outlined in this report are a result of the collaborative efforts of all our partners and the highly skilled team at Tourism Tasmania who are focused on delivering the very best work to support Tasmania's important tourism and hospitality sector.

Looking ahead, the foundations we have built position Tasmania exceptionally well for continued growth. Our brand strength, combined with collaborative partnerships, creates an environment where tourism can thrive, while preserving what makes Tasmania special.

I want to acknowledge the incredible dedication of Tasmania's tourism operators, whose passion and innovation create the experiences that set our destination apart. The resilience and creativity shown by our industry partners throughout the year has been remarkable, and their commitment to delivering exceptional visitor experiences remains the cornerstone of Tasmania's tourism success.

I again extend my gratitude to our team at Tourism Tasmania, whose expertise and dedication drive the results outlined in this report.

Tasmania's tourism story continues to evolve, and I am excited about the opportunities ahead as we build on these strong foundations to deliver sustainable growth that benefits all Tasmanians.



Sarah Kingston Clark,
CEO Tourism Tasmania

Board of Directors



Grant O'Brien, Chair

Grant O'Brien is the Chair of the Tourism Tasmania Board of Directors. He is a Tasmanian through and through, growing up on the north west coast. Grant entered employment with Woolworths Limited in 1987 as an Assistant Accountant and then rose through the ranks to become the CEO and Managing Director at Woolworths Limited, a position he held between 2011 and 2016. A member of the Australian Institute of Company Directors since 2011, Grant was Chair of the Port Arthur Historic Site Management Authority from December 2019 until May 2025 and was until recently the Chair of the Australian Sports Foundation and Deputy Chair of the Stars Foundation. He was also a member of the Tasmanian AFL Taskforce and is currently the inaugural Chair of the Tasmania Devils Football Club.



Sarah Kingston Clark

Sarah Kingston Clark is the Chief Executive Officer of Tourism Tasmania. Sarah is an established leader with broad industry experience, from working in front-line roles to trade, marketing and general management. She has a passion for sustainable tourism and is delighted to help realise Tasmania's future in positive impact tourism. Born in Tasmania, Sarah has over 20 years of experience in the tourism industry, having started her career as a tour guide with Topdeck Travel. While travelling, studying and working all over the world, Sarah rose through the ranks at Topdeck to establish a brand presence in North and South America, before leading the business as General Manager for Asia Pacific and as Global General Manager, based in London. She has been part of the global management team of Flight Centre, Vice President for STA Travel in Dallas, Texas, a Board Member of Eurail, and a Phocuswright Young Leader USA. Before joining Tourism Tasmania, she was Managing Director for Australia and New Zealand at Intrepid Travel, while also on the Tourism Tasmania Board of Directors.



Rod Cuthbert

Rod is a pioneer in the online sector of the travel industry. He was the founder, Chairman and CEO of global experiences marketplace, Viator, and the Chairman and CEO of multi-modal journey planner, Rome2rio. He is a Director of Veltra, Japan's leading online travel agency. Rod grew up in Tasmania and has extensive experience in global markets. He established Viator as the leading retailer of experiences globally, offering over 300,000 tour, sightseeing and attraction products and serving millions of customers annually. In 2024 Rod was inducted into Phocuswright's online travel industry Hall of Fame.



Shane O'Hare

Shane is a global tourism and aviation sector CEO and Director, with extensive industry experience. He currently serves as Chair of Tourism Tasmania's Audit and Risk Committee. Throughout his career, Shane has held a range of senior executive positions in the United Arab Emirates, Bahrain, New Zealand, United States, Australia and across Europe. Currently Chief Executive Officer and Board Director at Launceston Airport, he also serves on the Executive Committee of Launceston Airport's parent company, Australia Pacific Airports Corporation (Melbourne Airport), and is a former Board Director for Visit Northern Tasmania. Prior to his current role, Shane has worked as Chief of Aviation at Melbourne Airport, Executive Manager, People Experience (PX), Inclusion, Diversity and Wellbeing at the Qantas Group and Director of Marketing for Star Alliance. Shane has founded and directed several private companies including an airline, brand design company and award-winning restaurant. He also provides bespoke pro-bono CEO mentor services to not-for-profit organisations, is a fellow of the Australian Institute of Company Directors (FAICD) and holds an MBA.



Carolyn Miller

Carolyn Miller (BA Comms, MBA, GAICD) has been a strategist at multiple award-winning agencies and has over 20 years' experience in the advertising and marketing industries. She is seen as a key opinion leader (KOL) in the industry, featuring as a regular panellist on the ABC television program 'Gruen'; where advertising industry experts review and discuss marketing creative concepts and strategies. Carolyn has featured as a contributor in the best-selling 'The Gruen Transfer' book. She is the Founding Director of communications consultancy 'The Honeycomb Effect' with a client base of high-profile brands such as Nespresso, Yahoo!, Lendlease and The Australian Institute of Sport among many others. Carolyn is frequently engaged as a speaker in the events industry and has spoken at numerous tourism and event organiser conferences. Carolyn has significant experience working alongside government; she was a Non-Executive Director of the board at Family Planning NSW from 2012 to 2018 and elected as Vice President in 2015. Her experience has been strengthened through her completion of an Executive MBA and membership at the Australian Institute of Company Directors.



Penny Rafferty

Penny Rafferty is Executive Chair, Luxury Lodges of Australia and has led the association since it was established in January 2010. This collective voice of independently owned and operated lodges and camps across Australia helped shape and define Australia's high-end experiential travel. Penny led the development of Tourism Australia's Sustainability Strategy 2020-2024, the aim of which is to advocate, educate and elevate the many sustainability legacy stories of Australian tourism, meeting and growing consumer demand, and encouraging industry capability. Penny also led the development of Tourism Australia's Premium and Luxury Strategy 2017-2020. She sits on the inaugural Condé Nast Traveler Global Advisory Board and served on Virtuoso's Sustainability Council 2022-2024. She is also a Mentor for The Conscious Travel Foundation and graduate and member of the Australian Institute of Company Directors since 2012.



Clint Walker

Clint has been a passionate owner-operator of tourism businesses in Tasmania for 24 years. He has lived in Stanley for 20 years with his wife, Katinka, and children. His business career started in 1997 when he and Katinka founded Devil's Playground Ecotours in Launceston and Hobart. They then purchased Stanley Seaview Inn with Clint's parents as partners in 2001. In 2008, the family established Stanley's Horizon Deluxe Apartments, followed by Burnie City Apartments. In April 2022, Clint and Katinka bought and rebranded what is now known as Hanlon Guest House, a luxury heritage accommodation in Stanley. Clint has been involved in the Circular Head Tourism Association for many years and President for the last nine. He has served a number of years on the West by North West regional tourism organisation board and 12 years as a Director of the Tourism Industry Council of Tasmania (TICT). Clint spent four years as Co-Deputy Chair and is currently the Finance Director of TICT. Clint also holds an MBA from the University of Tasmania.

Year in review



50,800

or 1 in 6, Tasmanian jobs supported by the tourism sector



\$3.6 billion

Visitor spend from 1.35 million visitors in year ending June 2025



790

Off Season offers and events, with 420 experiences through the Local Marketing Campaign



2.96 million

Users on Discover Tasmania website



461,000

Leads to operators via Discover Tasmania website and app



1.28 million

Followers on social media channels (Facebook, Instagram, TikTok, LinkedIn, X)



23.1 million

Users reached on Discover Tasmania social media platforms



725 million

Global PR audience reach through 433 pieces of earned media coverage, including 337 million reach for Winternships campaign



41,000

Downloads of the Discover Tasmania App



116,600

Subscribers across consumer, industry, trade and PR e-newsletters



297

Industry operators showcased to 218 trade and media delegates during 61 domestic and international famils



MORE THAN 5,000

Travel agents trained globally via the Tassie Specialist and Aussie Specialist programs



FOURTEEN

International partnership marketing campaigns



Cold Plunge - Apsley Waterhole
© Harrison Candlin - Vagary

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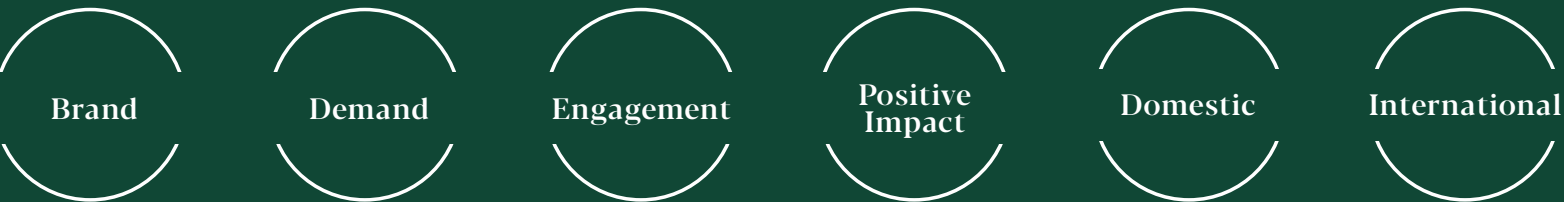
Tourism Tasmania's strategic focus 2024-25

Our purpose

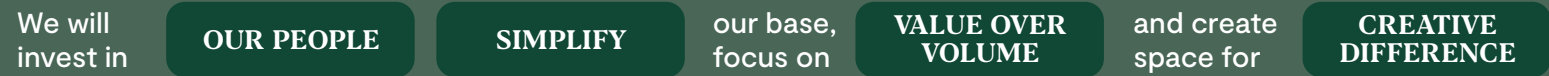
To connect travellers emotionally and culturally with our island, drive visitation and enhance visitor contribution; and lead a sustainable visitor economy that delivers social, environmental and economic value for all Tasmanians.



Themes for our guiding goals



Our internal lens to deliver



DESTINATION PROGRAM

Visitor economy leadership

Tasmania's 2030 Visitor Economy Strategy was released in August 2023, together with a three-year action plan for implementation through to 2025-26.

This collaboration between government and the tourism industry provides a longer-term vision and plan to manage the growth of tourism sustainably, ensuring the visitor economy has a positive impact on Tasmania's economy, environment and way of life.

PROGRESSING THE STRATEGY

Since the strategy was released, T21 partners have delivered, or are delivering, more than 230 actions.

In March 2024, the Tasmanian Government committed an additional \$12 million to support delivery of the Strategy.

In 2024-25, funding of almost \$1.5 million was allocated to Tourism Tasmania to support:



Research, data and analysis on visitor contribution



Assessing and managing visitor pressure points and growth opportunities



Data and research technology to support and manage visitor economy growth



Market research on the barriers facing visitors travelling to Tasmania



New visitor data sources and technologies to collect data



Research and modelling for cruise visitation and access into Tasmania

During 2024-25, Tourism Tasmania's 2030 strategy deliverables included the statewide strategic assessment as part of the Sustainable Visitation Framework, the Winternships earned media campaign during the 2025 Off Season, increasing air access to Hobart and Launceston, Spirit of Tasmania preparedness, reducing emissions, and a Trade Connect Program.

Tourism Tasmania has provided coordination for reporting on progress of delivery of the Action Plan and continuing support to the T21 governance structure and workplan, including chairing bi-monthly meetings of the T21 Steering Committee and quarterly meetings of the Premier's Visitor Economy Advisory Council.



Tall Timbers 4wd Adventure Tours
© Lusy Productions



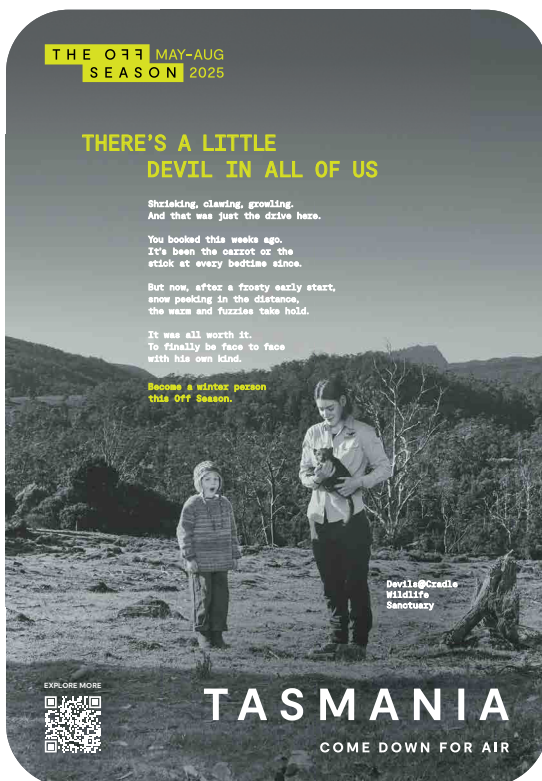
PREPARING FOR THE NEW SPIRIT OF TASMANIA VESSELS

Tourism Tasmania is preparing for an anticipated increase in the state's caravan and motorhome visitor market through the new Spirit of Tasmania vessels.

In March 2025, the agency launched a [Caravan and Motorhome Market Plan](#), which assesses the demand potential of this visitor market, and maps infrastructure and services relevant to these travellers.

Government, councils, regional tourism organisations and caravan park operators were all consulted on the plan, which also informed the allocation of government investment in the [Spirit Preparedness Fund](#). This included funding from the 2030 Visitor Economy Strategy for priority national park and local government infrastructure and services, along with traffic management planning.

Alongside the plan, Tourism Tasmania launched a [Caravan and Motorhome Visitor Market Profile](#) to help industry develop their products and experiences to attract and cater for this growing market.



Tracking the visitor economy

Tourism Tasmania's research program provides insights to enable informed decision making across the tourism sector and to support planning and development. These insights also contribute to the agency's marketing strategy, performance and effectiveness.

Tourism Tasmania uses various data sources to monitor and understand the behaviour of visitors to the state, helping track and measure visitor economy performance. These include Roy Morgan Research, Tourism Research Australia (national and international visitor surveys), and STR and AirDNA (accommodation demand and occupancy).

Tourism Tasmania's market profiling program also tracks brand impact, evaluates campaign effectiveness, identifies visitor profiles and emerging customer trends, and delivers market insights.

The Tasmanian Visitor Survey (TVS) has now been a 100 per cent online experience for two years, while maintaining the robustness the TVS has demonstrated for almost 50 years. The move to online has saved an estimated paper usage by around 80,000 pages annually, subsequently reducing carbon emissions by an estimated 1.41 tonnes per year.

KEY VISITATION INSIGHTS AT YEAR ENDING JUNE 2025

- Total interstate and international visitation for the year ending June 2025 increased 3.6 per cent from the previous year to almost 1.35 million. This was the highest level of visitation post-COVID, down only 0.6 per cent on pre-COVID peak visitation during the year ending January 2020.
- Visitors continued to stay longer in the state, around 1.5 more nights each than in 2019, resulting in 12.79 million visitor nights. This was on par with the previous year (-0.4 per cent) and remained up significantly on 2019 (+17.7 per cent).
- Visitor spend exceeded \$3.6 billion, an increase of 3.6 per cent on the year ending June 2024, and up \$1.06 billion (41.7 per cent) from 2019.

- Average spend per visitor was \$2,671, which was the same as 2024 and 42 per cent more (+\$780) than in 2019.
- Compared to year ending June 2024, there were more visitors who, on average, each spent the same as the previous year, leading to an increase in overall expenditure. While average spend per visitor generally increases each year, it has remained static over the past year due to rising costs of living continuing to place pressure on households and travel decisions.
- International visitation had almost fully recovered to pre-Covid levels in the year ending March 2025, with two markets, the USA and the UK, seeing more visitors than at the same time in 2019.

TOTAL VISITORS (INTERSTATE AND INTERNATIONAL) (TVS)			
Measure	12 months to June 2024	12 months to June 2025	% change
Total visitors	1,301,600	1,348,500	3.6%
Total expenditure (million)	\$3,478	\$3,602	3.6%
Average spend per visitor in Tasmania	\$2,672	\$2,671	0.0%
Average spend per night	\$271	\$282	4.0%
Total nights (millions)	12.85	12.79	-0.4%

LEISURE VISITORS			
Total leisure visitors	1,037,000	1,069,200	3.1%
Total leisure expenditure (million)	\$2,966	\$3,084	4.0%
Average spend per leisure visitor in Tasmania	\$2,860	\$2,885	0.9%
Average spend per night	\$299	\$304	1.8%
Total nights (millions)	9.92	10.13	2.1%

Sources: The Tasmanian Visitor Survey captures interstate and international travel; it does not include intrastate travel or cruise.

Access to Tasmania

As an island state, strong air and sea access is vital for the visitor economy. Tourism Tasmania works collaboratively with various key aviation stakeholders, including airlines and airports, to maintain and strengthen airline seat capacity and frequency, along with route diversity and connectivity. This helps to deliver seamless access and choice for travellers.

AVIATION

Domestic flights

Tourism Tasmania meets regularly with all domestic airlines and Tasmanian airports to collaborate and influence air capacity, frequency and route schedules to Tasmania.

This includes consolidating core routes from Melbourne, Sydney and Brisbane and bolstering newer routes from Adelaide, Perth, Gold Coast and Canberra, helping ensure Tasmania’s share of domestic capacity.

This year, there has been a reduction in capacity into Launceston and Hobart due to fleet transition delays. However, all airports reported increased passengers during 2024-25.

Hobart and Launceston airport upgrades

Hobart Airport has completed key runway, taxiway and apron infrastructure upgrades that enables wide body, long haul aircraft to operate direct out of Hobart to key Asian destinations. This \$130 million project is key to delivering on the Tasmanian Government’s international strategy



of securing a direct service to Asia, complementing the current international New Zealand flights.

Hobart Airport is also investing \$200 million in major terminal upgrades, that will be completed in stages, with the final project expected to be completed by early 2027.

Launceston Airport has announced a \$100 million infrastructure development plan including further passenger terminal and apron works, enhancing its status as northern Tasmania’s gateway for passengers and freight.

International flights

Tourism Tasmania’s efforts to improve international air connectivity have included securing direct air services between Auckland and Hobart, along with one-stop services through mainland centres to the Middle East, Southeast Asia and North America.

Air New Zealand

Air New Zealand enjoyed a successful season operating between Auckland and Hobart, with the airline reporting strong demand.

More than 23,200 passengers travelled on the direct service during its seasonal operation

KEY AIRPORT PASSENGER TRAFFIC			
	12 months to June 2024	12 months to June 2025	% change 12 months to June 2019
Hobart Airport	2.67 million	2.82 million	+5.45%
Launceston Airport	1.42 million	1.43 million	+1%

SPIRIT OF TASMANIA PASSENGERS (DEPARTING ONLY)* IN THE YEAR TO JUNE 2025		
	12 months to June 2024	12 months to June 2025
Passengers	207,898	196,090
Visitors	142,846	134,193

**According to Tasmanian Visitor Survey data for the year ending June 2025.*



between October 2024 and March 2025. This was an 11 per cent increase on the previous year, with New Zealand and USA/Canada markets contributing strongly to the service.

Direct Asia flight

Tourism Tasmania, in partnership with Hobart Airport, is working with targeted international airlines to secure a direct flight between Singapore or Hong Kong and Hobart, with positive engagement continuing regarding the business case for both markets.

A direct Singapore or Hong Kong service would provide one stop access to the rest of Asia, including China, and most of Europe.

Aviation Attraction Fund

Tourism Tasmania has worked closely with the Department of State Growth on the implementation of the Tasmanian Government's Aviation Attraction Fund to build airline seat capacity into Tasmania.

The fund includes \$5 million to support new domestic routes, extending seasonal routes, and attracting a direct international service.



CRUISE

During the 2024–25 cruise season, Tasmania welcomed 131 cruise ships, which carried more than 342,000 passengers and crew. The economic contribution of these cruise ships to Tasmania was estimated to be around \$130 million.

Cruise travel disperses visitors and visitor expenditure into regional areas with port calls in Hobart, Burnie, and Port Arthur, along with some regional ports.

There are approximately 100 tourism operators across Tasmania directly contracted in the cruise line shore tour programs, with independent tour operators, retail centres, food producers and shipping services also benefiting from cruise shipping.

In 2024–25, Tourism Tasmania has invested approximately \$50,000 in activities to:

- engage targeted cruise lines to maintain deployment in regional Tasmania over the next three years and beyond, and
- support and connect Tasmanian tourism operators with cruise lines and shore excursion operators.



Activities to support cruise development included hosting targeted famils (familiarisation tours showcasing tourism experiences to shore excursion operators), representing Tasmania at key industry conferences and the SeaTrade global trade event, along with preparing Cruise Tasmania and Tasmanian shore excursions brochures.

The agency also delivered statewide pre-cruise season industry briefings and industry development workshops, developed 'working with cruise' resources and fostered business connections to the relevant cruise distribution channels.

MARKETING PROGRAM

Culture brand

Tourism Tasmania's purpose is to connect travellers emotionally and culturally with our island, drive visitation and lead a sustainable visitor economy that delivers social, environmental and economic value for all Tasmanians. In leading and activating the state's tourism brand, we deliver a range of marketing programs, campaigns and partnerships to generate awareness of Tasmania and demand for travel.

As a small state, destination marketing plays a critical role in creating awareness and overcoming consumer barriers to drive demand for travel to Tasmania. Attracting holiday visitors is big business and Tasmania must compete in an Australian tourism landscape dominated by larger states with bigger budgets. Tasmania's marketing messages must stand out and be delivered in interesting ways to generate cut through so that people think of Tasmania when they are considering their next holiday.

Tourism Tasmania's marketing strategy focuses on both creating future demand for visitation and converting current interest into bookings with airlines, travel agents and directly to our industry operators. Brands that advertise using an emotive or interesting creative approach can make their advertising dollars work harder than those who take a safe or more conservative approach.

This approach is working, with research from Kantar* showing Tasmania is only second to Queensland for 'total brand communication awareness' among Australians and Tasmania is seen as the most 'unique' destination within Australia. Since Come Down For Air first launched in October 2019, awareness of Tasmania as a holiday destination has risen by 12 percentage points.

While a single campaign can deliver short term results, Tourism Tasmania invests in long term brand building that delivers better return on investment for the state. The longstanding Come Down For Air and Off Season campaigns have been successful in building strong and lasting connections with Australians, inspiring travellers to visit all corners of our state.

GUIDING GOALS - MARKETING KPIS

Brand KPI

Demand power score target: 10.4

Result: 10.5

Pricing power score target: 1.07

Result: 1.06

Domestic KPI

Total visitor expenditure target: >\$3.6 billion

Result: \$3.05 billion

Average spend per visitor target: >\$2,800

Result: \$2,600

International KPI

Tasmanian share of international visitors to Australia target: 3.1%

Result: 3.41%



Pieman River
© Lauren Bath

* Source: Kantar Tourism Information Monitor – Total Brand Communications Awareness score for January-March 2025.



COME DOWN FOR AIR

The Come Down For Air platform underpins our destination marketing program, driving awareness and consideration of Tasmania as a holiday destination.

The Come Down For Air campaign invites travellers to come to Tasmania and take a break from the everyday stress and routine of modern life, with the message delivered from a distinctly Tasmanian point of view and tone of voice.

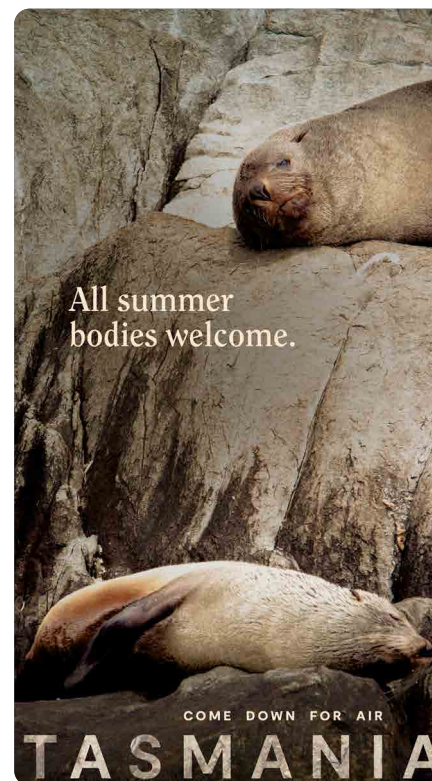
The campaign was in market from September 2024 to March 2025 in key markets across New South Wales, Victoria, Queensland, South Australia and Western Australia.

It was delivered through broadcast television, 'out of home' advertising, advertising in airports, train platforms, and major traffic routes and intersections as well as in online environments with digital video and display.

Brand storytelling content through the Discover Tasmania website, social media and EDM channels also supported the campaign.

Come Down For Air was also activated across partnerships with Hayden Quinn's Taste of Australia broadcast TV show, Sydney to Hobart Yacht race and Red Bull Hardline events reaching on ground, domestic and international audiences.

The Come Down For Air media campaign reached 93.2 per cent of people aged 18-plus across our target markets*.



PUBLIC RELATIONS

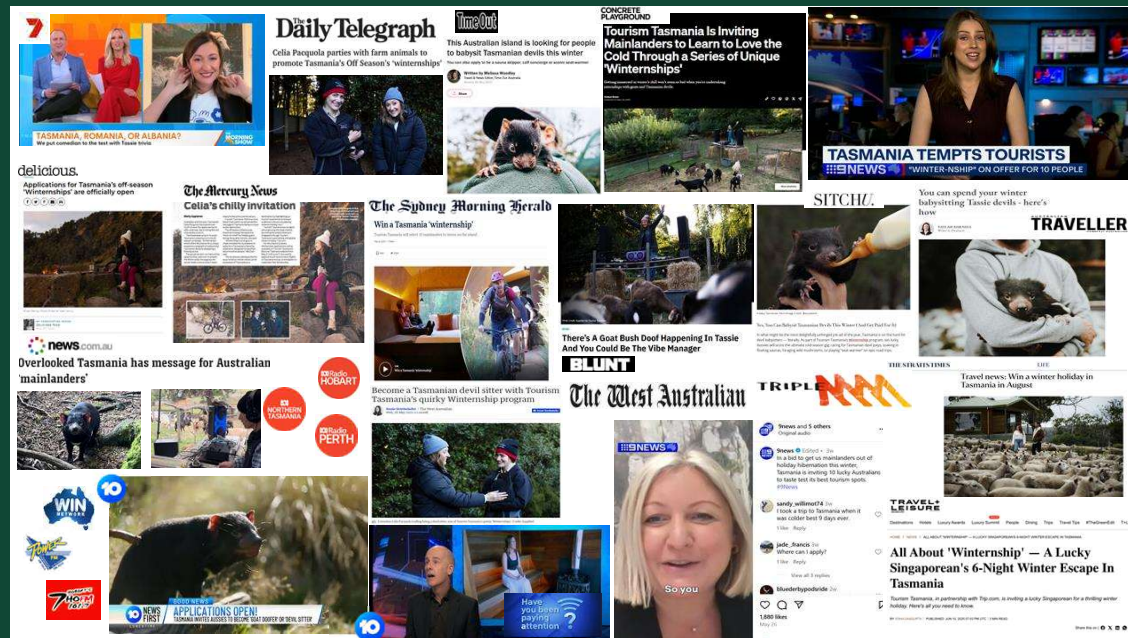
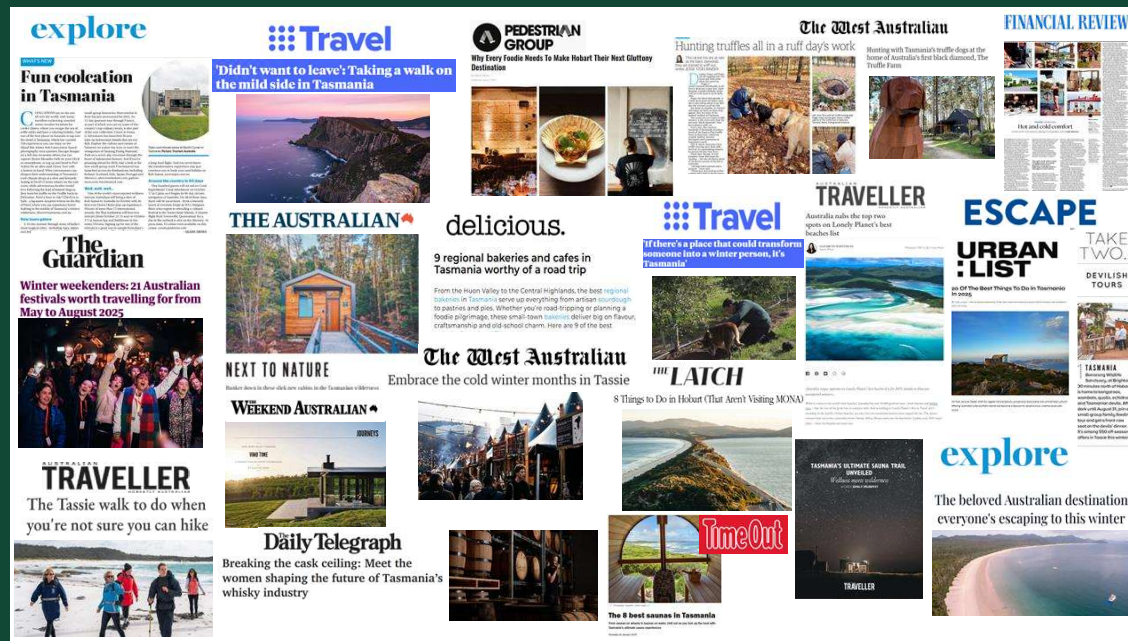
Tourism Tasmania's public relations program strategically engages travel and lifestyle media to elevate Tasmania's profile as a holiday destination with a difference. The program delivers compelling content that authentically communicates Tasmania's unique brand story across print, digital, and broadcast platforms.

This approach encompasses sustained media relations activities, including 67 domestic media famils (familiarisation tours showcasing tourism experiences to media), alongside targeted and responsive media outreach initiatives. These efforts generated 1,340 pieces of earned media, achieving a combined audience reach of almost 788 million.

A significant highlight saw Tasmania's Bay of Fires recognised as the Best Beach for 2025 in the Best Australian Beaches compilation by renowned beach expert Brad Farmer AM and generated 230 earned media pieces, reaching an audience of more than 95.2 million.

An integrated PR program for the Off Season incorporated group media famils dispersed to the regions and a media launch event hosted at The Agrarian Kitchen. This exclusive gathering welcomed 24 journalists representing top tier publications spanning news, travel, lifestyle, and cultural media sectors. The program delivered 78 earned media and social media coverage pieces, reaching an audience of almost 284.4 million.

Featured coverage included *Gourmet Traveller*, *7 News*, *The Australian Financial Review*, *The Morning Show*, *The Sydney Morning Herald*, *Australian Traveller*, *The Today Show*, *9 Travel*, *Escape* and *The Australian*.





Winter program

THE OFF SEASON

The Off Season winter campaign was delivered for its fifth year in 2025. The campaign positions Tasmania as a unique and 'must do' winter experience, driving visitation over the traditionally quieter travel period between May and August.

The campaign aims to drive behaviour change and convince audiences that Tasmania offers a winter holiday experience with a difference.

This year, Australians were again encouraged to 'become a winter person', with the campaign highlighting the different ways people can experience winter in Tasmania.

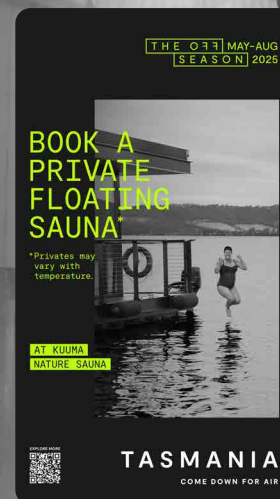
A multi-channel national media buy included TV, cinema, out of home, content partnerships, audio and digital, which were live in key domestic markets and Tasmania from March until July 2025.

Out of home activations captured attention through high impact placements, including a Martin Place tunnel takeover in Sydney, City of Sydney consecutive streetside billboards, and large format billboards across all markets nationally, including Tasmania.

Content partnerships included Nine (Good Weekend and Traveller), an integrated podcast with Hamish and Andy featuring Jack Post, and TV sponsorship of SBS' Alone Australia, which was filmed in Tasmania.

Strategic partnerships with key airline and conversion partners supported activity to drive holiday bookings, including partnerships with Qantas, Virgin, Jetstar, Tasmanian Vacations and Expedia.

Tourism operators created more than 790 experiences and events for visitors and locals to enjoy. This was the



highest number of offers submitted since the Off Season began in 2021. A statewide Off Season workshop program was run throughout November 2024 to assist industry operators with creating their offers.

Offers and events were elevated with an improved Off Season presence on the Discover Tasmania website, including significant developments to improve the website experience, lift engagement and drive bookings of Off Season offers and events. Offers also featured more prominently in campaign creative. This highlighted how travellers could get involved in unique Off Season experiences, which helped drive winter bookings.

DARK MOFO WINTER FEAST PARTNERSHIP

Tourism Tasmania partnered with Dark Mofo's 2025 Winter Feast to support the renowned Guest Chef program, showcasing the state's bold winter food culture. Acclaimed Indian chef Niyati Rao and her team collaborated with Launceston's Stillwater restaurant to present a unique 'Niyati Rao x Stillwater' experience, while also participating in targeted media activity to grow awareness of Tasmania in the emerging Indian market.

The initiative generated significant earned media, reaching over 273,000 people through top-tier publications including The Hindu, Goya Journal, Mint, and BW Hotelier. Coverage also highlighted Tasmania's broader food and tourism community, showcasing local businesses such as Fat Pig Farm, The Agrarian Kitchen, and Salamanca Market.

GOYA



THE OFF SEASON WINTERNSHIPS

In May 2025, Tourism Tasmania launched the 'Winternships' campaign, designed to generate earned media attention for Tasmania's winter tourism experiences and strengthen Off Season brand awareness. The campaign invited Australians to apply for unique winter experiences across Tasmania, positioning the state as an attractive cold-weather destination.

Ten tourism operators from across Tasmania served as hosts for successful Winternship applicants. To amplify the campaign's reach, Tourism Tasmania partnered with Australian actor and comedian Celia Pacquola, who featured in video content and creative assets promoting the Winternships across digital platforms, including YouTube, Meta, and LinkedIn.

Recognising the importance of international markets, Tourism Tasmania developed a specialised activation for Singapore, a key international market for the state. This was delivered through a strategic partnership with travel distribution company Trip.com, which extended the campaign's impact by promoting winter travel to Tasmania through targeted conversion campaigns designed to drive direct bookings.

The Winternships campaign demonstrated strong engagement across both markets, receiving more than 13,400 applications from residents of Australia and Singapore.

The campaign drove more than 90,000 unique visitors to the Discover Tasmania website, and achieved significant media coverage globally, generating 366 pieces of earned and social coverage, with a combined reach of 337 million. This included more than 12 hours of broadcast coverage, demonstrating the campaign's appeal to traditional media outlets.

Earned media was complemented by a paid media strategy that reached 10.75 million people across social media platforms, with Tourism Tasmania's owned social media channels recording 1.26 million views of Winternships content, indicating strong engagement with established audiences.



Domestic lead generation and conversion

LOCAL MARKETING CAMPAIGN

Tourism Tasmania launched a local marketing campaign in November 2024 to encourage Tasmanians to support the local tourism and hospitality industry over the spring and summer months.

The campaign was a key part of the Tasmanian Government's Tourism and Hospitality Support Package, with the campaign focusing on regional dispersal, highlighting a mix of events, accommodation, hospitality and tourism experiences across the state.

More than 400 Tasmanian tourism and hospitality businesses and events across all regions were featured around the core themes of 'eat', 'drink', 'stay', and 'play' to show the diversity of the Tasmanian tourism offering.

Tasmanian tourism and hospitality businesses and events were featured across radio, newspapers and local magazines, billboards, social media and through TV partnerships.

Tourism Tasmania also partnered with Tasmanian-born Olympic swimmer Ariarne Titmus, to promote the north, northeast and east coast of Tasmania.

The campaign drove almost 136,000 Tasmanian visits to the Discover Tasmania website throughout the campaign period, an uplift of 14.5 per cent on the same period the previous year. This resulted in more than 50,000 leads to industry through visitors viewing tourism business profiles on the Discover Tasmania website. Importantly, the agency observed a \$32 million year on year uplift on intrastate spend and a \$5 million increase in overnight travel.



Posts
tasmania



CONVERSION PARTNERSHIPS

Tourism Tasmania delivered tactical marketing partnerships with major domestic airlines Jetstar, Qantas and Virgin Australia to drive bookings for travel to Tasmania. This involved using key third party distribution channels, including airline frequent flyer programs and publications.

A targeted approach ensured year-round visitation from domestic visitors to the state to support the industry, including enhancing winter and shoulder season demand.

These partnerships helped to build frequency and capacity of air access, enabling affordable fares and convenient access schedules for visitors and Tasmanians.

An international tactical marketing partnership with Air New Zealand was also delivered to build awareness and drive bookings for the seasonal flight between Auckland and Hobart.

FLY DRIVE PROGRAM

Tourism Tasmania launched a strategic 'Fly Drive' marketing campaign designed to encourage regional dispersal and drive bookings during the shoulder and winter seasons. The program, which was part of the Tasmanian Government's Tourism and Hospitality Support Package, encouraged mainland Australians to book rental cars, venture into Tasmania's regions, and extend their stays in these areas.

Tourism Tasmania partnered with key travel platforms KAYAK, Skyscanner, Webjet, and Tasmanian Vacations to encourage interstate visitors to book air travel and rental cars for their Tasmanian holiday, enhancing their ability to disperse into regions.

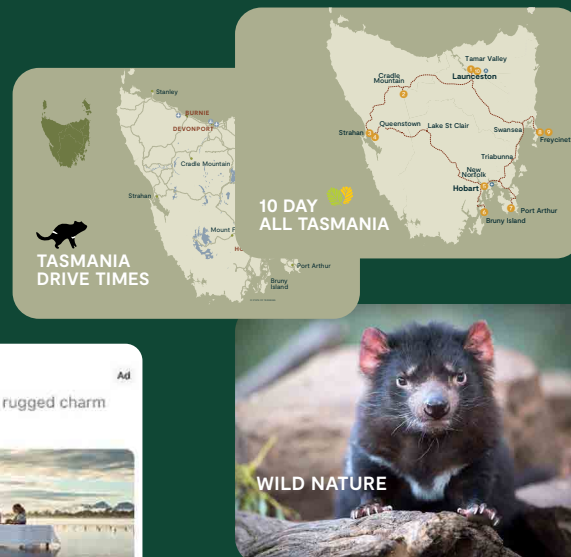
The campaign was rolled out in phases across Australia between March and June 2025, concluding in September. It utilised digital and social media channels to reach target audiences through each partner platform. Partner results showed an uplift in rental car bookings compared with the same period last year.



TRAVEL TRADE TRAINING

Travel industry professionals worldwide participated in comprehensive training programs to deepen their knowledge of Tasmania and strengthen their capacity to promote the state to clients. This education was facilitated through Tourism Tasmania's Tassie Specialist Program which trained more than 500 retail travel agents in Australia and New Zealand in 2024-25.

Training included e-newsletters, webinars, in person training, online modules, and travel trade famils (familiarisation tours showcasing tourism experiences to travel agents). These initiatives enhanced domestic travel trade expertise in



Tasmanian tourism products and experiences, along with the state's domestic profile and competitiveness.

The specialised 'Tassie Trade' website served as a centralised resource hub, offering relevant information for the travel trade sector. Additionally, targeted training was provided to key travel trade distribution partners, increasing their capability to sell Tasmania and fostering stronger connections with Tasmania's tourism operators.



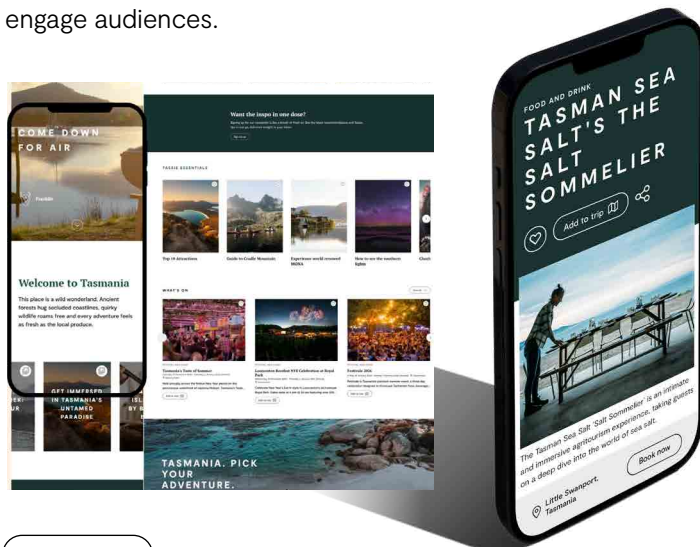
Digital experience

Tourism Tasmania's digital experience program aims to inspire and encourage travellers to stay longer and travel into our regions by helping them with trip planning.

Digital experiences are delivered through the Discover Tasmania website, app and e-newsletter, along with Tourism Tasmania's social media programs. In 2024-25, a focused investment on improving trip planning experiences and content relevance for visitors drove almost 461,000 leads to tourism operators and a social media audience reach of more than 23 million users.

DISCOVER TASMANIA WEBSITE

The Discover Tasmania website is designed to inspire and convert consumers with helpful content, trip planning features and personalised experiences recommending the breadth of Tasmanian tourism experiences and products. To improve engagement, website optimisations included refining trip planning tools, improving search functionality, and enhancing testing and personalisation approaches to engage audiences.



DISCOVER TASMANIA APP

The Discover Tasmania App is designed to be an on-ground practical trip planning tool, helping visitors discover nearby Tasmanian experiences. To improve usability and diversity of content, app optimisations included trip sharing features, road trip itineraries and enhanced search functionality.

The app was promoted with advertising across digital display, billboards, online, and print. Tourism Tasmania also partnered with event organisers to promote the app via their owned channels, as well as the Spirit of Tasmania, Jetstar and Tasmanian Vacations, to deliver digital advertising in post-booking communications.

With downloads exceeding 117,000 as of June 2025, the app is delivering on its purpose to support trip planning and experiences, with 62 per cent of surveyed app users agreeing that the product inspired them to try something they hadn't planned, and 77 per cent agreeing it helped them to find interesting things to do nearby.



DISCOVER TASMANIA E-NEWSLETTERS

The Discover Tasmania e-newsletters are sent to a highly engaged audience of subscribers to inspire trip planning. Audiences are segmented based on geo-location to provide more targeted communications, and in 2024-25 investment was made to the automated onboarding experience. Open and click through rates continued to perform well above industry benchmarks and this audience is a leading source of engaged website traffic, demonstrating the high value of the audience.

DISCOVER TASMANIA SOCIAL MEDIA

Tourism Tasmania's social presence continued to grow in 2024-25, with a 2.2 per cent increase in followers across Instagram, Facebook and TikTok during this period. Almost 330 organic posts were published across owned social channels, cumulatively reaching an audience of 23.1 million social media users. Tourism Tasmania's social media content strategy continued to leverage user-generated and acquired content, as well as bespoke content produced in-house to support Come Down For Air and the Off Season.

Tourism Tasmania also worked with select advocates and content creators to reach new audiences and increase brand awareness on social media. These partnerships included a social content series with Australian musicians, King Stingray, and eight advocate partnerships producing social media content to support the Off Season.

International program

Tourism Tasmania's international strategy focuses on building awareness of Tasmania's tourism offerings and driving travel bookings through integrated public relations (PR) campaigns, content partnerships, and tactical trade initiatives.

Following a comprehensive review of market opportunities, Tourism Tasmania concentrated efforts on seven priority international markets during 2024-25, including New Zealand, Singapore, Mainland China, Hong Kong, USA, UK and Germany.

The organisation maintained dedicated PR, consumer, and trade marketing representation in the USA and Greater China, along with dedicated PR resources in the UK, Singapore and New Zealand. Strategic trade marketing partnerships with travel sellers across these markets generated more than 9,300 directly attributable bookings to Tasmania in 2024-25.

International marketing activities encompassed content creation, public relations and tactical partnership campaigns across television, print, digital, and social media. Key trade partnerships included collaborations with *Trailfinders*, *Signature Travel Network*, *klook.com*, *trip.com*, and *House of Travel*. The program also included a tactical marketing partnership with Air New Zealand to promote the seasonal flight between Auckland and Hobart.

Tourism Tasmania hosted 39 international travel trade and media famils involving 144 participants, helping to showcase Tasmania's tourism offerings.

Tourism Tasmania executed a targeted international PR strategy to enhance destination brand awareness and consideration among priority audiences across key markets, including New Zealand, Singapore, Germany, China, Hong Kong, United Kingdom and the United States. International PR initiatives achieved an audience reach of more than 725 million from 433 pieces of earned media coverage through the hosting of 52 international media personnel on famils across the state.

Featured coverage included *The Standard (UK)*, *The Times (UK)*, *The Scottish Sun*, *The Financial Times (UK)*, *National Geographic Traveller*, *Forbes*, *Travel + Leisure (US)*, *Vogue (US)*, *USA Today*, *National Geographic*, and numerous other influential media outlets.

TOURISM AUSTRALIA PARTNERSHIP

Tourism Tasmania works closely with Tourism Australia across key international markets to deliver coordinated trade, content, and PR activities.

The agency participated in key Tourism Australia travel trade events including the Australian Tourism Exchange, the NZ Roadshow, Singapore Key Distribution Partner event, and UK Marketplace, creating opportunities to engage the travel trade and expand business pipelines for Tasmanian tourism operators.

Tourism Tasmania also delivered trade training through the Aussie Specialist Program, which reaches more than 1,200 retail travel agents across more than 16 countries.

Training included e-newsletters, webinars, in person training, online modules and travel trade famils. This enhanced international travel trade expertise in Tasmanian tourism products and experiences, along with the state's profile among international competitors.

Partnership marketing activity with Tourism Australia and international trade partners also involved working with the Signature Experiences Australia program to showcase select Tasmanian experiences to the global travel trade.



Marketing our Regions

Tourism Tasmania works closely with regional tourism organisations (RTOs) through our Marketing our Regions program to showcase the many attractions, events, experiences and hospitality venues across Tasmania.

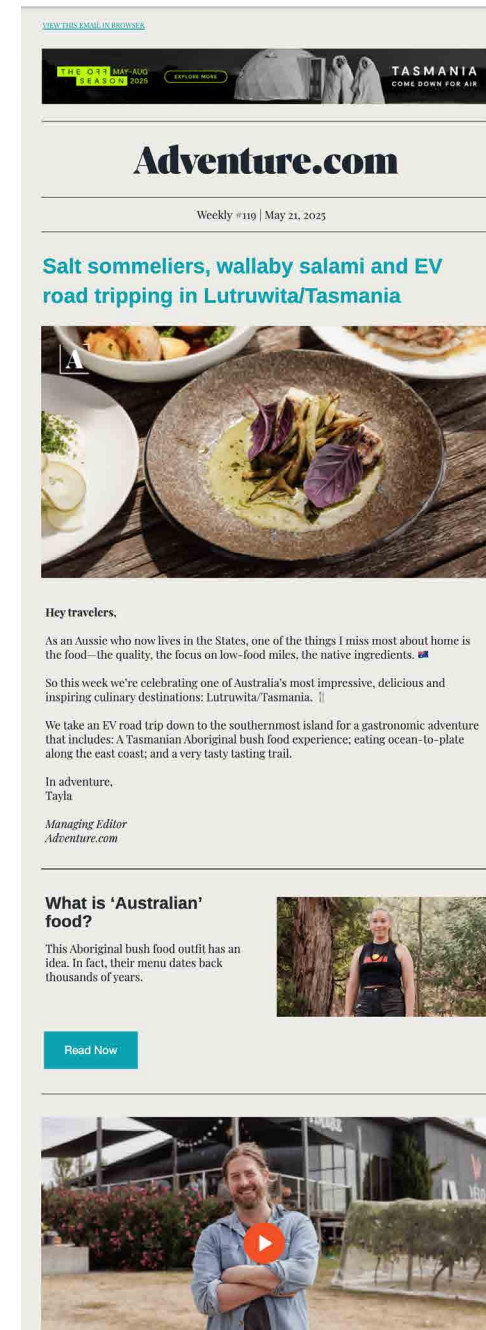
The initiative embeds a regional focus across the entire marketing program through:

-  Greater industry visibility of marketing initiatives, channels and timings.
-  Proportionate regional representation across the marketing program.
-  Promoting regional dispersal through the Discover Tasmania app, and via events and road trips.
-  Highlighting regional experiences to Tourism Australia and key distribution partners.

In 2024-25, Tourism Tasmania continued to activate the state's tourism brand through marketing campaigns, programs and partnerships as part of our marketing proposals program. This program is designed to build awareness of Tasmania and drive demand for travel and regional dispersal.

Successful collaborations included a second season of A Girl's Guide to Hunting, Fishing and Wild Cooking with Analiese Gregory and SBS Food, a Tasmanian road trip series featuring local chef Lilly Trewartha exploring Tasmania's sustainable food scene in partnership with Adventure.com, Jeep and Intrepid Travel, and a multi-episode Great Outdoors feature showcasing several regions across the state.

Tourism Tasmania supported and leveraged mass participation sporting events within Tasmania including the Tasmanian Jack Jumpers, Red Bull Hardline mountain biking, Sydney to Hobart Yacht Race, national rowing and hockey championships, fishing, golf, badminton, netball, lawn bowls, marathons and more. In addition, the agency continued to leverage AFL in Tasmania by working with the Hawthorn Football Club to attract visitors for matches at UTAS Stadium in Launceston.



ENGAGEMENT PROGRAM

Tourism Tasmania's program is achieved collaboratively, with our success strengthened through relationships with industry, community, government, and visitor economy stakeholders.

Strong engagement and connection with Tasmania's tourism industry is vital to achieve the objectives of the T21 partnership and 2030 Visitor Economy Strategy, along with the delivery of the agency's brand promise to visitors.

To increase awareness and reinforce the value and impact of tourism to Tasmania and build advocates for the sector, Tourism Tasmania launched the Story of Tourism at the Tasmanian Tourism Conference in August 2024.

The agency delivered a strong advocacy and engagement program across the year with key stakeholders across government, tourism and hospitality operators, regional tourism organisations (RTOs), Tourism Industry Council Tasmania, and Hospitality Tasmania and other stakeholders to share strategic priorities, understand issues specific

to regions and sectors, and work together to enhance Tasmania's brand, environment, and community.

Industry briefings and events were held across Tasmania and online, attended by 970 tourism industry operators and stakeholders.

These briefings and events provided industry with the chance to engage with Tourism Tasmania's CEO, receive agency and RTO strategy and opportunity updates, leverage marketing campaigns and learn about the Discover Tasmania website and app. They included:



Pre-season industry updates – September 2024

330 people attended events in six regional locations, with a further 105 attending online



Off Season workshops – November 2024

194 people attended workshops in eight regional locations statewide, with a further 75 attending online



Visitor Economy Regional Gathering events – February 2025

444 people attended events in five regional locations, with a further 101 attending online

Tourism Tasmania also created two industry toolkits to assist industry participate in Off Season 2025. The agency delivered 10 Operator Showcases, allowing 40 operators to present their businesses to staff from Tourism Tasmania, the Tasmanian Travel Centre, and Launceston Travel Centre. The agency also sponsored 10 businesses to participate in a Travel Trade Ready Program.

Ongoing information sharing with industry was delivered regularly. This included 39 editions of Tourism Tasmania's industry e-newsletter, along with updates on the agency's corporate website and through industry toolkits, including for the Off Season campaign.



POSITIVE IMPACT Storytelling

As a sector built on storytelling, tourism can help Tasmania thrive socially, culturally, environmentally and economically.

Tourism Tasmania, the Tasmanian Government's lead tourism agency, shapes how tourism is understood, valued and connected across government, industry and community through powerful storytelling.

Our leadership and advocacy promotes tourism's direct and indirect value across all regions of the island, building a compelling business case for tourism investment as essential to Tasmania's future.

Our brand has deep roots in Tasmania's unique values, positioning us to lead a visitor economy committed to making a positive impact for Tasmania. We advocate for the measures that fulfil this vision, recognising our important role in shaping tourism's future on the island.

Through strategic storytelling, we can influence visitor demand while managing visitor growth and behaviour, creating positive impacts for Tasmania. This includes using our influence to attract travellers who value respectful and responsible visitation, and those who support community wellbeing and help protect our cultural values and the environment. By doing so, we sustain Tasmania's long-term appeal while driving demand to all corners of the island, ensuring visitor economy benefits reach all Tasmanians.

Environmental sustainability

Tourism Tasmania has an important role in meeting the goal of the 2030 Visitor Economy Strategy.

This involves promoting and protecting Tasmania through a visitor economy that champions our natural environment, grows our prosperity, and empowers visitors to make a positive impact to island life.

We are committed to reducing our impact and growing the positive contribution we make to Tasmania, our home.

This includes minimising our impact on the environment by reducing greenhouse gas emissions. Tourism Tasmania established a carbon emissions baseline for the 2021-22 and 2022-23 financial years and includes emissions produced directly by the agency and those associated with the goods and services it procures.

The calculated and verified emissions for 2024-25 were 4,311.72 tonnes of CO2 equivalent (t CO2 e), compared to 4,174.32 tonnes of CO2 equivalent (t CO2 e) for 2023-24, resulting in a year-on-year increase of 137.4 tonnes of CO2 e (3.29%).

Overall emissions have reduced significantly from the 8,079.52 tonnes of CO2 (t CO2 e) in 2022-23. This was a reduction of 3,905.2 tonnes of CO2 equivalent (t CO2 e), predominantly due to 'marketing and distribution' emission factors being reduced by 66 per cent.



Currie, King Island
© Lusy Productions

Accessibility and inclusivity

Leveraging this data, the agency has already initiated sustainability measures to reduce its carbon footprint and will continue to advance these efforts into the future. This includes:

-  Measuring our carbon emissions against our established baseline
-  Embedding ESG principles in major procurement
-  Prioritising the purchase of eco-friendly office supplies and consumables
-  Implementing an office specific waste segregation and management plan
-  Transitioning all fleet vehicles to hybrid electric, and actively encouraging low emissions options for rental vehicles and other ground transport
-  Recycling retired technology to support local schools

Through its commitment to positive impact and sustainable business practices, Tourism Tasmania has developed a Positive Impact Plan. Building on a strong foundation of principles and actions already woven into everyday business operations, the plan will focus efforts on areas where the agency wants to maximise impact.

This approach is pragmatic and incremental, seeking continuous improvement and integration into Tourism Tasmania's daily work.

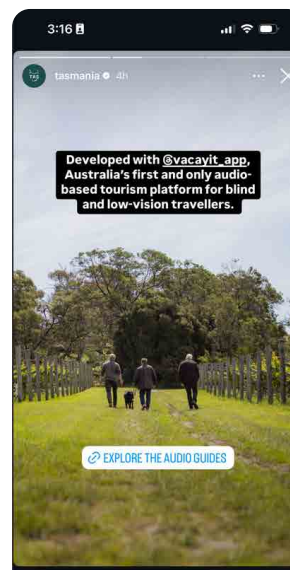
During 2024–25, Tourism Tasmania continued to position the state as an accessible and inclusive destination, helping better meet the needs of diverse travellers.

Industry resources for supporting travellers with accessibility needs are regularly updated and publicised in Tourism Tasmania's industry newsletter and corporate website.

Partnering with the regional tourism organisations, Tourism Tasmania provided support for 90 industry participants to undertake the Australian Tourism Export Council's Accessible and Inclusive Host online training program. The program helps operators upskill and build confidence to cater for travellers with access needs.

Tourism Tasmania assisted TasTAFE Advanced Diploma of Travel and Tourism Management students to research and develop a guide to accessible experiences in northern Tasmania, which were promoted at Disability Expos held in Launceston and Hobart.

As part of the Tassie Specialist Program, we hosted an Accessible and Inclusive Tourism livestream webinar on for Australian and New Zealand-based travel trade. The webinar featured Giovanna Lever from the Sparrowly Group, who provided travel agents



with insights on working with clients with accessibility needs. During the session, Tasmanian tourism operators shared their experiences and provided updates on accessible products.

An Accessible Tourism e-newsletter was produced for Tourism Tasmania's Tassie Specialist and Key Distribution Partner database of more than 1,600 subscribers. Accessible and inclusive tourism was also promoted as part of the agency's overall training program which encompasses webinars, presentations, events and newsletters throughout the year.

Accessible Tourism specialist, Julie Jones of Travel Without Limits, participated in a famil tour, providing feedback to operators as well as generating coverage of Tasmanian experiences on the 'Have Wheelchair Will Travel' website.

Content featuring accessible experiences was released to mark International Day of Persons with Disabilities, with image descriptions uploaded across all Discover Tasmania social content on Instagram, TikTok and Facebook. This improved the accessibility of content for people with low or no vision, and those who use screen readers.

Additional Vacayit audio guides have also been uploaded to support travellers who are blind or have low vision.

Our commitment to Tasmania's Aboriginal/Palawa people

Tourism Tasmania is committed to ongoing and meaningful engagement with Tasmanian Aboriginal people, ensuring its marketing and destination programs support their aspirations for involvement in the tourism sector.

The organisation is dedicated to deepening its knowledge and understanding of Tasmanian Aboriginal history and culture through respectful engagement and purposeful action within its programs.

The agency has been collaborating with Aboriginal owned business, mina nina, to co-design a cultural safety proficiency pathway that will advance its approach to community consultation, engagement, and the promotion of Tasmanian Aboriginal tourism experiences, history and culture.

Tourism Tasmania works closely with Tasmanian Aboriginal tourism businesses to promote their experiences to visitors and travel trade through its brand, content, public relations, media hosting and partnership programs. The agency also supports their participation in relevant Tourism Australia initiatives, including Discover Aboriginal Experiences and the Australian Tourism Exchange.



Tiagara Tasmanian Aboriginal Cultural Centre
© Stu Gibson



wukalina Walk
© Dirk Bischoff

Tourism Tasmania staff and board members undertake Cultural Awareness Training and actively seek opportunities to expand their knowledge and embed these learnings into their work.

Dual naming is incorporated across all Tourism Tasmania channels where relevant, including publications, maps and visual library assets.

Swan River Sanctuary
© Stu Gibson



PEOPLE PROGRAM

In recognition that Tourism Tasmania's people are critical to achieving the agency's organisational purpose and goals, an annual people strategy and program was developed to focus on continually improving our employee experience and enablement.

The program includes enhancing processes and systems, culture and inclusion, leadership and management, and talent and capability.

The cultural evolution program continued with a focus on strengthening workplace culture and embedding our new values and behaviours. This work involved encouraging staff to be brave, use their collective courage to navigate challenges, think big, push boundaries, and be creative in the face of uncertainty.

Employee experience is enhanced through a shared purpose and strong connection to each other, our brand, the tourism industry, the island and the Tasmanian community. Staff were provided with a 'Come Down For Air' branded

Ambassador kit consisting of caps, drink bottles, notebooks, and clothing.

We launched our annual agency engagement survey in March 2025 for staff to provide feedback on their employee experience to ensure we continue to enhance and focus on the right areas for positive change. It also means that we can benchmark our engagement performance against other Australian companies and track our progress year on year.

Our people continued to build their skills and knowledge through a variety of learning and development opportunities, including supporting leaders to enhance culture and drive performance. This included connecting with industry through attendance at operator showcases, participating in famils with tourism operators, and Tasmanian Aboriginal cultural awareness and safety training. Staff also attended the Destination Australia Conference, the Tasmanian Tourism Conference hosted by the Tourism Industry Council Tasmania, along with regional industry forums.

Quarterly 'Learning and Experience' days increased employee alignment with strategy and developed individual and collective capability. Focus areas included strategic and program planning, wellness and mindset, storytelling and personal brand.

To reinforce psychosocial safety in our workplace, staff participated in wellbeing and mental health programs throughout the year and continued to benefit from accessing flexible work options. A designated wellness room was installed to provide a private serene environment for relaxation, meditation, prayer, nursing mothers, mindfulness practices, and personal conversations. The goal was to promote emotional wellbeing and offer a quiet space for staff to recharge.



Passionately
Connected



Fearlessly Forward
Thinking



Authentically
Human



Quietly Pursuing
Extraordinary



ORGANISATION

Systems and processes improvements

Tourism Tasmania is a data driven destination marketing organisation that collects and interprets tourism data from consumers and industry sources.

The agency is dedicated to best practice, privacy-focused secure digital environments, which enable effective and ethically responsible use of data to inform its marketing program.

Additionally, the sharing of visitor research and insights with government and industry supports and informs planning, decision making, policy, and investment within the sector.

Tourism Tasmania acts in accordance with all relevant legislation and regulations including Australian Privacy Principles and the Tasmanian Personal Information Protection Act 2004.

INTEGRATING DIGITAL PLATFORMS

During 2024-25, Tourism Tasmania upgraded its enterprise environment, including infrastructure to allow the safe collection, use and disclosure of personal information, and ensure the rights of individuals in relation to their personal information.

The agency is developing a 'Tourism Hub' that will integrate the Tourism Tasmania Corporate, Tassie Trade, and T21 websites into a secure content ecosystem.

The consolidated platform will allow industry operators and visitor economy stakeholders to access timely and relevant industry information and research to inform their business decisions.

Tourism Tasmania has also launched a customer relationship management (CRM) system to automate business interactions and insights, improve communication management and enhance business operations while boosting performance and data security.

This includes a new itinerary management system to develop trade and media famils that keeps personal information secure, along with integration into the Australian Tourism Data Warehouse.

DATA AND TECHNOLOGY

Tourism Tasmania continues to work in close partnership with the Department of State Growth and Digital Strategy and Services on cyber risk mitigation and privacy compliance.

The agency has formalised its technology function to drive leadership and accountability across enterprise systems, data governance, cybersecurity, and digital enablement.

In 2025-26, Tourism Tasmania will also continue to operationalise its secure data ecosystem, embed AI-readiness, and evolve its enterprise reporting framework. To achieve this, the agency will use leading technologies and advanced data models supported by previous investment in data infrastructure and business application tools.



The Agrarian Kitchen
© Anna Critchley

STATUTORY INFORMATION

Tourism Tasmania Board of Directors – attendance at meetings

A total of six board meetings were held in 2024–25.

BOARD MEMBER	MEETINGS ATTENDED	MEETINGS ELIGIBLE TO ATTEND	NOTES
Grant O'Brien, Chair	6	6	
Shane O'Hare, Non-Executive Director	6	6	
Rod Cuthbert, Non-Executive Director	6	6	
Clint Walker, Non-Executive Director	5	6	
Penny Rafferty, Non-Executive Director	5	6	
Carolyn Miller, Non-Executive Director	6	6	
Sarah Kingston Clark, Non-Executive Director and Chief Executive Officer	5	5	Returned from parental leave on 28 October 2024
Vanessa Pinto, Non-Executive Director and Acting Chief Executive Officer	2	2	Concluded role as Acting CEO 25 October 2024

Our staff

As of 30 June 2025, there were 81 Tourism Tasmania employees, not including casual staff.

EMPLOYMENT TYPE/EMPLOYEES	NUMBERS
Permanent	65
Fixed-term	13
Head of Agency	1
Senior Executive	2
Full time	54
Part time	27
Male*	19
Female*	62

Audit and Risk Committee (ARC)

The primary role of the Audit and Risk Committee (ARC) is to assist the Tourism Tasmania board to fulfill its corporate governance responsibilities in overseeing and reviewing the agency's internal controls, audit functions, contract engagements, risk management, and statutory financial and corporate reporting.

The committee comprises three board directors and a non-executive independent member with expertise in corporate governance, auditing and financial reporting.

Tourism Tasmania's Chief Executive Officer, Chief Operating Officer, and Manager Better Business attend ARC meetings, along with representatives from the agency's internal auditors and the Tasmanian Audit Office where appropriate.

ARC MEMBER	ARC MEETINGS ATTENDED	MEETINGS ELIGIBLE TO ATTEND
Shane O'Hare (Chair)	4	4
Nick Burrows	4	4
Carolyn Miller	4	4
Clint Walker	3	4

Right to information

Tourism Tasmania responds to request for information in accordance with the *Right to Information Act 2009*. The Act allows members of the public the right to access information held by the government and its agencies, with the exception of information deemed by the Act to be exempt. In 2024–25 there were no requests for information from Tourism Tasmania.

Public interest disclosures

The purpose of the Public Interest Disclosures Act 2002 (the Act) is to encourage and facilitate the making of disclosures about improper conduct of public officers or public bodies.

The agency is committed to the aims and objectives of the Act. It does not tolerate improper conduct or detrimental action by the agency or its members, officers or employees. The procedures for reporting disclosures are available at www.tourismtasmania.com.au.

The agency did not receive any disclosures either directly or indirectly referred via the Ombudsman in the year to 30 June 2025.

Workplace health safety and wellbeing

Health, safety and wellbeing is a priority for Tourism Tasmania and ensuring there are streamlined and effective systems, processes and tools in place to support our people is critical. The agency commenced a review of its Workplace Health, Safety and Wellbeing (WHSW) Framework in 2024-25 and this will be finalised in the first half of 2025-26.

Activities that take place outside the office, including Tourism Tasmania's famils program, brand shoots, and social media and content development trips, alongside psychosocial safety, remain top WHSW risks. These will be prioritised through the review.

The agency also ensures ongoing management and review of our office environment and undertakes ergonomic assessments to keep employees safe and healthy. Annual flu vaccinations are offered to staff, recognising that this proactive step provides wellbeing support for our people.

The agency's social club coordinates a range of staff led participation activities, promoting wellbeing and connection, enhancing the overall employee experience of Tourism Tasmania. Initiatives include a book club and participation in the Festival of Voices Corporate Choir Challenge which the agency's choir, Tourhythm Jazzmania, won in 2024.

Government procurement

Tourism Tasmania's contracting program considers value for money at both the procurement approval stage and then again at the contract negotiation stage, determining how value for money will be assessed and assured for each individual contract. Factors considered include price, experience, services, availability, market competition and comparative rates.

Representation agencies based in key international priority markets grow awareness, preference and conversion to travel for Tasmania. They deliver timely and in-language trade engagement, tactical partnerships, in-market events and training activities, market specific social media platforms, and public relations outreach and management.

The following tables detail all contracts awarded and procurement processes undertaken in 2024-2025.

PARTICIPATION BY TASMANIAN BUSINESSES - CONTRACTS \$50,000 OR MORE (EX GST)

Total number of contracts awarded	49
Number of contracts awarded to Tasmanian businesses	11
Total value of contracts awarded - Excluding extensions - Including extensions	\$6,788,738 \$9,266,503
Value of contracts awarded to Tasmanian businesses	\$1,078,872
Number of tenders called	1
Number of tender bids received	25
Number of tender bids received from Tasmanian businesses	1

PARTICIPATION BY TASMANIAN BUSINESSES - CONTRACTS LESS THAN \$50,000 (EXC. GST)

Total number of contracts awarded	105
Number of contracts awarded to Tasmanian businesses	44
Value of contracts awarded	\$1,373,333
Value of contracts awarded to Tasmanian businesses	\$318,907

CONSULTANCY CONTRACTS OVER \$50,000 (EXC. GST)

Total number of contracts awarded	Nil
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Contracts and tenders

The following tables provide detailed information on contracts awarded by Tourism Tasmania with a value of \$50,000 or more in 2024-25:

CONTRACTOR	DESCRIPTION	PERIOD	\$ VALUE	APPROVALS	TAS BUSINESS
1st Class Holidays Pty Ltd	Cooperative Marketing Campaign	18/11/2024 – 30/04/2025	\$50,000		No
Air New Zealand Limited	Cooperative Marketing Campaign – New Zealand	5/08/2024 – 1/10/2024	\$183,000	PP-2	No
ARE Media Pty Limited	Media Buying Services	22/04/2025 – 31/05/2026	\$75,950		No
Beijing Islander Digital Technology Co., Ltd	Cooperative Marketing Campaign – China	1/11/2024 – 15/04/2025	\$100,000	PP-2	No
Blundstone (USA) Inc	Cooperative Marketing Campaign – USA	19/05/2025 – 1/12/2025	\$75,000		No
Boomtown Pictures Pty Ltd	Content Partnership	15/10/2024 – 16/05/2025	\$130,000	PP-2	No
Dewayne Guy Everett – Mina Nina	Cultural Safety Partnership	24/09/2024 – 30/06/2026	\$56,280		Yes
Doolally Pty Ltd	Content Partnership	28/03/2025 – 31/12/2025	\$60,000		No
EGL Tours Company Limited	Cooperative Marketing Campaign – Hong Kong	13/11/2024 – 14/06/2025	\$50,000		No
Enterprise Marketing & Research Services	Research Services	6/08/2024 – 31/05/2026	\$64,480		Yes
ERA Advisory Pty Ltd	Research Services	1/07/2025 – 30/04/2026	\$99,000		Yes
Esprit Hayne	Content Services	10/04/2025 – 31/07/2025	\$66,600		Yes
Expertise Events Pty Ltd	Australian Tourism Exchange 2025	24/03/2025 – 30/05/2025	\$114,746	PP-2	No
Good And Proper Holdings Pty Ltd.	Content Partnership	12/02/2025 – 31/07/2025	\$70,560		No
Hays Specialist Recruitment Pty Ltd	Marketing Services	30/07/2024 – 31/08/2025	\$56,694		Yes
Hotels Combined Pty Ltd	Cooperative Marketing Campaign	1/03/2025 – 31/07/2025	\$100,000	PP-2	No
House Of Travel (NZ)	Cooperative Marketing Campaign – New Zealand	26/09/2024 – 31/07/2025	\$150,000	PP-2	No
Hsqared Media Pty Ltd	Content Partnership	12/12/2024 – 31/10/2025	\$75,000		No
International Management Group of America Pty Ltd	Content Services	11/10/2024 – 31/03/2025	\$50,667		No
Jetstar Airways Pty Limited	Cooperative Marketing Campaign	15/07/2024 – 30/10/2024	\$100,000	PP-2	No
Jetstar Airways Pty Limited	Cooperative Marketing Campaign	12/03/2025 – 30/06/2025	\$100,000	PP-2	No
Jetstar Airways Pty Limited	Cooperative Marketing Campaign	19/05/2025 – 7/07/2025	\$50,000		No
Klook Travel Technology Limited	Cooperative Marketing Campaign – Hong Kong	18/02/2025 – 30/04/2025	\$80,000		No

CONTRACTOR	DESCRIPTION	PERIOD	\$ VALUE	APPROVALS	TAS BUSINESS
KPMG Australia Technology Solutions Pty Limited	Research Services	24/03/2025 - 31/07/2025	\$76,293		No
Lewers Risi Pty Ltd	Research Services	15/05/2025 - 18/07/2025	\$86,488		Yes
Miramar Travel Limited	Cooperative Marketing Campaign - Hong Kong	14/10/2024 - 1/07/2025	\$65,000		No
Nanjing Tuniu International Travel Service Co, Ltd	Cooperative Marketing Campaign - China	14/02/2025 - 30/04/2025	\$100,000	PP-2	No
Qantas Airways Limited	Cooperative Marketing Campaign	19/11/2024 - 16/08/2025	\$50,000		Yes
Qantas Airways Limited	Cooperative Marketing Campaign	1/03/2025 - 30/06/2025	\$349,330	PP-2, PF-2	Yes
Qantas Airways Limited	Cooperative Marketing Campaign	2/05/2025 - 4/07/2025	\$100,000	PP-2, C-1	Yes
Roy Morgan Research Pty Ltd	Research Services	1/01/2025 - 30/06/2026	\$426,816	PP-2, PF-2	Yes
Seven Network (Operations) Limited	Content Partnership	25/03/2025 - 30/11/2025	\$70,000		No
Shanghai Yuan Yuan International Travel Service Co Ltd	Cooperative Marketing Campaign - China	7/02/2025 - 30/05/2025	\$172,000	PP-2	No
Skyscanner (Singapore)	Cooperative Marketing Campaign - Singapore	1/03/2025 - 30/09/2025	\$100,000	PP-2	No
Tasvacations Pty Ltd	Cooperative Marketing Campaign	1/05/2025 - 30/10/2025	\$100,000	PP-2	Yes
The20 Pty Ltd Clemenger Tasmania Pty Ltd	Media Buying Services	16/10/2024 - 30/04/2025	\$50,000		Yes
Tourism Australia	Representation Services - US	1/07/2024 - 30/06/2025	\$131,216	PP-2	No
Tourism Australia	Content Partnership	3/10/2024 - 30/04/2025	\$114,819	PP-2	No
Tourism Australia	Marketing Partnership	12/11/2024 - 30/06/2025	\$76,546		No
Tourism Australia	Marketing Partnership	23/01/2025 - 30/06/2025	\$72,000		No
Tourism Australia	Marketing Partnership	14/11/2024 - 31/12/2024	\$50,000		No
Trailfinders Ltd	Content Partnership - UK	1/08/2024 - 31/08/2025	\$96,500		No
Travelscape Llc Expedia	Cooperative Marketing Campaign - USA	14/10/2024 - 30/06/2025	\$100,000	PP-2	No
Trip.Com Travel Singapore Pte Ltd	Cooperative Marketing Campaign - Singapore	18/09/2024 - 30/06/2025	\$150,000	PP-2	No
Trip.Com Travel Singapore Pte Ltd	Cooperative Marketing Campaign - Singapore	24/09/2024 - 15/05/2025	\$50,000		No
Virgin Australia Airlines Pty Ltd	Cooperative Marketing Campaign	20/01/2025 - 14/4/2025	\$200,000	PP-2, C-1	No
Web Travel Group Limited	Cooperative Marketing Campaign	27/02/2025 - 31/08/2025	\$100,000	PP-2	No

CONTRACTS BY QUOTES/TENDERS

CONTRACTOR	DESCRIPTION	PERIOD	\$ VALUE	APPROVALS	TAS BUSINESS
BMF Advertising Pty Ltd TTF The BMF Unit Trust	Lead Creative Agency Services	Initial term: 22/03/2025 – 21/03/2028	\$1,853,013	PF-2, C-1	No
		Extensions: 22/03/2028 – 31/03/2032	\$2,470,684		
KPMG Australia Technology Solutions Pty Limited	Research Services	30/05/2025 – 31/07/2025	\$ 97,821		No

Approvals: PF-2 Aggregation, C-1 Confidentiality

TOURISM TASMANIA FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2025



Don River Railway © Stu Gibson

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for the year ended 30 June 2025

STATEMENT OF CERTIFICATION

The accompanying Financial Statements of Tourism Tasmania are in agreement with the relevant accounts and records and have been prepared in compliance with the Treasurer's Instructions issued under the provisions of the Financial Management Act 2016 and Part 7 of the Tourism Tasmania Act 1996 to present fairly the financial transactions for the year ended 30 June 2025 and the financial position as at the end of the year.

At the date of signing we were not aware of any circumstances which would render the particulars included in the Financial Statements misleading or inaccurate.

Sarah Kingston Clark
CHIEF EXECUTIVE OFFICER
19 September 2025

Grant O'Brien
CHAIR OF THE BOARD
19 September 2025

Statement of Comprehensive Income

**FOR THE YEAR ENDED
30 JUNE 2025**

	Notes	2025 Budget \$'000	2025 Actual \$'000	2024 Actual \$'000
Income from continuing operations				
Revenue from Government				
Appropriation revenue – operating	3.1	39,628	40,678	38,588
Appropriation revenue – other	3.1	...	...	2,071
Recoveries	3.2	716	1,550	944
Total revenue from continuing operations		40,344	42,228	41,603
Net gain/(loss) on financial instruments and statutory receivables/payables	4.1	...	1	(1)
Total income from continuing operations		40,344	42,229	41,602
Expenses from continuing operations				
Employee benefits	5.1	8,603	10,559	9,504
Depreciation and amortisation	5.2	534	580	541
Supplies and consumables	5.3	3,931	4,416	4,389
Grants and subsidies	5.4	2,197	2,920	1,427
Advertising and promotion	5.5	25,469	24,000	25,983
Other expenses	5.6	210	94	143
Total expenses from continuing operations		40,944	42,569	41,987
Net result from continuing operations		(600)	(340)	(385)
Net result		(600)	(340)	(385)
Comprehensive result		(600)	(340)	(385)

This Statement of Comprehensive Income should be read in conjunction with the accompanying notes and explanation of material variances in note 2.1.

Budget information refers to original estimates and has not been subject to audit.

Statement of Financial Position

AS AT 30 JUNE 2025

	Notes	2025 Budget \$'000	2025 Actual \$'000	2024 Actual \$'000
Assets				
<i>Financial assets</i>				
Cash and cash equivalents	9.1	1	(195)	(82)
Receivables	6.1	246	325	213
<i>Non-financial assets</i>				
Property, Plant & Equipment	6.2	68	139	218
Intangibles	6.3	983	1,653	1,775
Other assets	6.4	700	634	453
Total assets		1,998	2,556	2,577
Liabilities				
Payables	7.1	13	106	25
Employee benefits	7.2	1,491	1,765	1,542
Other liabilities	7.3	9	31	17
Total liabilities		1,513	1,902	1,584
Net assets (liabilities)		485	654	993
Equity				
Accumulated funds/(deficit)		485	654	993
Total equity (deficit)		485	654	993

This Statement of Financial Position should be read in conjunction with the accompanying notes and explanation of material variances in note 2.2.

Budget information refers to original estimates and has not been subject to audit.

Statement of Cash Flows

**FOR THE YEAR ENDED
30 JUNE 2025**

	Notes	2025 Budget \$'000	2025 Actual \$'000	2024 Actual \$'000
		Inflows (Outflows)	Inflows (Outflows)	Inflows (Outflows)
Cash flows from operating activities				
<i>Cash inflows</i>				
Appropriation receipts – operating	3.1	39,628	40,678	38,588
Appropriation receipts – other	3.1	...	...	2,071
Grants – Continuing operations		...	...	...
GST receipts		...	2,643	3,326
Other cash receipts		716	1,553	944
Total cash inflows		40,344	44,874	44,929
<i>Cash outflows</i>				
Employee benefits		(8,537)	(10,336)	(9,362)
Supplies and consumables		(3,931)	(4,597)	(4,094)
Grants and subsidies		(2,197)	(2,920)	(1,427)
GST payments		...	(2,757)	(2,895)
Advertising and promotion		(25,469)	(23,919)	(25,983)
Other cash payments		(210)	(79)	(143)
Total cash outflows		(40,344)	(44,608)	(43,904)
Net cash from (used by) operating activities	9.2	...	266	1,025
Cash flows from investing activities				
Cash outflows				
Payments for acquisition of non-financial assets		...	(379)	(362)
Total cash outflows		...	(379)	(362)
Net cash from (used by) investing activities		...	(379)	(362)
Net increase (decrease) in cash held and cash equivalents		...	(113)	663
Cash and deposits at the beginning of the reporting period			(82)	(745)
Cash and deposits at the end of the reporting period	9.1	...	(195)	(82)

This Statement of Cash Flows should be read in conjunction with the accompanying notes and explanation of material variances in note 2.3.
Budget information refers to original estimates and has not been subject to audit.

Statement of Changes in Equity

FOR THE YEAR ENDED 30 JUNE 2025

	Accumulated funds (deficit) \$'000	Total Equity (deficit) \$'000
Balance as at 1 July 2024	994	994
Total comprehensive result	(340)	(340)
Balance as at 30 June 2025	654	654

	Accumulated funds (deficit) \$'000	Total Equity (deficit) \$'000
Balance as at 1 July 2023	1,378	1,378
Total comprehensive result	(385)	(385)
Balance as at 30 June 2024	994	994

This Statement of Changes in Equity should be read in conjunction with the accompanying notes.

NOTES TO AND FORMING PART OF THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2025

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Note 1

1.1 OUTPUT GROUP INFORMATION

Tourism Tasmania's role is to create demand for travel to the State by connecting people culturally and emotionally to Tasmania through domestic and international marketing programs that lead and activate the Tasmanian brand and grow economic and social value.

The summary of budgeted and actual revenues and expenses for this Output are the same as in the Statement of Comprehensive Income. Therefore, the inclusion of a separate Output Schedule is not necessary.

Explanations of material variances between budget and actual outcomes are provided in Note 2 below. A reconciliation of the net result of the Output Group to the net result on the Statement of Comprehensive Income is not necessary as Tourism Tasmania only has one output group. For the same reason there is no separate reconciliation between the net assets deployed for the Output Group to net assets on the Statement of Financial Position.

Note 2

EXPLANATIONS OF MATERIAL VARIANCES BETWEEN BUDGET AND ACTUAL OUTCOMES

Tourism Tasmania has a focused Annual Operating Budget (AOB) that is overseen by a Board of Directors with the funding aligned to projects and performance is monitored against that budget. This differentiates from the Budget information disclosed in the 2024-25 Budget Papers, which is not subject to audit.

Variances are considered material where the variance exceeds the greater of 10 per cent of Budget estimate and \$200 000.

2.1 STATEMENT OF COMPREHENSIVE INCOME

	Note	Budget \$'000	2025 Actual \$'000	2024 Actual \$'000	Budget Variance \$'000	Budget Variance %	Actual Variance \$'000
Recoveries	(a)	716	1,550	944	834	116%	606
Supplies and consumables	(b)	3,931	4,416	4,389	485	12%	27
Grants and subsidies	(c)	2,197	2,920	1,427	723	33%	1493
Employee Benefits	(d)	8,603	10,559	9,504	1,956	23%	1055
Other expenses	(e)	210	94	143	(116)	(55%)	(49)

NOTES TO STATEMENT OF COMPREHENSIVE INCOME VARIANCES

- (a) Variance due to unbudgeted funding received from the Department of State Growth from work associated with 2030 visitor economy key directions initiatives ((\$0.670 million). Growth for the second tranche (\$12 million) funding to support delivery of the 2030 Visitor Economy Strategy for 2024-25 to 2026-27. Refer to note 3.2 for further detail on actual year on year variance.
- (b) Variance predominantly reflects spending on additional activity due to funding received from Department of State Growth – refer to note (a).that was not budgeted to supplies and consumables (\$0.397 million). Refer to note 5.3 for detail on actual year on year variance.
- (c) Variance is as a result of the fifth instalment for grant deeds for the regional tourism organisations, originally budgeted in 2025-26 (\$0.749 million). Refer to note 5.4 for further detail on actual year on year variance.
- (d) Variance primarily reflects understated budget estimate not inclusive of commitments as at 30 June 2024; additional funding profile for 2024-25 key deliverables, increases in salaries in line with wage agreements, and increases in superannuation guarantee charge from 10.5 to 11.5% over these periods. Employee benefits 2025 actual reflects full establishment, employee separation payments including leave entitlements, and additional salary backfill costs for a high number of staff on paid parental leave, contributing to a variance of \$1.055 million compared with 2024 actual. Refer to note 5.1 for further detail on actual year on year variance.
- (e) Variation is mainly due to self-insurance payment (\$0.089 million) budgeted to Other Expenses but moving to other supplies and consumables under Property Expense. Refer to note 5.6 for further detail on actual year on year variance.

2.2 STATEMENT OF FINANCIAL POSITION

Budget estimates for the 2024-25 Statement of Financial Position were compiled prior to the completion of the actual outcomes for 2024-25.

As a result, the actual variance from the Original Budget estimate will be impacted by the difference between estimated and actual opening balances for 2024-25. There were no variances between 30 June 2024 and 30 June 2025 actual balances of \$200,000 or greater.

2.3 STATEMENT OF CASH FLOWS

	Note	Budget \$'000	2025 Actual \$'000	Budget Variance \$'000	Actual Variance %
GST receipts	(a)	...	2,643	2,643	100%
GST payments	(b)	...	(2,757)	(2,757)	100%
Other cash receipts	(c)	716	1,553	837	117%
Employee benefits	(d)	(8,537)	(10,336)	(1,799)	21%
Supplies and consumables	(e)	(3,931)	(4,597)	(666)	17%
Grants and subsidies	(f)	(2,197)	(2,920)	(723)	33%
Advertising and promotion	(g)	(25,469)	(23,919)	1,550	(6%)
Other cash payments	(h)	(210)	(79)	131	(62%)
Payments for acquisition of non-financial assets	(i)	...	(379)	(379)	100%

NOTES TO STATEMENT OF CASH FLOWS VARIANCES

- (a) and (b) Due to their variability, no budget is set for GST receipts or GST payments
- (c) Variance due to unbudgeted funding received from the Department of State Growth unbudgeted from work associated with 2030 visitor economy key directions initiatives (\$0.670 million)
- (d) Variance primarily reflects understated budget estimate not inclusive of commitments as at 30 June 2024; additional funding profile for 2024-25 key deliverables, increases in salaries in line with wage agreements, and increases in superannuation guarantee charge from 10.5 to 11.5% over these periods. Employee benefits 2025 actual reflects full establishment, employee separation payments including leave entitlements, and additional salary backfill costs for a high number of staff on paid parental leave, contributing to a

- variance of \$1.055 million compared with 2024 actual. Refer to note 5.1 for further detail on actual year on year variance.
- (e) Variance predominantly reflects increased expenditure on contracted services due to additional and unbudgeted funding received from Department of State Growth and marketing funds aligned to supplies and consumables.
- (f) Variance is as a result of the fifth instalment for grant deeds for the regional tourism organisations grant deeds, originally budgeted in 2025-26 (\$0.749 million).
- (g) Variance is predominantly due to marketing funds aligned to supplies and consumables (\$1.441 million).
- (h) Variation is mainly due to workers compensation payment moving to other supplies and consumables (\$0.089 million).
- (i) Variation relates to intangible assets (\$0.379 million) not included in the budget papers.

2.4 UNDERLYING NET RESULT

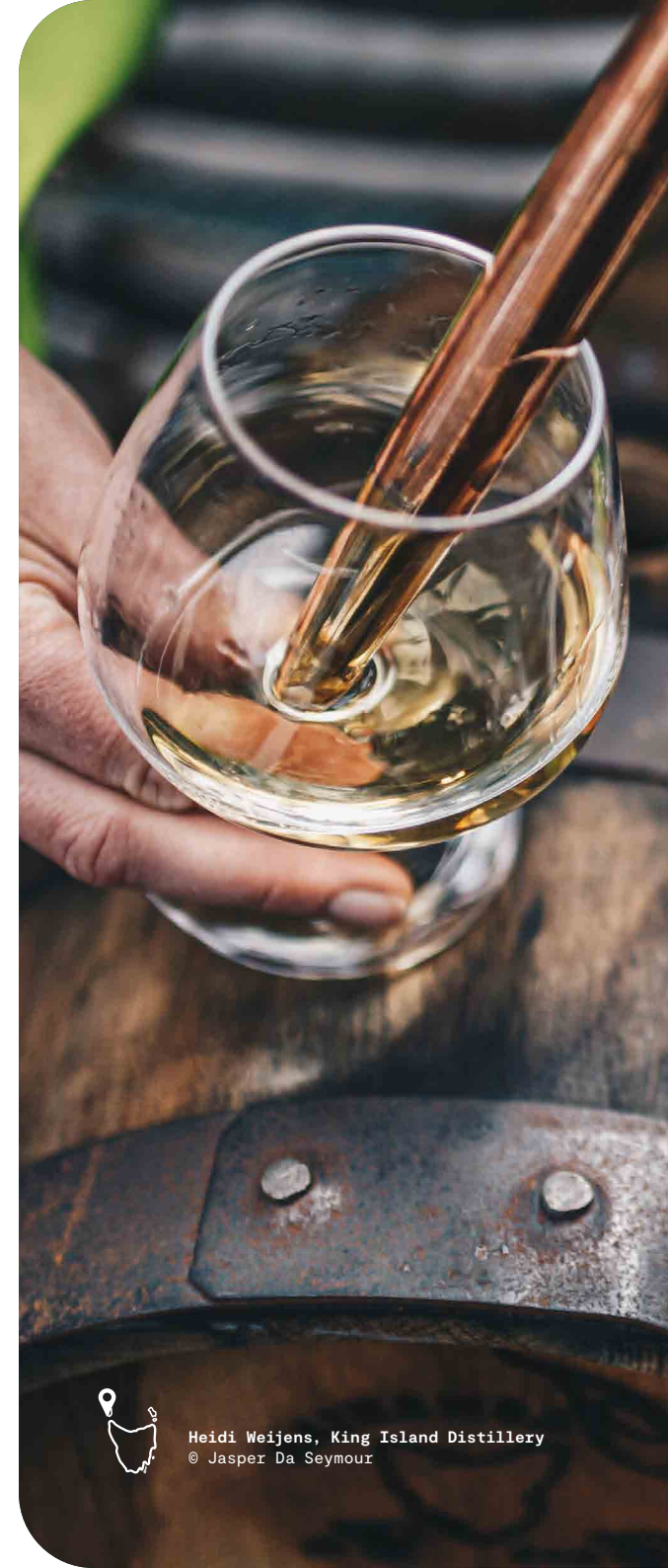
Non-operational capital funding is the income from continuing operations relating to funding for capital projects. This funding is classified as revenue from continuing operations and included in the Net result from continuing operations. However, the corresponding capital expenditure is not included in the calculation of the Net result from continuing operations. Accordingly, the Net result from continuing operations will portray a position that is better than the true underlying financial result.

For this reason, the Net result from continuing operations is adjusted to remove the effects of funding for capital projects.

Tourism Tasmania has not recognised any non-operational capital funding or other one-off transactions relating to funding for capital projects. Accordingly, the Underlying net result from continuing operations does not differ from the Net result from continuing operations reported in the Statement of Comprehensive Income.



Heidi Weijens, King Island Distillery
© Jasper Da Seymour



Note 3

INCOME FROM TRANSACTIONS

Income is recognised in the Statement of Comprehensive Income when an increase in future economic benefits related to an increase in an asset or a decrease of a liability has arisen that can be measured reliably.

Income is recognised in accordance with the requirements of AASB 15 *Revenue from Contracts with Customers* or AASB 1058 *Income of Not-for-Profit Entities*, dependent on whether there is a contract with a customer defined by AASB 15.

3.1 REVENUE FROM GOVERNMENT

Appropriations, whether operating or capital, are recognised as revenues in the period in which Tourism Tasmania gains control of the appropriated funds as they do not contain enforceable and sufficiently specific obligations as defined by AASB 15. Except for any amounts identified as carried forward in Note 3.1, control arises in the period of appropriation.

Revenue from Government includes revenue from appropriations, unexpended appropriations rolled over under section 23 of the *Financial Management Act 2016* and Items Reserved by Law.

Section 23 of the Financial Management Act allows for an unexpended appropriation at the end of the financial year, as determined by the Treasurer, to be issued and applied from the Public Account in the following financial year. The amount determined by the Treasurer must not exceed five per cent of an Agency's appropriation for the financial year.

	2025 Actual \$'000	2024 Actual \$'000
Continuing Operations		
Appropriation revenue – operating		
Current year	40,678	38,588
Other Revenue from Government		
Appropriation Rollover under section 23 of the <i>Financial Management Act 2016</i>	...	2,071
Total revenue from Government	40,678	40,659

3.2 RECOVERIES

Recoveries are received from a range of government and industry partners on a funding and/or reimbursement basis.

	2025 \$'000	2024 \$'000
Aviation and Access	204	200
Grants and Subsidies	354	364
Visitor Economy	416	374
Marketing activities ¹	575	6
Other recoveries	1	...
Total Recoveries	1,550	944

¹ The increase in funding for Visitor Economy and Marketing activities predominantly reflects funding received from the Department of State Growth for work associated with 2030 visitor economy key directions initiatives.

Note 4

NET GAINS/(LOSSES)

4.1 NET GAIN/(LOSS) ON FINANCIAL INSTRUMENTS AND STATUTORY RECEIVABLES/PAYABLES

Financial assets are assessed at each reporting date to determine whether there is any objective evidence that there are any financial assets that are impaired. A financial asset is considered to be impaired if objective evidence indicates that one or more events have had a negative effect on the estimated future cash flows of that asset.

Key Judgement

An impairment loss using the expected credit loss method for all trade debtors uses a lifetime expected loss allowance. The expected loss rates are based upon historical observed loss rates that are adjusted to reflect forward looking macroeconomic factors.

	2025 \$'000	2024 \$'000
Impairment reversals/(losses) of:		
Receivables	1	(1)
Total net gain/(loss) on financial instruments	1	(1)

Note 5

EXPENSES FROM TRANSACTIONS

Expenses are recognised in the Statement of Comprehensive Income when a decrease in future economic benefits related to a decrease in an asset or an increase of a liability has arisen that can be measured reliably.

5.1 EMPLOYEE BENEFITS

Employee Benefits include, where applicable, entitlements to wages and salaries, annual leave, sick leave, long service leave, superannuation and any other post-employment benefits.

(A) EMPLOYEE EXPENSES

	2025	2024
	\$'000	\$'000
Wages and salaries	7,776	7,449
Annual leave	705	556
Long service leave	66	101
Sick leave	262	235
Superannuation – defined benefit scheme	207	201
Superannuation – contribution schemes	1,035	871
Other post-employment benefits	196	(47)
Other employee expenses	312	138
Total¹	10,559	9,504

Superannuation expenses relating to defined benefit schemes relate to payments into the Consolidated Fund. The amount of the payment is based on an agency contribution rate determined by the Treasurer, on the advice of the State Actuary. The current agency contribution is 12.95 per cent (2023–24: 12.95 per cent) of salary.

Superannuation expenses relating to defined contribution schemes are paid directly to superannuation funds at a rate of 11.5 per cent (2023–24: 11 per cent) of salary. In addition, agencies are also required to pay into the Consolidated Fund a “gap” payment equivalent to 3.45 per cent (2023–24: 3.45 per cent) of salary in respect of employees who are members of contribution schemes.

¹ Employee benefits increased by \$1.055 million (11%) compared to the prior year. The variance is primarily due to: additional funding profile for 2024–25 key deliverables including 2030 visitor economy program; staffing levels maintained at or close to full establishment; increase in salaries in line with wage agreements; increase in the superannuation guarantee charge from 11% to 11.5%; employee separation payments including leave entitlements; and additional salary backfill costs for a high number of staff on paid parental leave during the period.

(B) REMUNERATION OF KEY MANAGEMENT PERSONNEL

	Short-term benefits		Long-term benefits			
	Salary	Other Benefits	Super-annuation	Other Benefits & Long-Service Leave	Termination benefits	Total
2025	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
<i>Key management personnel</i>						
Board Members						
Grant O'Brien, Chairperson	52	...	6	...	...	58
Carolyn Miller	29	...	3	...	...	32
Shane O'Hare	29	...	3	...	...	32
Rodney Cuthbert	29	...	3	...	...	32
Clint Walker	29	...	3	...	...	32
Penelope Rafferty	29	...	3	...	...	32
Management personnel						
Sarah Kingston Clark ¹ , CEO ²	353	42	41	4	...	440
Mark Jones, Chief Operating Officer	185	6	21	(2)	...	210
Lindene Cleary, Chief Marketing Officer	271	32	31	13	...	347
Stephen Farquer, Director Aviation & Access Development	185	(4)	21	3	...	205
Edwina Morris, Director Industry, Government and Communication	180	13	21	20	...	234
Anne Greentree, Director Visitor Economy Strategy	185	11	21	5	...	222
Claire Boyle, Head of People and Culture (to 21/4/25)	118	...	14	...	...	132
Anne Harvey, Head of People and Culture (from 5/5/25)	19	2	2	...	...	23
<i>Acting key management personnel</i>						
Management personnel						
Vanessa Pinto, Chief Executive Officer (1/7/24 to 25/10/24)	98	(16)	11	(6)	...	87
Total	1,791	86	204	37	...	2,118

¹ The CEO changed her legal name from Sarah Clark to Sarah Kingston Clark on 14 July 2025. Prior year remuneration relates to the same individual.

² The CEO is also a Board Director as provided by section 8, part 3 of the *Tourism Tasmania Act 1996*.

(B) REMUNERATION OF KEY MANAGEMENT PERSONNEL

	Short-term benefits		Long-term benefits		Termination benefits	Total
	Salary	Other Benefits	Super-annuation	Other Benefits & Long-Service Leave		
2024	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
<i>Key management personnel</i>						
Board Members						
Grant O'Brien, Chairperson	52	...	6	...	...	58
Brett Torossi (to 21/11/2023)	13	...	2	...	...	15
Carolyn Miller	29	...	3	...	...	32
Shane O'Hare	29	...	3	...	...	32
Rodney Cuthbert	29	...	3	...	...	32
Clint Walker	29	2	3	...	...	34
Penelope Rafferty (from 13/02/2024)	10	...	1	...	...	11
Management personnel						
Sarah Clark, CEO ¹	351	39	39	1	...	430
Mark Jones, Chief Operating Officer	180	4	20	7	...	211
Lindene Cleary, Chief Marketing Officer	259	19	29	9	...	316
Stephen Farquer, Director Aviation & Access Development	180	8	20	3	...	211
Edwina Morris, Director, Office of the CEO	180	18	20	4	...	222
Anne Greentree, Director Visitor Economy Strategy	180	7	20	3	...	210
Ben Phillips, Head of People and Culture (from 23/10/23 to 28/03/24)	61	...	7	...	...	68
Claire Boyle, Head of People and Culture (from 22/04/24)	23	...	2	...	...	25
<i>Acting key management personnel</i>						
Management personnel						
Vanessa Pinto, CEO (from 27/5/24) ¹	24	...	3	...	...	27
Total	1,629	97	181	27	...	1,934

¹ The CEO is also a Board Director as provided by section 8, part 3 of the *Tourism Tasmania Act 1996*.

Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of Tourism Tasmania, directly or indirectly.

Remuneration during 2024-25 for key personnel is set by the State Service Act 2000. Remuneration and other terms of employment are specified in employment contracts. Short-term benefits include motor vehicle and car parking fringe benefits in addition to annual leave and any other short-term benefits. Long-term employee expenses include long service leave, superannuation obligations and termination payments.

Acting Arrangements

When members of key management personnel are unable to fulfil their duties, consideration is given to appointing other members of senior staff to their position during their period of absence. Individuals are considered members of key management personnel when acting arrangements are for more than a period of one month.

(C) RELATED PARTY TRANSACTIONS

AASB 124 *Related Party Disclosures* requires related party disclosures to ensure that the financial statements contain disclosures necessary to draw attention to the possibility that Tourism Tasmania financial results may have been affected by the existence of related parties and by transactions with such parties.

This note is not intended to disclose conflicts of interest for which there are appropriate governance procedures in place. Noting where conflicts are disclosed, robust internal governance controls exist to ensure decisions regarding contracting and subsequent contract management discussions exclude those with a declared interest.

The extent of information disclosed about related party transactions and balances is subject to the application of professional judgement by Tourism Tasmania. It is important to understand that the disclosures included in this note will vary depending on factors such as the nature of the transactions, the relationships between the parties to the transaction and the materiality of each transaction. Those transactions which are not materially significant by their nature, impact or value, in relation to the Tourism Tasmania normal activities, are not included in this note.

The aggregate value of related party transactions and outstanding balances (if any) is as follows:

	2025 Aggregate value of transactions \$'000	30 June 2025 Total Amount Outstanding or Committed \$'000
Purchase of services ¹	285	77
Payment of grants ²	2,573	1,437
Total	2,858	1,514

¹ Purchase of services made to Australian Tourism Data Warehouse Pty Ltd (ATDW) for services, license fees and industry support services (\$0.285 million). Tourism Tasmania is a shareholder of ATDW, refer to note 12.11. Management personnel Lindene Cleary is a Board member and management personnel Mark Jones is the independent Chair of the Risk, Audit and Finance Committee.

² Grant payments made to Tourism Industry Council of Tasmania (TICT) (\$0.230 million), Board member Clint Walker was Finance Director and is now Chair of the TICT.
Grant payments made to four Regional Tourism Organisations (\$2.343 million). A condition of the RTO grant deed is Tourism Tasmania have representation on each RTO Board to provide governance oversight and strategic alignment of tourism development and marketing initiatives. Management personnel Lindene Cleary, Anne Greentree, Edwina Morris and Mark Jones each sit as a member on one of the RTO Boards

5.2 DEPRECIATION AND AMORTISATION

All applicable Non-financial assets having a limited useful life are systematically depreciated over their useful lives in a manner which reflects the consumption of their service potential. Land, being an asset with an unlimited useful life, is not depreciated.

The depreciable amount of improvements to or on leasehold is allocated progressively over the estimated useful lives of the improvements or the unexpired period of the lease, whichever is the shorter. The unexpired period of a lease includes any option period where exercise of the option is reasonably certain.

Leasehold improvements 10 years

Depreciation is provided for on a straight-line basis using rates which are reviewed annually. The major depreciation period is:

Plant and equipment 3–25 years

All intangible assets having a limited useful life are systematically amortised over their useful lives reflecting the pattern in which the asset's future economic benefits are expected to be consumed by Tourism Tasmania. The major amortisation period is:

Software 5 years

(A) DEPRECIATION	2025 \$'000	2024 \$'000
Plant and equipment	28	30
Total	28	30
(B) AMORTISATION	2025 \$'000	2024 \$'000
Intangibles	502	462
Leasehold Improvements	50	49
Total	552	511
Total depreciation and amortisation	580	541

5.3 SUPPLIES AND CONSUMABLES

Supplies and consumables are recognised when it is probable that the consumption or loss of future economic benefits resulting in a reduction in assets and/or an increase in liabilities has occurred and the consumption or loss of future economic benefits can be measured reliably. Supplies and consumables include marketing related expenses of \$1.441 million in 2024–25 and \$1.217 million in 2023–24.

	2025 \$'000	2024 \$'000
Audit fees – financial audit ¹	28	26
Audit fees – internal audit	108	51
Office accommodation and vehicles rental	458	442
Consultants ²	7	31
Contracted services	899	657
Corporate overhead fee ³	903	903
Property expenses	134	108
Maintenance	9	5
Communications	27	45
Information technology	1,241	1,487
Travel and transport	450	406
Other supplies and consumables	151	228
Total	4,416	4,389

¹ Audit fees paid to the Tasmanian Audit Office for the audit of financial statements.

² Consultants' expenditure is related to the engagement of two different consultants for services for Tourism Tasmania's Audit and Risk Committee.

³ Corporate overhead fee paid to the Department of State Growth pursuant to a Service Level Agreement.

5.4 GRANTS AND SUBSIDIES

Grant and subsidies expenditure is recognised to the extent that:

- the services required to be performed by the grantee have been performed; or
- the grant eligibility criteria have been satisfied.

A liability is recorded when Tourism Tasmania has a binding agreement to make the grants but services have not been performed or criteria satisfied. Where grant monies are paid in advance of performance or eligibility, a prepayment is recognised.

	2025 \$'000	2024 \$'000
Regional Tourism Organisations support (RTO's) ¹	2,373	852
Contribution to Tasmanian Visitor Information Network (TVIN)	311	340
Contribution to Tourism Industry Council Tasmania (TICT)	230	235
Drysdale Accessible Tourism	6	...
Total	2,920	1,427

¹ The variance relates to the timing of RTO grant instalment payments across three financial years 2022-23 (\$2.189 million), 2023-24 (\$0.852 million) and 2024-25 (\$2.373 million).

5.5 ADVERTISING AND PROMOTION

Advertising and promotion are recognised as expenses when a decrease in future economic benefits related to a decrease in assets or an increase in a liability has arisen that can be measured reliably.

	2025 \$'000	2024 \$'000
On-line advertising	3,152	4,421
Social media advertising	877	1,041
Media advertising	6,380	7,088
Broadcast video on demand	844	934
Cinema advertising	596	265
Campaign production	1,972	2,634
Content partnerships	486	769
Co-operative/partnership marketing	3,717	3,209
Industry trade promotions	550	394
Experience Program expenses	698	540
Other advertising/promotional expenses	421	519
Contracted Services – Marketing	4,098	4,054
Non-staff travel expenses	209	115
Total	24,000	25,983

Total Direct Marketing spend by Tourism Tasmania in 2024-25 was \$25.441 million and includes supplies and consumables (\$1.441 million).

5.6 OTHER EXPENSES

Other expenses are recognised when it is probable that the consumption or loss of future economic benefits resulting in a reduction in assets and/or an increase in liabilities has occurred and the consumption or loss of future economic benefits can be measured reliably.

	2025 \$'000	2024 \$'000
Salary on-costs – Workers Compensation	2	3
Training seminars and conferences	73	132
Workplace health, safety and wellbeing	10	1
Other	9	7
Total	94	143

Note 6

ASSETS

Assets are recognised in the Statement of Financial Position when it is probable that future economic benefits will flow to Tourism Tasmania and the asset has a cost or value that can be measured reliably.

6.1 RECEIVABLES

Receivables are initially recognised at fair value plus any directly attributable transaction costs. Trade receivables that do not contain a significant financing component are measured at the transaction price.

Receivables are held with the objective to collect the contractual cash flows and are subsequently measured at amortised cost using the effective interest method. Any subsequent changes are recognised in the net result for the year when impaired, derecognised or through the amortisation process. An allowance for expected credit losses is recognised for all debt financial assets not held at fair value through profit and loss. The expected credit loss is based on the difference between the contractual cash flows and the cash flows that the entity expects to receive, discounted at the original effective interest rate.

For trade receivables, a simplified approach in calculating expected credit losses is applied, with a loss allowance based on lifetime expected credit losses recognised at each reporting date. Tourism Tasmania has established a provision matrix based on its historical credit loss experience for trade receivables, adjusted for forward-looking factors specific to the receivable.

	2025 \$'000	2024 \$'000
Receivables	325	213
Less: Provision for impairment	...	...
Total	325	213
Sale of goods and services (inclusive of GST)	...	2
Tax assets	325	211
Total	325	213
Settled within 12 months	325	213
Settled in more than 12 months	...	...
Total	325	213

(A) RECONCILIATION OF MOVEMENT IN EXPECTED CREDIT LOSS FOR RECEIVABLES

	2025 \$'000	2024 \$'000
Carrying amount at 1 July	...	(9)
Amounts written off during the year	...	9
Amounts recovered during the year	...	...
Increase/(decrease) in provision recognised in profit or loss	...	...
Carrying amount at 30 June	...	...

6.2 PROPERTY, PLANT AND EQUIPMENT

(i) VALUATION BASIS

Physical assets are recorded at historic cost less accumulated depreciation and accumulated impairment losses.

Cost includes expenditure that is directly attributable to the acquisition of the asset. The costs of self constructed assets includes the cost of materials and direct labour, any other costs directly attributable to bringing the asset to a working condition for its intended use, and the costs of dismantling and removing the items and restoring the site on which they are located. Purchased software that is integral to the functionality of the related equipment is capitalised as part of that equipment.

When parts of an item of plant and equipment have different useful lives, they are accounted for as separate items (major components).

(ii) SUBSEQUENT COSTS

The cost of replacing part of an item of plant and equipment is recognised in the carrying amount of the item if it is probable that the future economic benefits embodied within the part will flow to Tourism Tasmania and its costs can be measured reliably. The carrying amount of the replaced part is derecognised. The costs of day to day servicing of plant and equipment are recognised in profit or loss as incurred.

(iii) ASSET RECOGNITION THRESHOLD

The asset capitalisation threshold adopted by Tourism Tasmania is \$10 000 for all assets. Assets valued at less than \$10 000 are charged to the Statement of Comprehensive Income in the year of purchase (other than where they form part of a group of similar items which are material in total).

LEASEHOLD IMPROVEMENTS

(A) CARRYING AMOUNT

	2025 \$'000	2024 \$'000
Leasehold improvements		
At cost	503	503
Less: Accumulated amortisation	(443)	(393)
Total leasehold improvements	60	110
 Plant and equipment		
At cost	177	180
Less: Accumulated amortisation	(98)	(86)
Total plant and equipment	79	94
 Work in progress (at cost)		
Leasehold improvements at cost	...	...
Plant and equipment	...	14
Total Work in Progress	...	14
 Total property, plant and equipment	139	218

(B) RECONCILIATION OF MOVEMENTS

	2025 \$'000	2024 \$'000
Leasehold improvements		
Carrying amount at 1 July	110	147
Additions	...	12
Disposals	...	...
Amortisation expense	(50)	(49)
Carrying amount as at 30 June	60	110
 Plant and equipment		
Carrying amount at 1 July	94	124
Transfers from Work in progress	14	...
Disposals	(16)	...
Depreciation expense	(13)	(30)
Carrying amount as at 30 June	79	94
 Work in progress (at cost)		
Carrying amount at 1 July	14	...
Additions	...	14
Transfers to Plant and Equipment	(14)	...
Carrying amount as at 30 June	...	14
 Total property, plant and equipment	139	218

6.3 INTANGIBLES

An intangible asset is recognised where:

- it is probable that an expected future benefit attributable to the asset will flow to Tourism Tasmania; and
- the cost of the asset can be reliably measured.

Intangible assets held by Tourism Tasmania are valued at cost less any subsequent accumulated amortisation and any subsequent accumulated impairment losses where an active market exists. Where no active market exists, intangibles are valued at cost less any accumulated amortisation and any accumulated impairment losses.

(A) CARRYING AMOUNT

	2025 \$'000	2024 \$'000
Intangibles with a finite useful life		
Software at cost	2,636	2,377
Less: Accumulated amortisation	(1,357)	(855)
	1,280	1,522
 Work in progress (at cost)	 373	 253
Total	1,653	1,775

(B) RECONCILIATION OF MOVEMENTS

	2025 \$'000	2024 \$'000
Carrying amount at 1 July	1,775	1,900
 Additions	 379	 336
Amortisation expense	(501)	(462)
Carrying amount as at 30 June	1,653	1,775

6.4 OTHER ASSETS

Other assets are recognised in the Statement of Financial Position when it is probable that future economic benefits will flow to Tourism Tasmania and the asset has a cost or value that can be measured reliably.

	2025 \$'000	2024 \$'000
Other assets		
Prepayments	634	453
Total	634	453
 Utilised within 12 months	 634	 453
Utilised in more than 12 months	...	...
Total	634	453

The threshold for prepayment disclosure has increased from \$5 000 to \$10 000 to reflect the materiality relative to Tourism Tasmania expenditure.

Note 7

LIABILITIES

Liabilities are recognised in the Statement of Financial Position when it is probable that an outflow of resources embodying economic benefits will result from the settlement of a present obligation and the amount at which the settlement will take place can be measured reliably.

7.1 PAYABLES

Payables, including goods received and services incurred but not yet invoiced, are recognised at amortised cost, which due to the short settlement period, equates to face value, when Tourism Tasmania becomes obliged to make future payments as a result of a purchase of assets or services.

	2025 \$'000	2024 \$'000
Creditors	99	7
Accrued expenses	7	18
Total	106	25
Settled within 12 months	106	25
Settled in more than 12 months	...	...
Total	106	25

Settlement is usually made within 30 days.

7.2 EMPLOYEE BENEFIT LIABILITIES

Liabilities for wages and salaries and annual leave are recognised when an employee becomes entitled to receive a benefit. Those liabilities expected to be realised within 12 months are measured as the amount expected to be paid. Other employee entitlements are measured as the present value of the benefit at 30 June, where the impact of discounting is material, and at the amount expected to be paid if discounting is not material.

A liability for long service leave is recognised and is measured as the present value of expected future payments to be made in respect of services provided by employees up to the reporting date.

	2025 \$'000	2024 \$'000
Accrued salaries	515	287
Annual leave	629	492
Long service leave	621	763
Total	1,765	1,542
Expected to settle within 12 months	1,057	968
Expected to settle in more than 12 months	708	574
Total	1,765	1,542

7.3 OTHER LIABILITIES

Other liabilities are recognised in the Statement of Financial Position when it is probable that an outflow of resources embodying economic benefits will result from the settlement of a present obligation and the amount at which the settlement will take place can be measured reliably.

	2025 \$'000	2024 \$'000
Other liabilities		
Employee benefits – on-costs	31	17
Total	31	17
Expected to settle wholly within 12 months	31	17
Expected to settle wholly after 12 months	...	...
Total	31	17

Note 8

COMMITMENTS AND CONTINGENCIES

8.1 SCHEDULE OF COMMITMENTS

Commitments represent those contractual arrangements entered by Tourism Tasmania that are not reflected in the Statement of Financial Position.

Leases are recognised as right-of-use assets and lease liabilities in the Statement of Financial Position, excluding short term leases and leases for which the underlying asset is of low value, which are recognised as an expense in the Statement of Comprehensive Income.

	2025 \$'000	2024 \$'000
<i>By type</i>		
Commitments held with Finance-General		
Major office accommodation	473	468
Motor Vehicles	51	43
Total Commitments held with Finance-General	524	511
Other Commitments		
Program commitments	7,688	13,027
Total other commitments	7,688	13,027
Total	8,212	13,538
<i>By maturity</i>		
Commitments held with Finance-General		
One year or less	502	486
From one to five years	22	25
More than five years	...	...
Total Commitments held with Finance-General	524	511
Other commitments		
One year or less	6,378	7,960
From one to five years	1,310	5,067
More than five years	...	...
Total other commitments	7,688	13,027
Total	8,212	13,538

Lease commitments shows amounts payable for major office accommodation and government motor vehicle fleet, payable over a period of one year or greater for which it has been deemed are excluded from the application of AASB 16.

The Program commitments shows amounts approved to clients payable over a period of one year or greater on which the actual amount payable is dependent upon expenditure being incurred and certain conditions being met by these clients and a claim submitted and approved for payment.

8.2 CONTINGENT ASSETS AND LIABILITIES

Contingent assets and liabilities are not recognised in the Statement of Financial Position due to uncertainty regarding the amount or timing of the underlying claim or obligation..

(A) QUANTIFIABLE CONTINGENCIES

A quantifiable contingent asset is any possible asset that arises from past events and whose existence will be confirmed only by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the entity.

	2025 \$'000	2024 \$'000
Quantifiable contingent assets		
Recovery of funds ¹	...	117
Total quantifiable contingent assets	...	117

¹ \$0.117 million was for the outstanding recovery of funds from the Australian Government Recovery for Regional Tourism Grants Program returned in 2024-25 was satisfactorily resolved.

Note 9

CASH FLOW RECONCILIATION

Cash means notes, coins, any deposits held at call with a bank or financial institution, as well as funds held in the Specific Purpose Account. Deposits are recognised at amortised cost, being their face value.

9.1 CASH AND CASH EQUIVALENTS

Cash and cash equivalents includes the balance of the Specific Purpose Accounts held by Tourism Tasmania, and other cash held, excluding those accounts which are administered or held in a trustee capacity or agency arrangement.

	2025 \$'000	2024 \$'000
Specific Purpose Account balance		
S535 Tourism Tasmania Financial Management Account	(195)	(82)
		...
Total	(195)	(82)
Total Cash and cash equivalents	(195)	(82)

9.2 RECONCILIATION OF NET RESULT TO NET CASH FROM (USED BY) OPERATING ACTIVITIES

	2025 \$'000	2024 \$'000
Net result	(340)	(385)
Depreciation and amortisation	580	541
Net gain/(loss) on financial instruments & statutory receivables/payables	1	(1)
Decrease (increase) in Receivables	(112)	430
Decrease (increase) in Other assets	(181)	283
Increase (decrease) in Payables	81	12
Increase (decrease) in Employee Benefits	223	137
Increase (decrease) in Other liabilities	14	8
Net cash from (used by) operating activities	266	1,025

Note 10

FINANCIAL INSTRUMENTS

10.1 RISK EXPOSURES

(A) RISK MANAGEMENT POLICIES

Tourism Tasmania has exposure to the following risks from its use of financial instruments:

- credit risk;
- liquidity risk.

The Tourism Tasmania Board of Directors has overall responsibility for the development and implementation of Tourism Tasmania's risk management framework. Risk management policies are established to identify and analyse risks faced by Tourism Tasmania, to set appropriate risk limits and controls, and to monitor risks and adherence to limits.

(B) CREDIT RISK EXPOSURES

Credit risk is the risk of financial loss to Tourism Tasmania if a customer or counterparty to a financial instrument fails to meet its contractual obligations.

The credit risk on financial assets of Tourism Tasmania which have been recognised in the Statement of Financial Position is the carrying amount, net of any provision for doubtful debts. Tourism Tasmania extends 30 day credit terms for sundry receivables.

Tourism Tasmania is not materially exposed to any individual overseas country or individual customer.

Financial Instrument	Accounting and strategic policies (including recognition criteria, measurement basis and credit quality of instrument)	Nature of underlying instrument (including significant terms and conditions affecting the amount, timing and certainty of cash flows)
Financial Assets		
Receivables	Receivables are recognised at amortised cost, less any impairment losses.	The general term of trade for receivables is 30 days.
Cash and cash equivalents	Deposits are recognised at the nominal amounts.	Cash means notes, coins and any deposits held at call with a bank or financial institution, as well as funds held in the Special Deposits and Trust Fund. Tourism Tasmania does not earn any interest on funds held.

EXPECTED CREDIT LOSS ANALYSIS OF RECEIVABLES

The simplified approach to measuring expected credit losses is applied, which uses a lifetime expected loss allowance for all trade receivables.

The expected loss rates are based on historical observed loss rates adjusted for forward looking factors that will have an impact on the ability to settle the receivables. The loss allowance for trade debtors as at 30 June 2025 is \$0.

	Not past due	Past due 1-30 days	Past due 31-60 days	Past due 61-90 days	Past due 91+ days	Total
2024	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Expected credit loss rate (A)	...	...	...	...	100%	
Total gross carrying amount (B)	...	...	2	...	...	2
Expected credit loss (A x B)	...	...	...	...	...	...

(C) LIQUIDITY RISK

Liquidity risk is the risk that Tourism Tasmania will not be able to meet its financial obligations as they fall due. Tourism Tasmania's approach to managing liquidity is to ensure that it will always have sufficient liquidity to meet its liabilities when they fall due on the basis of continued funding from the Government.

Financial Instrument	Accounting and strategic policies (including recognition criteria and measurement basis)	Nature of underlying instrument (including significant terms and conditions affecting the amount, timing and certainty of cash flows)
Financial Liabilities		
Payables	Payables, including goods received and services incurred but not yet invoiced, are recognised at amortised cost, which due to the short settlement period, equates to face value, when Tourism Tasmania becomes obliged to make future payments as a result of a purchase of assets or services.	Settled within 30 days.

MATURITY ANALYSIS FOR FINANCIAL LIABILITIES

The following tables detail the undiscounted cash flows payable by Tourism Tasmania by remaining contractual maturity for its financial liabilities. It should be noted that as these are undiscounted, totals may not reconcile to the carrying amounts presented in the Statement of Financial Position:

2025	Maturity analysis for financial liabilities							
	1 Year	2 Years	3 Years	4 Years	5 Years	More than 5 Years	Un-discounted Total	Carrying Amount
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Financial liabilities								
Payables	106	...	...	...	...	...	106	106
Total	...	...	...	...	...	...	106	106

2024	Maturity analysis for financial liabilities							
	1 Year	2 Years	3 Years	4 Years	5 Years	More than 5 Years	Un-discounted Total	Carrying Amount
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Financial liabilities								
Payables	25	...	...	...	...	...	25	25
Total	25	...	...	...	...	...	25	25

10.2 CATEGORIES OF FINANCIAL ASSETS AND LIABILITIES

	2025 \$'000	2024 \$'000
Financial assets		
Amortised cost	(195)	(80)
Total	(195)	(80)
Financial Liabilities		
Financial liabilities measured at amortised cost	106	25
Total	106	25

Note 11

EVENTS OCCURRING AFTER BALANCE DATE

There have been no events subsequent to balance date which would have a material effect on Tourism Tasmania's Financial Statements as at 30 June 2025.



Note 12

OTHER SIGNIFICANT ACCOUNTING POLICIES AND JUDGEMENTS

12.1 OBJECTIVES AND FUNDING

Tourism Tasmania is a demand generator and brand leader. The agency's purpose is to connect travellers emotionally and culturally with Tasmania to generate demand and drive visitation, and lead a sustainable visitor economy delivering social, environmental and economic value for all Tasmanians.

Tourism Tasmania plays a key leadership role within the T21 and PVEAC governance framework. It has developed, in partnership with industry and with the parts of government that have a role within the visitor economy, Tasmania's 2030 Visitor Economy Strategy.

The strategy aims to ensure the important contribution tourism makes to Tasmania is maintained and visitor contribution is enhanced. The Agency plays an important role in leadership, advocacy and ensuring important data, insights and resources are shared widely to support industry and improve stakeholder decision making. It also ensures strong alignment and ongoing engagement with industry and government to deliver actions and priorities that strategically manage visitor economy growth and investment for the benefit of Tasmanians and our destination.

Tourism Tasmania activities are classified as controlled. Controlled activities involve the use of assets, liabilities, revenues and expenses controlled or incurred by Tourism Tasmania in its own right.

The activities of Tourism Tasmania are predominantly funded through Parliamentary appropriations. The Financial Statements encompass all funds through which Tourism Tasmania controls resources to carry on its functions.

12.2 BASIS OF ACCOUNTING

The Financial Statements are general purpose Financial Statements and have been prepared in accordance with:

Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board; and the Treasurer's Instructions issued under the provisions of the *Financial Management Act 2016*. The Financial Statements were signed by the Accountable Authority on 19 September 2025.

Compliance with the Australian Accounting Standards (AASBs and AASs) may not result in compliance with International Financial Reporting Standards (IFRS), as the AASBs and AASs include requirements and options available to not-for-profit organisations that are inconsistent with IFRS. Tourism Tasmania is considered to be a not-for-profit and has adopted some accounting policies under AASBs and AASs that do not comply with IFRS.

The Financial Statements have been prepared on an accrual basis and, except where stated, are in accordance with the historical cost convention. The accounting policies are generally consistent with the previous year except for those changes outlined in Note 12.5 below.

The Financial Statements have been prepared on the basis that Tourism Tasmania is a going concern as the 2024-25 State Budget Papers disclose that Tourism Tasmania is fully funded by appropriation in 2024-25 and over the forward estimates. The continued existence of Tourism Tasmania in its present form and undertaking its current activities, is dependent on Government policy and on continuing appropriations by Parliament for Tourism Tasmania's administration and activities. Tourism Tasmania has made no assumptions concerning the future that may cause a material adjustment to the carrying amounts of assets and liabilities in the next reporting period.

12.3 REPORTING ENTITY

The Financial Statements include all the controlled activities of Tourism Tasmania. The Financial Statements consolidate material transactions and balances of Tourism Tasmania's output group.

12.4 FUNCTIONAL AND PRESENTATION CURRENCY

These Financial Statements are presented in Australian dollars, which is Tourism Tasmania's functional currency.

12.5 CHANGES IN ACCOUNTING POLICIES

IMPACT OF NEW AND REVISED ACCOUNTING STANDARDS

In the current year Tourism Tasmania has adopted all of the new and revised Standards and interpretations issued by the Australian Accounting Standards Board (AASB) relevant to its operations. This includes the adoption of AASB 2021-2: Amendments to Australian Accounting Standards – Disclosure of Accounting Policies and Definition of Accounting Estimates, and AASB 2021-6 Amendments to Australian Accounting Standards – Disclosure of Accounting Policies: Tier 2 and other Australian Accounting Standards. The impact of these accounting standard changes is that disclosure of only material accounting policies are now made. There are no other new or revised Standards or Interpretations issued by the Australian Accounting Standards Board that are relevant to Tourism Tasmania's operations and effective for the current annual reporting period.

IMPACT OF NEW AND REVISED ACCOUNTING STANDARDS YET TO BE APPLIED

The following applicable accounting Standard has been issued by the AASB, AASB 2022-10 Amendments to Australian Accounting Standards – Fair Value measurement of Non-Financial Assets of Not-for-Profit Public Sector Entities. Tourism Tasmania has not yet determined the potential effect of the revised Standard on Tourism Tasmania's Financial Statements.

12.6 FOREIGN CURRENCY

Transactions denominated in a foreign currency are converted at the exchange rate at the date of the transaction. Foreign currency receivables and payables are translated at the exchange rates current as at balance date. Associated gains and losses are not material.

12.7 COMPARATIVE FIGURES

Comparative figures have been adjusted to reflect any changes in accounting policy or the adoption of new standards. Details of the impact of any changes in accounting policy on comparative figures are at Note 12.5.

12.8 ROUNDING

All amounts in the Financial Statements have been rounded to the nearest thousand dollars, unless otherwise stated. Consequently, rounded figures may not add to totals. Amounts less than \$500 are rounded to zero and are indicated by the symbol "...".

12.9 TAXATION

Tourism Tasmania is exempt from all forms of taxation except Fringe Benefits Tax (FBT) and the Goods and Services Tax (GST).

12.10 GOODS AND SERVICES TAX

Revenue, expenses and assets are recognised net of the amount of Goods and Services Tax, except where the GST incurred is not recoverable from the Australian Taxation Office (ATO). Receivables and payables are stated inclusive of GST. The net amount recoverable, or payable, to the ATO is recognised as an asset or liability within the Statement of Financial Position.

In the Statement of Cash Flows, the GST component of cash flows arising from operating, investing or financing activities which is recoverable from, or payable to, the Australian Taxation Office is, in accordance with the Australian Accounting Standards, classified as operating cash flows.

12.11 NON TRADED INVESTMENTS

In June 2001 Tourism Tasmania along with all the other State tourism authorities, and Tourism Australia contributed share capital in the establishment of Australian Tourism Data Warehouse Pty Ltd (ATDW). ATDW is a company limited by share, incorporated in NSW. The company is a central content and distribution platform for the Australian tourism industry.

Tourism Tasmania believes that because of the nature of ATDW and its shareholders and restrictions in the shareholder agreement, the shares have nominal value using the definition in AASB 13 of fair value. The standard defines 'fair value as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date'.

Independent Auditor's Report

To the Members of Parliament

Tourism Tasmania

Report on the Audit of the Financial Statements

Opinion

I have audited the financial statements of Tourism Tasmania (the Authority), which comprises the statement of financial position as at 30 June 2025 and statements of comprehensive income, changes in equity and cash flows for the year then ended, notes to the financial statements, including a summary of significant accounting policies, other explanatory notes and the statement of certification signed by the Chair of the Board and the Chief Executive Officer (the Directors).

In my opinion, the accompanying financial statements:

- (a) present fairly, in all material respects, the Authority's financial position as at 30 June 2025 and its financial performance and its cash flows for the year then ended
- (b) are in accordance with the *Tourism Tasmania Act 1996*, the *Financial Management Act 2016* and Australian Accounting Standards.

Basis for Opinion

I conducted the audit in accordance with Australian Auditing Standards. My responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of my report. I am independent of the Authority in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to my audit of the financial statements in Australia. I have also fulfilled my other ethical responsibilities in accordance with the Code.

The *Audit Act 2008* further promotes the independence of the Auditor-General. The Auditor-General is the auditor of all Tasmanian public sector entities and can only be removed by Parliament. The Auditor-General may conduct an audit in any way considered appropriate and is not subject to direction by any person about the way in which audit powers are to be exercised. The Auditor-General has for the purposes of conducting an audit, access to all documents and property and can report to Parliament matters which in the Auditor-General's opinion are significant.

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

My audit is not designed to provide assurance on the accuracy and appropriateness of the budget information in the Authority's financial statements.

Responsibilities of the Directors for the Financial Statements

The Directors are responsible for the preparation and fair presentation of the financial statements in accordance with Australian Accounting Standards, and the financial reporting requirements of Section 42 (1) of the *Financial Management Act 2016*. This responsibility includes such internal control as determined necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Directors are responsible for assessing the Authority's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Authority is to be dissolved by an Act of Parliament, or the Directors intends to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

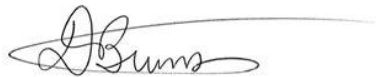
As part of an audit in accordance with the Australian Auditing Standards, I exercise professional judgement and maintain professional scepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Authority's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Directors.
- Conclude on the appropriateness of the Directors 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 Authority's ability to continue as a going concern. If I conclude that a material

uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusion is based on the audit evidence obtained up to the date of my auditor's report. However, future events or conditions may cause the Authority to cease to continue as a going concern.

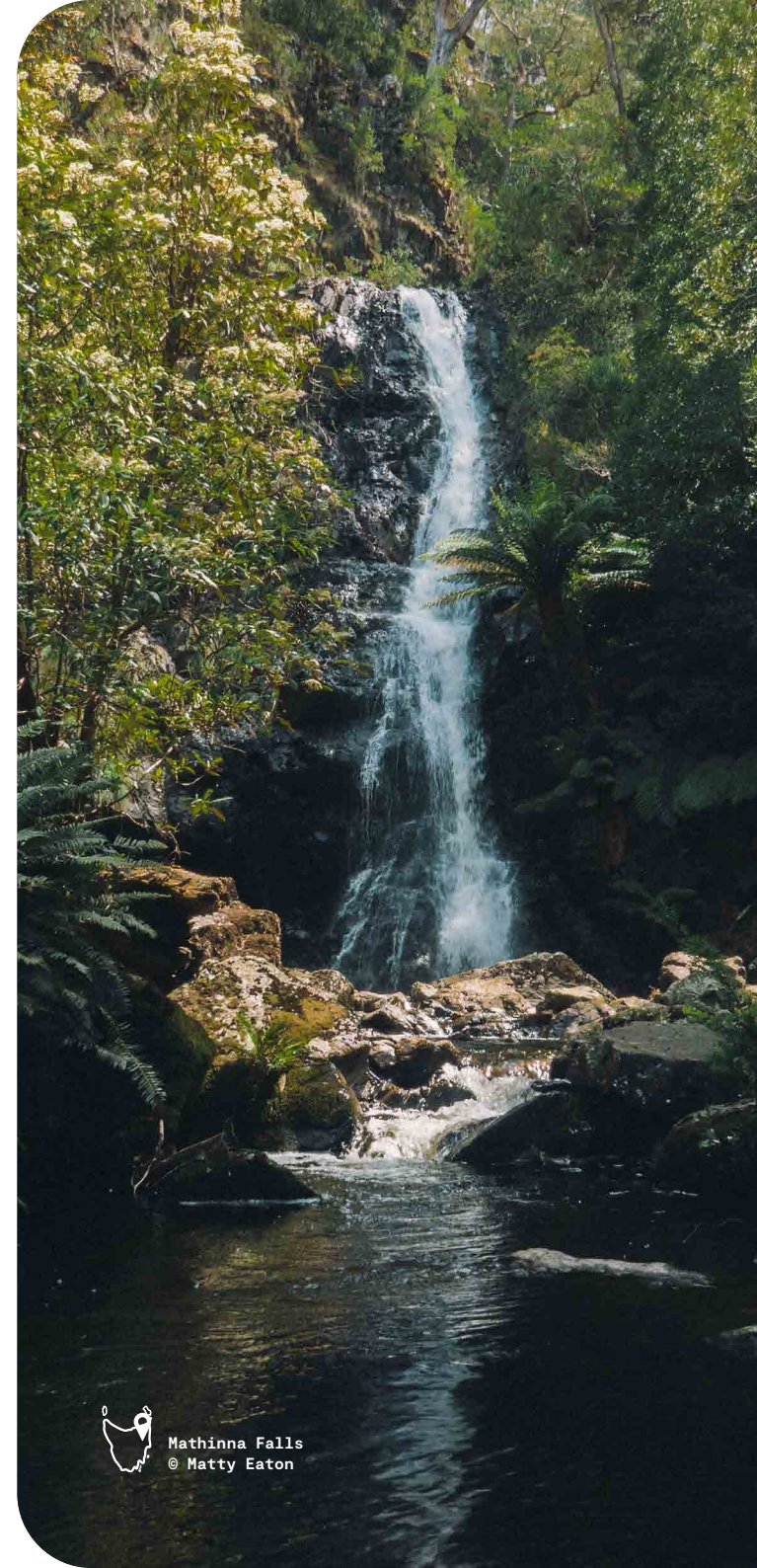
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with the Directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.



Derek Burns
Assistant Auditor-General
Delegate of the Auditor-General
Tasmanian Audit Office

22 September 2025
Hobart



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TASMANIA
COME DOWN FOR AIR

